**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.

**Primary Chapter Logo | Standalone**

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



**Additional Guidelines:**

* The parent HIMSS logo should never solely appear on chapter materials
* The former Chapter logos should be retired from all Chapter materials