

Visual Identity  
ABTms



network

knowledge

Humanization

# visual identity

The **Network** is a key element that represents the symbolism, because the tele-education and tele-assistance comprise very much the articulation of different actors to achieve PEH (Permanent Education of Health Professionals) with an idea of democratizing **knowledge** to the various actors engaged in SUS network (health professionals, managers and users).

Brazilian  
Association of  
Telemedicine  
and Telehealth

network

knowledge

Humanization

# visual identity

Health, **humanization**,  
tele-education and tele-  
assistance. This line will  
receive an exclusive  
commitment from this  
management.

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A close-up photograph of a person's hands holding a complex web of thin, light-colored string. The string is stretched between the fingers of both hands, creating a dense, interconnected pattern that resembles a network. The person's face is blurred in the background, and they are wearing a dark jacket and a gold watch on their left wrist.

# Network

Group of entities (objects, people, etc.) connected to each other that allows the movement of material or immaterial elements among each of these entities.



# Knowledge

Set of information stored through experience or learning.

Books have been one of the most efficient ways of acquiring knowledge.



# Humanization

Becoming human, giving human conditions and acting with the natural goodness.

Ability to perceive and understand yourself and the other, located in the world and subject of his own history.



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