



## Chapter Brand Guide

Questions? Looking for specific material or swag? Contact your HIMSS chapter manager or [chapters@himss.org](mailto:chapters@himss.org).

- [Angie Claypool](#) for: Canada, Pacific, Southeast, and Southwest Chapters
- [Carrie Simon](#) for: East, Midwest, and Rocky Mountains Chapters

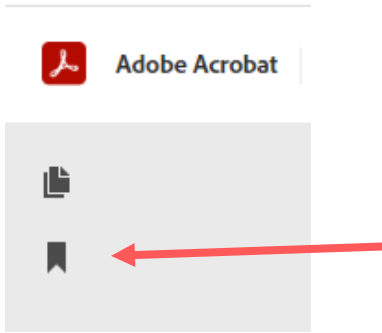
### **Important Links & What's Posted**

- Chapter Leader Resource Area: <http://clra.himsschapter.org/marketing-materials-0> (sign-in through HIMSS SSO)
  - High-level overview of brand guidelines
  - Social media logos and best practices
  - Templates for Word, email, zoom, and website banner slide
  - Chapter-specific policies
- Brand portal: <https://storefront.classic-color.com/HIMSS-Chapters> (username is chapter's info email, password set by owner or HIMSS)
  - Branded items specific to your chapter: logo suite, PPT template, and email signature badge
  - General templates that are also posted on the Chapter Leader Resource Center
  - Swag for purchase
- Brand center: <https://brand.himss.org> (open site)
  - Brand information for all aspects of HIMSS (full brand and style guidelines)
  - Chapter and communities approved logos and display
  - Approved photography

### **Brand Guidelines**

The brand PDF is hosted [here](#). Bookmarks have been created in the document for relevant information to chapters.

- Expand the three horizontal bars in the upper left corner to open a sidebar on the left.
- Choose the second icon which will reveal the bookmarked sections.



[Writing Guidelines](#): This is your resource to draft copy in a focused tone of voice, so our content has a consistent sound, style and message.

[Visual Identify](#): Correct use of our visual identity across all media grows brand equity by strengthening the connection between our logo and our mission.

[Color Profile](#): A color profile must be accompanied by and applied to its brand elements consistently to create brand recognition.

[Imagery](#): Discover guidelines for photography, video and various illustrations and avoid brand misuse.

[Brand Management](#): Our architecture unifies the brand strategically and visually while providing autonomy and ownership for sub-brands and products.

- [Brand Architecture](#)
- [Aligned Brands](#)
- [Email Templates](#)

## Chapters Logo Guidelines

The Chapters identity is presented in two different ways. The primary logo is the standalone chapter logo. An additional variation uses the HIMSS parent logo in conjunction with the chapter name. The parent HIMSS logo should never solely appear on chapter materials. **The chapter should never create resources using the HIMSS parent logo or circle emblem.**

The former Chapter logos should be retired from **all** Chapter materials.

### Primary Chapter Logo | Standalone

The standalone logo is the Chapter's primary logo and is used on swag, chapter event materials, PPT template, when presenting the chapter as a sponsor, collaborator, and for other items created by the Chapter.

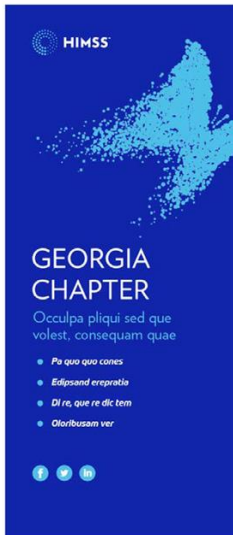
**HIMSS**  
GEORGIA  
CHAPTER

**HIMSS**  
GEORGIA CHAPTER

**HIMSS** GEORGIA CHAPTER

### Secondary Chapter Logo | HIMSS Logo & Chapter Name

Materials presenting this option using the HIMSS parent logo and Chapter name will be **solely created and distributed by HIMSS**. Examples include banner stand signage, PowerPoint template, email template, email signature badge, Word template, etc.



GEORGIA  
CHAPTER

### Templates

If your chapter is looking for a specific template and do not see if provided, please contact your chapter manager.

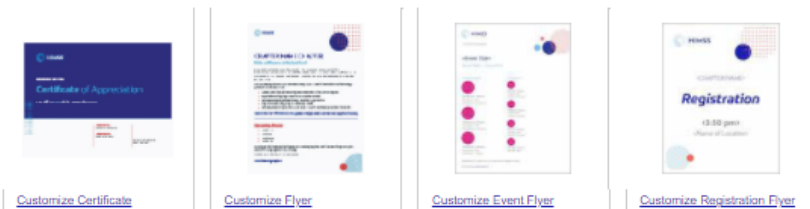
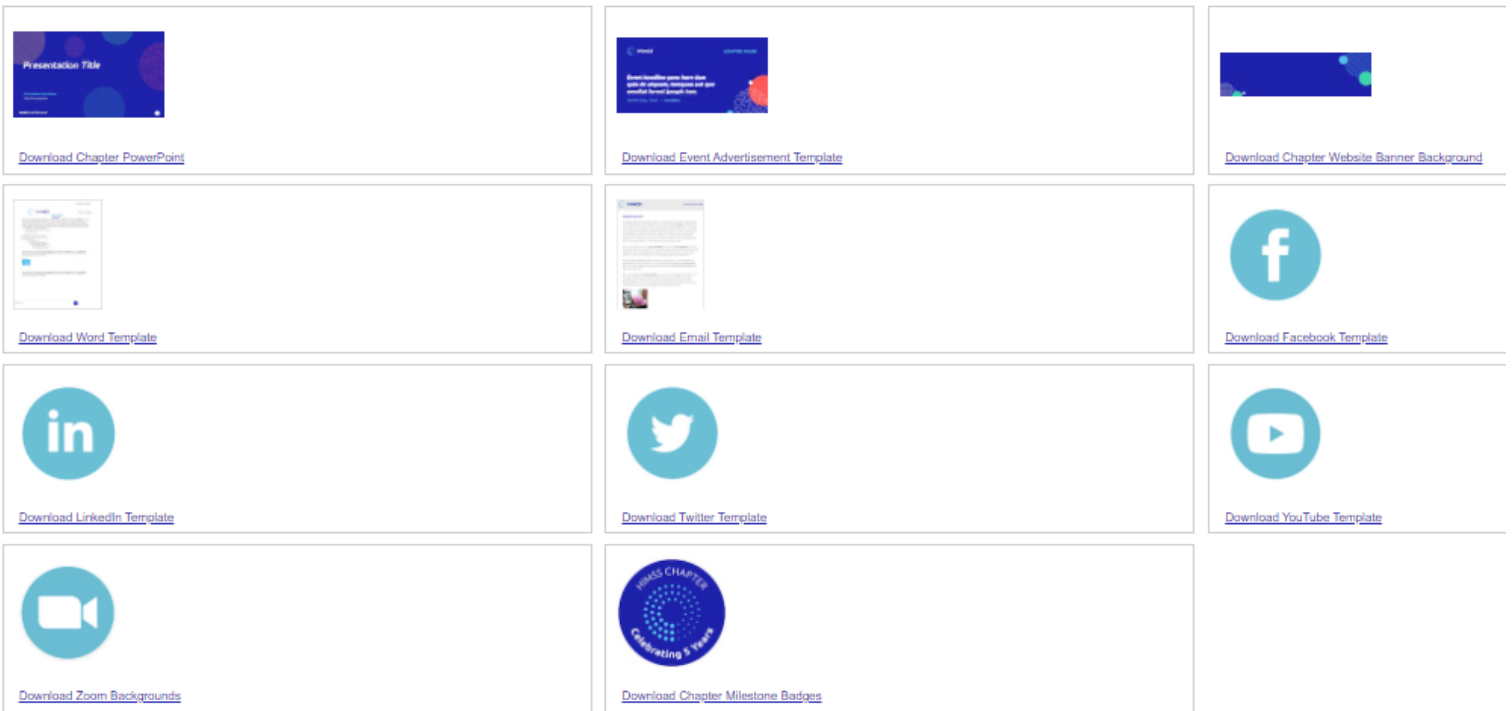
Brand portal templates:

- Logo suite (and common chapter collaboration logos, ex. Texas Chapters)
- Email signature badge
- PPT template
- Word template
- Email template
- Event promo template
- Website banner slide
- Social media and Zoom backgrounds
- Milestone badges
- Customizable certificates
- Customizable flyers for memberships and events
- Customizable registration sign

LOGOS



TEMPLATES



## **HIMSS Chapter Name**

The naming format for all chapters is HIMSS XXX Chapter. Due to the length of some chapter names, pre-approved nicknames may be used. Chapters may not use other names outside the pre-approved nickname. The first mention of the chapter's name in any document, email, flyer, etc. must be the full chapter name (format: HIMSS XXX Chapter). [Chapter name list download](#). Please email [chapters@himss.org](mailto:chapters@himss.org) with any questions or to request nickname approval.

## **Purchasing Swag/Giveaways**

Two options for purchasing swag or giveaways.

1. Purchase through [chapter brand portal](#).
2. Purchase through vendor of your choice and **email the proof to your chapter manager**.