



International

Brand Guidelines

Contents

Identifying HL7.....3

Using the HL7 Logo4

Using the HL7 Logo5

Acceptable Variations of the Logo6

Placing the HL7 Logo for maximum legibility7

Secondary Logos - HL7 FHIR.....8

Questions? HL7 Communications is here to help!.....9

Identifying HL7

All materials developed for HL7 should clearly identify HL7 and the HL7 website URL. In addition, HL7 holds a number of registered trademarks which must be identified.

Name

- When referring to our organization, there are two acceptable formats:
 - *The full name:* Health Level Seven® International
 - *The acronym:* HL7
- Whenever writing copy about our organization, please make sure the first mention reads:
 - **“Health Level Seven® (HL7®) International”**
- After the full name has been used, subsequent references may use just the initials:
 - **“HL7”**
- **IMPORTANT:** Do not use “Health Level 7” or any other expression.

URL

Our preferred format: **HL7.org**

Trademarks

Whenever using an HL7 graphic that includes a registered trademark symbol, a trademark statement must be placed near the first use of that graphic. For example:

“®Health Level Seven, HL7, FHIR and the FHIR [FLAME DESIGN] are registered trademarks of Health Level Seven International, registered with the United States Patent and Trademark Office. These trademarks are used with the permission of HL7 and the use of these trademarks does not constitute HL7’s approval or endorsement.”

For detailed information see
“Guide to Using HL7 Trademarks” at
<http://www.hl7.org/legal/trademarks.cfm>

Using the HL7 Logo



The logo consists of three parts:

1. the HL7 mark
2. the registration mark
3. the word “International”

Always use the entire logo graphic

Do not crop out the registration mark or the word “international”

Official logo colors

The HL7 logo uses specified colors:

RED

PRINT

Pantone® 2347 C

CMYK:

C-1/M-98/Y-95/K-0

DIGITAL

RGB: R-236 / G-34 / B-39

HEX: #ec2227

BLACK

PRINT

Pantone® 6 C

CMYK:

C-75/M-68/Y-67/K-90

DIGITAL

RGB: R-1 / G-1 / B-1

HEX: #010101

Using the HL7 Logo



Exclusion zones

Always allow a clear area around the logo, measuring at least 25% of the vertical height of the logo.

Minimum width

The logo minimum width for print is 30 mm wide.

The logo minimum width for screen use is 100 pixels wide.

Do not change the logo form in any way

Derivative versions of the HL7® International logo are generally prohibited, as they dilute the brand identity. The logo must stand alone and may not be combined with any other object, including but not limited to other logos, words, graphics, photos, slogans, numbers, design features, or symbols. The logo may not be animated, morphed, or otherwise distorted in perspective or appearance. Do not approximate or re-create the logos...please request original logo files from HL7 - contact information is on page 18.



Acceptable Variations of the Logo



Preferred Use - color on white



Positive logo on light background



Negative logo on black or dark background

Placing the HL7 Logo for maximum legibility

Make the logo easy to see.

If the logo must be placed over a photo background, consider the placement of the logo carefully. Is there a natural light or dark point in the photo? Are some areas busy, while others are quiet?



Avoid placing logo over dark or busy areas in a photo.



Place the logo against light areas for high visual contrast.

Secondary Logos - HL7 FHIR



Exclusion zones

Always allow a clear area around the logo, measuring at least 25% of the vertical height of the logo.



Minimum width

The logo minimum width for print is 30 mm wide.
The logo minimum width for screen is 75 pixels wide.

Do not change the logo form in any way

Derivative versions of the HL7® FHIR® logo are generally prohibited, as they dilute the brand identity. The logo must stand alone and may not be combined with any other object, including but not limited to other logos, words, graphics, photos, slogans, numbers, design features, or symbols. The logo may not be animated, morphed, or otherwise distorted in perspective or appearance. Do not approximate or re-create the logos...please request original logo files from HL7 - contact information is on page 18.

The HL7® FHIR® Flame

The flame may be used as a stand-alone design element, but only after the full FHIR logo has been prominently positioned. The full HL7 FHIR logo must be displayed in its entirety at least once in the document/file/presentation in which it is being used, preferably in the first instance.

Questions? HL7 Communications is here to help!



Please request logo files from
HL7 Marketing and Communications
marcom@HL7.org