



European Association of Echocardiography  
A Registered Branch of the ESC



# BRANDING GUIDELINES

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## FOR User Group Sessions

Held during EUROECHO 2007



A User Group Session held during

**EUROECHO 2007**



EUROPEAN  
SOCIETY OF  
CARDIOLOGY®



# European Association of Echocardiography

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The European Association of Echocardiography (EAE) allows companies in the cardiovascular field to organise scientific sessions as part of the EUROECHO Congress.

These so-called User Group Sessions are allotted time slots during lunchtime breaks or in the evening after the pre-arranged programme sessions. The programmes are approved by the EAE.

For the User Group Sessions, the use of the EAE logo (picture 1) together with the ESC logo (picture 2) and the EUROECHO 2007 logo (picture 3) **are allowed for invitation flyers (paper as well as web format) and posters only.**



*Picture 1*



*Picture 2*



*Picture 3*

## In that case:

- The following legend should be used for invitation flyers and posters:  
"A User Group Session held during EUROECHO 2007"
- The following headers are allowed:



*Header in colour*



*Header in Black*



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For **all and any** use of the EAE logo, EUROECHO 2007 logo and the ESC logo, prior approval must be obtained from the ESC and the EAE.

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

The EAE is a registered branch of the ESC. The respective logos must always appear together in an identical format and size. It is strictly forbidden to modify the provided logos.

The display of the logos is as follows: the EAE logo should appear on the left hand side and the ESC logo should be displayed on the right hand side.



## European Association of Echocardiography (EAE) logo:

### COLOURS:

The EAE logo must always be printed in its original colour OR alternatively in *Black*.



**Pantone © reference**  
Yellow Pantone

**4/C PROCESS**  
Yellow 100%



**Pantone © reference**  
Magenta Pantone

**4/C PROCESS**  
Magenta 100%



**Pantone © reference**  
Petrol Green 3155 CV

**4/C PROCESS**  
Cyan 100%, Yellow 27%, Black 30%



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## EUROECHO 2007 logo:

### COLOURS:

The EUROECHO 2007 logo must always be printed in its original colour OR alternatively in Black.



**Pantone reference**  
Petrol Green 3155 CV

**4/C PROCESS**  
Cyan 100%, Yellow 27%, Black 30%



**Pantone reference**  
Red 193 CV

**4/C PROCESS**  
Magenta 100%, Yellow 70%, Black 10%

## European Society of Cardiology (ESC) logo:

### COLOURS:

The ESC logo must always be printed in its original colour OR alternatively in *Black*.



**Pantone reference**  
Red 193 CV

**4/C PROCESS**  
Magenta 100%, Yellow 70%, Black 10%