

ICT&health World Conference 2025

Guidelines Toolkit

Hosting City



Main Partners



provincie limburg



Maastricht UMC+

PHILIPS

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Introduction

Welcome to the ICT&health World Conference 2025 toolkit! This toolkit provides all the key guidelines for consistent and professional communication about our event. Use this guide to ensure that all communications are aligned with our mission and visual identity.

The ICT&health World Conference is the leading event where the future of healthcare comes to life. From January 28 to 30, 2025, the second edition of this groundbreaking conference will take place at the MECC Maastricht, building on the success of the first edition. This conference brings together policymakers, executives, healthcare professionals, IT experts, program managers, investors, visionaries, and innovators from both the Netherlands and abroad. Join us in exploring the latest developments, sharing valuable insights, and shaping the future of healthcare.

Use of the logo

Always use our logo in its original form and colors. Adjust the size proportionally, and ensure there is enough space around the logo. Avoid stretching, changing colors, or adding effects such as shadows or outlines.

Correct usage:



White/gold on dark blue



Dark/gold on white



White on photo



White on dark blue

Incorrect usage:



No other (corporate style) color background



No dark/gold on dark background



No shadow



No effects



No distortion

Font and use of color

We use the following fonts and colors for the ICT&health World Conference.

Titels

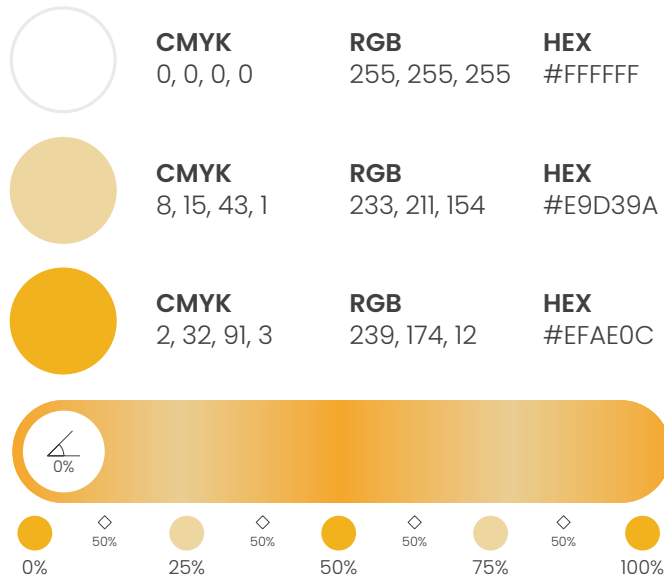
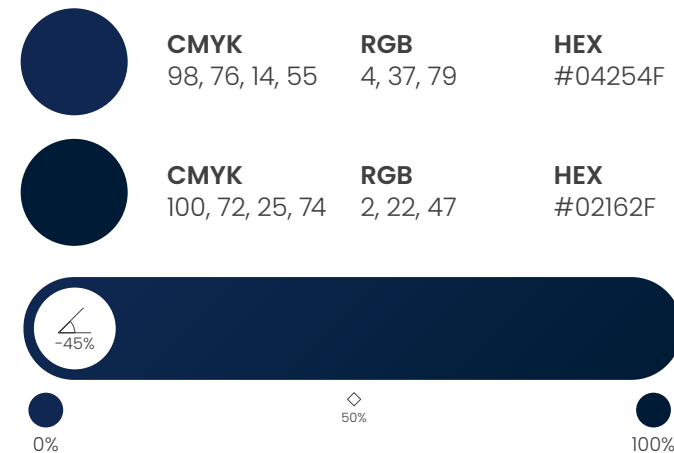
Gilroy Bold

The quick brown fox jumps over the lazy dog

Leestekst

Gilroy Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Light colours**Dark colours**

Communication examples (tone of voice)

Our communication is professional, informative, and optimistic. We aim to inspire progress in healthcare technology. Use a positive, future-oriented tone, and avoid jargon to keep our message accessible to a broad audience.

Correct usage:

- **Address the audience formally ('you').** Avoid informal language such as 'you' or 'your' in communications.
- **Professional and knowledgeable:** 'Our speakers are leading experts in healthcare and technology.'
- **Accessible and clear:** 'The conference offers insights that are relevant to everyone in the healthcare sector.'
- **Positive and future-focused:** 'Discover the innovations shaping the healthcare of tomorrow.'
- **Inspirational and connecting:** 'Together, we are working towards a healthier and more sustainable future.'

Onjuist gebruik:

- **Too technical:** 'The integration of AI models in clinical decision-support systems optimizes workflow efficiencies.'
- **Negative or exaggerated:** 'Current healthcare will completely fail without technological innovation.'
- **Too informal or playful:** 'You'll be amazed by the cool gadgets we showcase!'
- **Vague or unclear:** 'We'll discuss various healthcare technologies that are interesting.'

This tone of voice ensures that the communication is professional, inspiring, and understandable for a wide audience, from policymakers to healthcare professionals.

Using templates (structure banners)

Use the provided templates for banners and visuals. Ensure the main color and logo are always clearly visible. Text should be concise, with a clear call-to-action. Avoid cluttered images, and ensure there is sufficient white space.

Keynote/Powerpoint



Place your logo on the indicated area. Remove the text layer and center your logo in the white area.

Easily place your personal text in the indicated places by replacing the placeholder text.

Stappen

1. Open the working file in the desired program.
2. Replace the placeholder text fields with your message. Keep the text concise, with a clear call-to-action.
3. Place your logo in the designated area. Avoid cluttered images and ensure enough white space.
4. Export the document as an image. Click document > Export to > Images...
5. Place the banners on your website and update your email signature. Showcase your involvement in the conference focused on the future of healthcare.

Need help?

If you are unable to resolve the issue or have any questions, please email events@icthealth.nl stating: IWC25 Toolkit.

Closing Remarks

We hope this toolkit provides valuable guidance for everyone involved in the communication around the ICT&health World Conference 2025. By consistently using the guidelines in this toolkit, we can together present a strong and unified image of this leading event. Innovation in healthcare technology deserves the best possible presentation, and your contribution plays a crucial role in that. We look forward to working with you to create an inspiring and impactful conference, where we will collectively shape the future of healthcare.

Contact

If you have any questions about the guidelines or need assistance with using the toolkit, our communications team is ready to help. You can reach us at the contact details below:

E-mail: events@icthealth.nl

Website: www.icthealth.nl

Don't hesitate to contact us for further support. We are happy to work with you to align your communications with the vision and image of the conference.