



EUROPEAN  
SOCIETY OF  
CARDIOLOGY®

# Acute Cardiac Care 2006 Branding Guidelines



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## Satellite Symposia and User Groups



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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](http://www.escardio.org/bodies/about/TermsConditions/corporate_identity)**



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Versions to be used:



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A Satellite Symposium held during

# Acute Cardiac Care 2006

Congress organised by the ESC Working Group on Acute Cardiac Care



EUROPEAN  
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A User Group Session held during

# Acute Cardiac Care 2006

Congress organised by the ESC Working Group on Acute Cardiac Care



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## **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**

**Red 193 CV**

**4/C PROCESS**

**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%