# FAQ’s for Chapter Brand Use

## General Brand Guidelines

**Q. What was the purpose of the rebrand?**

A. The new brand was designed with a One HIMSS model to achieve a consistent global message aligning the HIMSS mission, vision, and brand. As an affiliate of HIMSS, chapters are represented as united within the One HIMSS model globally and locally. The goal is to ensure any member, in any location, has a similar, positive, experience with HIMSS.

**Q. Do chapters have the ability to customize the brand to reflect their local identity?**

A. Yes. We encourage chapters to showcase their unique identity as it adds authenticity, promotes belonging, and is one of the [photography themes](https://brand.himss.org/Styleguide/visualidentity/?page=1625E52D-9EA3-482B-9711DBDDC8BE235F) HIMSS included in our visual identity guidelines.

**Q. Can chapters use the HIMSS circle mark with the chapter logo?**

A. When HIMSS parent brand logo is also in composition, Chapter region or Community name only should be used, in Verlag Book (Trebuchet) all caps. Pay careful attention to distance from parent logo so it does not appear as a logo lockup. The HIMSS circle mark can be used when spaced accordingly with the “Region chapter” logo. If the HIMSS circle mark is not used the chapter should use the “HIMSS Region Chapter” logo.

**Q. Where can we access brand fonts?**

A. Prometo and Verlag are licensed for the brand and are used in templates provided on the Chapter Brand Portal. There are alternate fonts available in all systems. You can use Century Gothic for body copy and Trebuchet for headlines.

Social Media

**Q. Should all social media channels use the HIMSS circle mark as the thumbnail photo?**

A. Yes, a zip file has been provided for Facebook, LinkedIn, Twitter, and YouTube with appropriately sized profile and cover photos. The profile photo should use the HIMSS circle mark, alongside the formal chapter name (format: HIMSS XXX Chapter) as the channel name.

**Q. Why is the HIMSS circle mark the thumbnail photo opposed to the chapter logo?**

A. The goal is to achieve a consistent brand experience under the one HIMSS model, this includes those posting on behalf of HIMSS, within our chapters. We want the use of our iconic circle mark to signal to the reader that they are reading trusted and compelling content. The size of the profile photo is very small, which makes the logo hard to read and not as professional. The chapter name is always displayed next to the profile photo, so it is not necessary to be displayed twice.

**Q. Which cover or background photo should be used?**

A. Multiple cover photos are provided for each social channel, the chapter can select from any of these options.

**Q. Does HIMSS provide a bitly account?**

A. It is free to setup a [bitly](https://bitly.com/) account to shorten URL’s.

**Q. Will you be providing a tool to help automate across social media channels?**

A. We recommend using [Hootsuite](https://hootsuite.com/), which is a free tool.

## Templates

**Q. I am having difficulties using the HTML email template with the tool our chapter uses (ex: Constant Contact), what is the expectation of us?**

A. Unfortunately it’s a technology issue with a wide variety of tools being used. Our IT team is working quickly to provide a tool with the template. In the meantime, please do the best you can to ensure your email communications reflect the HIMSS brand guidelines.

**Q. What is the difference between the email and event template?**

A. The email template can be used for any email communications to promote upcoming events and provide chapter members with updates. The event template can be used to promote events on other channels, such as social media or registration sites. Multiple templates are designed to accommodate a range in speakers.

## Brand Portal

**Q. When does the $1,600 need to be used by?**

A. The $1,600 in ‘HIMSS Cash’ expires on December 31, 2020. Purchase new branded swag now!

Action Items

* Download new chapter logo suite
* Download new chapter templates (PPT, Word, Email)
* Update social media channel photos (profile and cover)
* Utilize new templates for all chapter communications, promotions, and events

Resources

[**Chapter Leader Resource Area (CLRA)**](https://clra.himss.org/marketing-web/clra-himss-brand) *(access given to all chapter leaders)*

The CLRA hosts all general chapter brand materials and templates, including guidelines and policies.

**OneDrive**

We have created a marketing folder on your chapter’s Engage site for easy access to your specific materials.