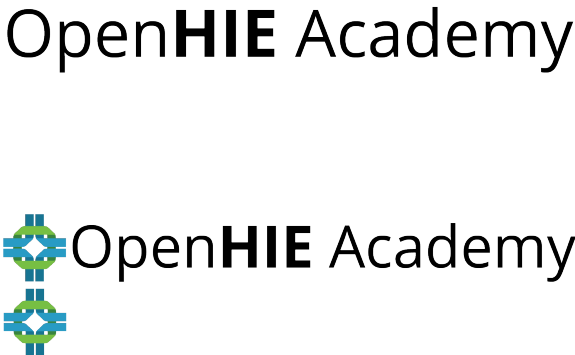


# OpenHIE Logo Policy & Style Guide

## Images

1496px

|                                                                                    |
|------------------------------------------------------------------------------------|
| Logo                                                                               |
|   |
| Academy Logos                                                                      |
|  |

The original EPS format can be found [here](#). The original SVG format can be found [here](#).

## OpenHIE Branding Colors

| Primary Colors                                                                      | RGB                  | CMYK                    | WEB     |
|-------------------------------------------------------------------------------------|----------------------|-------------------------|---------|
|  | R: 83 G: 198 B: 63   | 58.08C 0M 68.18Y 22.35K | #53C63F |
|  | R: 0 G: 159 B: 200   | 100C 20.5M 0Y 21.57K    | #009FC8 |
| Secondary Colors                                                                    | RGB                  | CMYK                    | Web     |
|  | R: 56 G: 132 B: 63   | 57.58C 0M 52.27Y 48.24K | #38843F |
|  | R: 26 G: 116 B: 147  | 82.31C 21.09M 0Y 42.35B | #1A7493 |
|  | R: 255 G: 255 B: 255 | 0C 0M 0Y 0B             | #FFFFFF |
|  | R: 51 G: 51 B: 51    | 0C 0M 0Y 80B            | #333333 |

\*Secondary colors are to be used for presentations and other visual tools.

|                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| OpenHIE Editorial Style Guide   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| The following table is meant to demonstrate and provide details of the preferred style for OpenHIE communications. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Organization Title                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Open HIE, OHIE                                                                                                     | The OpenHIE organization will be referred to as OpenHIE (pronounced Open H I E) and OHIE (pronounced O-Hi).                                                                                                                                                                                                                                                                                                                                                       |
| Date & Time                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Date<br>Month<br>Year<br><br>Ex. 1<br>January<br>2022                                                              | To align more with international preferences, times will be posted Date Month and Year rather than the American writing of Month, Day and Year.<br><br><b>Please note:</b> This is a new implementation into the secretariat communication posting. We hope community members will be patient with us as we make transitions across our community pages and communications.                                                                                       |
| Time listing                                                                                                       | The 12-hour clock (with a.m. and p.m. notations) will be used in order to best avoid confusion across time zones for meeting organizers.<br><br><b>Please note:</b> If there is significant interest in moving community listings to the 24-hour clock, we will do our best to make those changes. <i>Be sure to let us know if you prefer the 24-hour listing on our communications via the <a href="#">contact form</a> or <a href="#">community forum</a>.</i> |

# Text

OpenSans Dark Grey (#333333) (\*HIE in bold)

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| Ex. 9-10:30 p.m. or from 9 to 10:30 p.m.   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Time postings                              | <p>Communications should be listed in multiple time zones. We hope to generally post EST/EDT and UTC time zones as the secretariat largely lives in the Eastern Standard &amp; Eastern Daylight time zone (EST &amp; EDT) and the Coordinated Universal Time (UTC) time zone will be used to be mindful of our universal audience.</p> <p>Other time zones are encouraged to be listed in events, most especially when a meeting hosts a large number of participants from the same time zone.</p> |
| Ex. 8-10:30 a.m. (EST) / 1-3:30 p.m. (UTC) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Time Posting                               | <p>Eastern Daylight Time (EDT) is a North American time zone in use from the <b>second Sunday in March to the first Sunday in November</b> during Daylight Saving Time (DST). Eastern Standard Time (EST) is used during the remainder of the year.</p>                                                                                                                                                                                                                                            |