



## EHRA 2018

### Mobile app Sponsor button specifications (as of 6 December 2017)

#### TEXTS TO SUPPLY:

1. « About 'Company Name' »

Please supply text about your company for delegates to read

2. « Contact »

Please supply your contact address for delegates, this can include a website or an email but they will not be accessible from the mobile app

3. Visual

Please supply up to 4 images, to be displayed in a slideshow. The delay between each image will be of 10 seconds. Each image must be in PNG or JPEG (whichever enables the best quality at small file size) with a resolution of 1200 x 600 pixels (width x height).

4. Logo

The welcome page will have your logo, please supply a HD file in jpeg or png with a resolution of 200 x 200 pixels.

→ Abbott logo received on 17 November

#### SPECIFICATIONS:

The colours to be used are the ones from the ESC Branding Guidelines:

- ESC Red: Pantone 187 - CMYK 7/100/82/26 - RGB 174/16/34 – Hex AE1022 – RAL 3002
- White: Pantone White - CMYK 0/0/0/0 - RGB 255/255/255 – Hex FFFFFFF – RAL 9003
- Black: Pantone Black - CMYK 0/0/0/100 - RGB 0/0/0 – Hex 000000 – RAL 9005
- Dark Grey: Pantone Cool Grey 8 - 0/0/0/60 - RGB 135/135/135 – Hex 878787 – RAL 7042
- Light Grey: Pantone Cool Grey 3 - 0/0/0/25 - RGB 208/208/208 – Hex D0D0D0 – RAL 7047

For event tiles, the colours used will be the ones defined in the Association/congress guidelines:

- Colours (up to 2 – main colours) will only be used for paragraph titles and clickable links
- The top banner colour (home screen) is the primary colour of the congress/association
- Association button colour will be the primary colour of the association

For each event, the welcome screen is based on the congress poster. The sponsor's name is added (if applicable) with the mention "Mobile App supported by". **The sponsor logo and Association/ESC logo have to be in separate locations, and sponsor's logo has to be smaller than Association/ESC logo.**

#### TIMELINE:

- **13 December:** Company information, visuals and logo to be provided.
- **10 January:** Mobile app is live with content already provided
- **8 February:** first update. Please provide any content to be updated by **24 January**
- **12 March:** second update. Please provide any content to be updated by **26 February**
- **17-21 March:** programme is updated daily, however you can no longer amend your content

