

ESC Congress 2007 Branding guidelines



EUROPEAN
SOCIETY OF
CARDIOLOGY®

Industry Satellite Symposia and Workshop Sessions

held during the ESC Congress 2007



The use of the ESC logo is only allowed for Satellite Symposia, Workshop Sessions and Exhibits. Subject to approval, sponsors of Congress services (as listed in the Guidelines for Industry Participation) may also use the ESC logo in relation to the specific items sponsored.

With regard to Satellite Symposia and Workshop Sessions, the ESC logo is 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.

The following text "Satellite Symposium / Workshop Session held during", "Exhibitor at" the ESC Congress 2007 should always be used.

The content of the promotional material must not include any product names, brand names, generic names or specific quality or virtues of a sponsoring Industry or any of its product(s) either via text or visuals. Ongoing studies logos or visuals are allowed.

Prior approval must be obtained from the ESC. Please refer to the ESC Corporate Identity, Rules and Regulations under:

http://www.escardio.org/bodies/about/TermsConditions/corporate_identity.htm

Two versions are allowed depending on the layout of the page

? Text centred below the logo:

A Satellite Symposium held during the
ESC CONGRESS 2007
1 - 5 September





? Lines of text as continuation of the logo:



A Satellite Symposium held during the
ESC CONGRESS 2007
1 - 5 September

Logo of the European Society of Cardiology:

? LOGO TYPOGRAPHY: ERAS DEMI

? COLOURS:

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



Pantone reference

4/C PROCESS

Red 193 CV

Magenta 100% , Yellow 70% ,
Black 10%



Black 100%



White



Sentences:

"A Satellite Symposium held during the ESC CONGRESS 2007 1 – 5 September 2007"

"Satellite Symposia held during the ESC CONGRESS 2007 1 – 5 September 2007"

"A Workshop Session held during the ESC CONGRESS 2007 1 – 5 September 2007"

"Workshop Sessions held during the ESC CONGRESS 2007 1 – 5 September 2007"

"Nonprofit Organisation Symposium held during the ESC CONGRESS 2007 1 – 5 September 2007"

"An Exhibitor at the ESC CONGRESS 2007 1 – 5 September 2007"

TYPOGRAPHY: ERAS DEMI

COLOUR: Black 100%

FOR FURTHER INFORMATION, PLEASE CONTACT:

Marketing & Membership Division

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