



Heart Failure Association of the ESC



BRANDING GUIDELINES

FOR Satellite Symposia

Held during the Congress
HEART FAILURE 2007



A Satellite Symposium held during

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

For Satellite Symposia, 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 Satellite Symposium held during Heart Failure 2007"

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



A Satellite Symposium held during

HEART FAILURE 2007



Header in colour



A Satellite Symposium held during

HEART FAILURE 2007



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

Red 193 CV

4/C PROCESS

Magenta 100%, Yellow 70%, Black 10%



Pantone© reference

Yellow 109 CV

4/C PROCESS

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%