

EMPOWERING PEOPLE TO IMPACT HEALTH

Imagery

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AHIMA

Imagery

Imagery has traditionally played a metaphoric and futuristic role in the telling of the health information profession's story. Health information has never been more commonplace and relevant than right now; it should be shown as it is—**authentically, truthfully, and confidently.**

SAMPLE IMAGES: VISUAL IDENTITY

Health information is not abstract or science fiction.



SAMPLE IMAGES: VISUAL IDENTITY

Visible



Authentic



Confident





Health Information is complex



Health Information is sensitive



Health Information is nuanced



Health Information is Human Information