

HEALTH FOR ALL | EVENT IDENTITY DOSSIER 2021

V!TOR

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SECTION 01 | Health For All | Development

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WORKSHOP TAKEOUTS

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

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VIRTUAL

NOVEMBER 12TH 2020

SIGNING DAY

SECTION 01 | Health For All | Development

05

B R E A T H E

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06







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 re

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.

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F O R T H E P E P L E

EQUITYACCESSSUSTAINABILITY

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 I Identity System

G4A HEALTH FOR ALL | EVENT IDENTITY DOSSIER 2021

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Y HARD LIGHT RGB:249 237 050 Treatment: Gradient Application: Line Graphics

SHINE RGB: N/A Treatment: N/ A **Application: Photos**



Treatment: Gradient Transparent **Application: Graphics**

Application: Graphics

G HARD LIGHT RGB: 215 223 035

Treatment: Gradient Application: Line Graphics

F O N T

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HEALTH FOR ALL

A DIGITAL HEALTH FORUM FROM G4A

SECTION 02 | Health For All | Identity Systems

+ VARIATIONS

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









SECTION 02 | Health For All | Identity Systems

FOLDS

LIGHT LOADING BAR





COMMUNITY LIGHT DRAWING



MINT LIGHT GRAPH



MINT MOON GRAPH

PATTERN

SECTION 02 | Health For All | Identity Systems



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SECTION 03 Health For All | Design Application



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



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A DIGITAL HEALTH FORUM FROM G4A

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K E Y N O T E N V I T A T I O N









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YOUR INVITATION We invite you to be our 2021 Keynote Speaker. We are deeply inspired by your longstanding dedication to health equity and believe this represents a model for people all around the world to embrane and advocate.







GLOBAL

HEALTH FOR

ALL

SUSTAINABILITY





TED-style Talk

There are three dynamic form factors your Keynote could take Let's Movel Activity, mindfulness practice, or TED-style talk. Your contribution is estimated to be 5-12 minutes leng in a pre-recorded format.



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









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



ETTER



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

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





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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
Y HARD LIGHT	Color Color name for internal communication Color composition in Red Green Blue
RGB:249 237 050 Treatment: Gradient Application: Line Graphics	Color treatment, how is it used. Placement

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

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EVENT PRODUCTION

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