Acute Cardiac Care 2006
Branding Guidelines

Satellite Symposia and User Groups
For Satellite Symposia and User Groups, the use of the ESC logo is not mandatory. **It is only allowed on invitation flyers and posters for Satellite Symposia, User Groups and Exhibits (including web invitations on the ESC web Site).** The following text should always be used:

- “A Satellite Symposium held during Acute Cardiac Care 2006”
- “A User Group held during Acute Cardiac Care 2006”

For **all and any** use of the ESC logo for invitation flyers or/and posters, prior approval must be obtained from the ESC. The content of the invitation must not include any product names, brand names or specific quality or virtues of a sponsoring Industry and/or any of the Industry’s product(s) either via text or visuals. The size must represent 8,5% of the surface of the total page with a minimum of 17mm high and 12mm wide.

Please refer to the ESC Corporate Identity, Rules and Regulations at: http://www.escardio.org/bodies/about/TermsConditions/corporate_identity
Versions to be used:

A Satellite Symposium held during **Acute Cardiac Care 2006**
Congress organised by the ESC Working Group on Acute Cardiac Care

A User Group Session held during **Acute Cardiac Care 2006**
Congress organised by the ESC Working Group on Acute Cardiac Care
Logo of the European Society of Cardiology:

- **LOGO TYPOGRAPHY:** ERAS DEMI

- **COLOURS:**
  
  The ESC logo must always be printed either in its original colour.

  
  Pantone reference 4/C PROCESS

  Red 193 CV Magenta 100%, Yellow 70%, Black 10%

**Sentences:**

“A Satellite Symposium held during Acute Cardiac Care 2006 ”

“A Workshop Session held during Acute Cardiac Care 2006 ”

**TYPOGRAPHY:** ERAS DEMI

**COLOUR:** Black 100%