

# **ESC Logo**

## **Terms and Conditions of Use**



**EUROPEAN  
SOCIETY OF  
CARDIOLOGY**

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## **Introduction (external)**

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To ensure that the ESC logo is properly protected, the ESC has defined guidelines for its use which permit to use the ESC logo under specific conditions. During the 8<sup>th</sup> Meeting – ESC Board 2000-2002 on February 1-2, 2002 - it was decided that the ESC logo would be intended for limited use, as outlined in this policy document.

## **Purpose**

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The ESC logo is considered one of its most valuable brand assets of the society and a form of intellectual property. To ensure that the ESC logo is properly protected, the ESC has defined guidelines which indicate the appropriate use of the ESC logo under specific conditions. These guidelines are applicable to internal and external audiences.

We recommend the consultation of the process and guidelines before requesting the use of the ESC logo.

These pages state therefore the Terms and Conditions under which you may use the ESC logo. Please read this document carefully and do not hesitate to contact the ESC Marketing Department ([Marketing@escardio.org](mailto:Marketing@escardio.org)) if there is anything contained in the Terms and Conditions which you have difficulty understanding.

## General Principles

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### Jurisdiction

The European Society of Cardiology resides in Sophia Antipolis, France. French law therefore governs these Terms and Conditions. If any particular provision of these Terms and Conditions shall be unlawful, void or for any reason unenforceable under French law, then that provision shall be deemed severable from these Terms and Conditions and shall not affect the validity of any remaining provisions.

The use of the Logo must be truthful and not misleading. The Logo may not be used to imply any relationship with, or endorsement or sponsorship by, the ESC that is not true. You may not use the Logo in connection with any disparaging statements about ESC or its products, or in any manner that may otherwise reflect poorly on the ESC.

The Logo may not be altered in any way. You must use only an ESC supplied graphic file, according to these guidelines. The Logo must remain distinct ; it may not be changed or combined with any other graphic or textual elements and may not be used as a design element of any other logo or trademark. (If logo use is approved by the ESC, the final graphic template should be submitted to the ESC for approval. See graphic chart for more details).

The ESC reserves the right to approve or disapprove the use of the Logo (size, surrounding text, etc.) to ensure that it complies with these rules.

It is forbidden to adopt, use, register, or attempt to register anywhere in the world any name, trademark, logo or similar designation confusingly similar to the Logo.

The ESC disclaims all warranties regarding its logos, including warranties against infringement of third party rights and any warranties that may be implied by applicable law. The ESC does not grant any indemnity against infringement or other claims arising from the use of an ESC logo. All matters regarding the administration of the ESC logo should be handled by the appropriate department at the ESC Heart House. In order to receive a quick response please make every effort to send your request to the correct address. Multiple and misdirected responses are liable to suffer lengthy delays during processing.

The ESC reserves the right, at any time and without cause, to modify or suspend these policies and withdraw any permission granted under this Agreement to use any ESC logo. The ESC reserves the right to take action against any misuse or unfair, misleading, diluting, or infringing use of ESC's trademarks and logos.

The use/display of the ESC logo concerns its paper, electronic and all other ways of reproduction and is permitted for the following products or services :

## **1. ESC products, programmes & services**

*Any ESC product and or service produced and organised by the ESC (exclusively through the Heart House organisation)*

### **A. Produced by the ESC through the Heart House structure**

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- ESC Events, Congresses and Meetings  
Any educational program and or meeting organised by the ESC
- ESC Official publications: Newsletter, Congress News, Guidelines, EHS, ESC website (escardio.org),...
- Others

### **B. Produced by ESC in conjunction with another organisation (particular medical organisations)**

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*Products issue of mutual development with cardiac societies & other professional bodies, based on a specific agreement between the ESC & the external party*

- Meetings ; World Congress, ICNC,...
- Guidelines
- Others

### **C. Produced by an external party**

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*ESC contents, product produced by a third party, based on a specific agreement between the ESC & the external part*

- Cd Rom's
- ESC Scientific Journals
- EscardioContent
- Others

**D. “Under the Auspices of”**

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The ESC does not grant the use of the mention “organised under the auspices of the ESC” or any other similar phrasing. Rare exceptions to this rule may be considered, but only granted following formal discussion and notification by the ESC Board.

## **2. ESC WG and Councils ; products, programmes & services, endorsed by the ESC**

*Any ESC product and or service produced and organised by the ESC through its WG's and/or Council.*

*All applications should run through the Office for Working Groups, Councils and Board Committees. Please send the attached ESC Logo Request Form (appendix 1) to [blefevre@escardio.org](mailto:blefevre@escardio.org) for your application to be processed.*

### **A. Produced by the WG and/or Council**

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- Events, Congresses and Meetings  
Any educational program and or meeting organised by the WG and/or Council.
- Official publications
- Others

### **B. Produced by the WG and/or Council in conjunction with another organisation (particular medical organisations)**

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*Products issue of mutual development with cardiac societies & other professional bodies, based on a specific agreement between the WG and/or Council & the external party*

- Meetings
- Guidelines
- Others

### **C. Produced by an external party**

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*Product produced by a third party, based on a specific agreement between the WG and/or Council & the external party*

- Cd Rom's
- Scientific Journals
- Others

**D. “Under the Auspices of”**

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The ESC does not grant the use of the mention “organised under the auspices of the ESC” or any other similar phrasing. Rare exceptions to this rule may be considered, but only granted following formal discussion and notification by the ESC Board.



### **3. Non ESC products, not endorsed by the ESC, but allowing use of ESC logo**

*Individual or collective requests that might be eligible for the use of the ESC logo, pertaining to products closely associated with the ESC or its activities*

#### **A. Media requests**

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Members of the press requiring the logo for publications should request permission

Please send the attached ESC Logo Request Form (appendix 1) to [press@escardio.org](mailto:press@escardio.org) for your press application to be processed.

#### **B. Satellite symposia and workshop sessions**

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The European Society of Cardiology allows companies in the cardiovascular field to organise scientific sessions as part of the ESC Congresses and WG meetings. These so-called Satellite Symposia are allotted time slots during which no other type of scientific sessions will be held. The programs are approved by the ESC.

For specific guidelines on the organisation of satellite symposia, we refer to the ESC Industry Guidelines.

Please send the attached ESC Logo Request Form (appendix 1) to [fcalabrese@escardio.org](mailto:fcalabrese@escardio.org) for your application to be processed

Unless required to use a more specific legend by any other agreement with the ESC, the following legend should be used for any materials used to promote the satellite symposia "Satellite Symposium held during the ESC CONGRESS XXXX (reference to the year)". (see ESC Graphic Chart for graphic references).

#### **C. Web use**

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The rules stipulated in the present terms and conditions concern the paper, electronic and all other ways of reproduction of the ESC logo.

The ESC web site has its own Terms and Conditions of Use that includes specific copyright information. [http://www.escardio.org/terms\\_and\\_conditions.htm](http://www.escardio.org/terms_and_conditions.htm)

The use of one or all ESC website images (including the ESC logo) can therefore not be accepted without prior authorisation by the ESC. Please send the attached ESC Logo Request Form (appendix 1) to [webmaster@escardio.org](mailto:webmaster@escardio.org) for your application to be processed.

#### **D. Sponsored items**

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A defined number of non scientific articles, approved by the ESC board, are eligible to carry the ESC logo (approval granted item per item)

Please contact [bhainsworth@escardio.org](mailto:bhainsworth@escardio.org) for a full list of these items

#### **E. Individual requests**

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If, after reviewing this policy, you still have questions about the use of the ESC Logo, please, send the attached ESC Logo Request Form (appendix 1) to [marketing@escardio.org](mailto:marketing@escardio.org) for your request to be submitted to the ESC Board via the CEO.

-Appendix 1-



<b>REQUEST FORM FOR GRAPHIC SUPPORT</b>		
Please fill in and return this form to:		
<b>Marie Mezentzef</b> ESC/Marketing Administrator 2035 Route des Colles, Les Templiers, B.P. 179 06903 Sophia Antipolis Cedex / France		Tel : +33-4-92 94 35 17 Fax : +33-4-92 94 86 69 e-mail : mmezentzef@escardio.org
<b>1 CONDITIONS</b>		
1) Usage of the ESC Logo or visual is subject, in each instance, to prior agreement by the ESC. 2) Requests for ESC Logo usage or visual will be reviewed and approved by ESC. 3) Requests must be on the official form and must be mailed or faxed to ESC for approval. One form by Logo or visual usage request, duplicated if needed. 4) Submitting a request does not guarantee an approval.		
<b>2 COMPANY</b>		
	Name: ..... Contact Person: ..... Address: ..... Phone: ..... Fax: ..... Email: .....	
	Professional category <input type="checkbox"/> Industry <input type="checkbox"/> ESC Supplier <input type="checkbox"/> Media <input type="checkbox"/> Other: <input type="checkbox"/> Medical Organisation <input type="checkbox"/> Publisher <input type="checkbox"/> PR Agencies	
Request submitted on behalf of (Company + address)		
<b>3 INTENDED LOGO OR VISUAL USAGE</b>		
Full description of intended ESC Logo or visual usage	.....	
Product description	.....	
Period of use	.....	
Other organisations/companies involved in this project	Name of Company	.....
	Headquarters	.....
<b>4 AGREEMENT SIGNATORY</b>		
<b>Company</b>	Name:	
	Address:	
<b>Contact Person</b>	Name:	Department:
	Phone:	e-mail:
	Fax:	
<b>Date</b>	<b>Name</b>	<b>Signature</b>
		<i>Official Contact Person only</i>