



**EUROPEAN
SOCIETY OF
CARDIOLOGY®**

BRANDING GUIDELINES

LOGO



y = 10% of **x**

z = 47% of **x**

c = **x+y+z**

a and **b** are aligned by the center

When you resize the logo, it must be scaled in direct proportion to the original.

c = 1,5 x **a**

The logo must represent 1 % of the surface of the total page with a minimum of 17 mm high and 12 mm wide.

The ESC logo is a registered trademark and its use is protected by international copyright laws.

Please refer to the ESC Corporate Rules and Regulations document at: www.escardio.org/corporate_identity.htm for additional information.

Prohibited Applications



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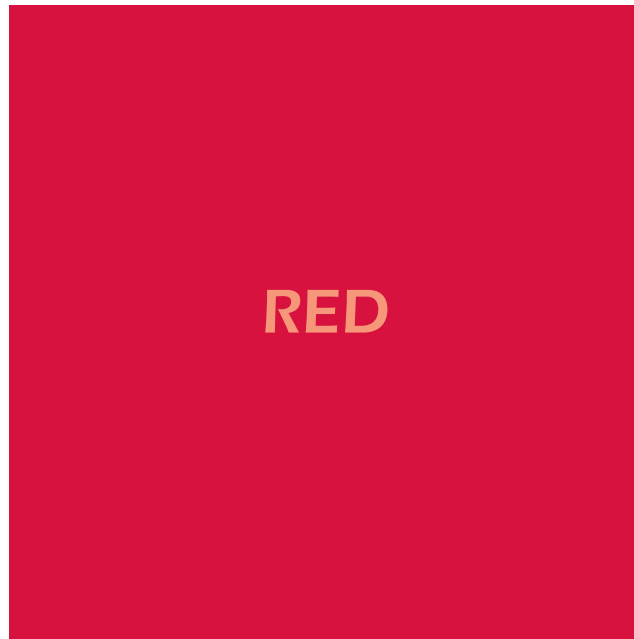
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FONT OF THE LOGO

The character font is "ERAS DEMI".
This font shall not be used in italic and in small letters.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

COLOURS OF THE LOGO



Red 4/c process: Magenta: 100% - Yellow: 70% - Black: 10%

Red Pantone®: 193 CV

RGB: Red: 208 - Green: 0 - Blue: 64

RAL: RAL 3001

LOGO AND BACKGROUNDS



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Authorised backgrounds for the red logo.

AUTHORISED BACKGROUNDS



PETROL GREEN

4/c process: Cyan: 100% - Yellow: 27% - Black: 30%

Pantone®: 3155 CV

RGB: Red: 0 - Green: 130 - Blue: 148

RAL 5021



WHITE

4/c process: 0%

RGB: 0



RED

4/c process: Magenta: 100% - Yellow: 70% - Black: 10%

Pantone®: 193 CV

RGB: Red: 208 - Green: 0 - Blue: 64

RAL 3001



GREY

4/c process: Cyan: 25% - Black: 80%

Pantone®: 432 CV

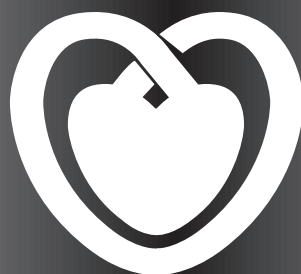
RGB: Red: 65 - Green: 73 - Blue: 83

RAL 7026

DIFFERENT COLOURS AUTHORISED FOR THE LOGO

The logo is authorised in three different colours: the red which is the basic color, the black and the white.

THE WHITE



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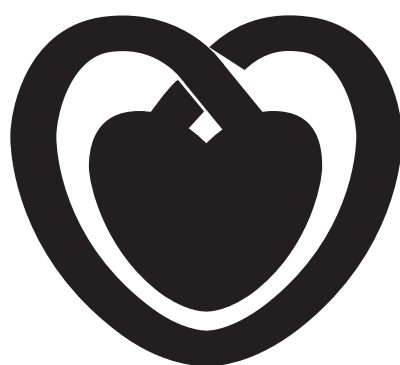


Authorised backgrounds for the white logo.

DIFFERENT COLOURS AUTHORISED FOR THE LOGO

The logo is authorised in three different colours: the red which is the basic color, the black and the white.

THE BLACK



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Authorised backgrounds for the black logo.
A grey background is also allowed at 50 and 70 %.

PROHIBITED APPLICATIONS OF THE LOGO



**EUROPEAN
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- Wrong alignment of the text and the logo
- "®" symbol missing



**EUROPEAN
SOCIETY OF
CARDIOLOGY**

- Wrong justification of the text
- "®" symbol missing



**EUROPEAN
SOCIETY OF
CARDIOLOGY**

- Misuse of the colours
- "®" symbol missing



**EUROPEAN
SOCIETY OF
CARDIOLOGY**

- Misuse of the colours
- "®" symbol missing



- Use of nonplain backgrounds
- "®" symbol missing



**European
Society of
Cardiology**

- Use of small letters
- "®" symbol missing



**EUROPEAN
SOCIETY OF
CARDIOLOGY**

- "®" symbol missing

LOCATION OF THE LOGO ON THE VARIOUS DOCUMENTS



The logo is located at the top and on the left on the following documents:

- Letter head
- Envelopes
- Memo
- Fax Cover
- Mailing Label

For all the other documents, booklets, flyer, folders, the logo is located at the bottom and on the right.



In certain cases, when the design imposes it, the logo can be placed at the bottom and on the left.

FONT OF TEXTS

The official font for texts is ERAS demi, light, medium or bold.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

GILL AND FUTURA can also be used.

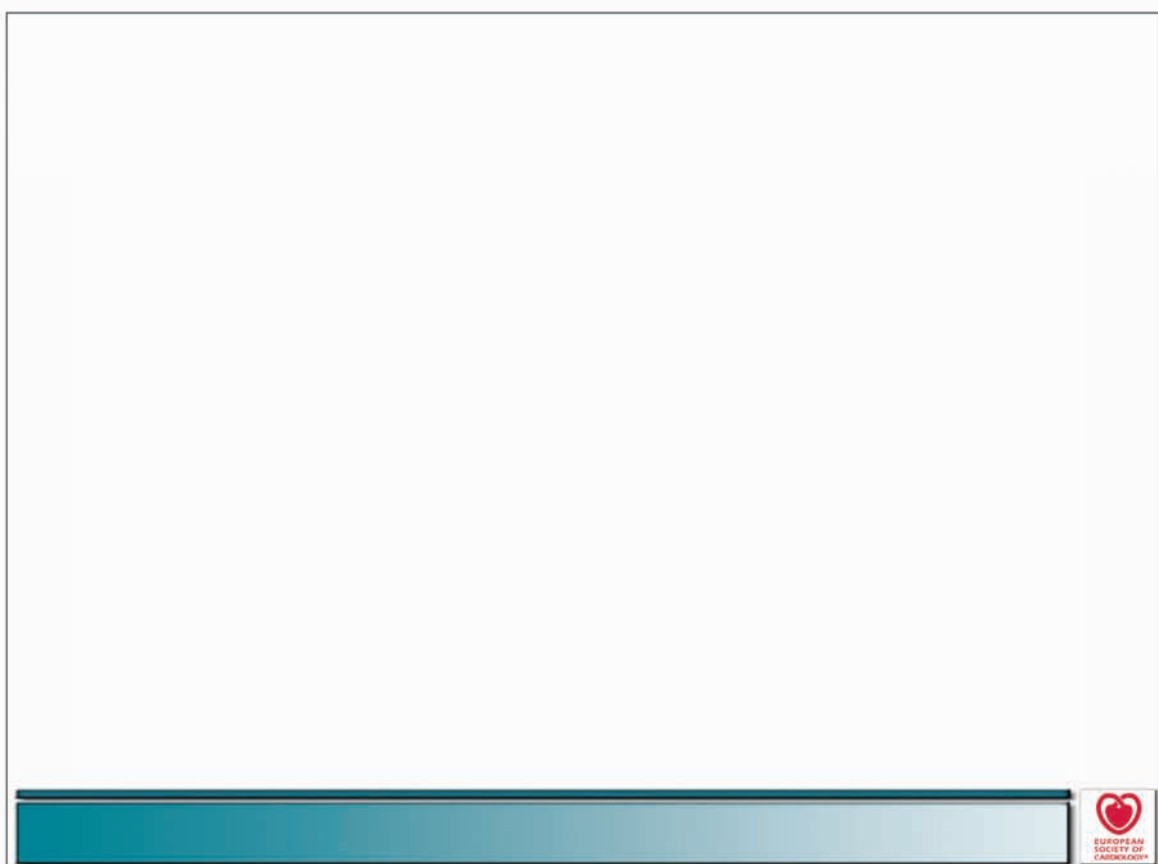
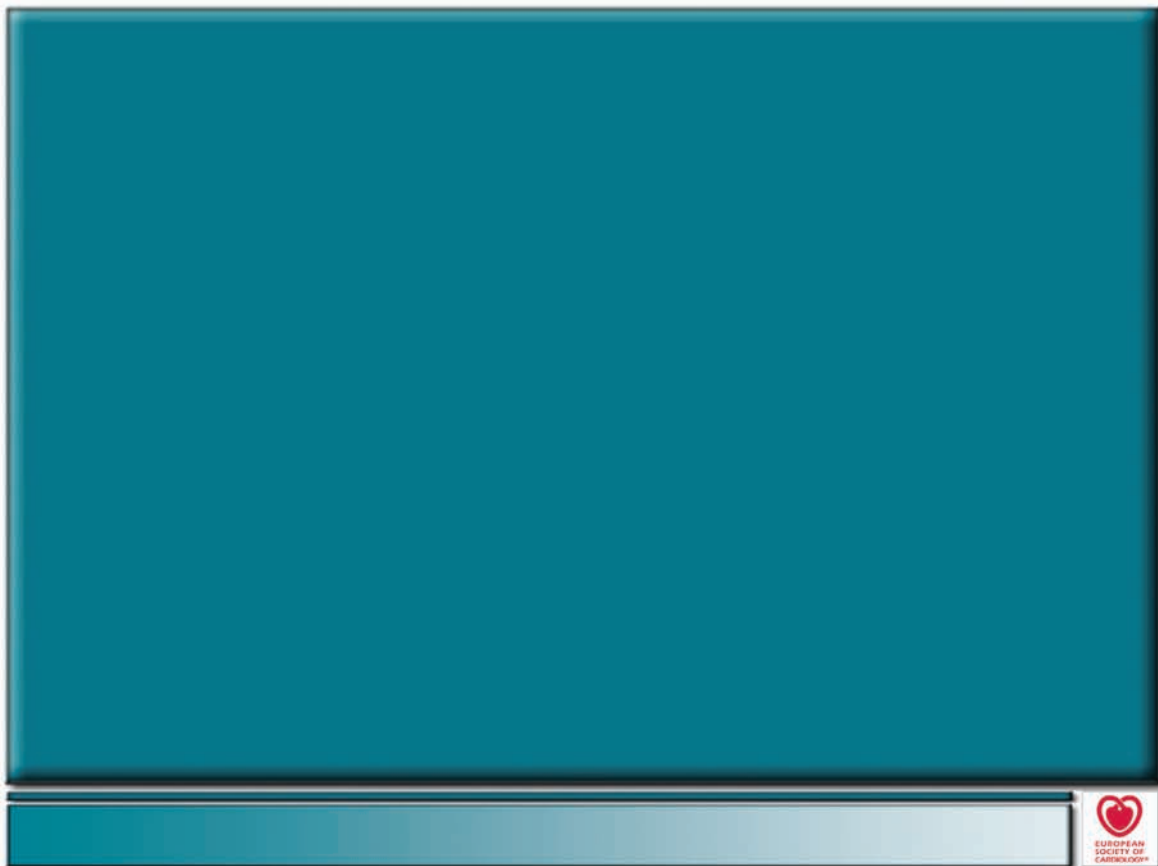
GILL

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

FUTURA

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

TEMPLATES POWER POINT PRESENTATION



ELECTRONIC APPLICATION OF ESC BRANDING GUIDELINES

ESC LOGO:

The ESC logo must be on a white background for a highest quality of lecture.

COLOURS:

Colour references



RED

RGB: Red: 208 - Green: 0 - Blue: 64



PETROL GREEN

RGB: Red: 0 - Green: 130 - Blue: 148

FONT:

The official font for electronic applications is VERDANA.

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

0123456789



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The European Heart House
2035 Route des Colles
Les Templiers - BP 179
06903 Sophia Antipolis Cedex, France
Tel.: +33 (0)4 92 94 76 00
Fax: +33 (0)4 92 94 76 01
www.escardio.org