



**ESC Congress 2011
27– 31 August**

Branding Guidelines

ESC Congress 2011 event visual



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ESC Congress 2011 official name

On your document please use only the official name "ESC Congress 2011".

Rules and usage

The ESC Congress 2011 Event visual is not mandatory on your printed items and is **only allowed** for Industry Supported Educational Activities,

- Satellite Symposia
- Mini-Satellite Symposia
- EBAC Accredited Educational Programmes
- Hands-On Tutorials

Please note the ESC Congress 2011 event visual may be used on the following printed items:

- Pre-Congress mailing inserts
- Delegate Bag inserts
- Web links
- IES Information Screens
- Abstract Books cover pages
- Invitation flyers
- Posters or Roll-ups
- Banners

Promotional materials may not include product names, brand names or specific quality or virtues of a sponsoring industry or any of its product(s) either via text or visuals. Ongoing studies, company logos are allowed.

The ESC logo may not be used, only the Event visual.