



# WHIT Virtual Event Logo Process Book

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Edifecs Internship Program



# Assignment

Background: Women in Healthcare Technology (WHIT) is an organization that was founded back in 2015. The organization came together to help pave the way for girls and women in the healthcare technology industry.

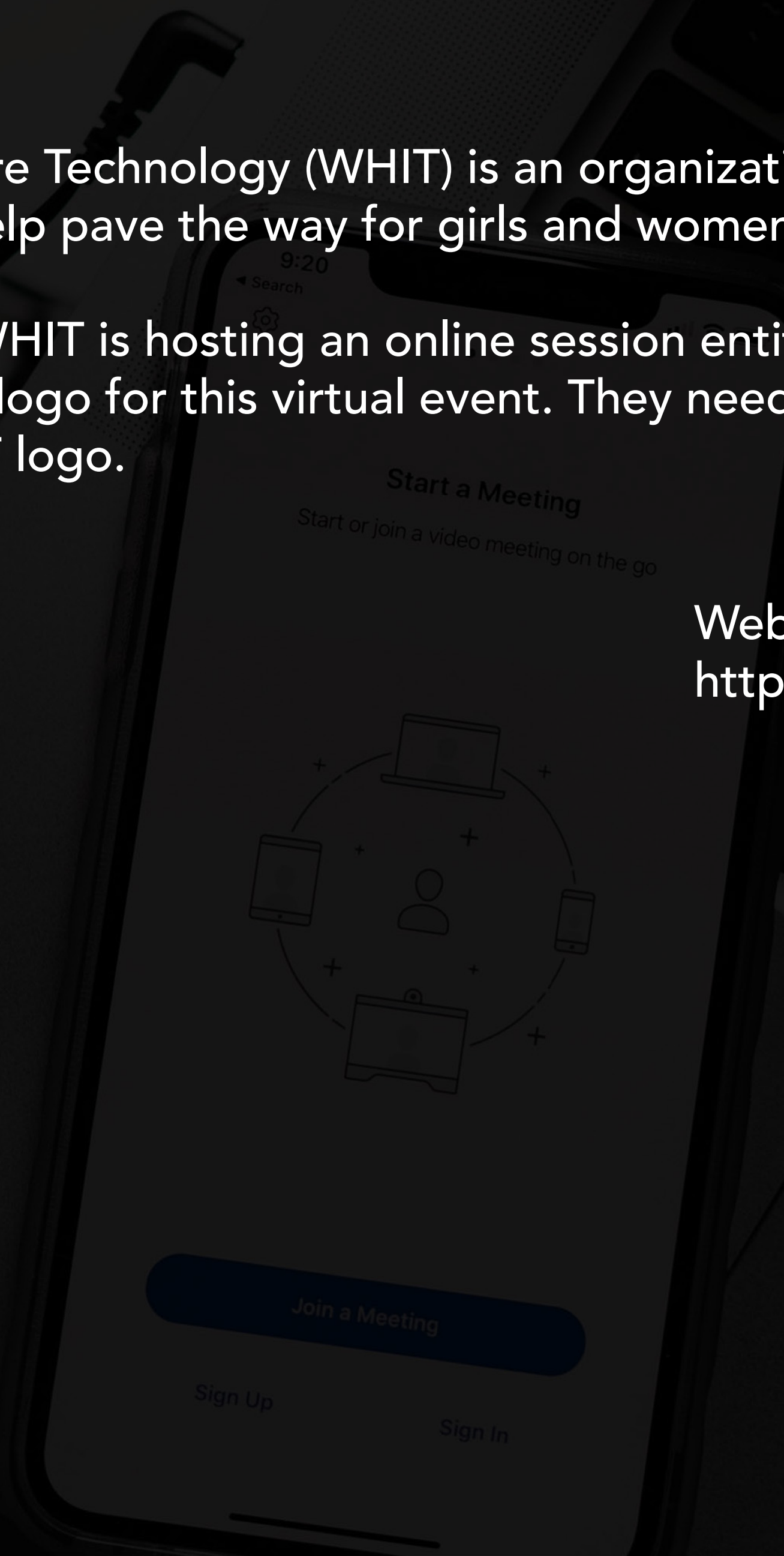
Assignment: On October 23rd, WHIT is hosting an online session entitled “Networking without the Handshake” for the WHIT community. WHIT needs a logo for this virtual event. They need a logo that represents their core values and is designed using the original WHIT logo.

Original Logo:



Website:

<http://www.whittywomen.org/>



# Written + Visual Research

## WHIT Website

<http://www.whittywomen.org/>

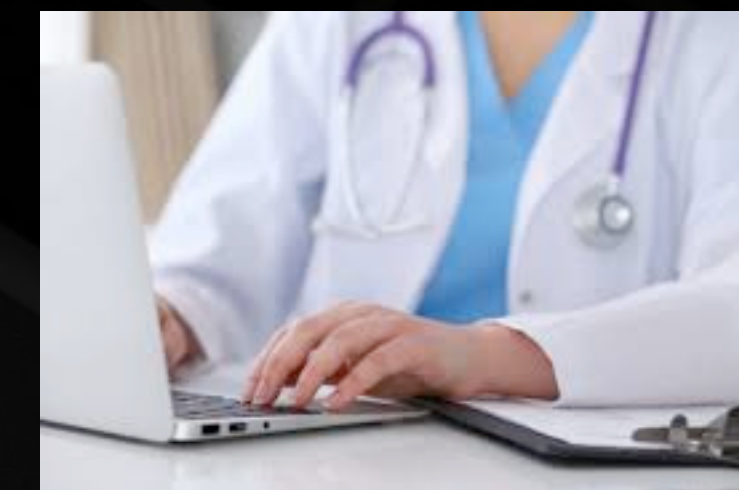
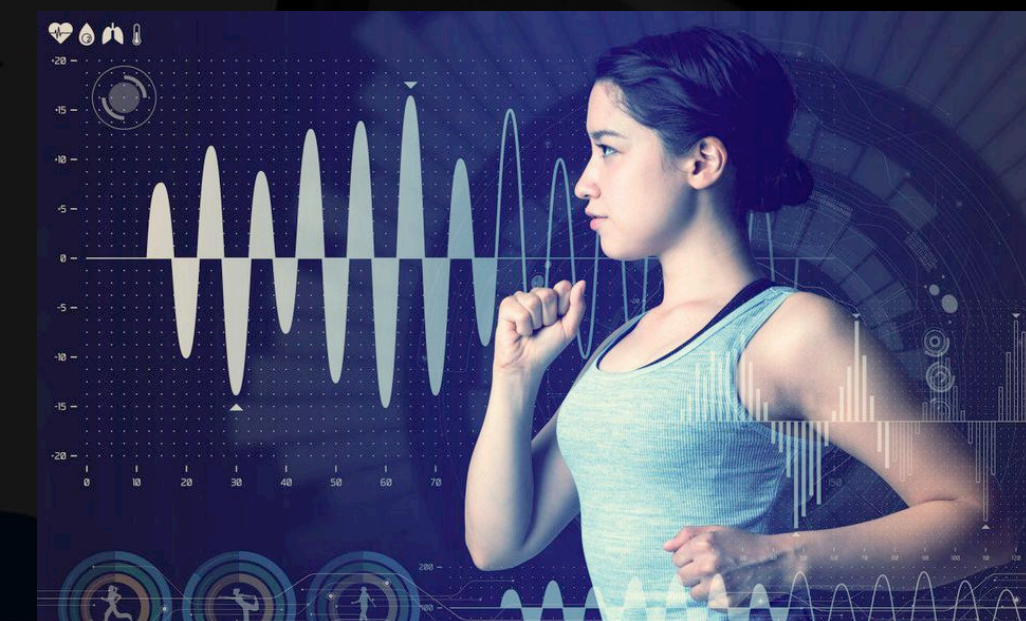
### How It All Started:

Women in Healthcare Information Technology (WHIT) was founded in 2015 by a group of women in executive or senior leadership IT roles who are passionate about bringing more female talent into the healthcare IT industry. The WHIT Committee includes C-level executives, Directors and leaders from multiple healthcare disciplines including Managed Care Plans, Healthcare Consulting Firms, Software Vendors, Healthcare Associations, and Healthcare Providers. Committee participation is on a volunteer basis. This group is affiliated with the Northern and Southern California Chapters Healthcare Information & Management Systems Society (HIMSS).

### Mission:

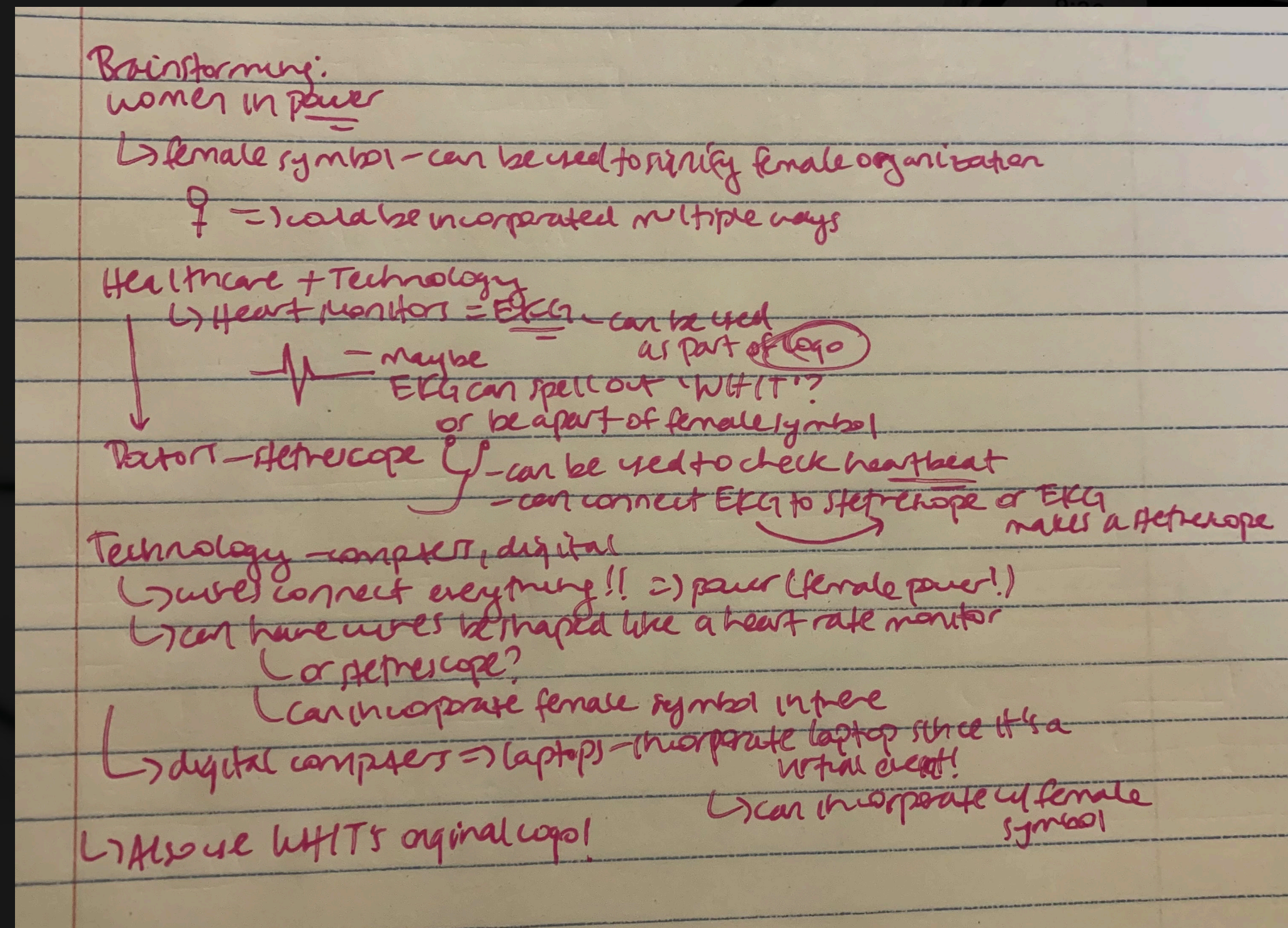
Our objective is to leverage our collective experience and networks to help women achieve their potential in Healthcare IT. We believe that every girl and woman deserves the chance to achieve her potential. Together, we are building a launching pad to help women reach new heights in HIT and beyond.

Our team of volunteers are committed to building a brighter future for women in healthcare IT. Together we have vast and broad reaching expertise that we are applying to events, programs and initiatives to advance social change and to pave the way for future women leaders in Healthcare IT and beyond.



# Written Brainstorming + Concept Ideation

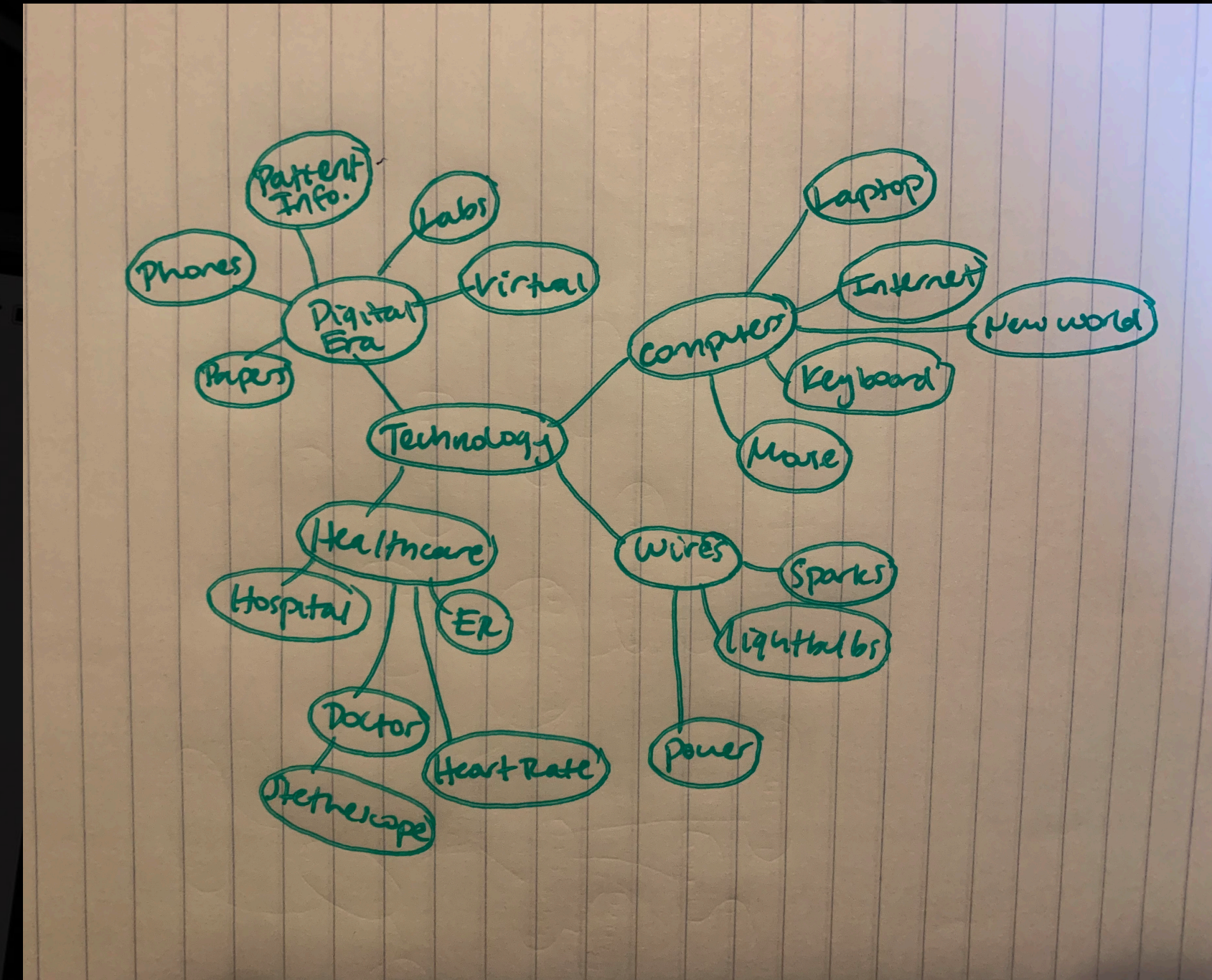
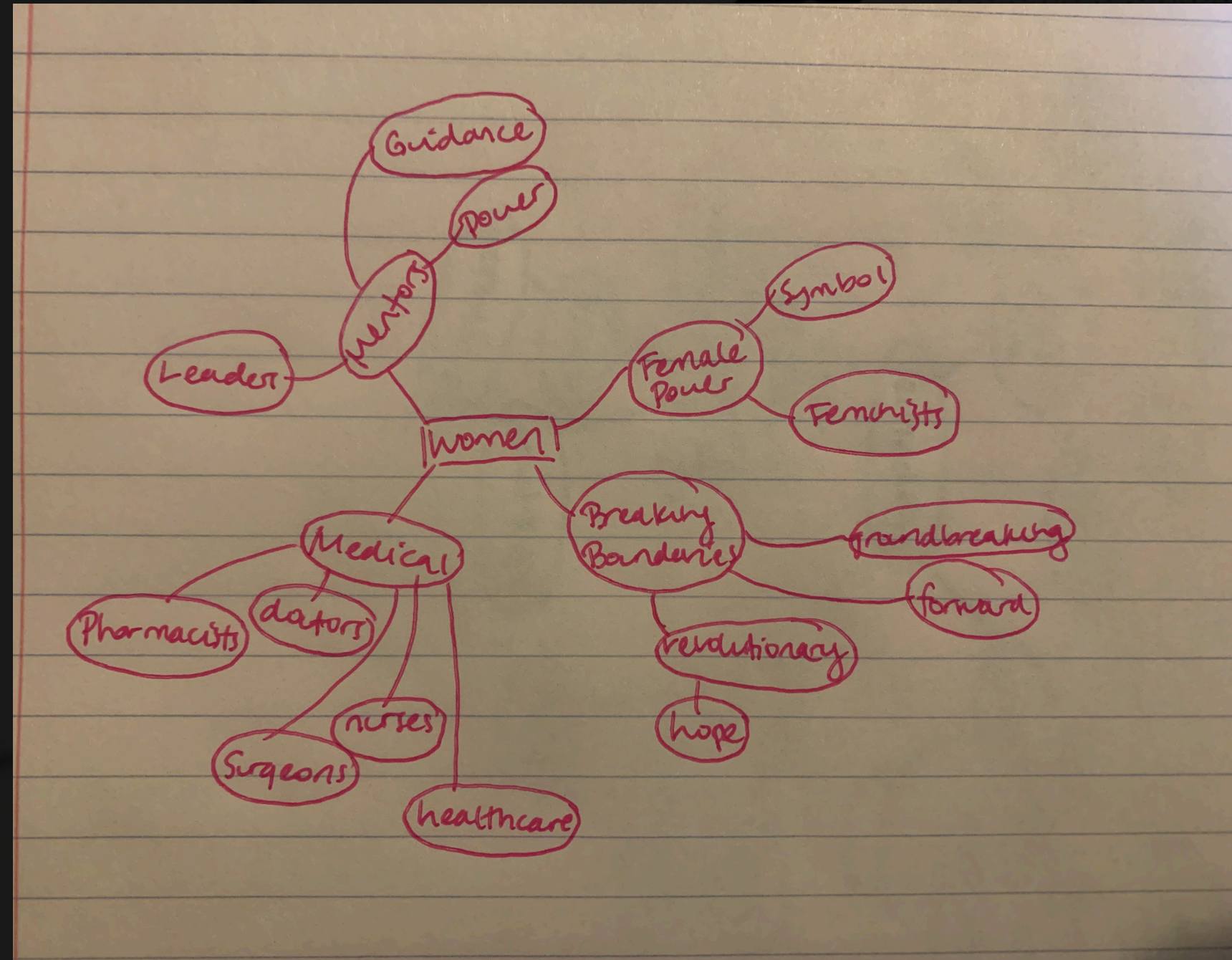
## Brainstorming Ideas



## Concepts

1. **Heartbeat**—designing a logo that is related to technology used to monitor heartbeats and pulses like the EKG machine.
2. **Women Power**—designing a logo that centers around women and incorporating the female symbol to help people understand that this is a women's organization.
3. **Virtual Power**—designing a logo that incorporated virtual-related elements like laptops and computers to help people understand this is a virtual event.
4. **Healthcare Technology**—design a logo centered around healthcare technology using doctor-related symbols like stethoscopes and technology related electric elements.

# Mindmapping + Word List

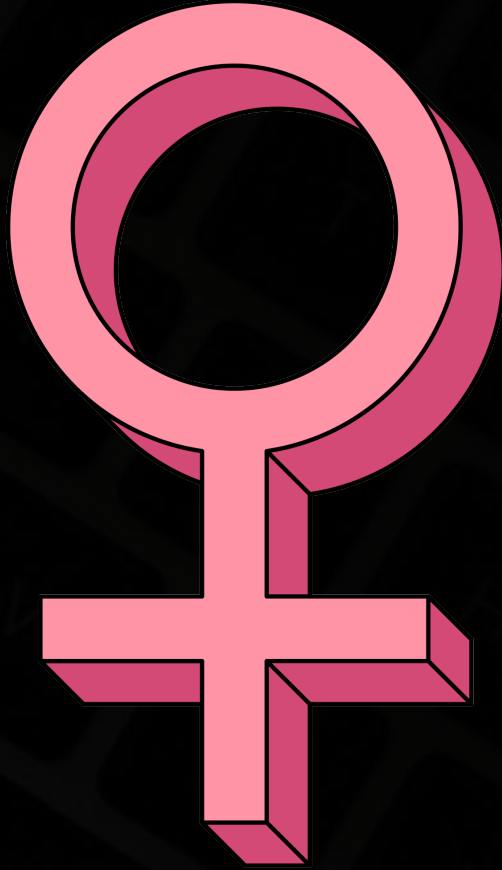


- Leadership
- Mentors
- Power
- Women
- Pulse
- Feminists
- Virtual
- Medicine

- Guidance
- Revolutionary
- Groundbreaking
- Technology
- Medical
- Healthcare
- Sparks
- Stethoscope

- Monitor
- Passion
- Computer
- Heartbeat
- Instructors
- Determination
- Network
- Wires

# Visual Inspiration



# Type Studies

## WHIT

Women in Healthcare Technology  
Virtual Event Series. Our Virtual  
World: Networking without the  
Handshake

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Gotham HTF Black  
Avenir Medium

## WHIT

Women in Healthcare Technology  
Virtual Event Series. Our Virtual  
World: Networking without the  
Handshake

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Abril Fatface Regular  
Gotham HTF Regular

## WHIT

Women in Healthcare Technology  
Virtual Event Series. Our Virtual  
World: Networking without the  
Handshake

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Roboto Slab Black  
Montserrat Bold

## WHIT

Women in Healthcare Technology  
Virtual Event Series. Our Virtual World:  
Networking without the Handshake

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Andale Mono Regular  
Frutiger Next Bold

## WHIT

Women in Healthcare Technology  
Virtual Event Series. Our Virtual World:  
Networking without the Handshake

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Arial Bold  
Roboto Slab Bold

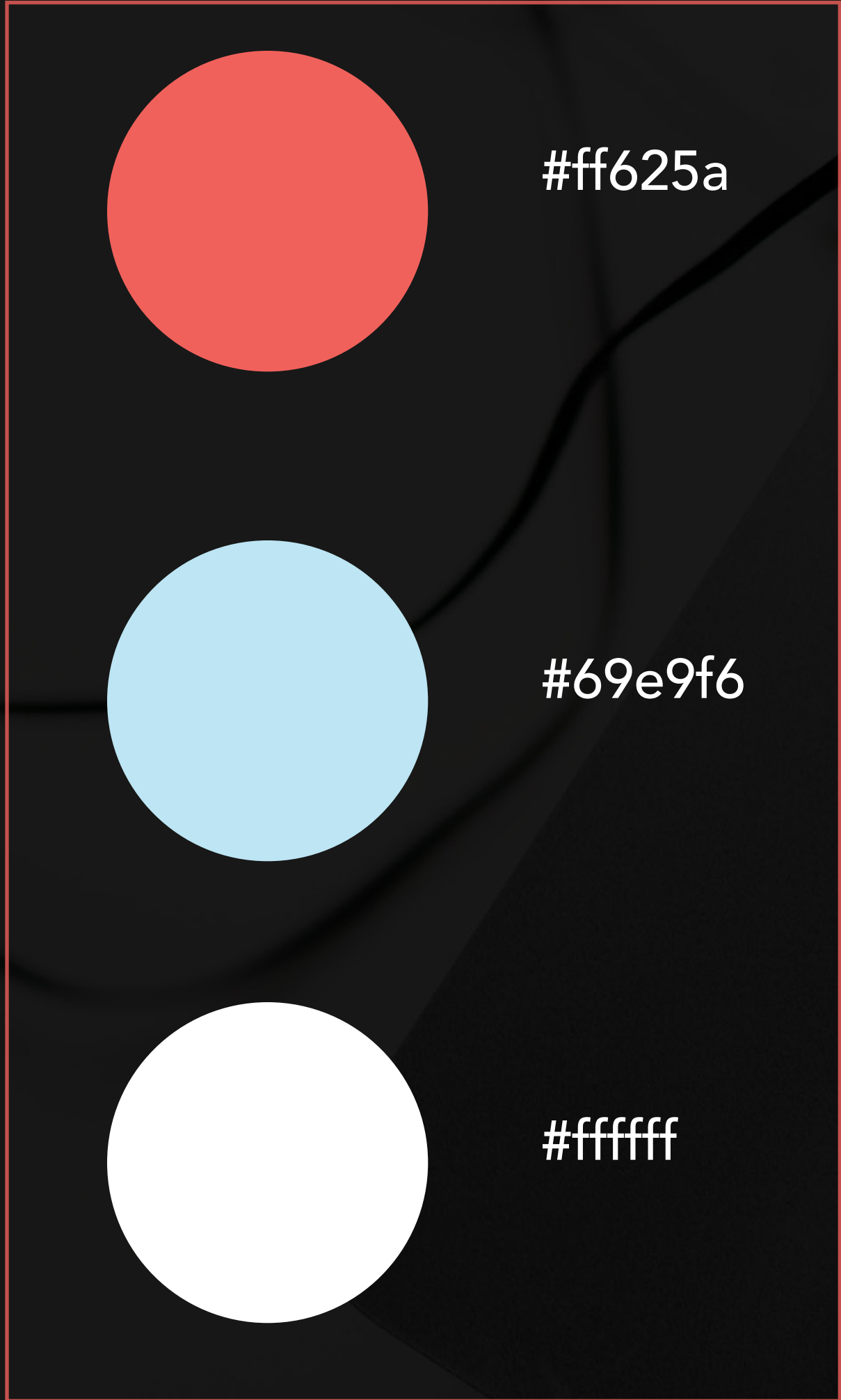
## WHIT

Women in Healthcare Technology  
Virtual Event Series. Our Virtual  
World: Networking without the  
Handshake

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Georgia Bold  
Gill Sans Bold

# Color Studies



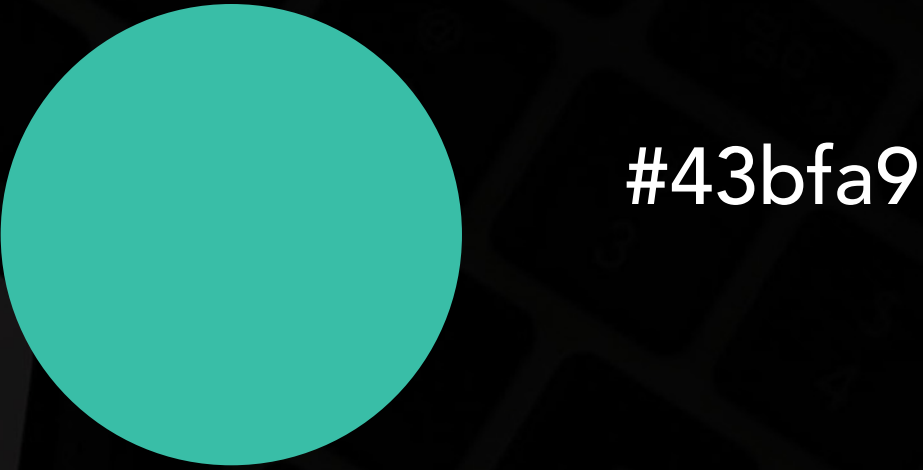
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#69e9f6

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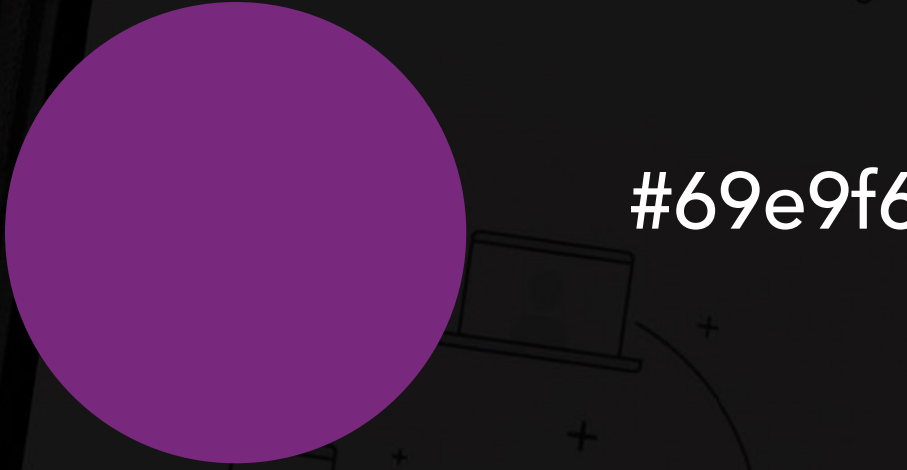
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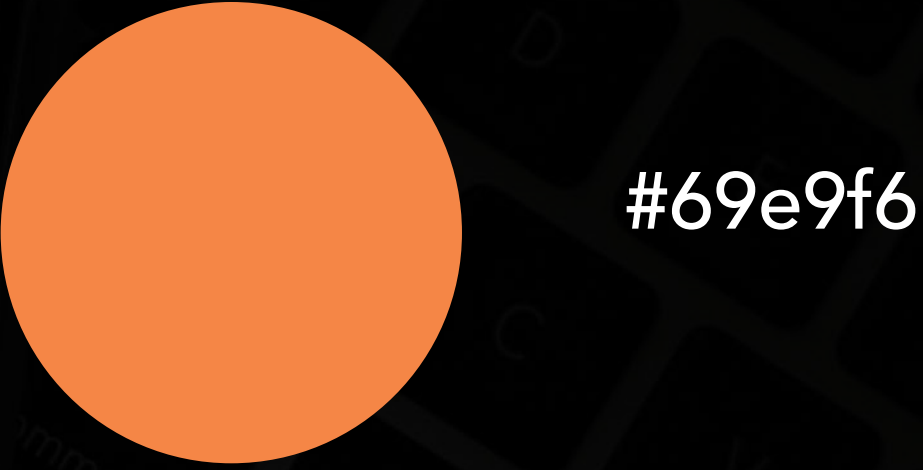
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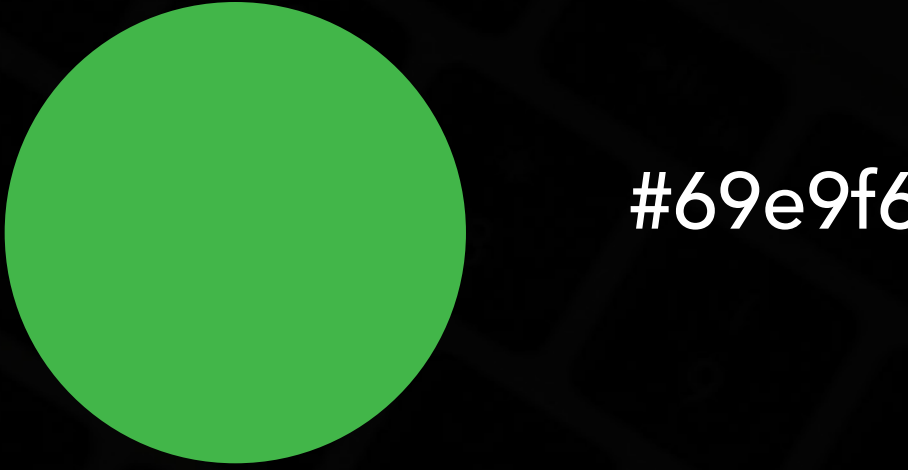
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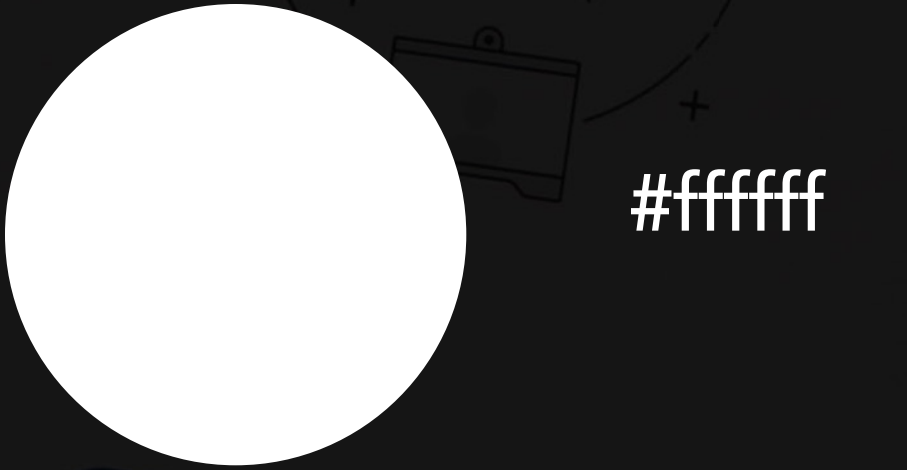
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#ffffff



#ffffff

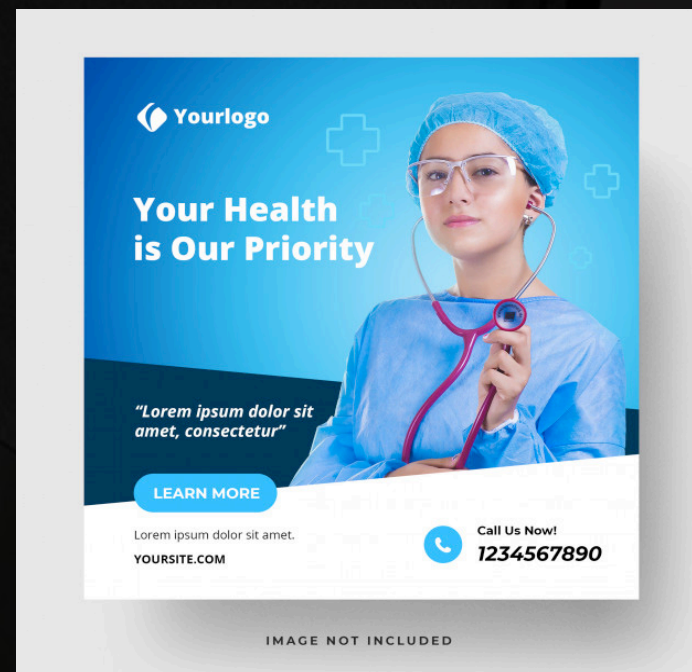
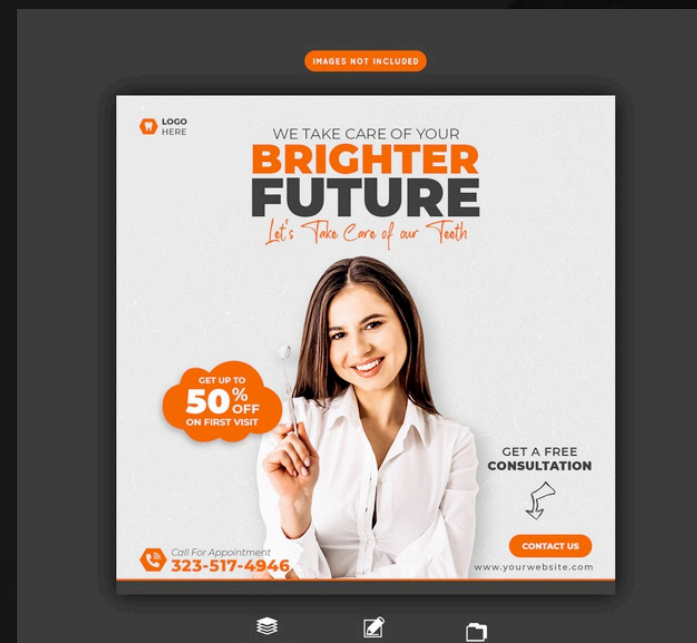
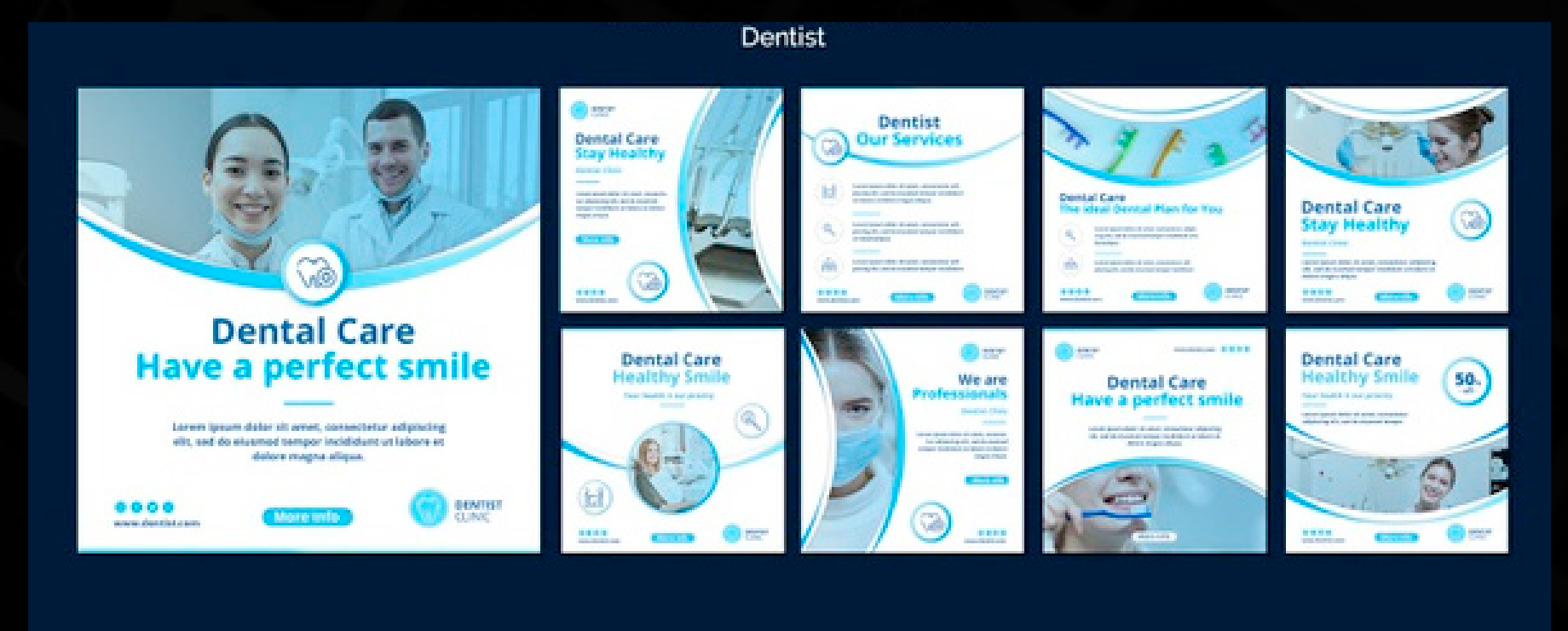
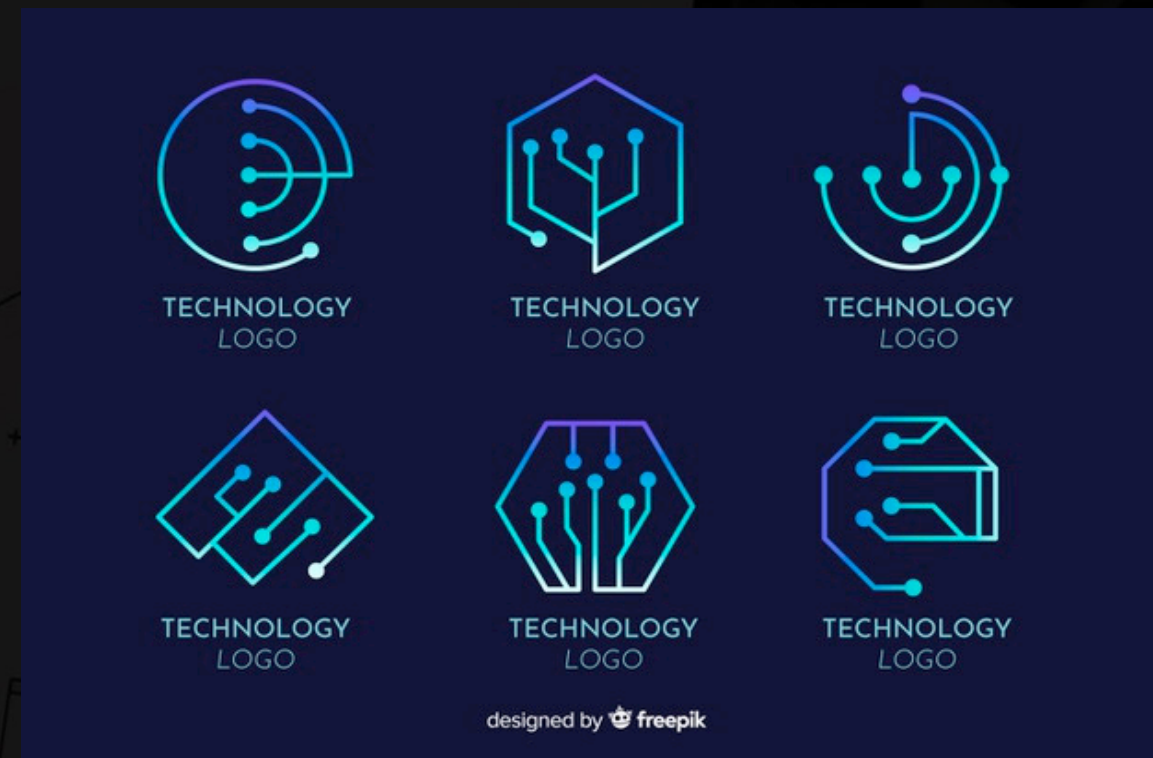


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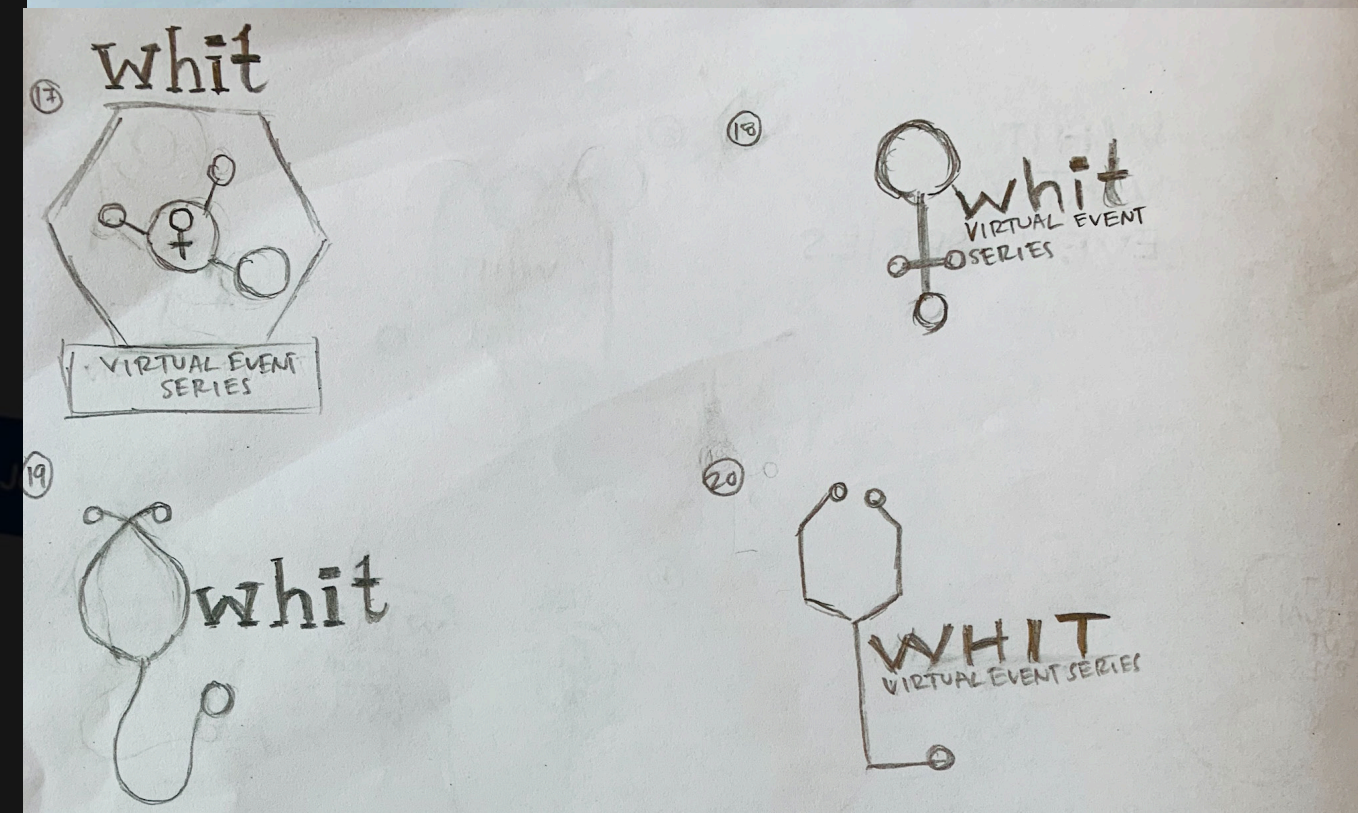
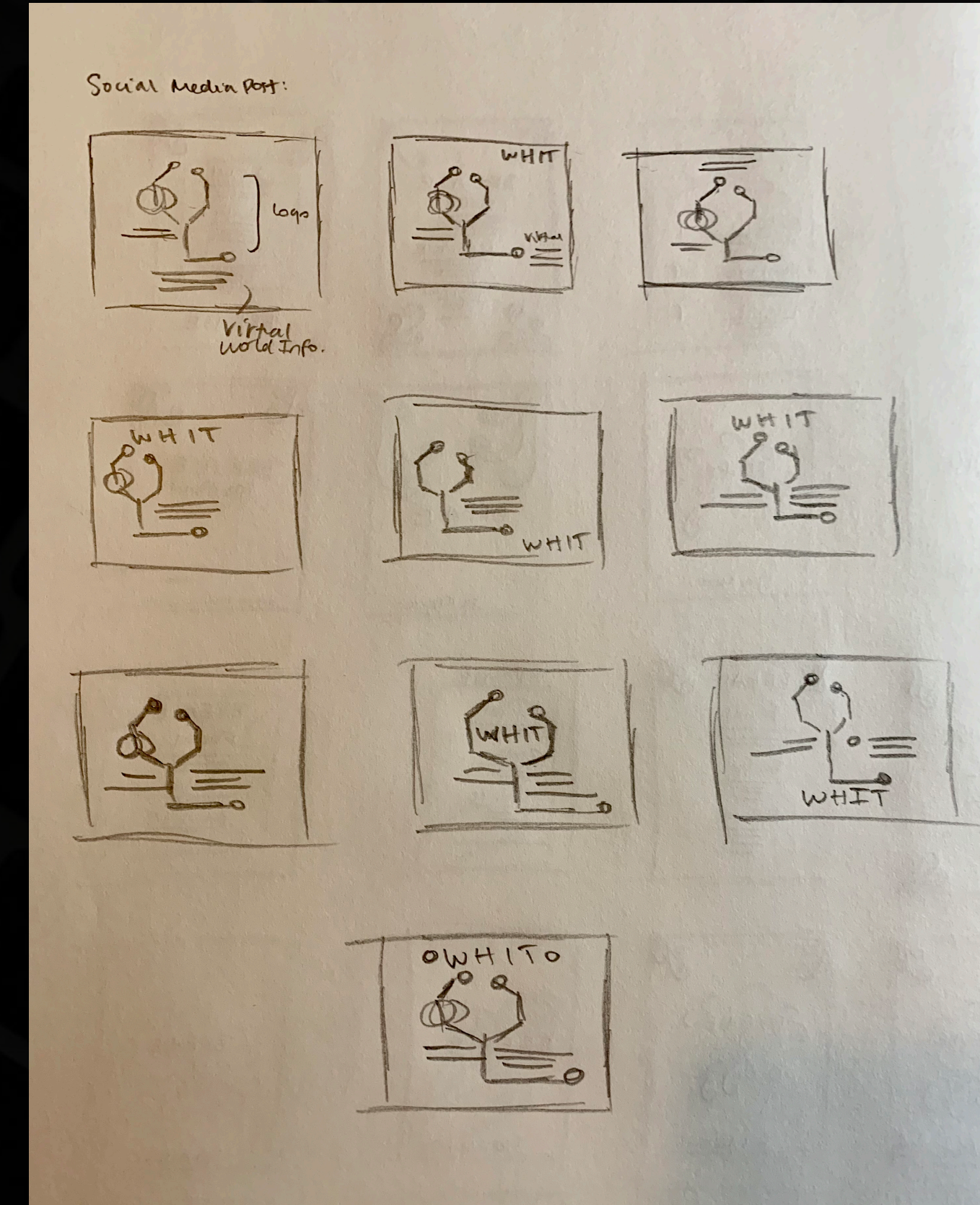
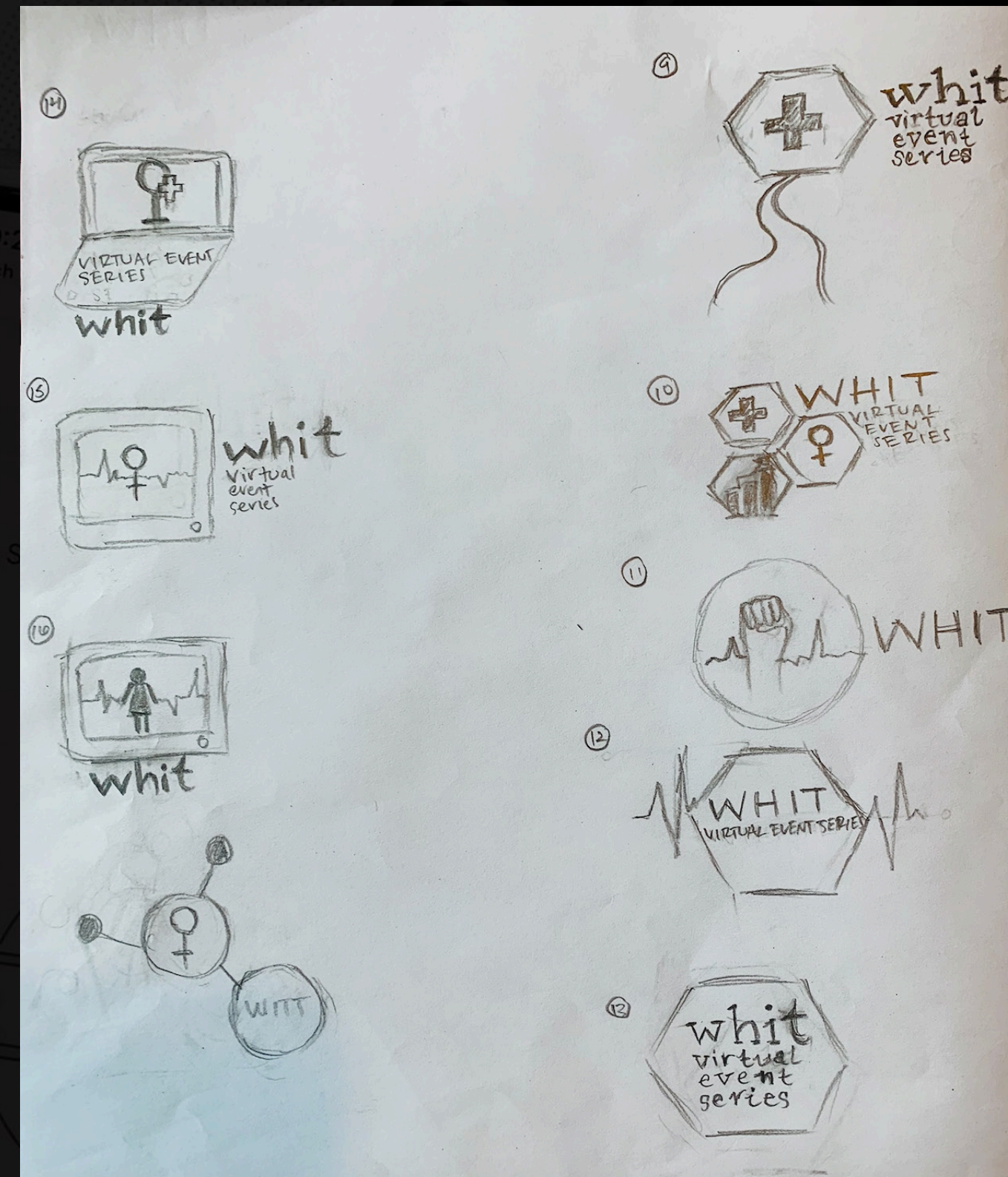
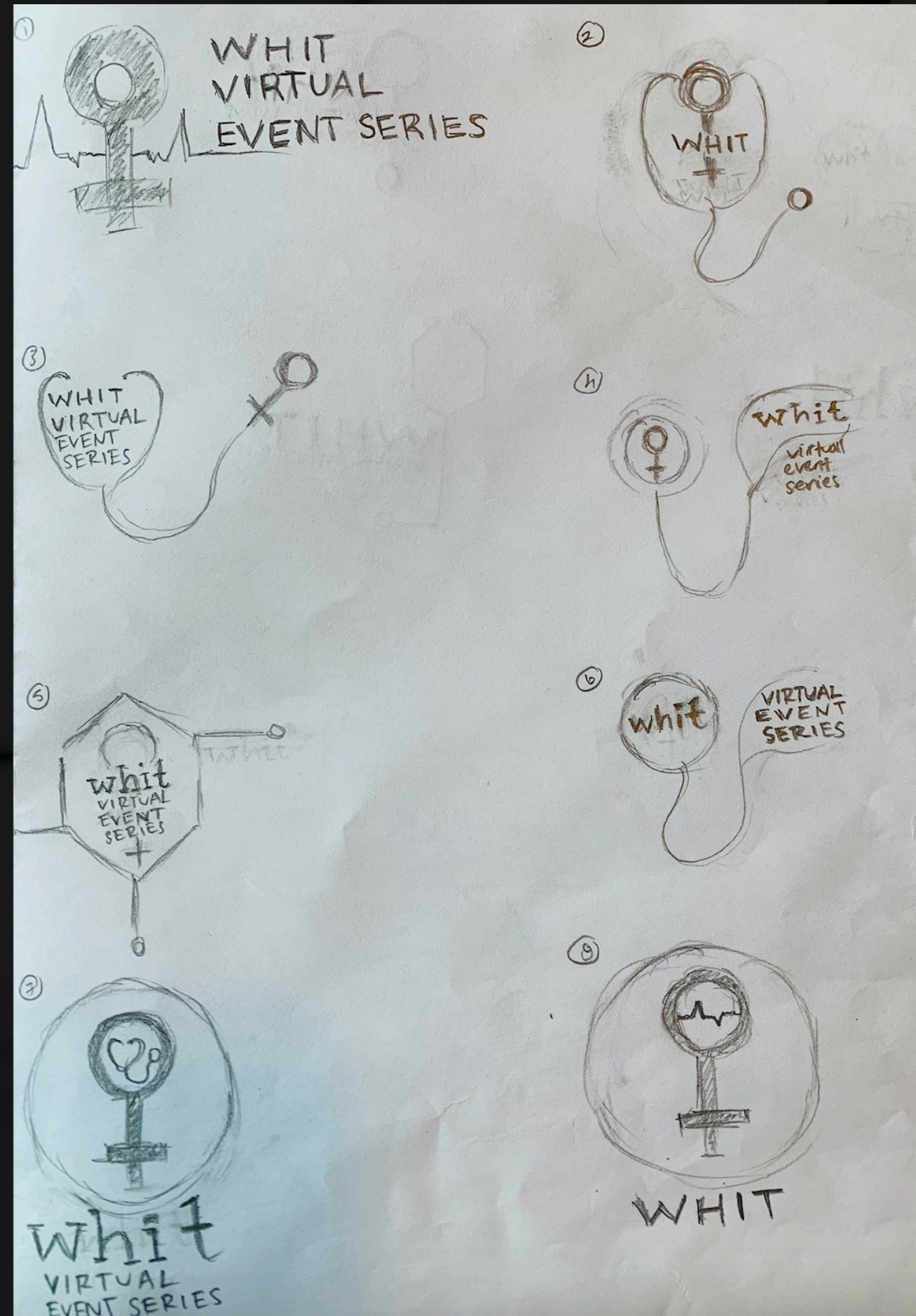




# Examples of Formats/Deliverables



# Logo Thumbnails



# Logo Digital Development (Different Variations)



# Logo Digital Development (Later Stages)



# Digital Development (For Social Media)



# Final Documents



Virtual Event Logo



Social Media

## Works Cited (for Research + Original Logo)

Women in Healthcare Information Technology, Squarespace, [www.whittywomen.org/](http://www.whittywomen.org/).

## Original Official WHIT Logo from Website

