

CREATING COMMUNITY

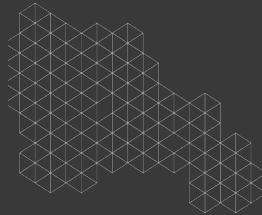
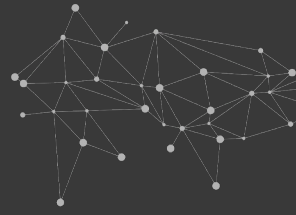
For their second annual experiential conference, HRX, Level5 Events partnered with the Heart Rhythm Society (HRS) to up their game with a unique brand expression that would garner the interest of attendees and sponsors alike.

More Than A Mantra

Despite being the second annual HRX conference, HRS had not yet found it's unique voice for this newly budding community of innovators. They needed more than a mantra. More than a tagline. They needed an ethos. A rallying cry. So Level5 worked to craft a narrative and messaging map that was authentically HRX.

Identity and Brand Guidelines

Level5 worked with HRS to modernize and further develop the HRX brand by updating their logo with a new tagline and developing a toolkit of graphic elements and assets, a color story, and brand guidelines for activation across all HRX collateral, digital and print.



VISION

The future of healthcare is virtual, informed by clinical needs, aided by sensors, powered by AI and driven by digital health innovators

MISSION

Bringing innovators and thought leaders together to solve complex challenges and reimagine the future of cardiological and electrophysical healthcare.

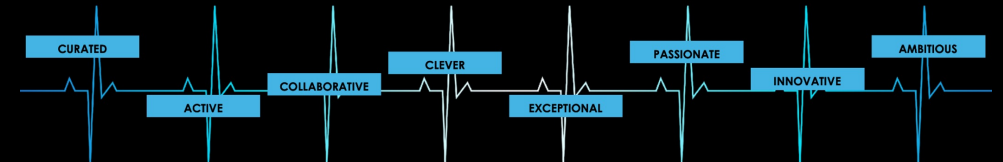
USP

We are an ever-growing community of innovators—bound by a shared vision of a better way.

KEY MESSAGES

WE ARE INNOVATORS Solutions-Oriented Outcomes	WE ARE CONNECTORS The Right People, In The Right Place	WE ARE LEADERS Bringing Technology and Medicine Together
<ul style="list-style-type: none">• Purposeful convening of a unique and diverse mix of experts to create the perfect environment to design solutions to today's grand challenges and create the next generation of technology in cardiology and electrophysiology• Solutions-oriented discussions around challenges and topics that propel medicine forward	<ul style="list-style-type: none">• Fewer, more engaging conversations with the right people to further your aspirations and enhance your exposure• Experiences that take place in a single room for maximized engagement with clinicians, physicians, and digital health innovators sitting side by side to pressure test ideas and shape the future heart health landscape	<ul style="list-style-type: none">• Advancing the merging of tech and medical science is in our DNA.• HRS members have been inspired by the physicians who continue the tradition of blazing new trails in digital health.• Our history of innovations and leadership across related fields, uniquely positions us among peers to be the only organization capable of offering this event.

TONE



innovators at heart

Once the brand foundations were developed, Level5 got to work on expressions of the brand, including wayfinding, digital ads, an animated theme graphic, event website hero images and assets, and presentation templates.



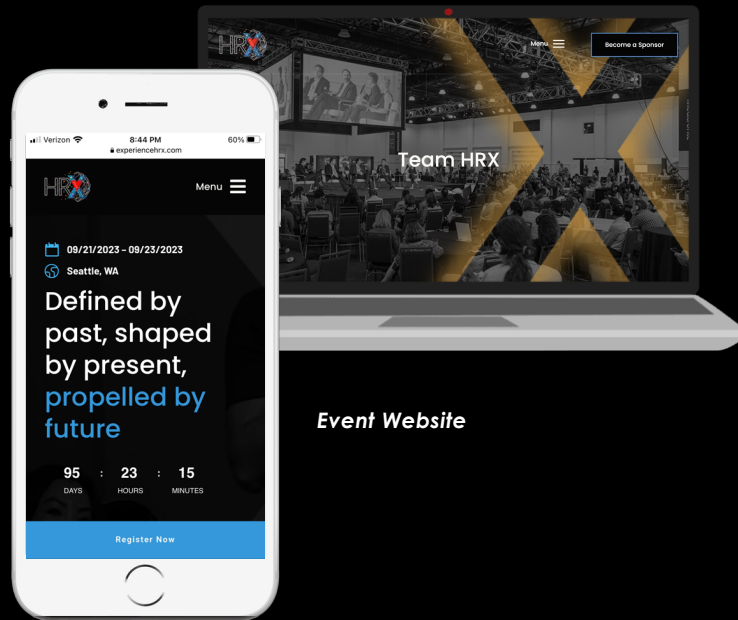
Digital Signage



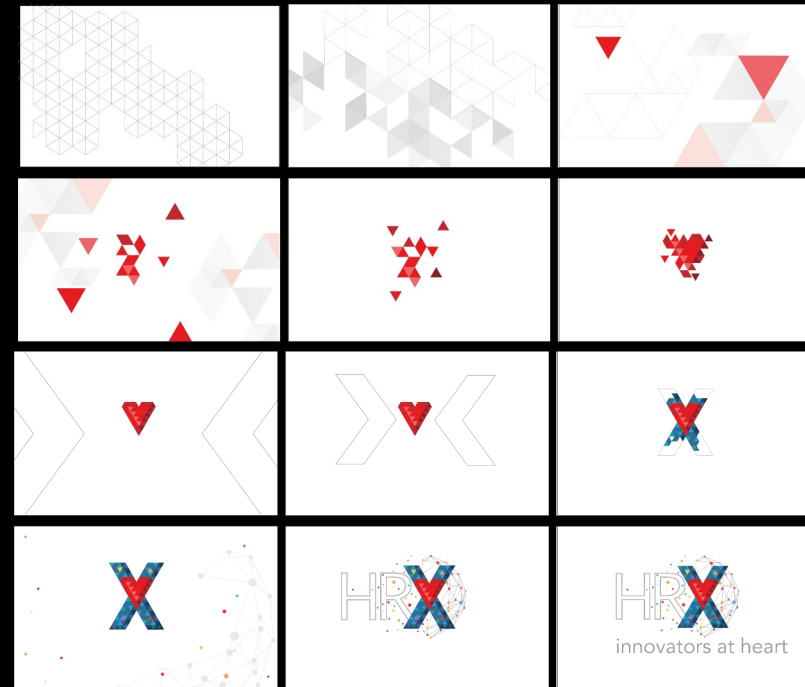
Wayfinding



Digital Ads



Event Website



Animated Theme Graphic Storyboard



Name Badges