



European Heart Rhythm Association
A Registered Branch of the ESC



BRANDING GUIDELINES

FOR A Satellite Symposium

Held during the Congress
EUROPACE 2007



A Satellite Symposium held during

EUROPACE 2007





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The European Heart Rhythm Association (EHRA) allows companies in the cardiovascular field to organise scientific sessions as part of the EUROPACE Congress.

These so-called Satellite Symposia are allotted time slots during which no other type of scientific session is held.

For Satellite Symposia, the use of the EHRA logo (picture 1) together with the ESC logo (picture 2) and EUROPACE logo (picture 3) **are allowed for invitation flyers (paper as well as web format) and posters only.**



Picture 1



Picture 2

EUROPACE

Picture 3

In that case, the following legend should be used for invitation flyers and posters: "A Satellite Symposium held during EUROPACE 2007"

In that case, **only the following headers are allowed:**



Header in colour



Header in Black



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For **all and any** use of the EHRA logo, the EUROPACE logo and the ESC logo, prior approval must be obtained from the ESC and the EHRA.

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. Please refer to the ESC Corporate Identity, Rules and Regulations at:

<http://www.escardio.org/bodies/about/ESCidentity>

Logos use and location

As the EHRA is a registered branch of the ESC, on all EHRA documents/products, the EHRA logo and the ESC logo must always appear together and with similar size.

On all documents, the EHRA logo should appear on the left hand side while the ESC logo should be displayed on the right hand side.



European Heart Rhythm Association (EHRA) logo:

COLOURS:

The EHRA logo must always be printed in its original colour



Pantone © reference
Red 193

4/C PROCESS

Magenta 100%, Yellow 70%, Black 10%



Pantone © reference

Blue 3025

4/C PROCESS

Cyan 100%, Magenta 18%, Black 65%



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EUROPACE 2007 logo:

COLOURS:

The EUROPACE 2007 logo must always be printed in its original colour



Pantone © reference

Blue 3025

4/C PROCESS

Cyan 100%, Magenta 18%, Black 65%

European Society of Cardiology logo:

COLOURS:

The ESC logo must always be printed in its original colour



Pantone reference

Red 193

4/C PROCESS

Magenta 100%, Yellow 70%, Black 10%