



Heart Failure Association of the ESC



BRANDING GUIDELINES

FOR Meet the Experts Sessions

Held during the Congress
HEART FAILURE 2007





Heart Failure Association of the ESC



The Heart Failure Association of the ESC (HFA of the ESC) allows companies in the cardiovascular field to organise scientific sessions as part of the Heart Failure Congress.

These so-called Meet the Experts Sessions are allotted time slots during which no other type of scientific session is held except the "Satellite Symposia". The programmes are approved by the HFA of the ESC.

For Meet the Experts Sessions, the use of the HFA of the ESC logo (picture 1) together with the ESC logo (picture 2) and the Heart Failure 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 Meet the Experts Session held during Heart Failure 2007"

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



Header in colour



Header in Black



Heart Failure Association of the ESC



For **all and any** use of the HFA of the ESC logo, the Heart Failure logo and the ESC logo, prior approval must be obtained from the ESC and the HFA of 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. Please refer to the ESC Corporate Identity, Rules and Regulations at:

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

Logos use and location

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

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



Heart Failure Association of the ESC logo:

COLOURS:

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



Pantone© reference

4/C PROCESS

Red 193 CV

Magenta 100%, Yellow 70%, Black 10%



Pantone© reference

4/C PROCESS

Yellow 109 CV

Magenta 10%, Yellow 95%



Heart Failure Association of the ESC



Heart Failure 2007 logo:

COLOURS:

The *Heart Failure 2007* 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%

European Society of Cardiology 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%