Rewired
Brand Style Guide

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REWIRED

Hello there...

Welcome to the **Rewired Brand Style Guide**. This document serves as your roadmap for implementing the brand identity for all visual communications of the **Rewired** event.

The framework illustrated throughout the following pages forms the foundational cornerstone of the **Rewired** brand, it will guide you on how to apply the brand consistently. This guidance acts as a creative platform, allowing for flexibility and creative thinking to enable a dynamic and adaptable brand that evolves alongside the event.

Should you have any questions or need clarification on applying any rule or guidance outlined in this document, please don't hesitate to contact **chris@digitalhealth.net**.

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Logos

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The Primary Logo serves as the main identifier of the event across all brand applications.

When applying the logo across various brand communications, it is crucial to maintain legibility and visual impact.

We advise six applications relating to color implementation:

1.   Grey and Red on White
2.   White and Red on Black
3.   White and Red on Grey
4.   White on Red
5.   Black on White
6.   White on Black

1.

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2.

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3.

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4.

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5.

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6.

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The Secondary Logos contain the year of the event serve as an alternate identifier across all brand applications.

The Secondary Logos will change annually to accommodate the current event year.

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2026

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REWIRED 2026

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When applying the logo across various brand communications, it is crucial to maintain legibility and visual impact.

We advise six applications relating to color implementation:

1.   Grey and Red on White
2.   White and Red on Black
3.   White and Red on Grey
4.   White on Red
5.   Black on White
6.   White on Black

1.

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The Tertiary Logos will contain the exact date and location of the event and serve as an alternate identifier across all brand applications.

The Tertiary Logos will change annually to accommodate the date and location of the event for the current year.

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24-25 MARCH 2026

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24-25 MARCH 2026
THE NEC / BIRMINGHAM

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When applying the logo across various brand communications, it is crucial to maintain legibility and visual impact.

We advise six applications relating to colour implementation:

1. Grey and Red on White
2. White and Red on Black
3. White and Red on Grey
4. White on Red
5. Black on White
6. White on Black

Clearance

Ensure the correct clearance is applied when placing the logo for optimum clarity and contrast. 'X' is determined by **the height of the letters in 'Rewired'.**

Minimum SIze

To ensure clarity across digital and print applications the logo should never be reproduced at any size below **6MM**.

Clearance

Minimum Size

Consistent use of the logos is key to accurately representing the brand and upholding visual coherence across all brand applications.

Here are some examples of what you should avoid when using our logos.

Do Not:

1.   Squash, stretch or distort
2.   Apply effects
3.   Recolour
4.   Rotate
5.   Change the typeface
6.   Remove the Digital Health logotype
7.   Resize individual elements
8.   Place on complex backgrounds
9.   Add a stroke

Rewired
Colours

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The Rewired brand colour palette is curated to embody the bold and future facing thinking that the event represents.

It reflects the dedication to offering the UK's largest digital health expo.

White

HEX FFFFFF
RGB 255/255/255
CMYK 0/0/0/0

Black

HEX 000000
RGB 0/0/0
CMYK 20/20/20/100

Red

HEX E60012
RGB 230/0/18
CMYK 0/100/97/0

Gray

HEX 383838
RGB 56/56/56
CMYK 68/58/55/62

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2.2 Brand Colour Hierarchy   Colour   Maintaining a consistent colour balance across the brand is crucial to achieving visual   15
consistency. White and Grey are the primary colors, while Black and Red are used to
create visual impact, introduce contrast and add emphasis to design communications.
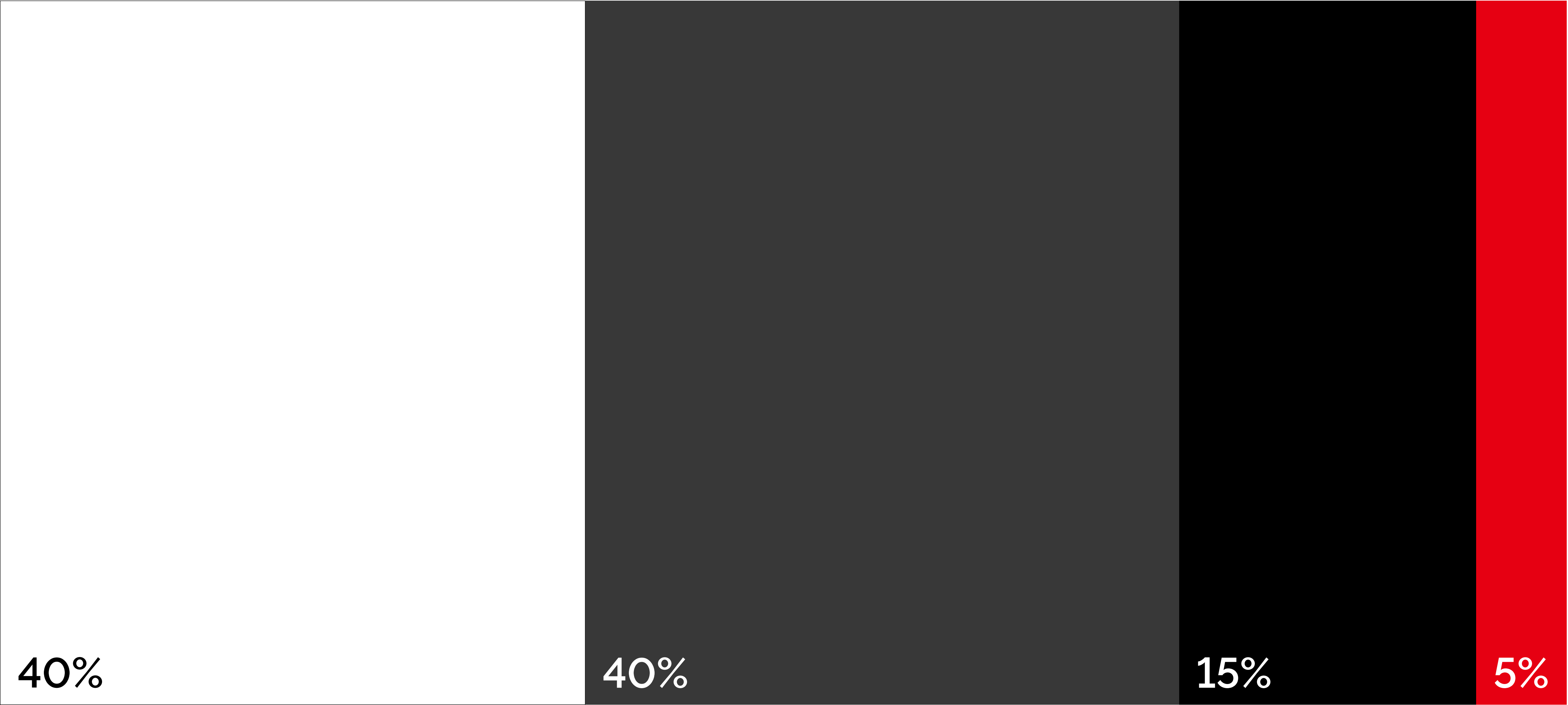
40%   5%   40%   15%   5%

Gray on White

Aa

Black on White

Aa

White on Gray

Aa

White on Black

Aa

Red on White

Aa

Red on Gray

Aa

Red on Black

Aa

The Rewired colour palette is curated to embody the bold and future facing thinking that the event represents.

It reflects the dedication to offering the UK's largest digital health expo.

Stage	Colour Values
Digital Leadership	HEX 6786B5 RGB 103/134/181 CMYK 65/43/12/1
Integrated Care	HEX 009FE3 RGB 0/159/226 CMYK 100/0/0/0
Digital Transformation	HEX 41B06C RGB 65/176/108 CMYK 71/0/72/0
Digital Frontline	HEX 8F66BA RGB 143/102/186 CMYK 54/66/0/0
Cyber & Infrastructure	HEX F1711F RGB 241/113/31 CMYK 0/66/91/0
AI	HEX 87BD49 RGB 135/189/73 CMYK 54/0/86/0
Data & Digital	HEX 1B959A RGB 27/149/154 CMYK 78/20/40/3
EPR Implementation & Optimisation	HEX D3A60B RGB 211/166/11 CMYK 17/32/97/5
Patient Engagement	HEX D12E77 RGB 209/46/119 CMYK 13/92/18/1

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DIGITAL
TRANSFORMATION

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INTEGRATED
CARE

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CYBER &
INFRASTRUCTURE

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DIGITAL
FRONTLINE

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AI

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DATA
& DIGITAL

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EPR IMPLEMENTATION
& OPTIMISATION

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PATIENT
ENGAGEMENT

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DIGITAL
LEADERSHIP

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BEST
PRACTICE
SHOWCASE

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PITCHFEST

Rewired Typography

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To establish a strong brand identity across all communications, it's essential to maintain consistency in font usage. Raleway, our Primary Typeface, is a clean geometric sans chosen for its clean and contemporary form and for legibility. It should be the default typographical choice throughout the brand.

In cases where Raleway is unavailable, Arial may be substituted. For example in PowerPoints, emails, etc.

Raleway

Aa

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We use three weights of Raleway across the brand:

1. **Raleway Regular**
2. **Raleway SemiBold**
3. **Raleway Black**

Additionally, a variable weight is available at the users' discretion, allowing precise adjustments to typography for communication materials or other brand applications as needed.

Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-&*@?!/+(,:;).

Raleway SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-&*@?!/+(,:;).

Raleway Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-&*@?!/+(,:;).

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3.3 Primary Type Hierarchy

Typography

When producing written copy, maintaining visual hierarchy is crucial for optimal legibility and readability. Ensure that headlines are at least 150% larger than body or sub-head copy.

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Basic Structure

Headline

Raleway Black
All Caps
Minimum 95% Leading
0pt Tracking

THIS IS A HEADLINE

Sub-Heading

Raleway SemiBold
Minimum 105% Leading
0–25pt Tracking

This is what a sub-heading could look like.

Body Copy

Raleway Regular
Minimum 115% Leading
0–25pt Tracking

This is what a section of body copy could look like. We recommend utilizing a regular weight with a minimum 115% leading and up to 25pt tracking to enhance readability, especially in lengthy passages with small type sizes.

Button

Raleway SemiBold
Minimum 105% Leading
0–25pt Tracking

Read More

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When crafting communication materials, explore scale and composition to produce captivating designs that introduce diversity within the brand. It's vital to uphold brand consistency throughout.

To establish a hierarchy that both contrasts and compliments Raleway. we have chosen Pressio as the typeface to be used for event stages and showcases.

Pressio should only be used for event stage and showcase titles and not for any other form of communication.
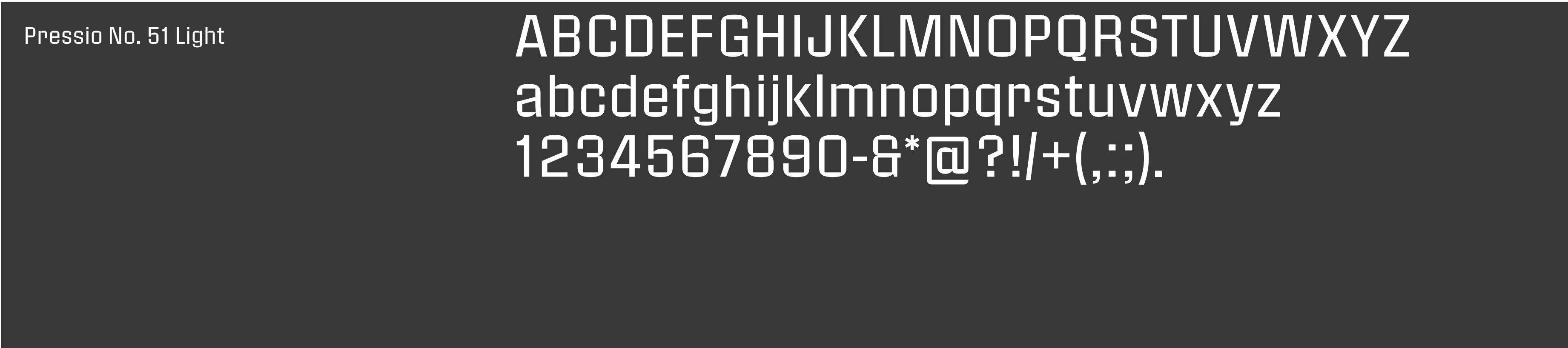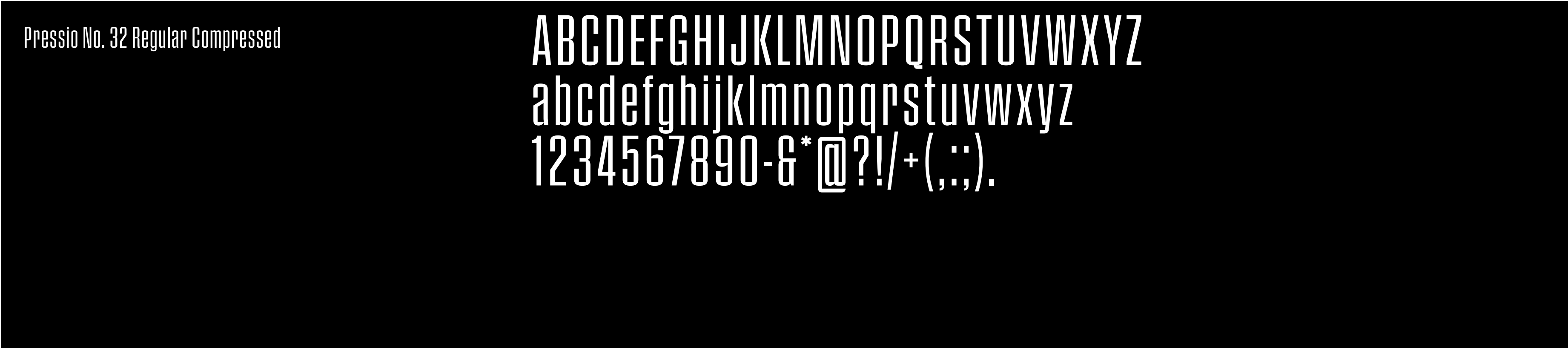
Pressio

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We use two weights of Pressio across event stages and showcases:

1. **Pressio No. 32 Regular Compressed**

2. **Pressio No. 51 Light**

Additionally, a variable weight is available at the users' discretion, allowing precise adjustments to typography for communication materials or other brand applications as needed.

Pressio No. 32 Regular Compressed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-&*@?!/+(,.:;).

Pressio No. 51 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-&*@?!/+(,.:;).

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When producing titles for event stages, maintaining visual hierarchy is crucial for the differentiation between event stages and event showcases.

This is why we have chosen Pressio No. 32 Compressed for event stage titles and Pressio No. 51 Light for event showcase titles.

Basic Structure

Event Stage Title

Pressio No. 32 Regular Compressed
All Caps
Minimum 95% Leading
0pt Tracking

STAGE TITLE

Event Showcase Title

Pressio No. 51 Light
All Caps
Minimum 95% Leading
0pt Tracking

SHOWCASE TITLE

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Thank you for taking the time to review the Rewired brand style guide. If you have any further questions please contact us below.

Email
chris@digitalhealth.net

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