



HEALTH FOR ALL | EVENT IDENTITY DOSSIER 2021

V!TOR

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CONTENTS

SECTION 01 Development	Workshop Results Transition from Agents of Change Design Statement Inspiration
SECTION 02 Identity System	Colors Typography Event Logo Graphic Elemets & Icons Patterns
SECTION 03 Design Application	Session Tiles Speaker Tiles Keynote Invitation Speaking Invitations Event Presentation Deck Letter Website Mobile Website Social Media Swag
SECTION 04 Contact	Glossary Contact Information

SECTION 01 | Health For All | Development

03

WORKSHOP TAKEOUTS

COMMUNITY
TO THE MOON
EQUITY
ACCESS
SUSTAINABILITY
LIGHT!
ILLUSTRATION FOCUSED
WELCOMING



SIGNING DAY

VIRTUAL

NOVEMBER 12TH 2020

B R E | G 4 A T H E



T O
T H E
M O O N



F O R
T H E
P E O P L E



PICASSO - LIGHT DRAWINGS- LIFE MAGAZINE 1949

When LIFE magazine's Gjon Mili, a technical prodigy and lighting innovator, visited Pablo Picasso in the South of France in 1949, the meeting of these two artists and craftsmen resulted in something extraordinary. Mili showed Picasso some of his photographs of ice skaters with tiny lights affixed to their skates, jumping in the dark, and the Spanish genius's ever-stirring mind began to race.



ORION CAMPOS + KUKA ROBOTIC ARM - 2014

Programed KUKA robotic arm to execute movements reinterpreting the light painting executed by Pablo Picasso and photographed by Gjon Mili in south of France. Project done together with Michelle Tseng and Jayant Khanuja. 1949.

T O
T H E
M O O N



F O R
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P E O P L E

E Q U I T Y

A C C E S S

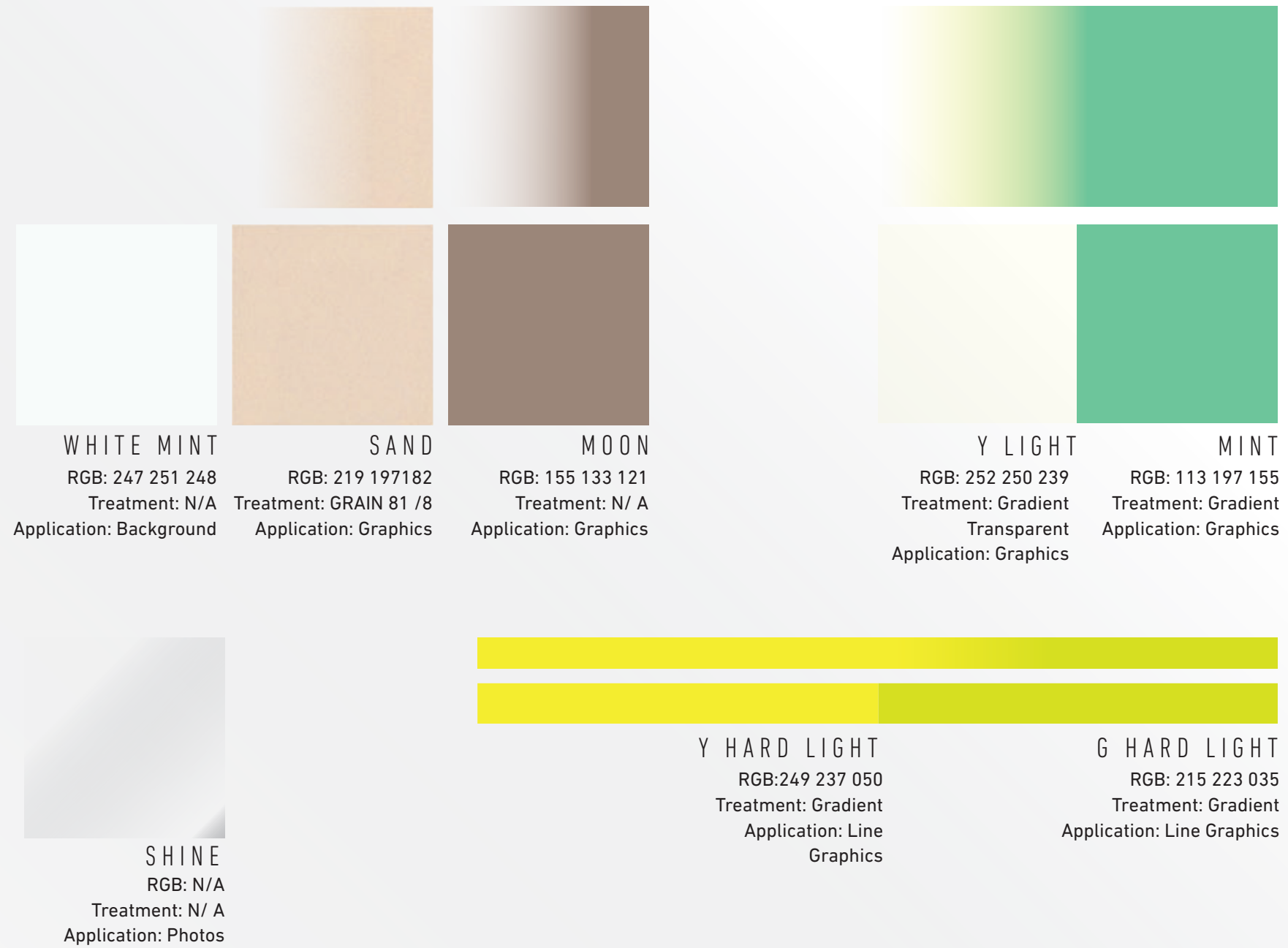
S U S T A I N A B I L I T Y

These three tenets are the pillars of how we change the experience of healthcare. With this in mind Health For All: A Digital Health Forum has been designed to be a conference like no other. The virtual form-factor, no-cost ticket price, and self-navigation experience means that nobody, regardless of income, geography, time zone, or day-of availability will be barred from entry – just as we would design healthcare to be. Health For All: A Digital Health Forum is a truly global showcase.

SECTION 02 | Health For All | Identity System

11

COLOR SCHEME



GO TO FOLDER >

F O N T

DIN NEXT
LT PRO

LIGHT CONDENSED BREATHE
UPPERCASE

A B C D E F G
H I J K L M N
O P Q R S T U
V X W Y Z

DIN NEXT
LT PRO

REGULAR
SENTENCE CASE

a b c d e f g h A B C D E F G
i j k l m n o p H I J K L M N
q r s t u v x w O P Q R S T U
y z V X W Y Z

E V E N T
L O G O



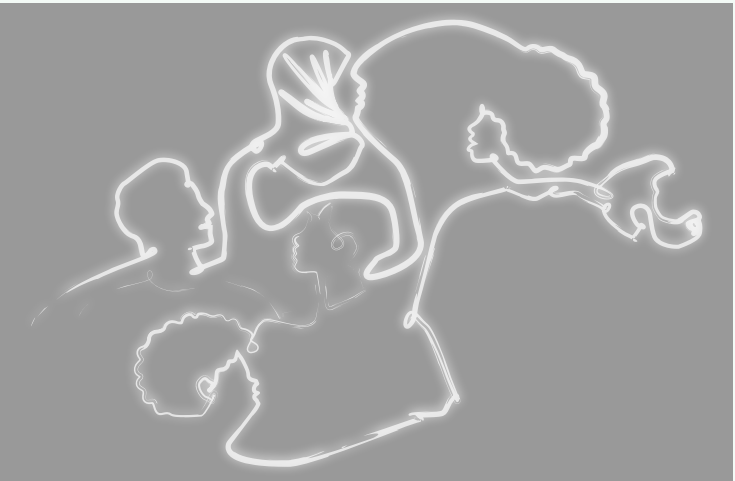
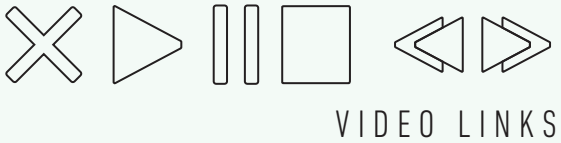
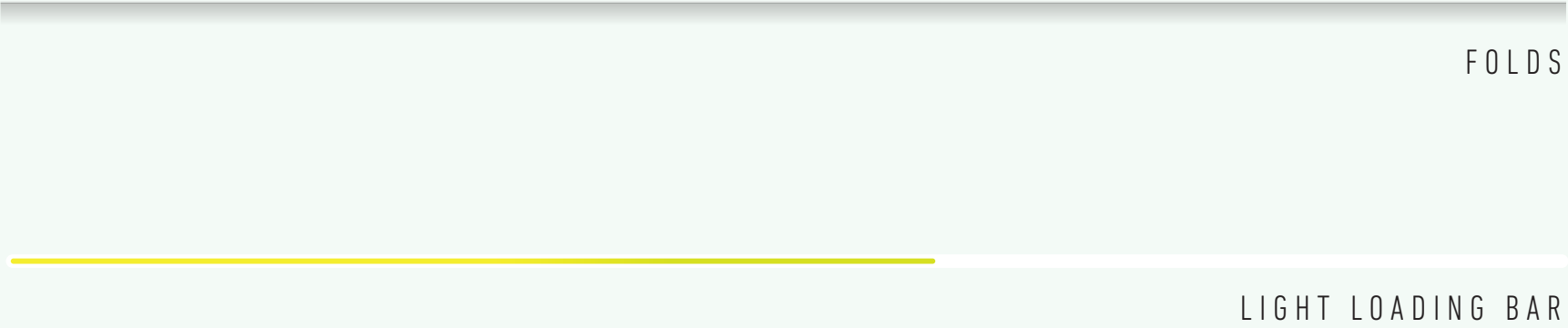
HEALTH
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A DIGITAL HEALTH FORUM FROM G4A

+ VARIATIONS

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G R A P H I C
E L E M E N T S
& I C O N S



GO TO FOLDER >

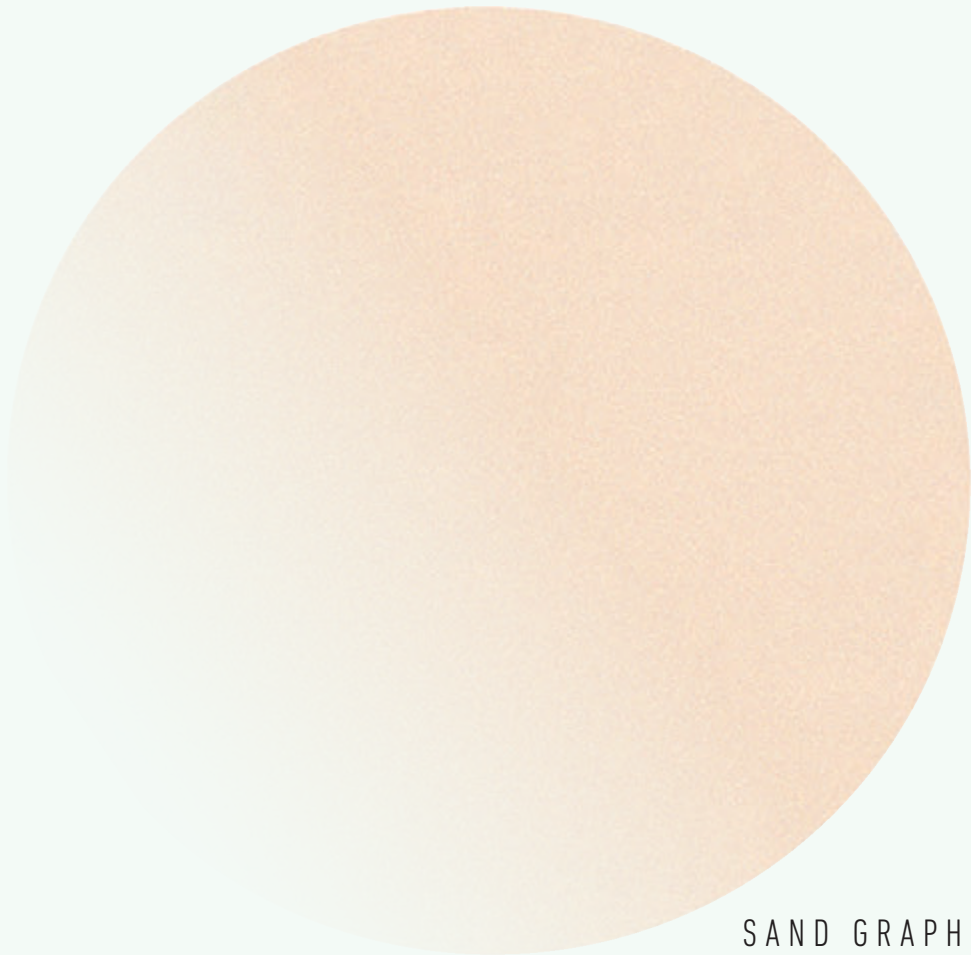
G R A P H I C
E L E M E N T S
& I C O N S



Y HARD LIGHT GRAPH



MINT LIGHT GRAPH



SAND GRAPH



MOON GRAPH



MINT MOON GRAPH

GO TO FOLDER >

P A T T E R N

GO TO FOLDER >

PARTERN

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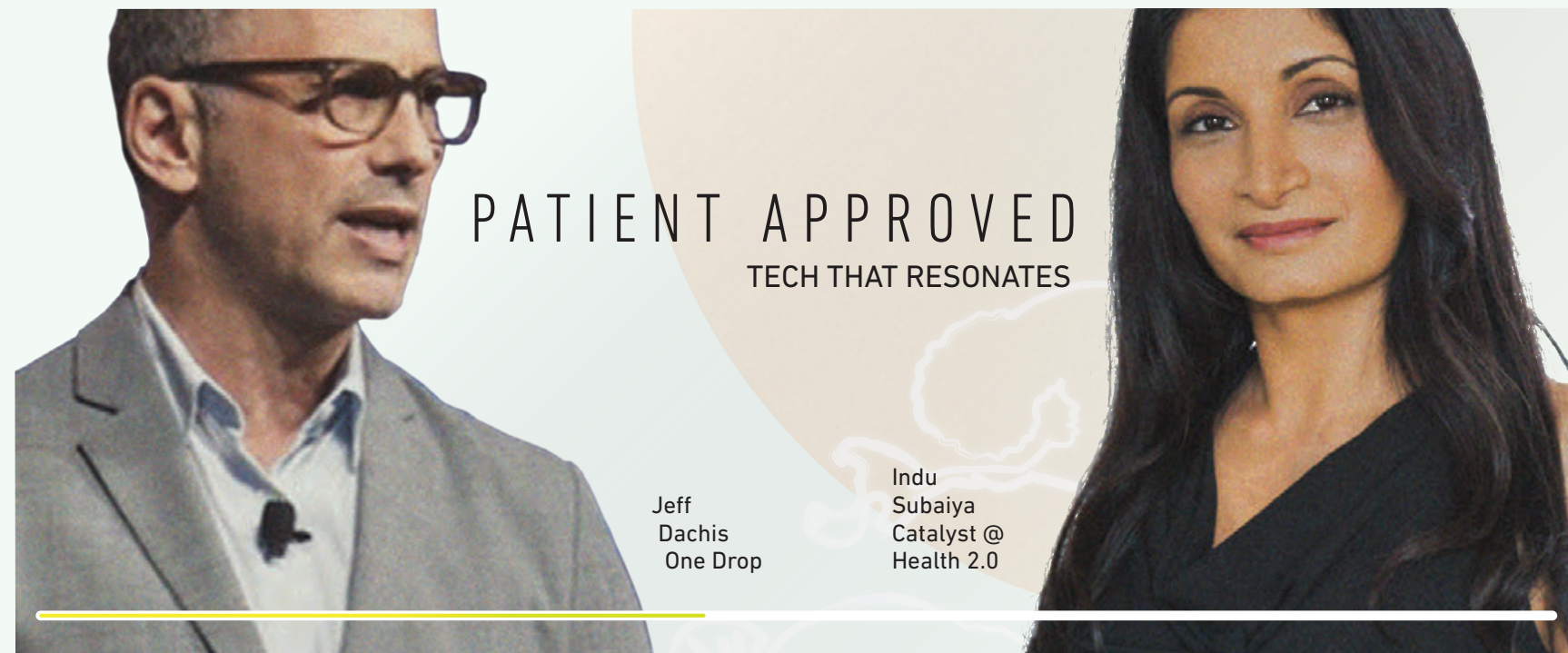
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GO TO FOLDER >

SECTION 03 Health For All | Design Application

19

S E S S I O N
T I T L E S



PLACE
HOLDER

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S P E A K E R
T I T L E S



PLACE
HOLDER

GO TO FOLDER >

KEYNOTE INVITATION



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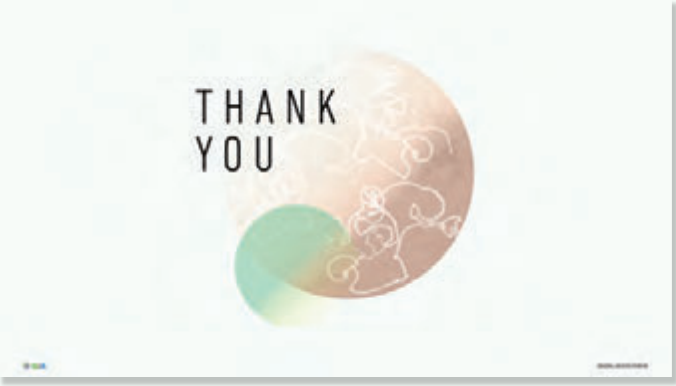
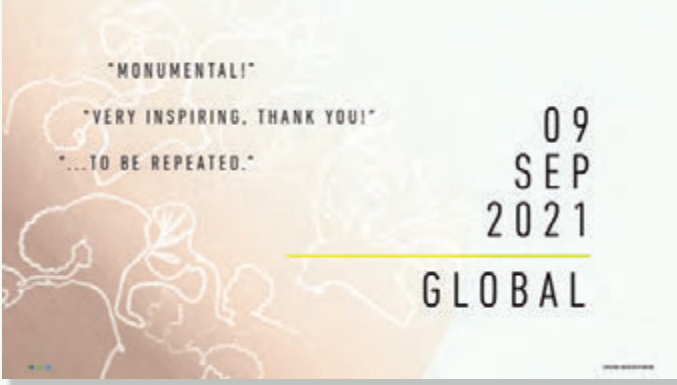
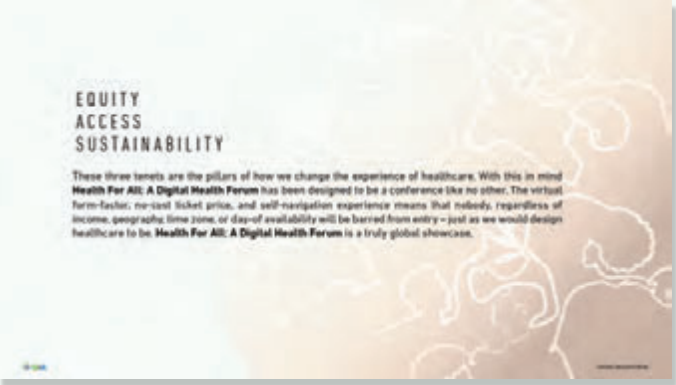
S P E A K I N G I N V I T A T I O N



PLACE
HOLDER

GO TO FOLDER >

D I G I T A L
H E A L T H
F O R U M



L E T T E R



Dear Michelle Obama,

The annual highlight of G4A Partnership's work is the Digital Health Forum which is going to take place on the 9th September in virtual format this year. The forum is a place for exchange of ideas, insights, and expertise in the field of Digital Health. Anyone who is interested to get to know the field of Digital Health closely is warmly welcome to attend the forum. This year we put our mission at the core of the event and are happy to host the Digital Health Forum 2021 under the theme "Health For All".

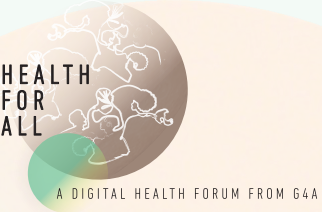
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Dominick Kennerson
Global Head G4A Digital Health

G4A DIGITAL HEALTH PARTNERSHIPS
BAYER AG PHARMACEUTICALS - DIGITAL & COMMERCIAL INNOVATION
MUELLERSTRASSE 178 -BUILDING M021, 00/037 - 13353 BERLIN, GERMANY



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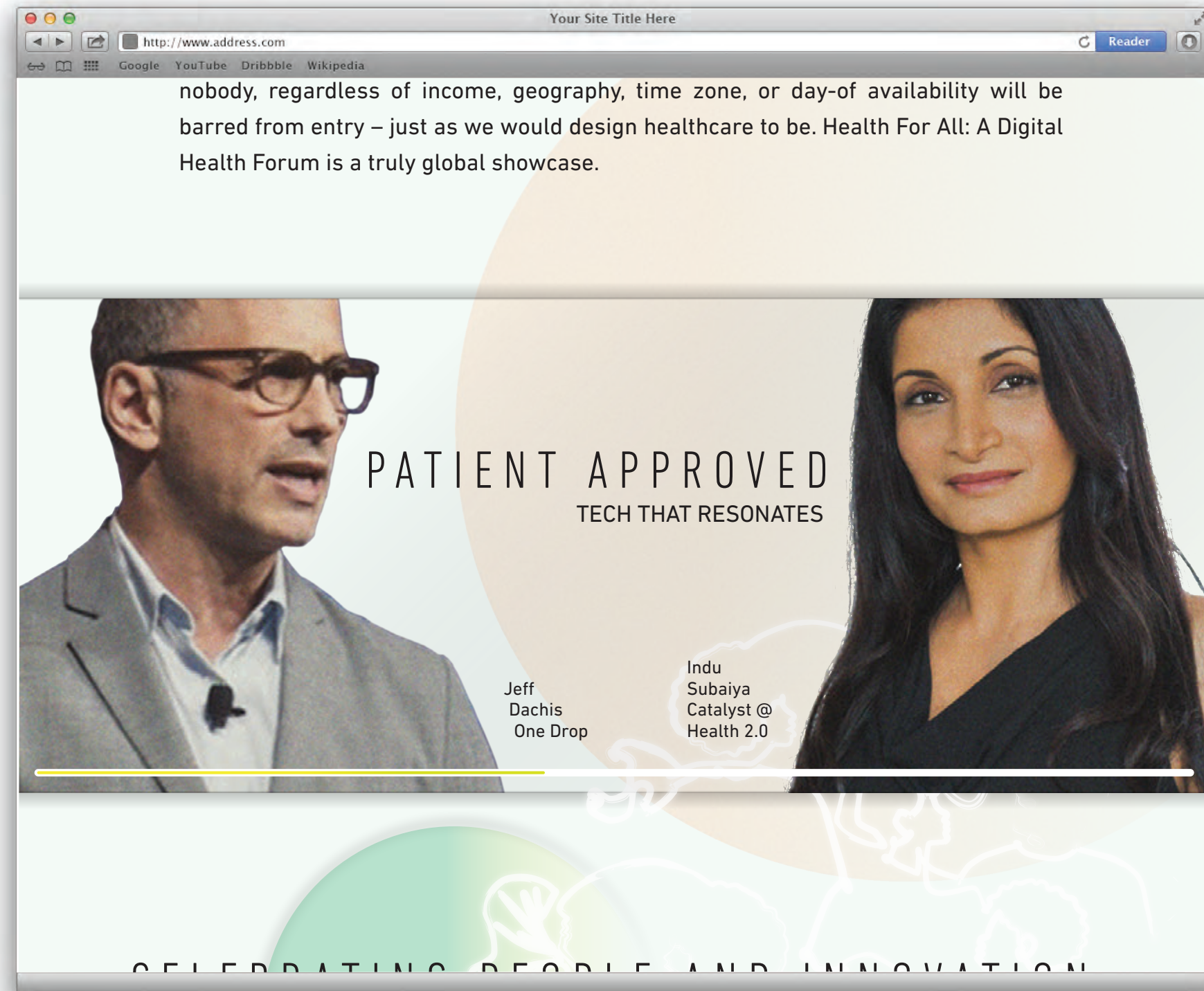
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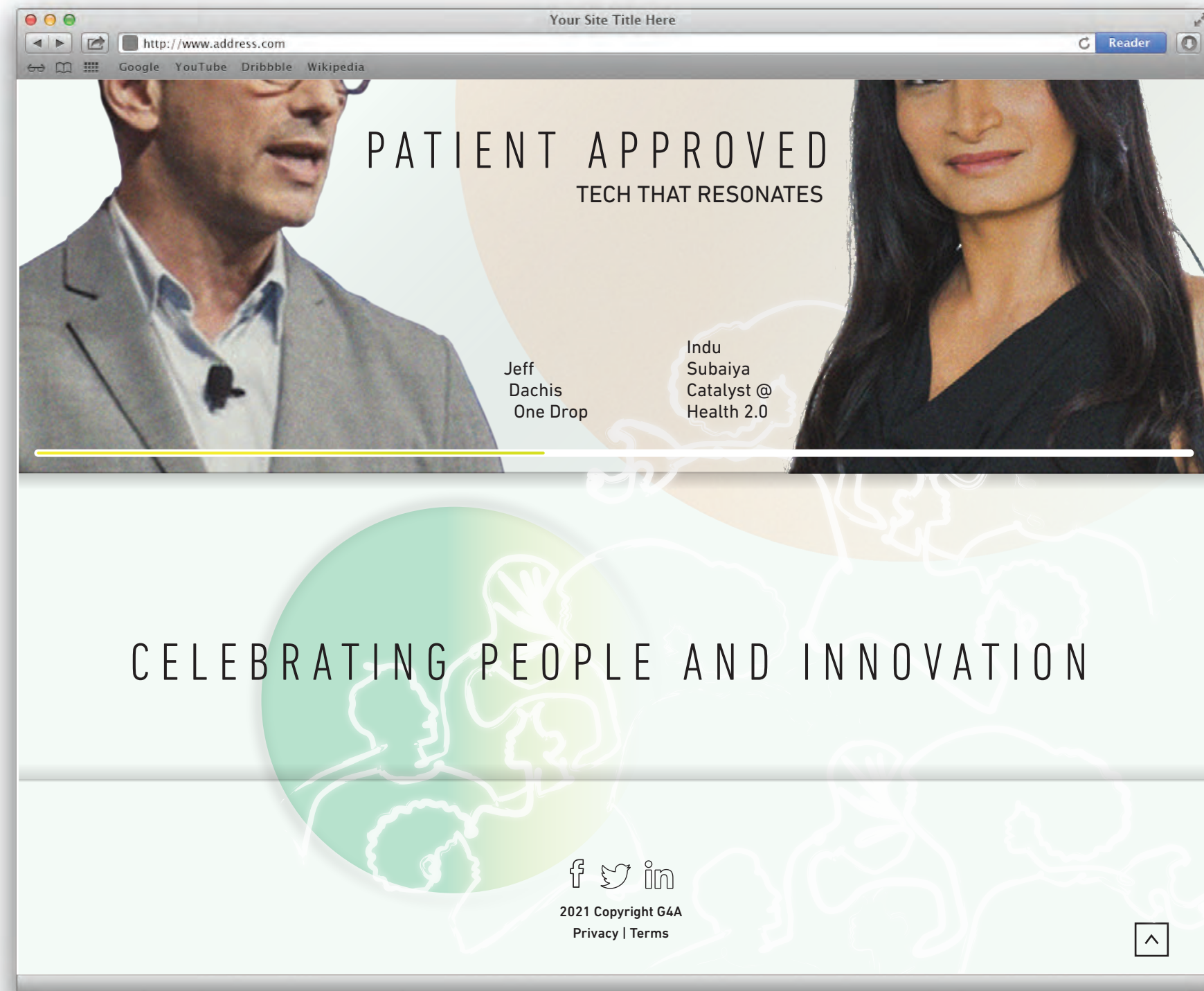
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W E B S I T E





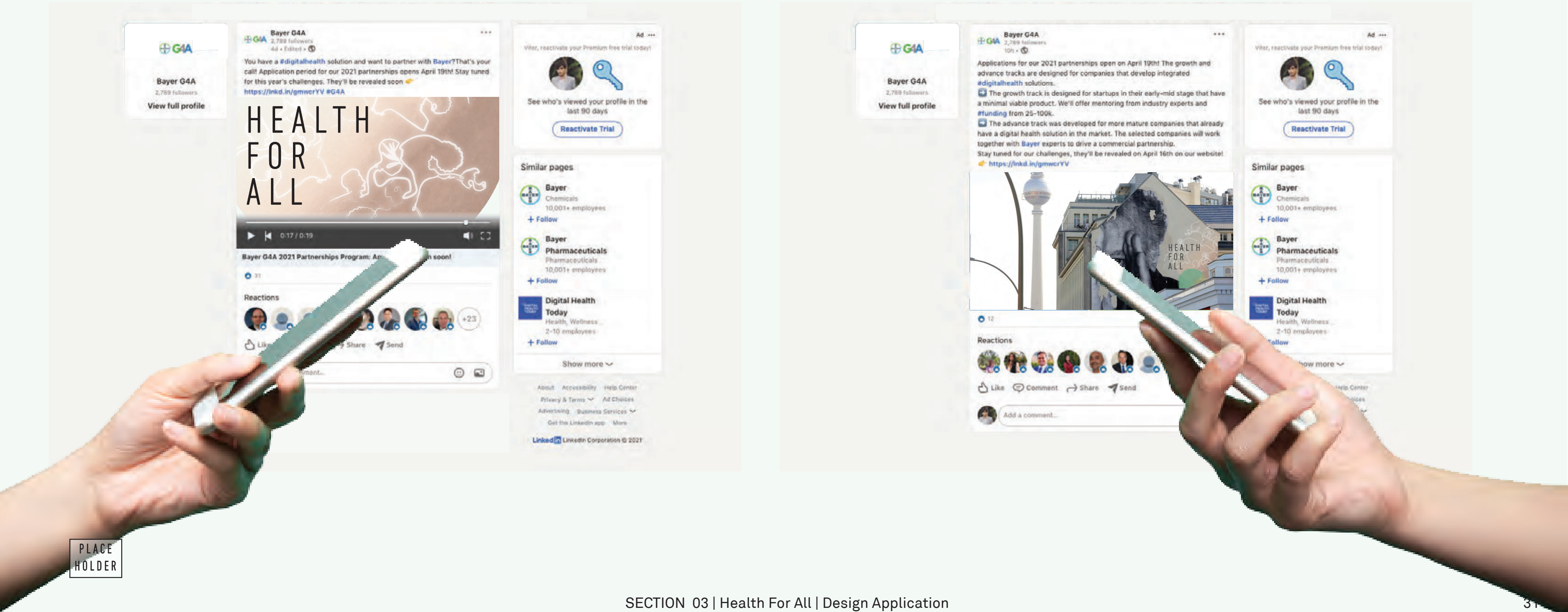


M O B I L E W E B S I T E



GO TO FOLDER >

S O C I A L
M E D I A















SECTION 04 Health For All | Contact

38

GLOSSARY

GO TO FOLDER >	Click on link to go to geral folder to access the original file
+ VARIATIONS	File has Design Variations
PLACE HOLDER	File is a place holder until we have the data to conclude E.g. Sepeaker Pictures
<div></div> <div>Y HARD LIGHT</div> <div>RGB:249 237 050</div> <div>Treatment: Gradient</div> <div>Application: Line Graphics</div>	Color Color name for internal communication Color composition in Red Green Blue Color treatment, how is it used. Placement
1X 4X PRINT	Mobile TVscreen / Monitor For Print

This file is for internal communication only and can only be shared with 3rd parties upon approval.

THANK YOU!

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