

ESC Congress 2012 Branding Guidelines

Industry Sponsored Sessions

ESC Congress 2012 Event Visual



The use of the ESC Logo is not allowed.

ESC Congress 2012 official name

On your document please use only the official name "ESC Congress 2012".

Rules

The use of the ESC Congress 2012 Event visual is not mandatory and **only allowed** for Industry Sponsored Session Sessions and EBAC Accredited Educational Programmes:

- Satellite Symposia,
- Hands-On Tutorials
- EBAC Accredited Educational Programmes

The ESC Congress 2012 Event Visual is **only allowed** on:

- Invitation flyers,
- Posters or Roll-ups,
- Pre-Congress mailing inserts,
- Delegate Bag inserts,
- Web links,
- Banners,
- Information Screens
- Abstract Books cover pages.

The content of the promotional material must not include any product names, brand names or specific quality or virtues of a sponsoring Industry or any of its product(s) either via text or visuals. Ongoing studies logos or visuals are allowed.