



**EUROPEAN  
SOCIETY OF  
CARDIOLOGY®**

**ESC BRANDING GUIDELINES**

# LOGO PROPORTIONS



## Proportions of the logo

$y = 10\%$  of  $x$

$z = 47\%$  of  $x$

$c = x + y + z$

$a$  and  $b$  are aligned by the centre

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

$c = 1,5 \times a$

## Dimensions for paper/ print

The logo must represent 1 % of the surface of the total page and be 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.

For additional information, please refer to the ESC Corporate Rules and Regulations document at:

[www.escardio.org/about/documents/esc-corporate-identity-rules-regulations.pdf](http://www.escardio.org/about/documents/esc-corporate-identity-rules-regulations.pdf)

## Prohibited Applications



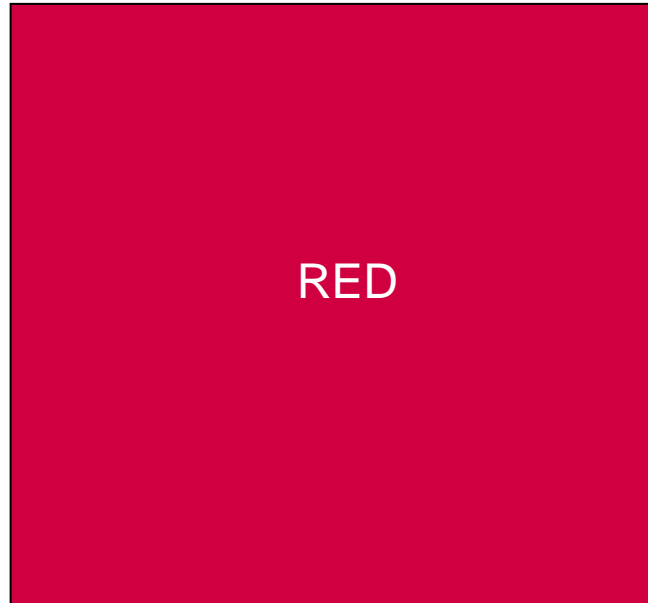
The logo should be used in its entirety, with trademark intact. Only the logo as supplied by the ESC is acceptable and it may only be used on ESC approved materials/ documents.

# FONT OF THE LOGO

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

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

# COLOUR OF THE LOGO



**Red 4/c process: Magenta: 100% - Yellow: 70% - Black: 10%**  
**Red Pantone©: 193 C**  
**RGB: Red: 208 - Green: 0 - Blue: 64**  
**RAL: RAL 3001**



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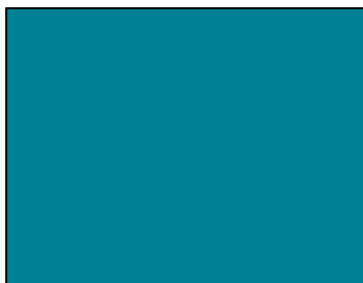


Authorised backgrounds for the red logo

For further information see the specific page relating to authorised backgrounds.

# AUTHORISED BACKGROUNDS

The following colours may be used as a background to the logo. Any variations in the shades of these background colours must be approved by the Communications Department. Gradation of the background colour is not permitted.



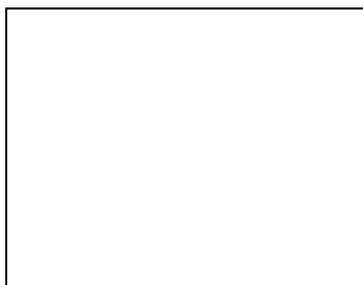
PETROL GREEN

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

Pantone<sup>®</sup>: 3155 C

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

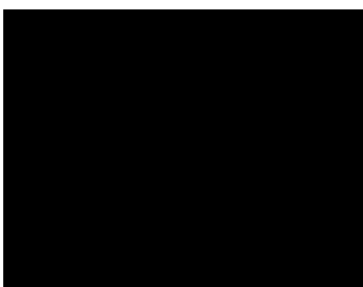
RAL 5021



WHITE

4/c process: 0%

RGB : 0



BLACK

4/c process: 100%

RGB : 0



RED

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

Pantone<sup>®</sup>: 193 C

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

RAL 3001

May be present in any branded object or publication



GREY

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

Pantone<sup>®</sup>: 432 C

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

RAL 7026

May be present in any branded object or publication

# AUTHORISED COLOURS FOR THE LOGO

The original colour of the ESC Logo is red.

In case of any **technical constraints**, and if approved by the Communications Department, it can also be printed in white or in black.

## THE WHITE



Authorised backgrounds for the white logo.

## THE BLACK



Authorised background for the black logo.

A grey background is allowed at 50 and 70 %.

For further information see the specific page relating to authorised backgrounds.

# PROHIBITED APPLICATIONS OF THE LOGO

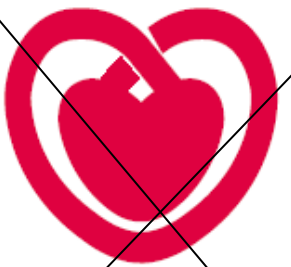
The logo must always be used in its entirety in the original form as provided by the European Society of Cardiology.



- Wrong alignment of text and logo
- "®" symbol missing



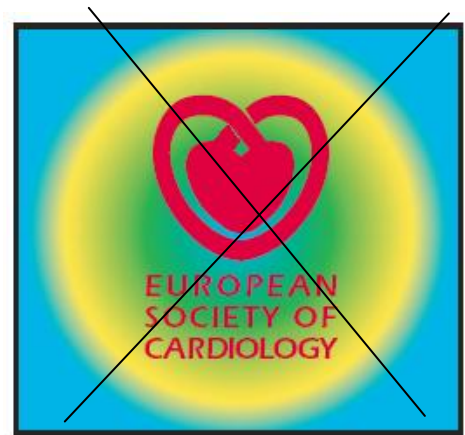
- Wrong justification of text
- "®" symbol missing



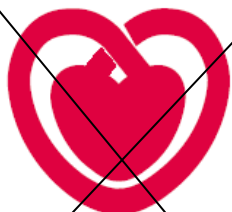
- Misuse of colours
- "®" symbol missing



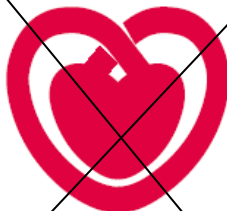
- Misuse of colours
- "®" symbol missing



- Use of non plain background
- "®" symbol missing



- Use of small letters
- "®" symbol missing



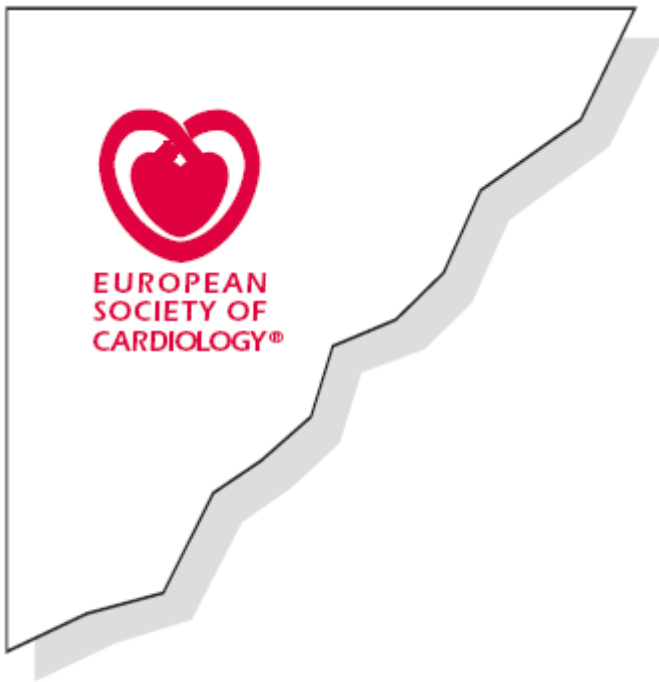
- "®" symbol missing



- gradated background



# LOCATION OF THE LOGO ON 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

If the communication is of an ESC Association, the Association logo must be placed before the ESC logo.

For all the other documents, booklets, flyer, folders, no specific location of the logo is imposed.

ERAS demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

GILL

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

FUTURA

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Verdana

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## ESC LOGO:

The ESC logo must be on a white background for highest and best possible quality of display.

For ESC Communications, an element of petrol green should always be present.

## 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.

Verdana

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

All printed matters must have/ show the ESC logo and the ESC Web Site address.  
All printed matters with the ESC logo must be validated by the Communications Department.

Usage of the ESC logo must follow the ESC logo branding guidelines as far as the colour background and size of the logo are concerned.

## ESC Graphic Chart

The ESC graphic chart is composed of three different corporate colours:

- Red Pantone 193 C
- Petrol green Pantone 3155 C
- Grey Pantone 432 C



### PETROL GREEN

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

Pantone<sup>®</sup>: 3155 C

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

RAL 5021

Must be present in any branded publication or visual.



### RED

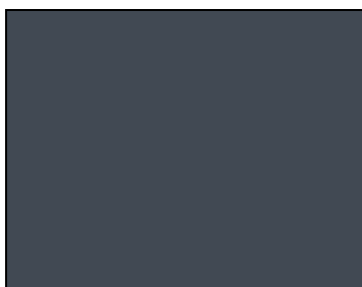
4/c process: Magenta: 100% - Yellow: 70% - Black: 10%

Pantone<sup>®</sup>: 193 C

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

RAL 3001

May be present in any branded publication or visual.



### GREY

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

Pantone<sup>®</sup>: 432 C

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

RAL 7026

May be present in any branded publication or visual.

No limit is imposed regarding the use of an element of Petrol Green in documents but the inclusion of corporate colours is preferred and in ESC Corporate Documents the use of Petrol Green is highly recommended.

**EUROPEAN SOCIETY OF CARDIOLOGY (ESC)**

**[www.escardio.org](http://www.escardio.org)**

## **ASSOCIATIONS**

The web address banner for association posters and brochures must appear with each Association main colour and should ideally be aligned on one side.

Specific rules may apply to the Associations' logos.

Further information regarding the Associations' logos can be found in the Associations Branding Guidelines.

The whole range of ESC documents can be divided up in four categories:

- Corporate documents
- Scientific / Educational documents
- Event documents
- Promotional items

➤ Corporate documents

Examples of corporate documents are the Annual Report, the History Booklet, the Newsletters, Membership communication documents...

The different visuals or graphic designs developed for corporate documents are usually inspired by various elements such as the Heart House architecture, the shape of the heart of the ESC logo, or the symbol of the logo of each association.

The dominant colour for an Associations' document is the main colour as represented in their own logo.

➤ Scientific / Educational documents

Scientific documents include the Pocket Guidelines, books, DVD, CD and the EP flyers or brochures.

Each of these documents has its own graphic identity which conveys/ communicates its specific aim or topic.

No specific guidelines are defined regarding the visual but ESC corporate colours must always be implemented.

➤ Event documents/ visuals

Event documents include all posters, flyers or brochures that promote the different congresses.

A specific graphic line is developed for each congress following a detailed brief.

The design can focus on the topic of the congress, specific features or the venue.

The ESC corporate colours must be implemented and combined with each Association's main colour.

➤ Promotional items

Promotional background colours may vary according to the nature of materials. The use of the ESC logo on promotional items must be approved by the Communications Department. The logo must be on a plain/ solid coloured background.



**EUROPEAN  
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