



ESC Corporate Identity Rules and Regulations

Communications Department
December 2009



EUROPEAN
SOCIETY OF
CARDIOLOGY®

Table of Contents

1	<u>INTRODUCTION.....</u>	1
2	<u>APPLICATION PROCEDURE.....</u>	2
3	<u>ESC CORE PRODUCTS, PROGRAMMES & SERVICES</u>	3
4	<u>ESC PRODUCTS, PROGRAMMES, & SERVICES FOR ASSOCIATIONS, COUNCILS AND WORKING GROUPS</u>	3
5	<u>ALL OTHER PRODUCTS AND SERVICES.....</u>	5
5.1	SATELLITE SYMPOSIA AND WORKSHOP SESSIONS.....	5
5.2	WEB USE.....	6
	<u>APPENDIX 1: REGULATIONS AND LEGAL OVERVIEW.....</u>	7
	<u>APPENDIX 2 : ROLES AND RESPONSIBILITIES</u>	10

1 INTRODUCTION

A corporate identity supported by a strong logo and visuals strengthens the image of the European Society of Cardiology (ESC) and supports all of its activities. When the corporate identity is presented consistently, a positive and lasting impression of the society is created. The value of the ESC's brand symbol (logo and corporate identity) is therefore immeasurable and its value increases each time it is presented properly. The ESC logo is a registered trademark in 42 countries and its use is protected by international copyright laws.

In February 2002, the ESC Board decided in line with the above that the use of the ESC logo would be strictly limited to meetings or products directly linked to and endorsed by the European Society of Cardiology. Amendments to the first policy document extended these rules to all ESC Corporate Branding and Visuals in October 2003. It is important to note that the mention "organised under the auspices of the ESC" or any other similar phrasing would not be granted anymore.

The ESC Communications Department has been appointed to coordinate the review and approval of all use of ESC corporate branding and visuals, both for internal products and services (i.e. from Heart House departments) as well as for all external applications. All applicants are strongly advised to consult the process and branding guidelines outlined in the present document before issuing their request for the use of ESC Corporate Branding and Visuals.

Four types of products for which approvals can be requested have been identified, i.e.

- ESC Core Products, programmes and services
- ESC Associations Products, programmes and services
- Working Groups and Councils products, programmes and services
- All other products and services

Each of these product categories is discussed below and the procedure to follow is mentioned.

Please do not hesitate to contact the ESC Communications Department at communications@escardio.org if you have any questions.

2 APPLICATION PROCEDURE

Download documents from the [ESC Corporate Identity web page](#) of the ESC Web Site:

- ❖ [ESC Corporate Identity Rules and Regulations \(pdf\)](#)
- ❖ [ESC Corporate Logos and Visuals Request Form \(pdf\)](#)
- ❖ [ESC Branding Guidelines \(pdf\)](#)
- ❖ [ESC Logo Sample \(gif\)](#)



Complete and Sign the [ESC Corporate Logos and Visuals Request Form \(pdf\)](#)

Make sure to complete all fields (description of intended usage, period of use, contacts...)

Send the request form by Fax (+33 (0)4 92 94 86 69) OR E-mail (communications@escardio.org)



Send a colour copy proof of your document with the sample version of the ESC logo * by e-mail to the following address: communications@escardio.org



If the ESC logo is used properly



If minor changes are requested



Major changes i.e. inappropriate use of the ESC logo



E-mail sent as a provisional approval within 5 working days enclosing the final ESC logo



E-mail sent as a provisional approval within 5 working days enclosing the final ESC logo, if the requested amendments have been carried out.



Refusal



Final proof of the document with the ESC logo sent to the ESC Communications Department.



Final Approval and Archiving

* If unsure about the appropriateness of the logo use, a request form alone clearly outlining the intended use is acceptable

3 ESC CORE PRODUCTS, PROGRAMMES & SERVICES

This includes all ESC products, programmes and services produced and/or organised by the ESC (exclusively through the European Heart House organisation). The ESC logo therefore is the sole and only logo to be used. The mentioning of a product or service below does not automatically entail approval. For each logo use, approval must be obtained through the request form as outlined above.

ESC core products, programmes and services are:

- a. Events, meetings, publications and products produced solely by the ESC, i.e.
 - ESC Events, Congresses and Meetings
 - Educational programmes and or meetings organised by the ESC
 - ESC Official publications: ESC Web News, Congress News, Guidelines, EHS, ESC Web Site (escardio.org), etc

- b. In conjunction with another organisation (particularly medical organisations) based on a specific agreement between the ESC & the external party, i.e.
 - Meetings, ICNC, flyers, books, etc
 - Guidelines

- c. Products manufactured by an external party based on a specific agreement between the ESC & the external party, i.e.
 - CD-ROMs
 - ESC Scientific Journals
 - Escardio Content
 - Educational products
 - ESC Promotional Items

All of these products and services must have the ESC logo either on the front cover or front page in a clearly recognisable and readable size. The colours used for any visuals must respect the [ESC Branding Guidelines](#) (pdf).

4 ESC PRODUCTS, PROGRAMMES, & SERVICES FOR ASSOCIATIONS, COUNCILS AND WORKING GROUPS

This includes the ESC products and/or services produced or delivered by the ESC through its Associations, Councils and Working Groups.

The products, programmes and services are the following:

- a. Associations, Councils and Working Groups *solely and directly*
- b. Associations, Councils and Working Groups *in conjunction* with another organisation (particularly medical organisations)
- c. Products manufactured by an external party on behalf of the Associations, Councils and Working Groups

For ESC Associations:

The ESC logo and the Association logo must be displayed together and next to each other on the products, programmes and services - as specified in the Associations respective Branding Guidelines.

The use of Associations logos must follow the Associations Branding Guidelines.

More detailed rules and regulations exist for each Association.

For more specific information contact (Alphabetical order)

- European Association on Cardiovascular Prevention and Rehabilitation (EACPR): EACPR@escardio.org
- European Association of Echocardiography (EAE): EAE@escardio.org
- European Association of Percutaneous Cardiovascular Interventions (EAPCI): EAPCI@escardio.org
- European Heart Rhythm Association (EHRA): EHRA@escardio.org
- Heart Failure Association (HFA): HFA@escardio.org

For Councils and Working Groups:

ESC products and/or services produced or delivered by the ESC through its Councils and Working Groups, the official ESC Constituent Body logo¹ or the plain ESC logo (only for products in category c. below) must be used.

By default only the logo of the Working Group or Council will be used, as this includes the official ESC logo and gives visibility to the Constituent Body. In specific cases, the plain ESC logo (e.g. for Journals) will be used instead.

Conditions for the use of an ESC logo or WG/Council logo:

The chairperson of a constituent body needs to formally review and endorse the scientific programme or content of a meeting and the products requested for approval of the logo. The appropriate section in the request form should be completed (appendix 2).

Any use of Working Group or Council logos must be validated by the offices for Working Groups or Councils.

Specific rules for meetings (WG/Council Visual):

The following specific rules apply for meetings:

1. Meetings organised by a WG/Council

The Council or Working Group logo must appear in the visual.

2. Co-organised with/by a WG/Council

Meetings organised by an external organisation together with an ESC Working Group or Council (Working Group/Council **shares scientific, organisational and financial responsibility**): The official sentence to be used, in English, is "Co-organised with/by" + WG/Council Visual.

¹ Includes the official ESC Logo as part of the logo

3. Scientific programme has been endorsed by a WG/ Council

Endorsement by an ESC Working Group or Council of the Scientific Programme of an external meeting or congress: The official sentence to be used, in English, is "Scientific Programme endorsed by" followed by the Working Group/ Council logo.

4. Scientific Programme has been jointly organised with a WG/Council

The entire scientific programme has been put together with the active input of an ESC Working Group or Council: The official sentence to be used, in English, is "Scientific Programme jointly organised with" followed by the Working Group/Council Visual

5. One or more session(s) organised by a Working Group/Council

One or several sessions of an external meeting/congress were organised (exclusively) by an ESC Working Group or Council: The official sentence to be used, in English, is "Session organised by ESC Working Group/ Council on...". The use of a WG or Council visual is optional and depends on the proportion of the contribution.

ESC policies require **full transparency** in any relationship between the ESC (including its constituent bodies) and an external entity. If a Working Group or Council product or meeting has been created or is being offered together with or by an external party, both the ESC and the external party need to be fully transparent about the nature and extent of the relationship.

This applies to any communications, whether an ESC logo (or WG/Council logo) is used or not.

5 ALL OTHER PRODUCTS AND SERVICES

ESC logo use will not be permitted for any non-ESC product with a few exceptions outlined below. Exceptions could include individual or collective requests, for instance from the ESC National Societies or Industry sponsors pertaining to products closely associated with the ESC or its activities. These also include specific requests and regulations for the use of the ESC logo(s) and visuals on Web Sites and on promotional materials.

5.1 Satellite Symposia and Workshop sessions

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

The ESC logo may not be used in any way for the communications of these symposia and workshop sessions. Instead a congress visual is provided for each congress. This visual, which is based on the congress poster, but does not include an ESC logo, may be used on invitation flyers and posters.

The following legend "Satellite Symposium/Workshop session held during the ESC CONGRESS YYYY (reference to the year)" is recommended. The use of this visual must respect the Industry, Satellite Symposia and Workshop Sessions guidelines, that should be used for flyers and posters, including web invitations on the ESC Web Site. For all demands contact satellite@escardio.org

For detailed guidelines on the organisation of Satellite Symposia and Workshop sessions, refer to the ESC Industry Guidelines.

5.2 Web use

The ESC Web Site has its own "[Terms and Conditions of Use](#)" that includes specific copyright information.

The use of one or all ESC Web Site visuals (including the ESC logo) can therefore not be accepted without prior authorisation by the ESC. Please send the attached ESC Corporate Logos and Visuals Request Form (appendix 1) to communications@escardio.org for your application to be processed. This request will be forwarded to the ESC Communications Department for a final approval.

APPENDIX 1: REGULATIONS AND LEGAL OVERVIEW

Regulations and Legal Overview

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.

All trademarks and logos that contain ESC, the European Society of Cardiology are trademarks or registered trademarks of the European Society of Cardiology , registered at the INPI under the following number 02 3 184 260 and at the OMPI.

All official ESC documents should have the following mention:

The ESC logo is a registered trademark of the ESC.

Documents not produced by the ESC may not use or imitate ESC Corporate Branding and Visuals or resemble or create the impression to be official or endorsed ESC documents. The use of ESC Corporate Branding and Visuals must be truthful and not misleading. ESC Corporate Branding and Visuals may not be used to imply any relationship with, or endorsement or sponsorship by, the ESC that is not true. You may not use ESC Corporate Branding and Visuals in connection with any disparaging statements about the ESC or its products, or in any manner that may otherwise reflect poorly on the ESC. The use of ESC Corporate Branding and Visuals in conjunction with defamatory statements of any kind would place the ESC in a position where legal action could be considered.

ESC Corporate Branding and Visuals may not be altered in any way. You must only use an ESC supplied graphic file, according to these guidelines. ESC Corporate Branding and Visuals must remain distinct; they 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 ESC Corporate Branding and Visuals use is approved by the ESC, the final graphic template must be submitted to the ESC for approval. See branding guidelines for more details).

The ESC reserves the right to approve or disapprove the use of ESC Corporate Branding and Visuals (size, surrounding text, background etc.) to ensure that such use complies with these rules. The authorisation to use the ESC Corporate Branding and Visuals is neither assignable nor transferable to a third party without the prior consent of the ESC Communications department.

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 ESC Logo.

The ESC does not grant any guarantee other than its own personal responsibility and the material existence of the ESC Corporate Branding and Visuals. Authorised persons who use the ESC Corporate Branding and Visuals do so at their own risk. In the event of one of the ESC Corporate Branding and Visuals being declared by legal judgement to be invalid, lapsed or an infringement, authorised persons shall not be able to make any claim for compensation. All matters regarding the administration

of ESC Corporate Branding and Visuals 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 Corporate Branding and Visuals. The ESC reserves the right to take action against any misuse or unfair, misleading, diluting, or infringing use of the ESC's trademarks and ESC Corporate Branding and Visuals.

Copyright © European Society of Cardiology - All Rights Reserved.

The content of all European Society of Cardiology (ESC) documents has been made available for personal study and teaching purposes only. No commercial use is authorised. No part of the ESC documents may be translated or reproduced in any form without written permission from the ESC. The content of all ESC documents available on the web may be viewed, printed or downloaded for individual use only. The ESC does not allow for the insertion of its documents in external websites, pages, portals or servers, unless specific exceptional permission has been granted for such. In the case permission to copy would have been granted, all copies should include the following notice in a clearly visible position: Copyright © 2007 European Society of Cardiology - All Rights Reserved.

APPENDIX 2 : ROLES AND RESPONSIBILITIES

The ESC Communications Department is the central reference point for approvals of all products, documents and services intending to carry the ESC Corporate Branding and Visuals.

The ESC Communications Department :

- Reviews applications and provides approval
- Ensures the consistent and appropriate use of the corporate brand visuals
- Compares applications to avoid duplication or similarities in unrelated promotions
- Suggests visual improvements if appropriate

For **all and any** use of the ESC logo(s) and other corporate visuals on any product, prior approval must be obtained (see procedure page 2 and appendix 2). Unapproved use of the logo and other corporate visuals will result in removal of material from display/distribution and possible legal actions.

All ESC members and staff share the responsibility of protecting the ESC corporate identity and should report misuse to the communications department.