



# EBAC Accredited Educational Programmes Held during the ESC Congress 2007



## Branding Guidelines

For flyers, inserts, weblinks,  
posters and banners



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## 1 USE OF THE LOGOS:

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The use of the ESC logo is mandatory. The use of the EBAC logo is only allowed on invitation flyers, inserts, weblinks, posters and banners for EBAC Accredited Programmes, after the accreditation has been awarded.

For all and any use of the ESC logo or EBAC logo prior approval must be obtained from the ESC.

Please refer to the WCC 2006 Industry Guidelines at <http://www.essexhibition.org/Vienna07/ISRS/default.aspx> or contact [satellite@escardio.org](mailto:satellite@escardio.org)

### 1.1 ESC Logo:

- LOGO TYPOGRAPHY: ERAS DEMI
- COLOURS:

The ESC logo must always be printed either in its original colour, in black or in white

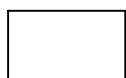


Pantone reference  
Red 193 CV

4/C PROCESS  
Magenta 100%  
Yellow 70%  
Black 10%



Black 100%



White 100%

## 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:

- ? CME provider logo:

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.

- ? Supporting company(ies) logo:

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:

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- ? 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 corporate nor commercial website is allowed.

Please refer to the ESC Website Online Policies:

[http://www.escardio.org/bodies/about/TermsConditions/web\\_policies.htm](http://www.escardio.org/bodies/about/TermsConditions/web_policies.htm)

### 3 DESIGN AREA:

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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 2007”

### 3.2 Footer

Cover page – template of the footer:

|  |   |  |
|--|---|--|
| <b>Supporting<br/>company 1<br/>corporate<br/>logo</b> | Supported by an unrestricted educational grant from "add name(s) here"<br><small>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.</small> | <b>Supporting<br/>company 2<br/>corporate<br/>logo</b> |
|--|---|--|

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 colours.

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.

## 4 ANNEXE: EBAC ACCREDITED EDUCATIONAL PROGRAMMES – COVER PAGE TEMPLATE

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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.

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

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

**CME provider logo**

**EBAC ACCREDITED EDUCATIONAL PROGRAMME HELD DURING THE ESC CONGRESS 2007**

**COVER PAGE  
FREE DESIGN AREA**

**Supporting  
company 1  
corporate  
logo**

Supported by an unrestricted educational grant from "add name(s) here"

"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."

**Supporting  
company 2  
corporate  
logo**