

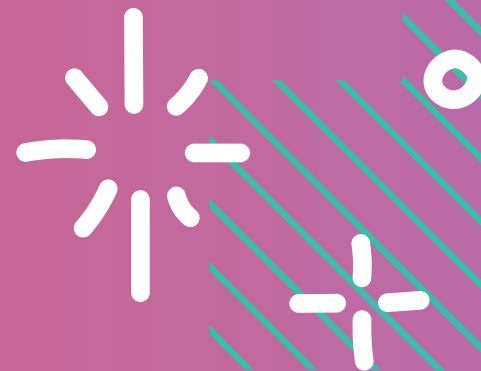
HIMSS[®] 25

A smiling woman with dark hair in a blue blazer is the central figure. A white heart rate line starts from the left, forms a heart shape, and then continues horizontally across her chest. A sunburst graphic with white rays is positioned behind her head on the right. The background is a dark blue gradient with a large pink circular shape behind the woman.

STYLE GUIDE



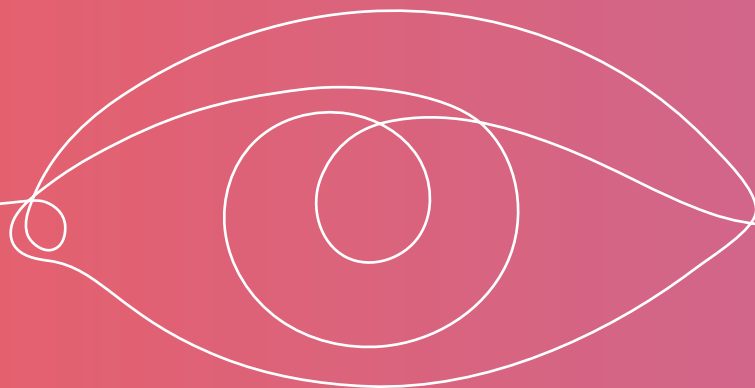
Click here to view our Miro board
of sample activation renderings.



VISUAL IDENTITY SYSTEM



THE BASICS



COLOR

The HIMSS25 theme leverages the existing HIMSS brand color palette, consisting of three primary-use colors and five secondary use colors. Gradients are created from these primary and secondary colors.



LOGO

The HIMSS letterforms should appear in only two states throughout all materials; Admiral Blue (over white) or reverse White (over Admiral Blue, other color fields or images). The circle “25” should primarily appear in sky blue. In limited cases, such as when used over imagery with light gradient background, the circle “25” can appear in Admiral Blue, to ensure readability. Do not stretch, recolor, or otherwise change the logo in any way.

Important note: The HIMSS25 only logo (shown below) should be used for onsite execution. It’s unnecessary to provide the long-form logo with both date and location to an onsite, real-time audience.



FLAGSHIP EVENT LOGOS

The HIMSS25 logos from around the globe show consistency in brand identity and also reinforces HIMSS global scale. When needed, the shortened version denoting region may be used for clearer identification to avoid confusion.



March 3-6 | **Las Vegas**

GLOBAL HEALTH CONFERENCE & EXHIBITION



March 3-6 | **Las Vegas**

GLOBAL



10-12 June | **Paris**

EUROPEAN HEALTH CONFERENCE & EXHIBITION



10-12 June | **Paris**

EUROPE



XX-XX September | **Seoul**

APAC HEALTH CONFERENCE & EXHIBITION



XX-XX September | **Seoul**

APAC

FONTS

The HIMSS25 theme creative utilizes Prometo and Verlag, The HIMSS primary brand fonts. Themeline extensions also use Adobe Handwriting Enie. Prometo is used for headlines. Both Verlag and Prometo font families can be used for supporting copy.

Prometo

Prometo is our primary headline copy font.

**a b c d e f g h i j k l m n
o p q r s t u v w x y z
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 “ & ! ? ”**

Verlag

Verlag is used for the themeline.

a b c d e f g h i j k l m n
o p q r s t u v w x y z
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 “ & ! ? ”

Special note: Numbers are shorter than letters (ex. D8 A7 B4).
Use “all caps” to force alignment with adjacent letters.

Adobe Handwriting Enie
Used for themeline and themeline extensions.

*a b c d e f g h i j k l m n
o p q r s t u v w x y z
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 “ & ! ? ”*

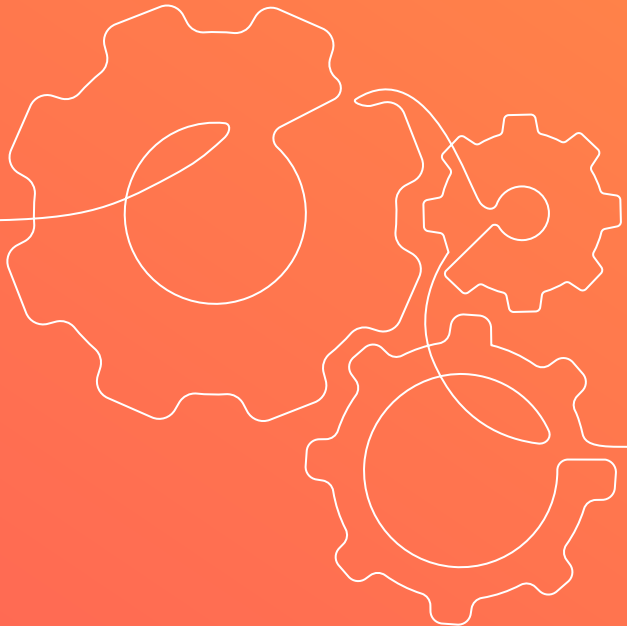
Adobe Handwriting Enie in a couple of different themeline extensions.

I AM *developing*
TOMORROW'S
workforce

WE ARE *finding*
TOMORROW'S
cure



THEME & ART





CREATING TOMORROW'S HEALTH

- Creating tomorrow's health is aspirational, actionable, inclusive and sums up the value of HIMSS events
- It reflects the mission we share with our global community: building the future of healthcare
- Evokes a sense of community, belonging, that our attendees and the HIMSS members seek

THEME STORY

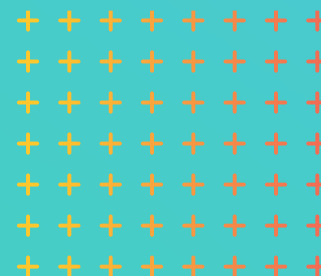
CREATING TOMORROW'S HEALTH



Health innovation happens outside the petri dish. Leaders across medicine, informatics, and community care are the ones who master and evaluate new systems. You're rolling them out in real life and building infrastructure that will affect millions of patients—for decades.

At HIMSS25, you're in the room first. You're the early adopter of digital health, the scrappy informaticist fighting for equity, and the CIO with the guts to say "let's try something new." Yesterday's gone, and your eyes are trained forward on health AI and personalized medicine.

Together, our community is creating tomorrow's health.



THEMELINE USAGE

The HIMSS25 themeline is supported by the fonts and color palette of the HIMSS visual identity system. The visual theme lockup replaces the second “O” in “tomorrow” with a rising gradient sun, representing a bright, hopeful “tomorrow” as well as a nod to the host city for Global Conference, sunny Orlando. As a secondary option, the circle “25” borrowed from our conference logo can also be used in place of the second “O.” Also as a secondary option, a secondary cool-colored sun may be used in the themeline depending on the color needs of the composition

The lockups below outline the different approved executions of the HIMSS25 themeline.



The themeline may also be placed atop a colorized image. It should be reverse to white. To enhance readability, apply a subtle outer glow in Admiral Blue to the themeline, taking care to avoid any obvious strokes around the letterforms. This also applies to the HIMSS25 logo when used atop colorized images.

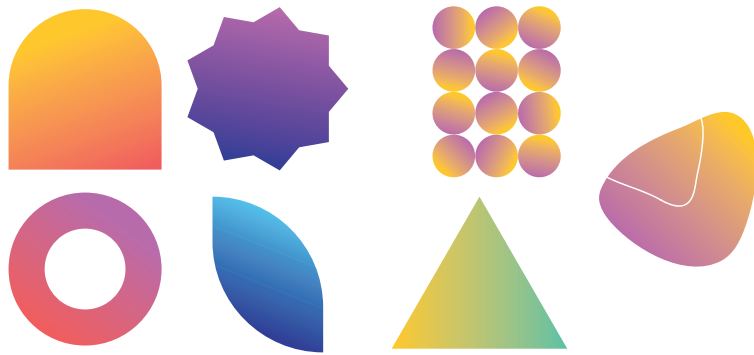


GRADIENTS AND OTHER ART USAGE

Most HIMSS25 compositions should include: **1.** Background Geometry, **2.** Image, **3.** 'Flare' Art' and /or HIMSS Gradient Pattern, **4.** Line Drawing and **5.** Gradient Background*. One background geometry shape/color should be chosen per composition to place behind the image and only one line drawing may be chosen per composition. Please refrain from using gradient backgrounds outside of those shown below. An “all or some” approach with regard for these five parts may be used at designer’s discretion. *Keynote and speaker headshots **never** use the gradient treatment.

Line drawings should reflect the persona or subject matter in the composition.

1. Background Geometry



2. Image



3. Flare Art/HIMSS Patterns



4. Line Drawings



5. Gradient Backgrounds*



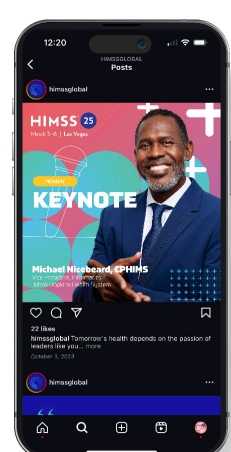
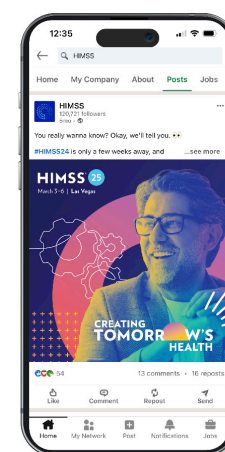
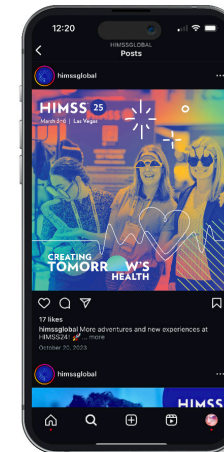
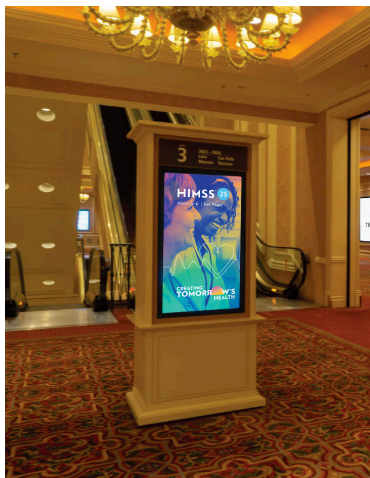
*Please only use these swatches

PERSONAS

This year, we have developed some personas we will be paying very close attention to. Examples of these are below. When creating a new persona, be mindful of gender/ethnicity. Also, try to use the same line drawing each time if you decide to use one and stick to a single image for each throughout the entire campaign lifecycle.



VISUAL APPLICATION



A photograph of two women laughing joyfully, positioned on the left side of the frame. The woman in the foreground is a Black woman with curly hair, wearing a white lab coat and a lanyard. The woman behind her is a white woman with blonde hair. The background is a solid purple color with several diagonal green lines.

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THANK YOU