EBAC Accredited Educational Programmes

ESC Congress 2008
Branding Guidelines

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1 USE OF THE LOGOS:

The use of the ESC Congress 2008 event visual and EBAC logo are mandatory.
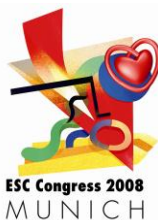**The use of the ESC Logo is not allowed.**

The ESC Congress 2008 event visual and EBAC logo are **only allowed** on:

Invitation flyers, posters or display units, Pre-Congress mailing inserts, Delegate Bag inserts, Weblinks, Promotional Drop Banners, Banners and Abstract Books cover pages, **after the accreditation has been awarded.**

For **all and any** use of the ESC Congress 2008 event visual or EBAC logo prior approval must be obtained from the ESC.
Please refer to the ESC Congress 2008 Industry Guidelines.

1.1   ESC Congress 2008 event visual:

Download this logo: Annexe 20
http://www.escexhibition.org/Munich08/ISRS/default.as

1.2   EBAC Logo:

- Colours of the EBAC logo: the visual must always be printed in its original colours and on a **white background**

1.3   Partners logo:

- <u>CME provider logo</u>:

The size of the CME provider logo should represent maximum **100%** of the EBAC logo size. It should be displayed as indicated on the template, in the header on the right upper corner.

- <u>Supporting company(ies) logo</u>:

The size of the supporting company(ies) logo should represent maximum **80%** of the EBAC logo size. It should be displayed as indicated on the template, in the footer, on the left and/or on the right corner (one logo for each company).

2 SIZE AND FORMAT:

- **Flyers and Inserts:**

Two pages maximum (1recto / 1 verso). The cover page should reflect the template (see annexe 1).
No repetition of logos on the potential second page.

Mandatory size of a page: **C5 maximum** (15 cm x 21 cm) only
Mandatory Format: Portrait only

- **Posters:**

Size: A0 maximum (83 cm x 118 cm)
Format: Portrait only

- **Banners:**

Size: to be approved
Format: Portrait only

- **Weblinks:**

Two pages maximum. The cover page should reflect the template (see annexe 1).
No repetition of logos on the potential second page.
No link to neither corporate nor commercial website is allowed.

3 DESIGN AREA:

The following header and footer should always be used:

3.1   Header

Cover page – template of the header:

The header must be **4 cms high** of and should contain the following elements (see template above):

Left corner:
- ESC logo on the left corner
- EBAC logo on the right next to the ESC logo

Middle of the header:
- The following statement next to the EBAC logo:

"This programme is accredited by the European Board for Accreditation in Cardiology (EBAC) for "xx" hour(s) of external CME credit(s). Each participant should claim only those hours of credit that have actually been spent in the educational activity.

EBAC works according to the quality standards of the European Accreditation Council for Continuing Medical Education (EACCME), which is an institution of the European Union of Medical Specialists (UEMS)."

Right corner:
- The following mentions on the right corner:
    Organised by "Name of the CME Provider"
    Course Director "Name of the Course Director"

- The CME provider logo just below the above mentions

Border:
- The following mention, white font, in a red border:
    "**EBAC ACCREDITED EDUCATIONAL PROGRAMME HELD DURING THE ESC CONGRESS 2008**"

3.2   Footer

Cover page – template of the footer:

The footer must be **2 cms high** and should contain the following elements (see template above):

Left and/or right corners:

- The supporting company(ies) corporate logo (one logo for each company)

Middle of the footer:

- The following sentence:

Supported by an unrestricted educational grant from "supporting company's name"

- The following statement:

In compliance with EBAC/ EACCME guidelines, all speakers/ Chairpersons participating in this programme have disclosed or indicated potential conflicts of interest which might cause a bias in the presentations. The Organising Committee/ Course Director is responsible for ensuring that all potential conflicts of interest relevant to the event are declared to the audience prior to the CME activities.

3.3   Free design area

Cover page:

The free design area of the cover page must be **15 cms** high.

It must not include any logos, product names, brand names or specific quality or virtues of a sponsoring Industry and/or any of its product(s) either via text, visuals or corporate coulours.

The free design area of the cover page must include:

- The session title
- The date, time and place (zone and room) of the session

Optional second page:
The page must not include any logos, product names, brand names or specific quality or virtues of a sponsoring Industry and/or any of its product(s) either via text or visuals. No logos allowed.

ANNEXE: EBAC ACCREDITED EDUCATIONAL PROGRAMMES – COVER PAGE TEMPLATE

Organised by "add name here"
Course Director: "add name here"

CME provider logo

EBAC ACCREDITED EDUCATIONAL PROGRAMME HELD DURING THE ESC CONGRESS 2008

COVER PAGE
FREE DESIGN AREA

Supporting company 1 corporate logo

Supporting company 2 corporate logo