ESC Brand Guidelines

January 2021

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1. Brand strategy

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Brand statement

The brand platform encapsulated

ESC exists to help its members thrive individually and to deliver on a shared vision to reduce the burden of cardiovascular disease.

The diversity of our community brings different perspectives and encourages a constant evolution within our discipline.

Aligned through a common goal, ESC is a powerful organisation that combines the strengths of its members to create collective excellence.

Mission statement

What the organisation sets out to achieve

To reduce the burden of cardiovascular disease

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Brand promise

What we promise to deliver to our audiences

Uniting Experts. Advancing Knowledge.

Brand values

How we behave as an organisation

Authoritative
Respected for excellence, education and expertise.

Integrity
Adhering to strong principles for the greater good.

Influencing
Helping change the outcome for the better.

Innovative
Always looking forward and confidently exploring new alternatives.

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2. Our logo

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ESC logo lock-up

ESC logo lock-up
The ESC logo lock-up is the primary version of the logo. It has been designed to highlight the 'European Society of Cardiology' name. The red of the Heart symbol has been changed from Pantone 193 to Pantone 187.

The ESC logo lock-up has been specially drawn. It should only be reproduced from the master artworks and should not be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

The ESC logo lock-up always appears with all three elements. Original artwork is available from the ESC Brand Team. Do not try to lock up any other elements such as the escardio.com URL with the ESC logo lock-up. Do not translate the Society name into any other languages.

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ESC logo lock-up – clear space and minimum size

Clear space
To ensure prominence and legibility, the ESC logo lock-up is always surrounded by an area of clear space that remains free of any graphics or text. Do not lock up any other elements such as the escardio.com URL with the logo lock-up.

The construction of the clear space is based on the height of the Heart symbol in the ESC logo lock-up (**X**). The clear space area equals 0.5X or half the height of the Heart symbol of the ESC logo lock-up that you are using.

Minimum size
To maintain maximum clarity at all times, the ESC logo lock-up should not be used below 25mm wide.

Measuring the ESC logo lock-up
The ESC logo lock-up is measured across its width.

Only the master artwork files of the ESC logo lock-up should be used. The ESC logo lock-up should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space

Minimum size

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ESC logo shorthand – clear space and minimum size

Clear space

Minimum size

ESC logo shorthand
This version of the logo is used as an alternative or shorthand for the ESC logo lock-up, the primary version. It is used for audiences who understand or are familiar with the ESC wordmark.

Clear space
To ensure prominence and legibility, the ESC logo shorthand is always surrounded by an area of clear space that remains free of any graphics or text. Do not lock up any other elements such as the escardio.com URL with the shorthand logo.

The construction of the clear space is based on the height of the Heart symbol in the ESC logo shorthand (**X**). The clear space area equals 0.5X or half the height of the Heart symbol of the ESC logo shorthand that you are using.

Minimum size
To maintain maximum clarity at all times, the ESC logo shorthand should not be used below 17mm wide.

Measuring the ESC logo shorthand version
The ESC logo shorthand is measured across its width.

Only the master artwork files of the ESC logo shorthand should be used. The ESC logo shorthand should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

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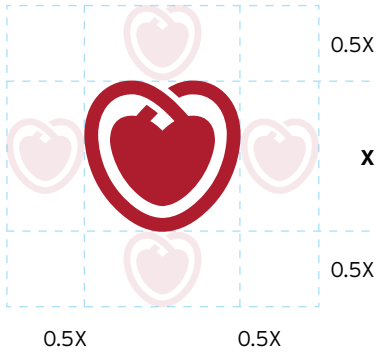
ESC Heart symbol – clear space and minimum size

Clear space



Minimum size

ESC Heart symbol
This version of the logo is used as an icon in very specific circumstances. It is used for audiences who understand or are familiar with the ESC wordmark, or for when someone has already engaged with the ESC 'brand'. For example, an icon on ESC LinkedIn page or an app symbol on a smartphone.

Clear space
To ensure prominence and legibility, the ESC Heart symbol is always surrounded by an area of clear space that remains free of any graphics or text.

Do not lock up any other elements such as the escardio.com URL with the ESC Heart symbol.

The construction of the clear space is based on the height of the Heart symbol (**X**). The clear space area equals 0.5X or half the height of the Heart symbol that you are using.

Minimum size
To maintain maximum clarity at all times, the ESC Heart symbol should not be used below 6mm wide.

Measuring the ESC Heart symbol
The ESC Heart symbol is measured across its width.

Only the master artwork files of the ESC Heart symbol should be used. The ESC Heart symbol should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

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ESC logos – colour variants and colour backgrounds

The ESC logos and Heart symbol can be reproduced in a variety of colourways: ESC Red and black (preferred positive version), ESC Red and white, black, and white (reversed out). Always choose the most appropriate colourway for the colour background. The black versions are for use when colour printing is restricted and tonal clarity cannot be guaranteed; newsprint, black and white advertising, for example. Use the white versions when either of the two-colour versions will not read clearly on dark colour backgrounds, or when printing in single colour.

Please note: These are the preferred ESC colour backgrounds. If we allow a third-party to use it on an endorsed course or meeting promotion on their own colours, always ensure the logo is legible and the ESC Red doesn't clash. If in doubt use one of the single-colour logos.

Two-colour positive ESC logos and single-colour red Heart symbol on white backgrounds.

Two-colour negative ESC logos and single-colour red Heart symbol on black backgrounds. Be aware, when projected the red on black can be difficult to read so use an alternative.

Single-colour black ESC logos and Heart symbol on white backgrounds.

Single-colour white ESC logos and Heart symbol on red backgrounds.

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ESC logos – colour variants and photographic backgrounds

The ESC logos and Heart symbol can be reproduced in a variety of colourways: ESC Red and black (preferred positive version), ESC Red and white, black, and white (reversed out). Always choose the most appropriate colourway for the colour or black and white photographic background. The black versions are for use when colour printing is restricted and tonal clarity cannot be guaranteed; newsprint, black and white advertising, for example. Use these versions when either of the two-colour versions will not read clearly on dark, colour photographic backgrounds, or when printing in single colour.

Two-colour positive ESC logos and single-colour red Heart symbol on light, colour photographic backgrounds.

Two-colour negative ESC logos and single-colour red Heart symbol on dark, colour photographic backgrounds.

Single-colour black ESC logos and Heart symbol on light, black and white photographic backgrounds.

Single-colour white ESC logos and Heart symbol on dark, black and white photographic backgrounds.

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3. Colour

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Colour – Primary palette

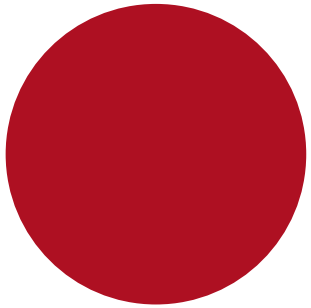
Colour
Our colour palette is simple, bold and flexible. Its strength is its simplicity.

Core palette colour use
ESC Red (Pantone 187), is the main colour. It has changed from the previous red, Pantone 193. It is complemented with Black, Dark and Light Grey and White. The primary colours are used in text, backgrounds, illustrations, icons and infographics. The primary colours should be used first in tables, charts and diagrams, followed by colours from the infographics palette. See page 15 for more details.

Colour breakdowns
The recommended colours with Pantone, CMYK process, RGB, Hex and RAL breakdowns are detailed below the swatches. The CMYK process colour breakdowns can be adjusted to compensate for different paper stocks and printing processes in order to match the Pantone coated colour swatches more accurately.

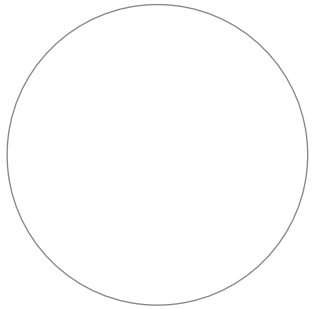
Web and screen colours
The RGB and Hex values give the same result as the Pantone/CMYK colours on screen. These are provided for digital designers and developers.

ESC Red



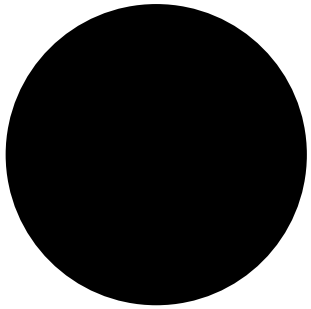
Pantone 187
C:7 M:100 Y:82 K:26
R:174 G:16 B:34
Hex: AE1022
RAL: 3002

White



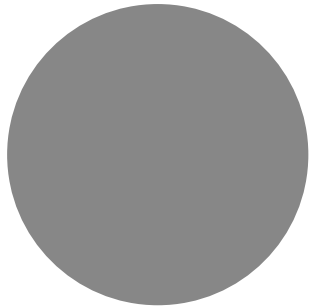
White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
Hex: FFFFFF
RAL: 9003

Black



Pantone Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
Hex: 000000
RAL: 9005

Dark Grey



Pantone Cool Grey 8
C:0 M:0 Y:0 K:60
R:135 G:135 B:135
Hex: 878787
RAL: 7042

Light Grey

Pantone Cool Grey 3
C:0 M:0 Y:0 K:25
R:208 G:208 B:208
Hex: D0D0D0
RAL: 7047

The colours specified throughout these guidelines have been selected from the current Pantone Plus Series Pantone Matching System. Colour swatches must always be used for matching when reproducing colours. The Pantone colours act as the master colour references to which all other colour specifications should be matched.

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Colour – Infographics palette

Supporting colour use
The ESC brand is identified by its primary colours. Infographics palette colours are for tables, charts, diagrams and maps. The primary colours should be used first in tables, charts and diagrams, followed by colours from the infographics palette. The Infographics colours have been chosen to be different from each other so they can be distinguished easily when applied.

Colour breakdowns
The recommended colours with Pantone, CMYK process, RGB, and Hex breakdowns are detailed below the swatches. The CMYK process colour breakdowns can be adjusted to compensate for different paper stocks and printing processes in order to match the Pantone coated colour swatches more accurately.

Web and screen colours
The RGB and Hex values give the same result as the Pantone/CMYK colours on screen. These are provided for digital designers and developers.

Purple

Pantone 2607
C:83 M:99 Y:0 K:2
R:95 G:51 B:147
Hex: 5F3393

Teal

Pantone 326
C:81 M:0 Y:39 K:0
R:9 G:182 B:179
Hex: 09B6B3

Navy

Pantone 653
C:94 M:57 Y:4 K:18
R:0 G:86 B:148
Hex: 005694

Yellow

Pantone 1235
C:0 M:31 Y:98 K:0
R:251 G:184 B:0
Hex: FBB800

Orange

Pantone 158
C:0 M:62 Y:95 K:0
R:239 G:121 B:24
Hex: EF7918

The colours specified throughout these guidelines have been selected from the current Pantone Plus Series Pantone Matching System. Colour swatches must always be used for matching when reproducing colours. The Pantone colours act as the master colour references to which all other colour specifications should be matched.

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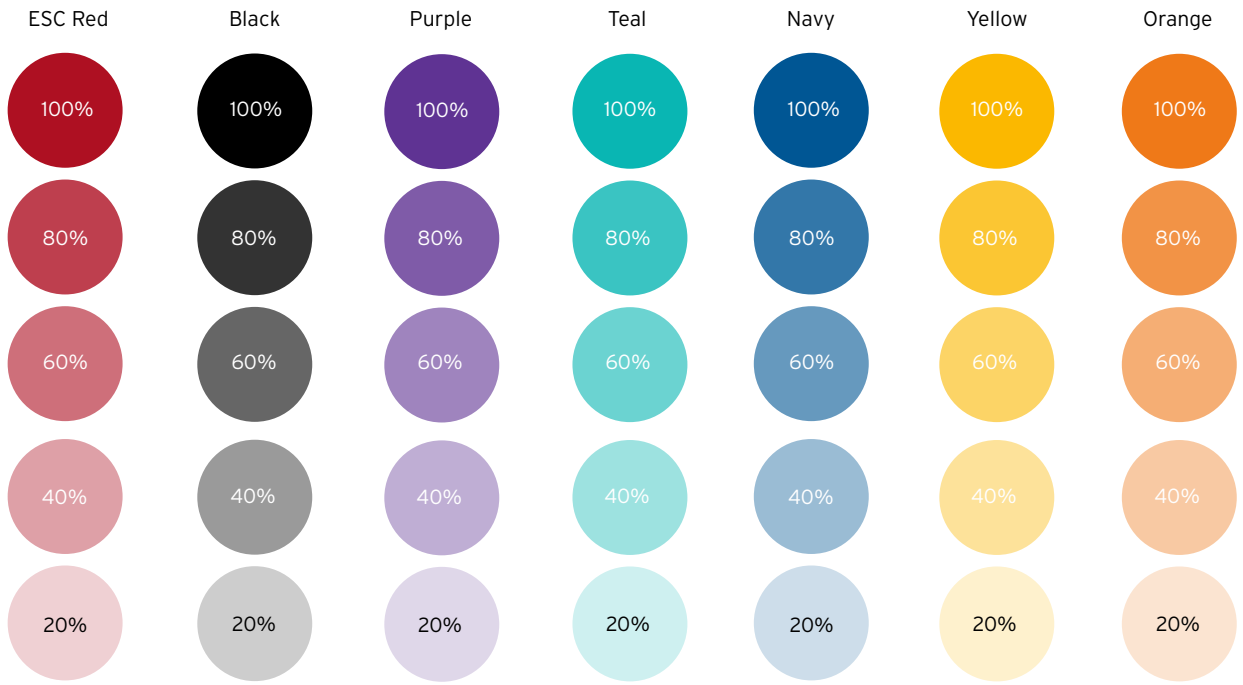
Colour – Tints

Tints

Tints can be used in a variety of different ways. Colours from the primary palette can be used in circles in the graphic device, for example, or as background panels. Colours from the Infographics palette can be used in charts, graphs, diagrams and maps. Only use the tint values 80%, 60%, 40%, and 20%.



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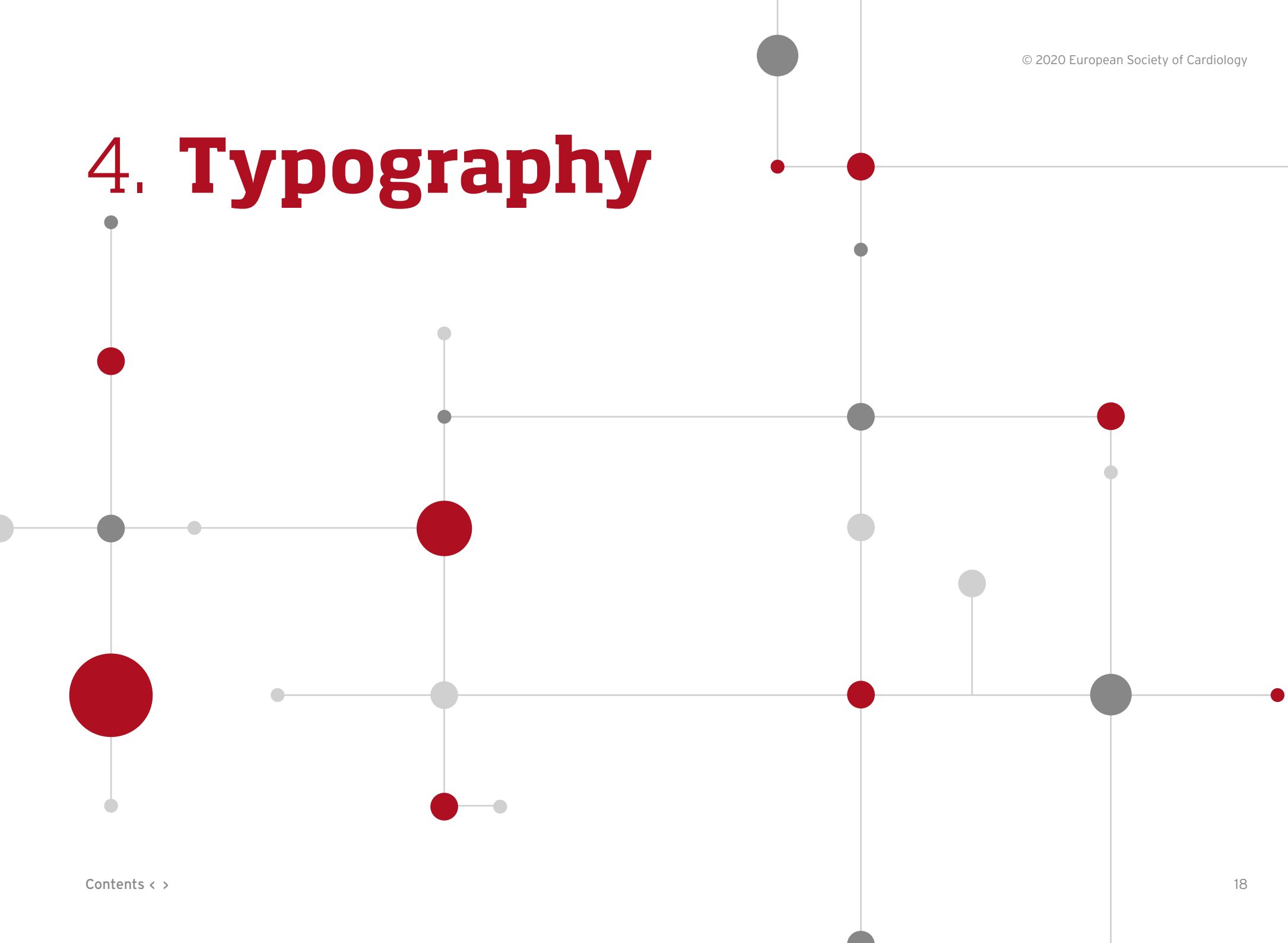
4. Typography



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Typography – Overview

ESC fonts

We have a variety of fonts with specific uses. The following pages give more details of how each of our fonts is used. Contact the ESC Brand Team regarding font access and licensing.

Soho Pro Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Soho Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Soho Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Soho Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Soho Pro is used for large headlines or highlight figures.

Interstate WGL Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Interstate WGL Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Interstate WGL Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Interstate WGL Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Interstate WGL is for large headlines and all body text. This enables us to create distinctive, flexible, engaging communications.

Calibri Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Please note: Calibri is used as an alternative to Interstate in PowerPoint and Word applications only.

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Typography – Soho Pro

Soho Pro
Soho Pro is our headline font. It is used for expressive, engaging headlines or highlight figures. It is used at larger sizes in headlines.

Case
Text in Soho Pro should be set in sentence case and ranged left. In certain circumstances it can be centred; for example, website navigation or image carousel headlines.

Font colour
Text in Soho Pro can use any of the primary colours: ESC Red, Black, Dark Grey, Light Grey, or White.

Leading and letter spacing
Headlines should be set with tight leading and -10 to -30 letter spacing depending on the point size.

Soho Pro Thin
Soho Pro Thin should only be used at large sizes.

Soho Pro Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Soho Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Soho Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Soho Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

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Typography – Interstate WGL

Our main type style font
Interstate WGL is used as our main font for body text headlines and all body copy. It is available with a full set of glyphs for different languages. It works well in print and on digital platforms. It is available in multiple weights that help build hierarchy and give designers creative flexibility.

Case
Text in Interstate WGL should be set in sentence case. Body copy should be left aligned and not justified. In certain circumstances it can be centred; for example, website navigation or image carousel headlines.

Font colour
Text in Interstate WGL can use any of the primary colours: ESC Red, Black, Dark Grey, on white backgrounds and Light Grey, or white on dark backgrounds. Text and figures in infographics, charts and graphs may also use colours from the Infographics palette, but only after the primary colours have been used.

Interstate WGL Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Interstate WGL Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Interstate WGL Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Interstate WGL Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

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Typography – Calibri

System font for PowerPoint and Word
PowerPoint and Word applications use the system font Calibri as an alternative to Soho Pro and Interstate. Calibri is a system font installed on most PCs and Macs that ensures all users can view the fonts correctly. Calibri is highly legible on screen and retains good legibility at small sizes. Calibri Bold and Calibri Light are used for headlines. Calibri Regular and Calibri Light are used for body text.

Calibri Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

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5. Photography

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Overview

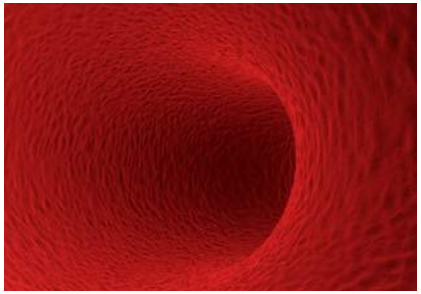
Photography is a key component in bringing our brand to life. We have a photography style which reflects our core themes of community, excellence, connections and delivering ambitions.

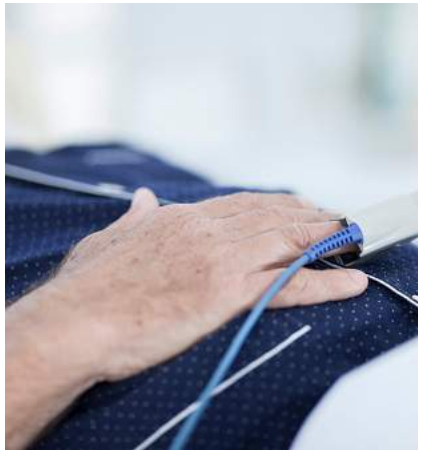
There is a reportage element to the photographic style that comes from photographing people in a medical environment. Collaboration and dialogue suggest connections and community.

Capturing some surroundings can create interesting juxtapositions and context. Focusing on detail creates a sense of texture and materials. Images should be light in tone with a shallow depth of field. The subject or object should be in sharp focus. The background can be out of focus, creating a sense of drama to the image.

Photography should suggest real situations with real people. Consider these principles when sourcing photography to help ensure consistency.

Scientific and technical imagery is also a vital part of telling our story. Stylistically these images will vary due to the nature of the content and how they have been produced and supplied.





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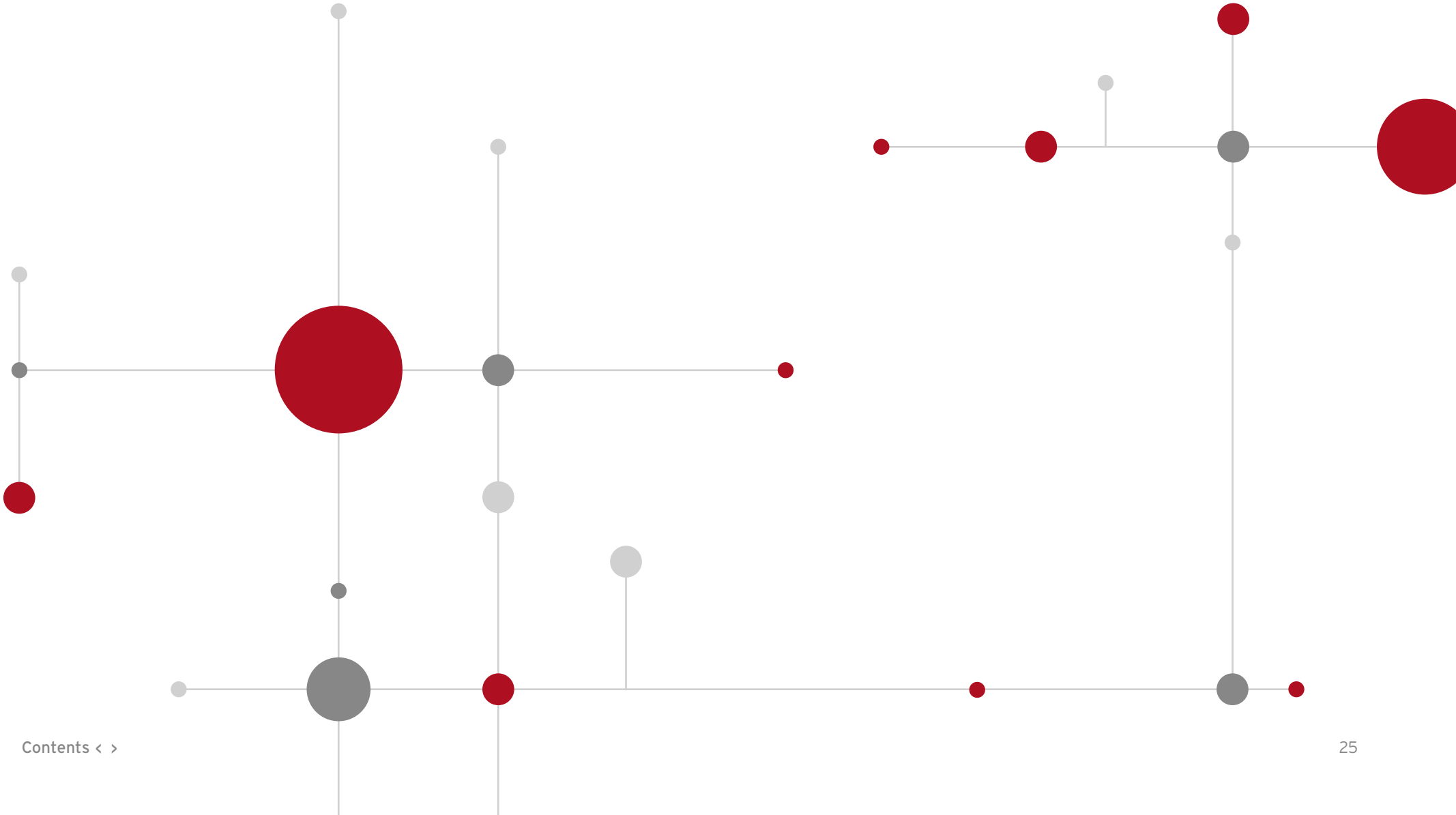
6. Graphic device



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Overview

Valuable connections
ESC understands that we are better together. We are constantly bringing our community together in all shapes and sizes to build a better future. Individually, there is excellence but when we are united we are all stronger. ESC helps make the connections in order for us all to deliver on our ambitions.

The graphic device is directly inspired by the idea of 'Valuable connections'. The grid-like system of lines and circles is designed to reflect the themes of community, connections and of being stronger when we are united.

There are colour options for use on white or red backgrounds. A series of square grid templates have been created (see section 7). They can be used to create your own graphic device. Ensure you use the square grid when placing lines and circles.

Graphic device in colour on a white background

Graphic device in colour on a red background

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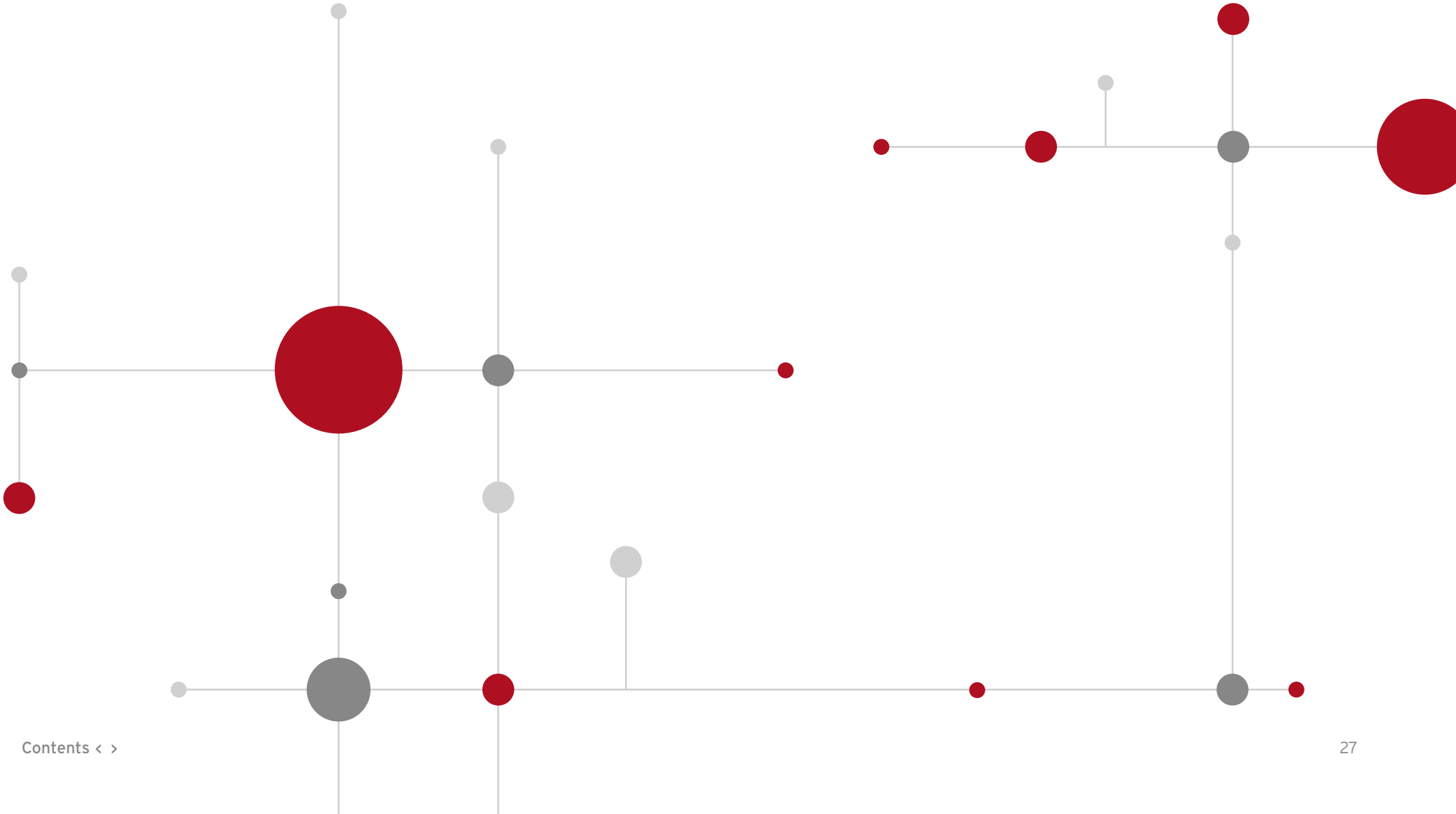
7. Templates



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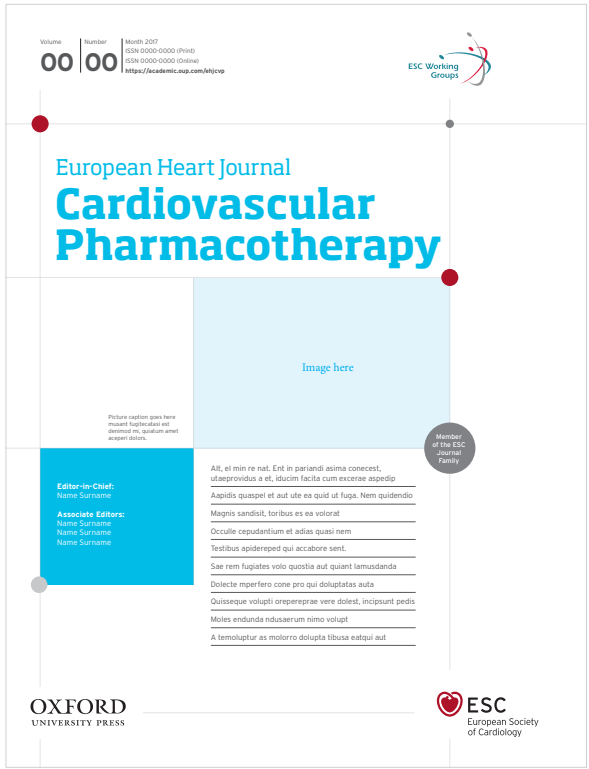
Overview

A series of templates in a variety of standard sizes and formats have been created with a bespoke square grid built into each file. The squares in each grid will vary in size. See the following pages in this section for more details.

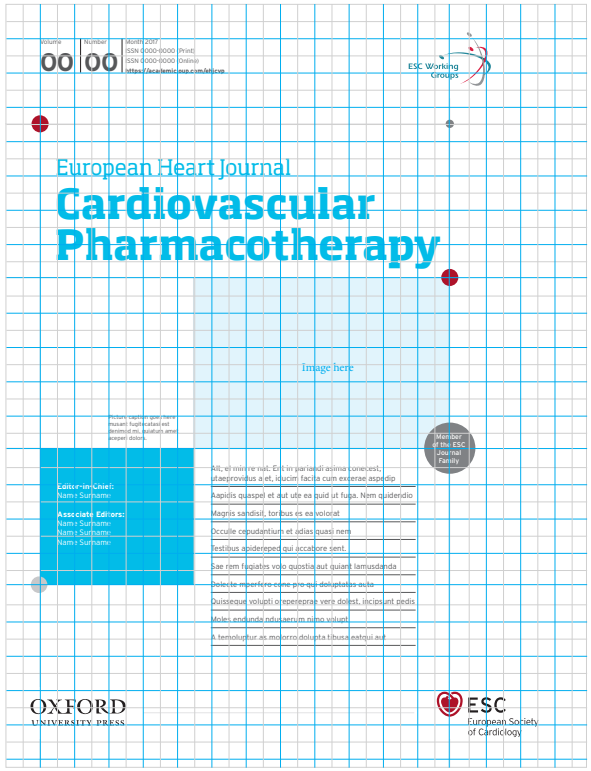
If you need to create a grid for a custom format choose the nearest standard format size and orientation. Use this as a starting point for creating a new grid. Always divide the horizontal to give a round number of squares. If there is a slightly larger space vertically, ensure it's at the bottom of the grid. If there is a slightly smaller space vertically, ensure it's at the top of the grid.

The ESC logo lock-up should fit three grid squares with the Heart symbol centred vertically and horizontally on grid lines. It can be positioned top left, top right, bottom left and bottom right.

Journal cover



Journal cover with square grid



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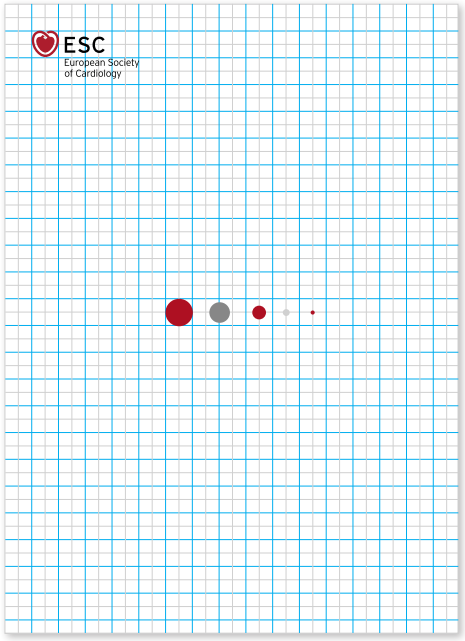
A1 template – portrait and landscape

A1 templates, in portrait and landscape formats, have been created in InDesign. They have four master pages with the ESC logo lock-up positioned top left, top right, bottom left and bottom right. Choose the most suitable option for your design.

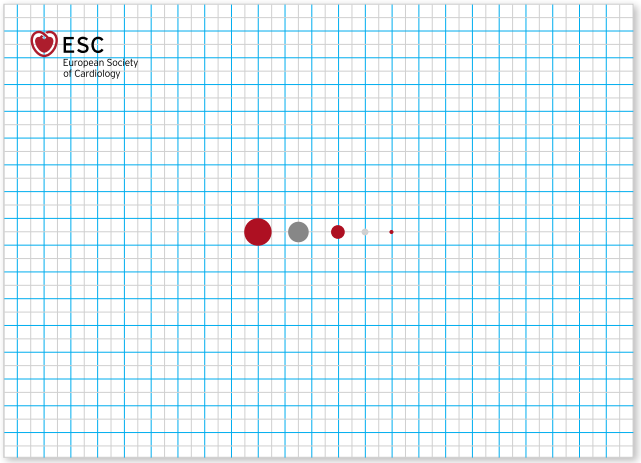
The templates also contain the square grid with the correct keyline weight and a variety of small-sized circles, aligned to the grid, in order for you to create the ESC graphic device. You will need to create your own larger circles or rectangular boxes for holding imagery. Image circles and boxes must be aligned to the grid.

The ESC primary and infographics colour palettes in CMYK are built into the template.

A1 portrait template



A1 landscape template



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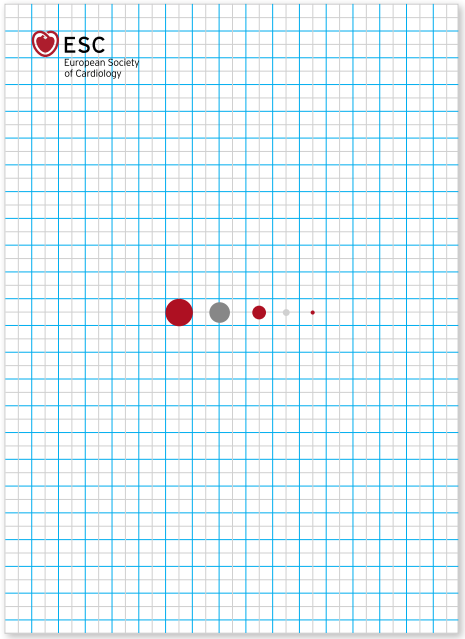
A2 template – portrait and landscape

A2 templates, in portrait and landscape formats, have been created in InDesign. They have four master pages with the ESC logo lock-up positioned top left, top right, bottom left and bottom right. Choose the most suitable option for your design.

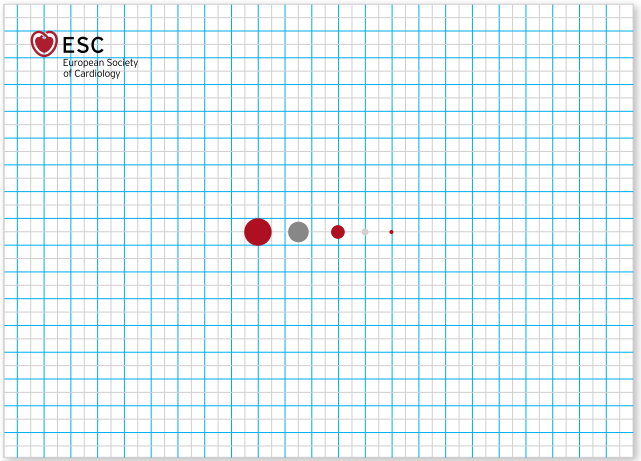
The templates also contain the square grid with the correct keyline weight and a variety of small-sized circles, aligned to the grid, in order for you to create the ESC graphic device. You will need to create your own larger circles or rectangular boxes for holding imagery. Image circles and boxes must be aligned to the grid.

The ESC primary and infographics colour palettes in CMYK are built into the template.

A2 portrait template



A2 landscape template



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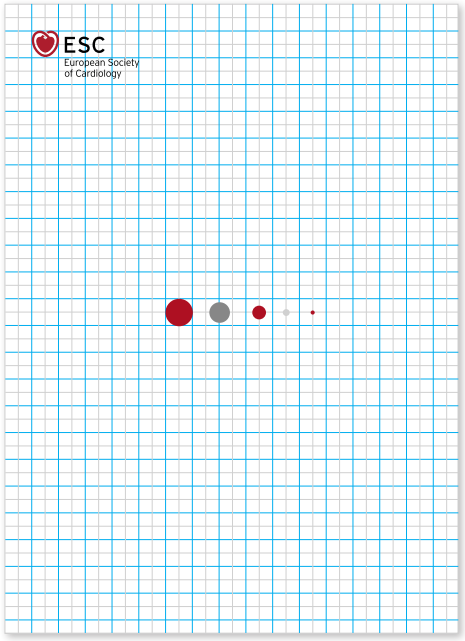
A3 template – portrait and landscape

A3 templates, in portrait and landscape formats, have been created in InDesign. They have four master pages with the ESC logo lock-up positioned top left, top right, bottom left and bottom right. Choose the most suitable option for your design.

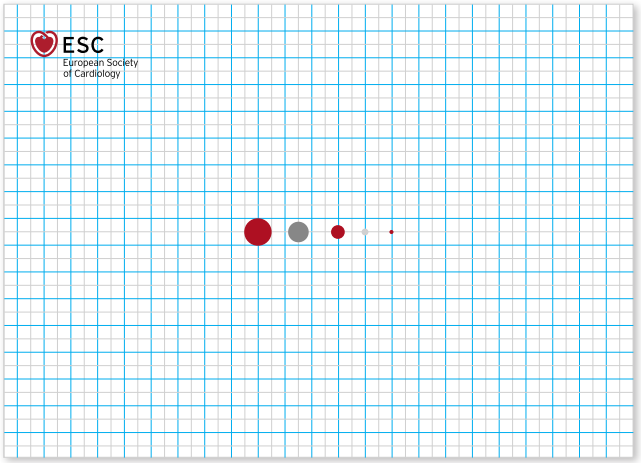
The templates also contain the square grid with the correct keyline weight and a variety of small-sized circles, aligned to the grid, in order for you to create the ESC graphic device. You will need to create your own larger circles or rectangular boxes for holding imagery. Image circles and boxes must be aligned to the grid.

The ESC primary and infographics colour palettes in CMYK are built into the template.

A3 portrait template



A3 landscape template



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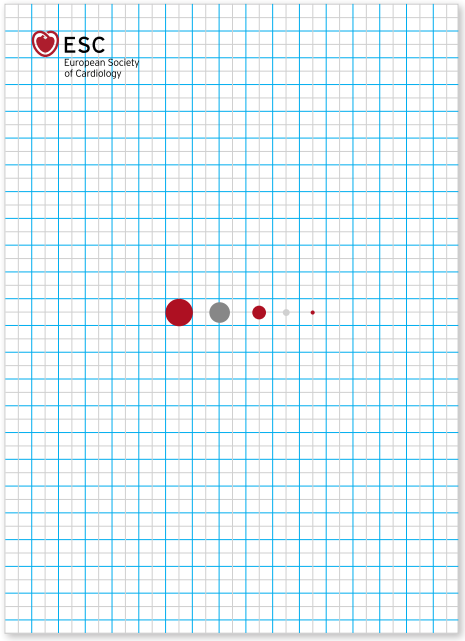
A4 template – portrait and landscape

A4 templates, in portrait and landscape formats, have been created in InDesign. They have four master pages with the ESC logo lock-up positioned top left, top right, bottom left and bottom right. Choose the most suitable option for your design.

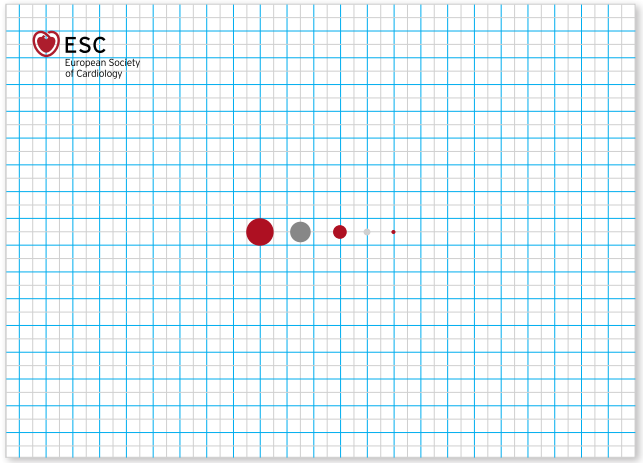
The templates also contain the square grid with the correct keyline weight and a variety of small-sized circles, aligned to the grid, in order for you to create the ESC graphic device. You will need to create your own larger circles or rectangular boxes for holding imagery. Image circles and boxes must be aligned to the grid.

The ESC primary and infographics colour palettes in CMYK are built into the template.

A4 portrait template



A4 landscape template



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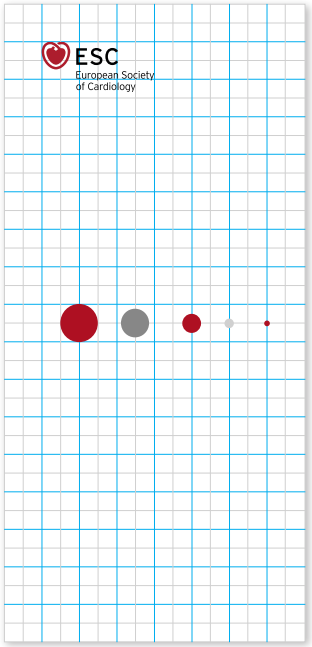
1/3 A4 template – portrait

A 1/3 A4 template, in portrait format, has been created in InDesign. It has four master pages with the ESC logo lock-up positioned top left, top right, bottom left and bottom right. Choose the most suitable option for your design.

The template also contains the square grid with the correct keyline weight and a variety of small-sized circles, aligned to the grid, in order for you to create the ESC graphic device. You will need to create your own larger circles or rectangular boxes for holding imagery. Image circles and boxes must be aligned to the grid.

The ESC primary and infographics colour palettes in CMYK are built into the template.

1/3 A4 portrait template



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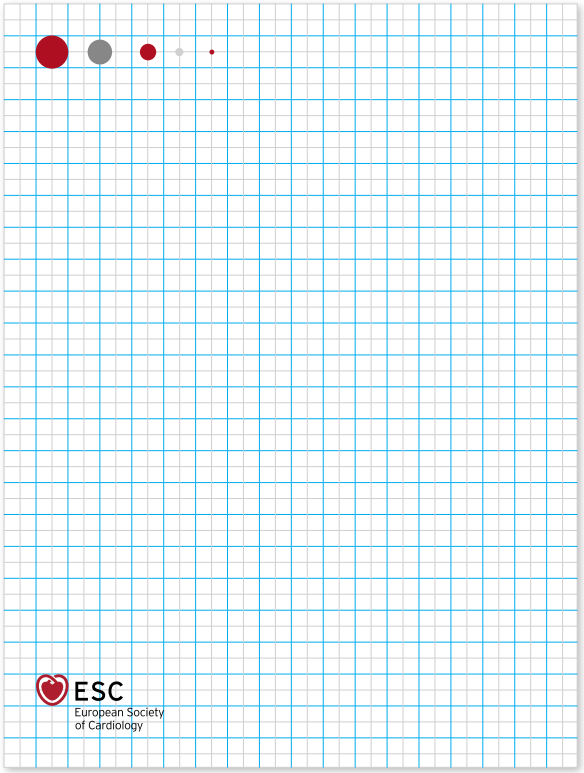
Journal template – 210mm x 280mm portrait

A Journal template, in portrait format, has been created in InDesign.

The template also contains the square grid with the correct keyline weight and a variety of small-sized circles, aligned to the grid, in order for you to create the ESC graphic device. You will need to create your own larger circles or rectangular boxes for holding imagery. Image circles and boxes must be aligned to the grid.

The ESC primary and infographics colour palettes in CMYK are built into the template.

Journal portrait template



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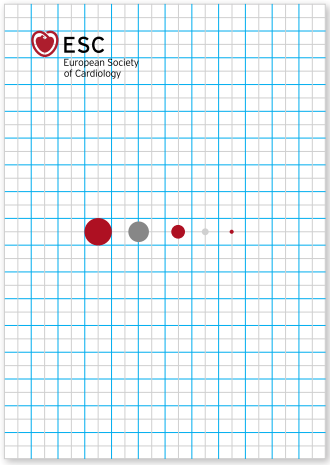
A5 template – portrait

An A5 template, in portrait format, has been created in InDesign. It has four master pages with the ESC logo lock-up positioned top left, top right, bottom left and bottom right. Choose the most suitable option for your design.

The template also contains the square grid with the correct keyline weight and a variety of small-sized circles, aligned to the grid, in order for you to create the ESC graphic device. You will need to create your own larger circles or rectangular boxes for holding imagery. Image circles and boxes must be aligned to the grid.

The ESC primary and infographics colour palettes in CMYK are built into the template.

A5 portrait template



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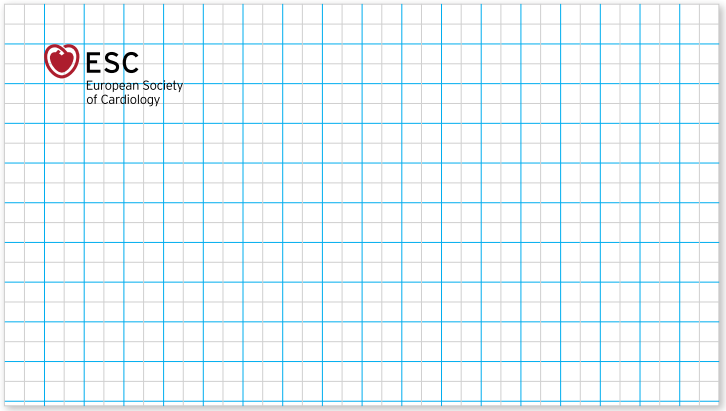
PowerPoint template – 16:9 format

A PowerPoint template, in 16:9 format, has been created in InDesign. It has three master title screens with the ESC logo lock-up positioned top left, top right and bottom right. Choose the most suitable option for your design. Save as a JPEG and insert into the ESC master PowerPoint template.

The template also contains the square grid with the correct keyline weight and a variety of small-sized circles, aligned to the grid, in order for you to create the ESC graphic device. You will need to create your own larger circles or rectangular boxes for holding imagery. Image circles and boxes must be aligned to the grid.

The ESC primary and infographics colour palettes in CMYK are built into the template.

PowerPoint 16:9 format template



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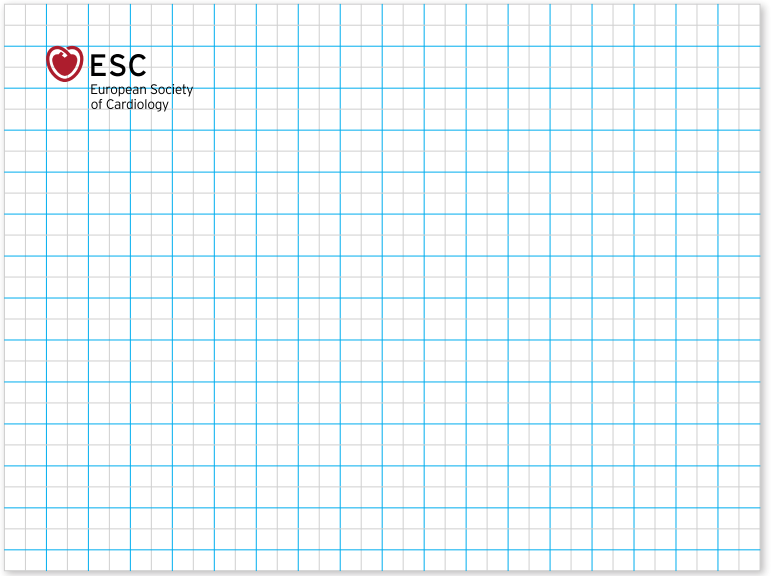
PowerPoint template – 4:3 format

A PowerPoint template, in 4:3 format, has been created in InDesign. It has three master title screens with the ESC logo lock-up positioned top left, top right and bottom right. Choose the most suitable option for your design. Save as a JPEG and insert into the ESC master PowerPoint template.

The template also contains the square grid with the correct keyline weight and a variety of small-sized circles, aligned to the grid, in order for you to create the ESC graphic device. You will need to create your own larger circles or rectangular boxes for holding imagery. Image circles and boxes must be aligned to the grid.

The ESC primary and infographics colour palettes in CMYK are built into the template.

PowerPoint 4:3 format template



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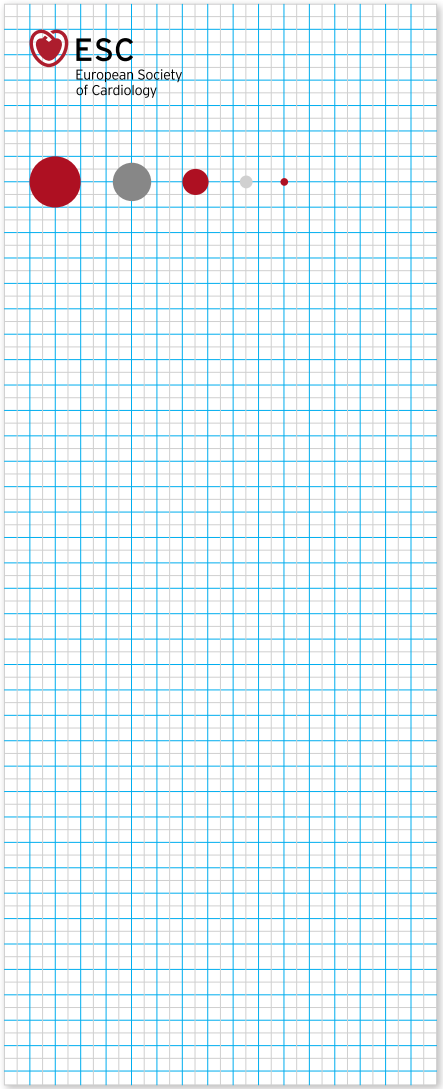
Banner template – 800mm x 2000mm

A Banner template, 800mm x 2000mm portrait, has been created in InDesign. It has two master pages with the ESC logo lock-up positioned top left and top right. Choose the most suitable option for your design.

The template also contains the square grid with the correct keyline weight and a variety of small-sized circles, aligned to the grid, in order for you to create the ESC graphic device. You will need to create your own larger circles or rectangular boxes for holding imagery. Image circles and boxes must be aligned to the grid.

The ESC primary and infographics colour palettes in CMYK are built into the template.

Banner



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8. Best practice

ESC

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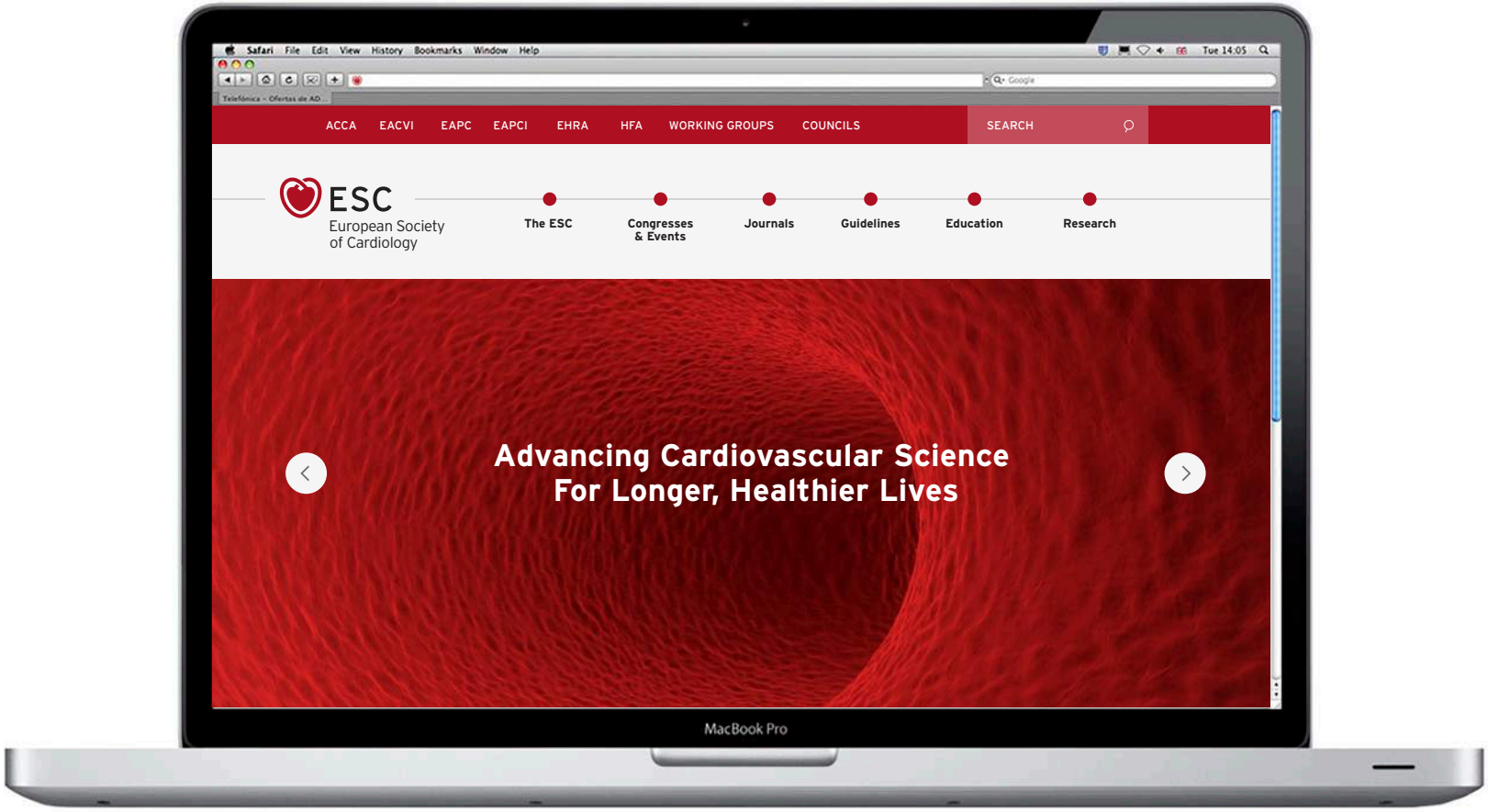

Website homepage

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Annual Report text only cover

Annual Report text and image cover

© 2018 European Society of Cardiology

Banners

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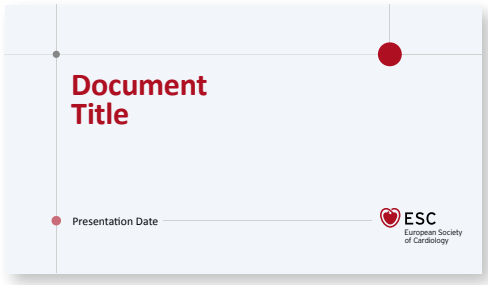
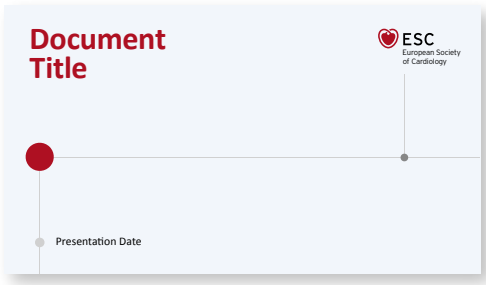
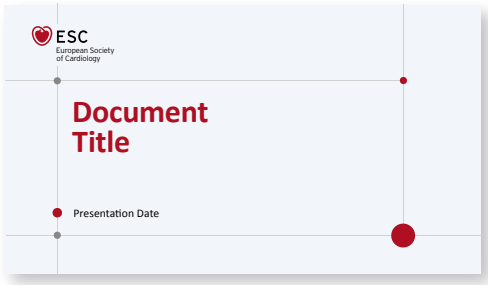
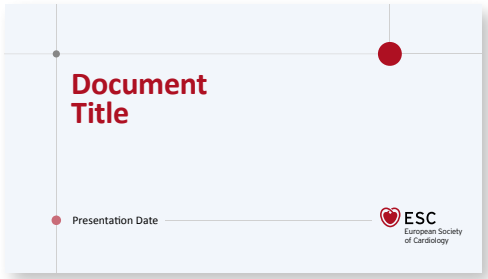
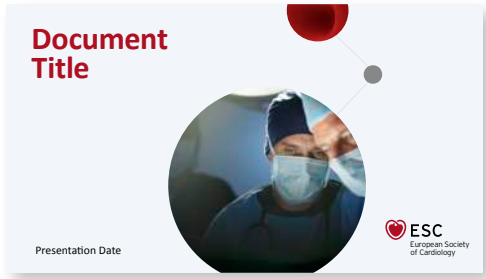
PowerPoint slides 16:9 format

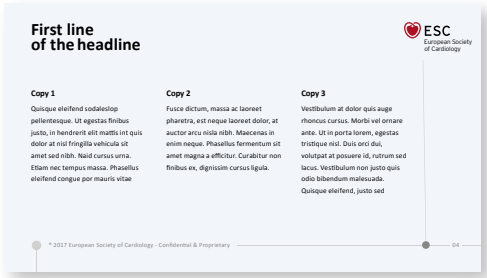


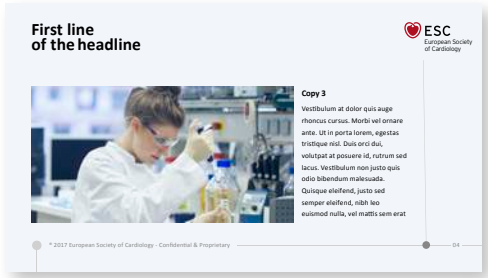


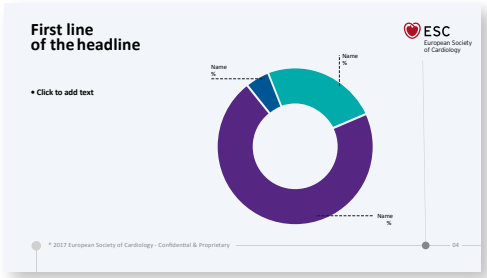


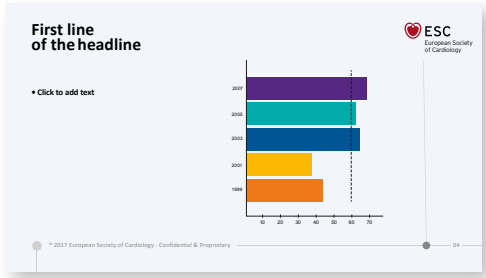


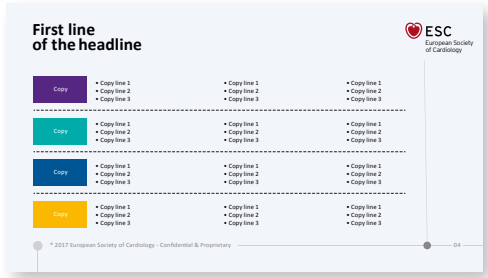












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App icon

Document Title
Presentation Dat
ESC
European Society of Cardiology

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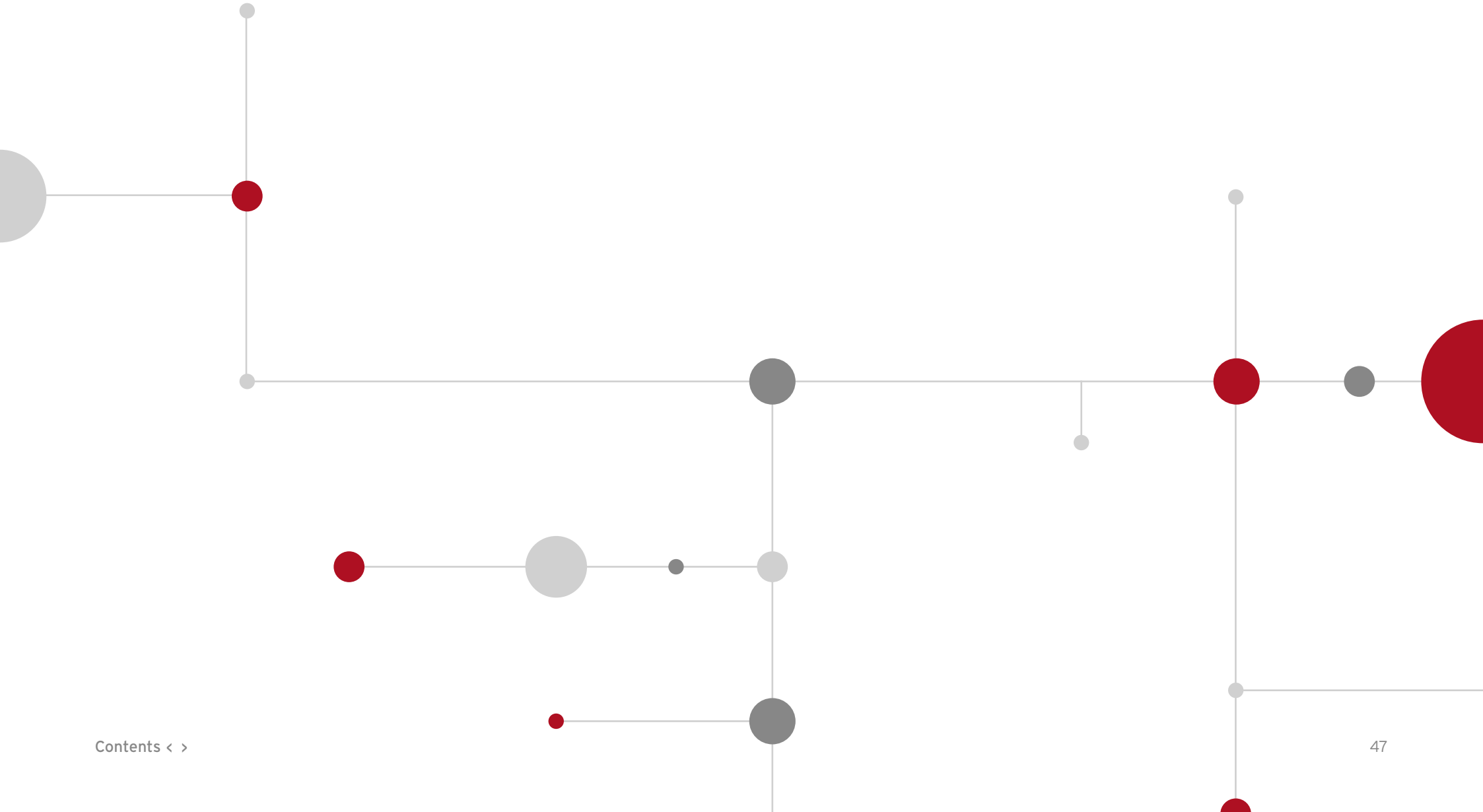
10. ESC & Associations



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ESC & Associations – introduction

ESC & Associations lock-up

In order to unify and highlight the close connection between the ESC and the Associations, each Association logo has been re-designed following the same typographic and layout principles. They have been subtly adjusted to incorporate the ESC Heart symbol and where necessary ESC Red.

A number of horizontal and vertical versions of ESC & Associations lock-ups have been created to promote the relationship. They can be used as a sign-off on the back cover of printed material or on the footer of a webpage, for example.

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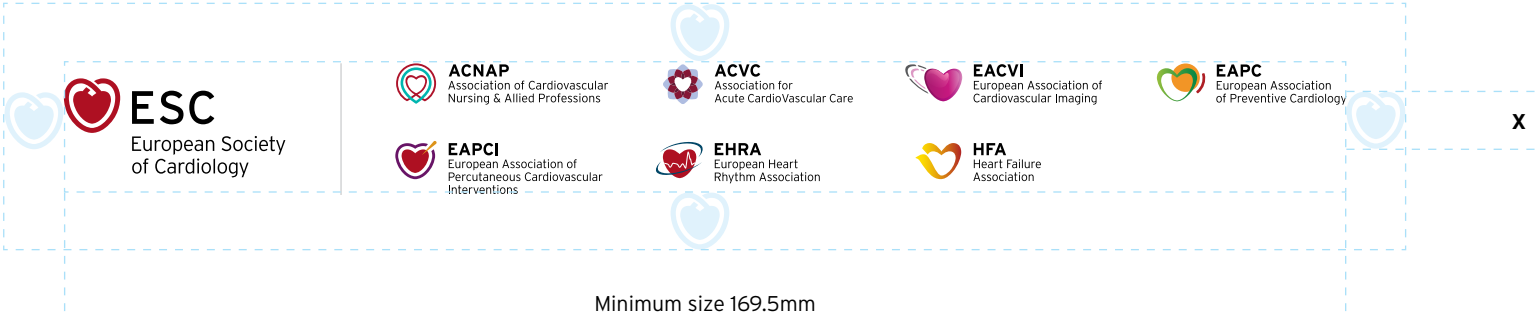
ESC & Associations – colour horizontal lock-up

ESC & Associations colour horizontal lock-up



The ESC & Associations colour horizontal lock-up has been specially drawn. It should only be reproduced from the master artworks and should not be redrawn or altered in any way. Master artworks are available from the ESC Brand Team or individual Associations.

Clear space

To ensure prominence and legibility, the ESC & Association colour horizontal lock-up is always surrounded by an area of clear space that remains free of any graphics or text.

The construction of the clear space is based on the height of the Heart symbol in the ESC lock-up logo (**X**). The clear space area equals X.

Minimum size

To maintain maximum clarity at all times, the ESC & Association colour horizontal lock-up should not be used below 169.5mm in width.

Only the master artwork files of the ESC & Association colour horizontal lock-up should be used. The lock-up should never be redrawn or altered in any way.

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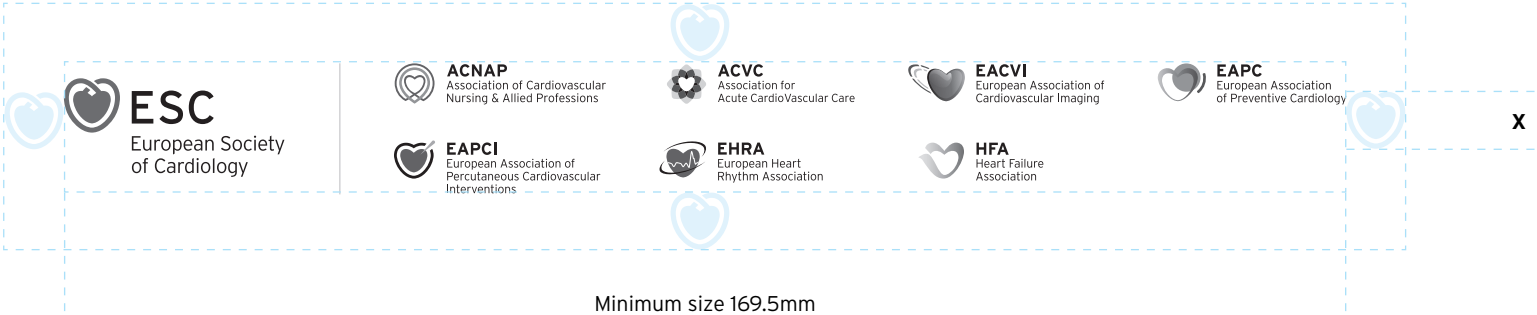
ESC & Associations – greyscale horizontal lock-up

ESC & Associations greyscale horizontal lock-up



The ESC & Associations greyscale horizontal lock-up has been specially drawn. It should only be reproduced from the master artworks and should not be redrawn or altered in any way. Master artworks are available from the ESC Brand Team or individual Associations.

Clear space

To ensure prominence and legibility, the ESC & Association greyscale horizontal lock-up is always surrounded by an area of clear space that remains free of any graphics or text.

The construction of the clear space is based on the height of the Heart symbol in the ESC lock-up logo (**X**). The clear space area equals X.

Minimum size

To maintain maximum clarity at all times, the ESC & Association greyscale horizontal lock-up should not be used below 169.5mm in width.

Only the master artwork files of the ESC & Association greyscale horizontal lock-up should be used. The lock-up should never be redrawn or altered in any way.

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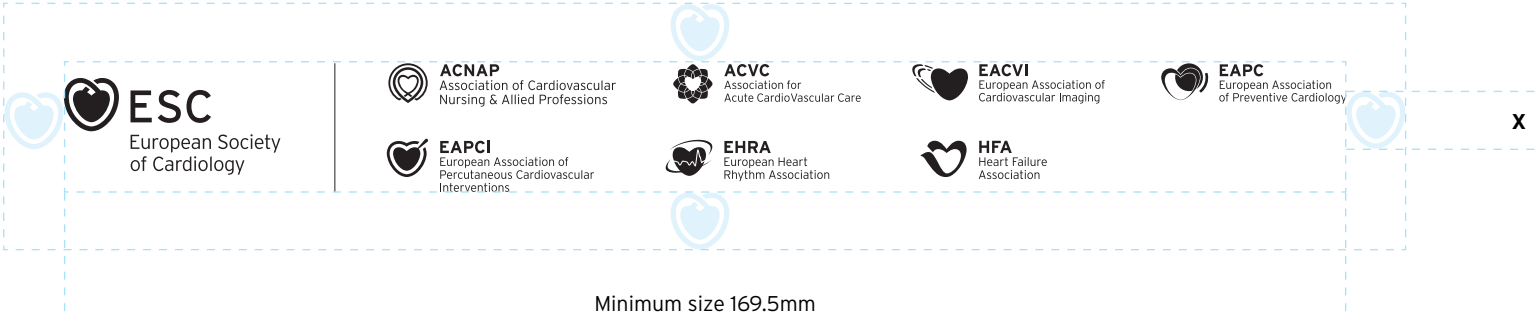
ESC & Associations – black horizontal lock-up

ESC & Associations black horizontal lock-up



Minimum size 169.5mm

The ESC & Associations black horizontal lock-up has been specially drawn. It should only be reproduced from the master artworks and should not be redrawn or altered in any way. Master artworks are available from the ESC Brand Team or individual Associations.

Clear space

To ensure prominence and legibility, the ESC & Association black horizontal lock-up is always surrounded by an area of clear space that remains free of any graphics or text.

The construction of the clear space is based on the height of the Heart symbol in the ESC lock-up logo (**X**). The clear space area equals X.

Minimum size

To maintain maximum clarity at all times, the ESC & Association black horizontal lock-up should not be used below 169.5mm in width.

Only the master artwork files of the ESC & Association black horizontal lock-up should be used. The lock-up should never be redrawn or altered in any way.

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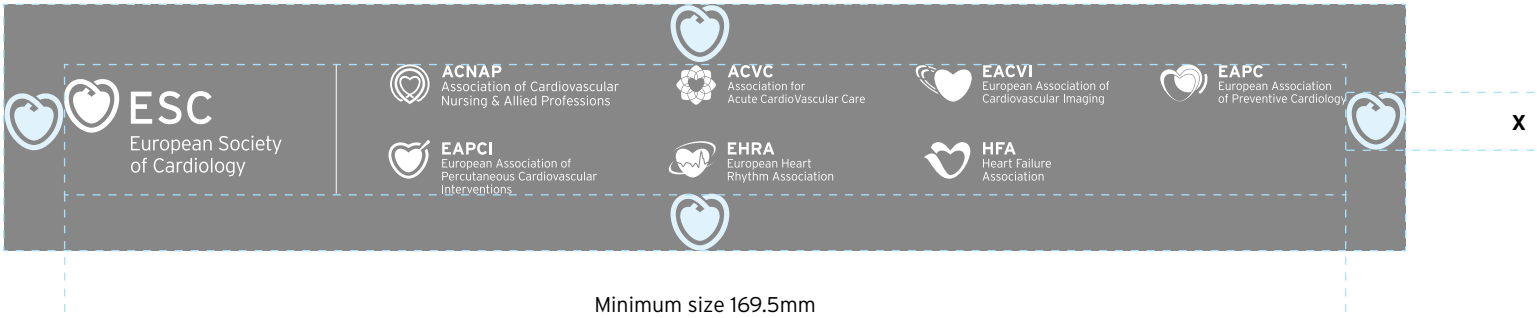
ESC & Associations – white horizontal lock-up

ESC & Associations white horizontal lock-up



The ESC & Associations white horizontal lock-up has been specially drawn. It should only be reproduced from the master artworks and should not be redrawn or altered in any way. Master artworks are available from the ESC Brand Team or individual Associations.

Clear space

To ensure prominence and legibility, the ESC & Association white horizontal lock-up is always surrounded by an area of clear space that remains free of any graphics or text.

The construction of the clear space is based on the height of the Heart symbol in the ESC lock-up logo (**X**). The clear space area equals X.

Minimum size

To maintain maximum clarity at all times, the ESC & Association white horizontal lock-up should not be used below 169.5mm in width.

Only the master artwork files of the ESC & Association white horizontal lock-up should be used. The lock-up should never be redrawn or altered in any way.

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ESC & Associations – colour vertical lock-up

The ESC & Associations colour vertical lock-up has been specially drawn. It should only be reproduced from the master artworks and should not be redrawn or altered in any way. Master artworks are available from the ESC Brand Team or individual Associations.

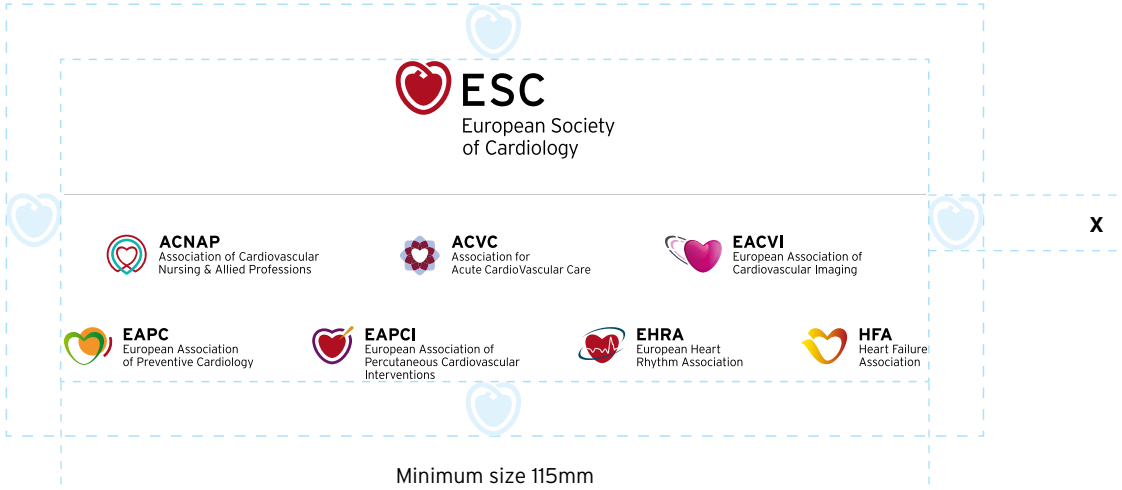
Clear space
To ensure prominence and legibility, the ESC & Association colour vertical lock-up is always surrounded by an area of clear space that remains free of any graphics or text.

The construction of the clear space is based on the height of the Heart symbol in the ESC lock-up logo (**X**). The clear space area equals X.

Minimum size
To maintain maximum clarity at all times, the ESC & Association colour vertical lock-up should not be used below 115mm in width.

Only the master artwork files of the ESC & Association colour vertical lock-up should be used. The lock-up should never be redrawn or altered in any way.

ESC & Associations colour vertical lock-up



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ESC & Associations – greyscale vertical lock-up

The ESC & Associations greyscale vertical lock-up has been specially drawn. It should only be reproduced from the master artworks and should not be redrawn or altered in any way. Master artworks are available from the ESC Brand Team or individual Associations.

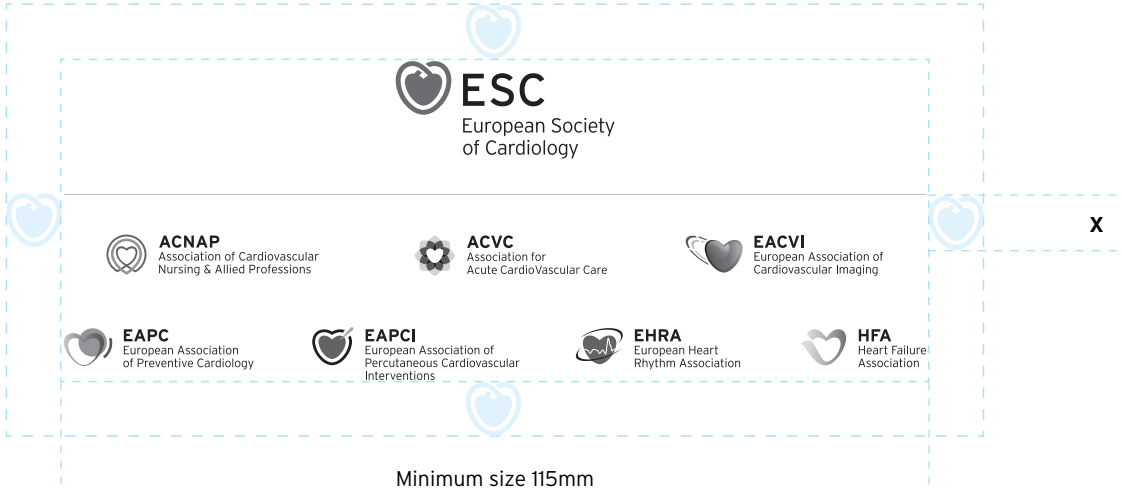
Clear space
To ensure prominence and legibility, the ESC & Association greyscale vertical lock-up is always surrounded by an area of clear space that remains free of any graphics or text.

The construction of the clear space is based on the height of the Heart symbol in the ESC lock-up logo (**X**). The clear space area equals X.

Minimum size
To maintain maximum clarity at all times, the ESC & Association greyscale vertical lock-up should not be used below 115mm in width.

Only the master artwork files of the ESC & Association greyscale vertical lock-up should be used. The lock-up should never be redrawn or altered in any way.

ESC & Associations greyscale vertical lock-up



Minimum size 115mm

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ESC & Associations – black vertical lock-up

The ESC & Associations black vertical lock-up has been specially drawn. It should only be reproduced from the master artworks and should not be redrawn or altered in any way. Master artworks are available from the ESC Brand Team or individual Associations.

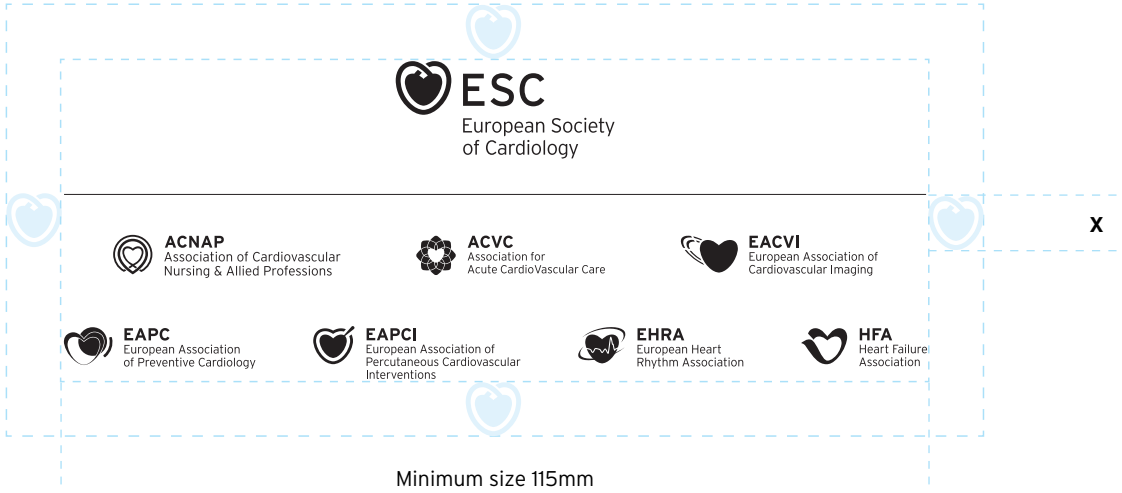
Clear space
To ensure prominence and legibility, the ESC & Association black vertical lock-up is always surrounded by an area of clear space that remains free of any graphics or text.

The construction of the clear space is based on the height of the Heart symbol in the ESC lock-up logo (**X**). The clear space area equals X.

Minimum size
To maintain maximum clarity at all times, the ESC & Association black vertical lock-up should not be used below 115mm in width.

Only the master artwork files of the ESC & Association black vertical lock-up should be used. The lock-up should never be redrawn or altered in any way.

ESC & Associations black vertical lock-up



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ESC & Associations – white vertical lock-up

The ESC & Associations white vertical lock-up has been specially drawn. It should only be reproduced from the master artworks and should not be redrawn or altered in any way. Master artworks are available from the ESC Brand Team or individual Associations.

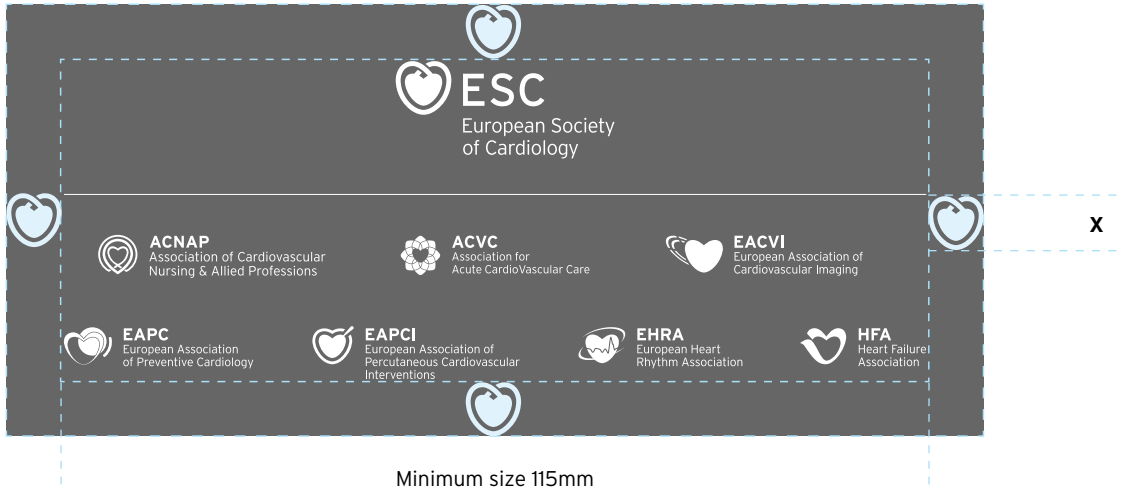
Clear space
To ensure prominence and legibility, the ESC & Association white vertical lock-up is always surrounded by an area of clear space that remains free of any graphics or text.

The construction of the clear space is based on the height of the Heart symbol in the ESC lock-up logo (**X**). The clear space area equals X.

Minimum size
To maintain maximum clarity at all times, the ESC & Association white vertical lock-up should not be used below 115mm in width.

Only the master artwork files of the ESC & Association white vertical lock-up should be used. The lock-up should never be redrawn or altered in any way.

ESC & Associations white vertical lock-up



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ACNAP – Acronym and name logo

Clear space
To ensure prominence and legibility, the ACNAP logo with acronym and name is always surrounded by an area of clear space that remains free of any graphics or text.

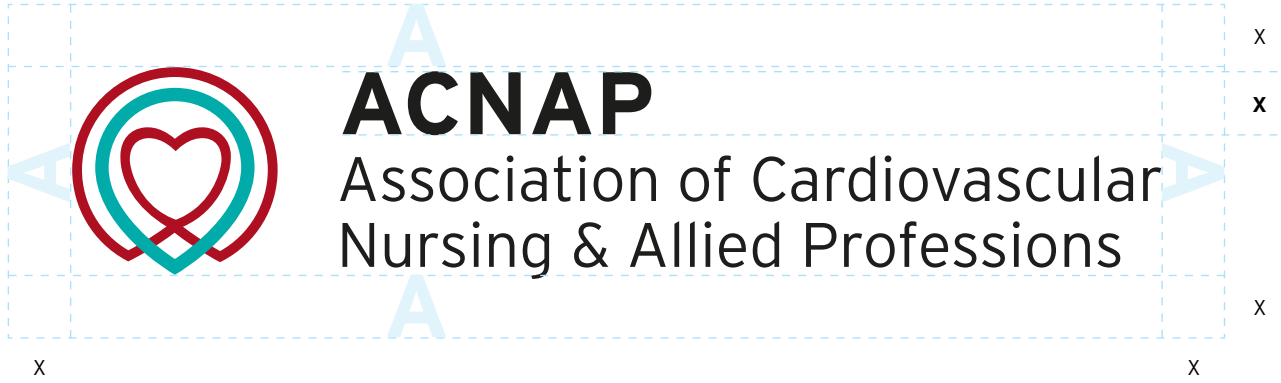
The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals X.

Minimum size
To maintain maximum clarity at all times, the ACNAP logo with acronym and name should not be used below 31.5mm in width.

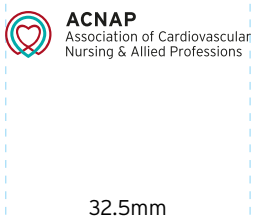
Measuring the ACNAP logo with acronym and name
The ACNAP logo with acronym and name is measured across its width.

Only the master artwork files of the ACNAP logo with acronym and name should be used. The ACNAP logo with acronym and name should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space



Minimum size



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ACNAP – Acronym, name and ESC phrase logo

Clear space
To ensure prominence and legibility, the ACNAP logo with acronym, name and ESC phrase is always surrounded by an area of clear space that remains free of any graphics or text.

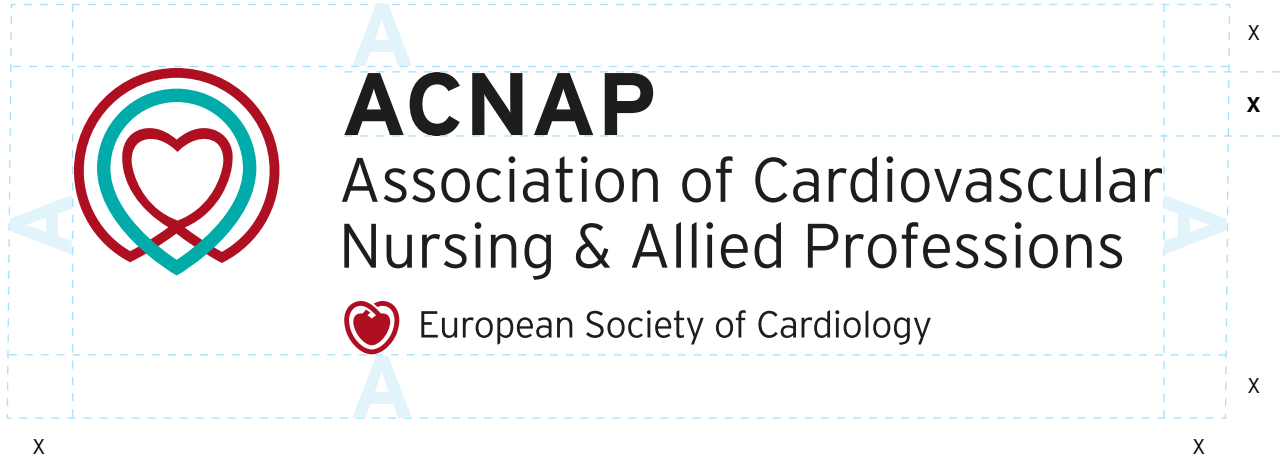
The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals X.

Minimum size
To maintain maximum clarity at all times, the ACNAP logo with acronym, name and ESC phrase should not be used below 64mm in width.

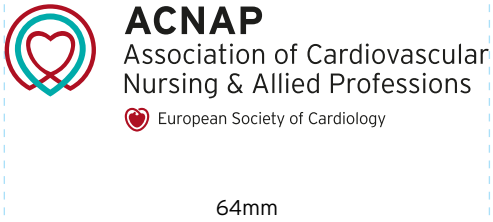
Measuring the ACNAP logo with acronym, name and ESC phrase
The ACNAP logo with acronym, name and ESC phrase is measured across its width.

Only the master artwork files of the ACNAP logo with acronym, name and ESC phrase should be used. The ACNAP logo with acronym, name and ESC phrase should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space



Minimum size



The Acronym, name and ESC phrase logo lock-up should be used where there is limited space or when the Association is endorsing third-party materials with no possibility to add the ESC logo.

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ACNAP – Acronym logo

Clear space
To ensure prominence and legibility, the ACNAP logo with acronym is always surrounded by an area of clear space that remains free of any graphics or text.

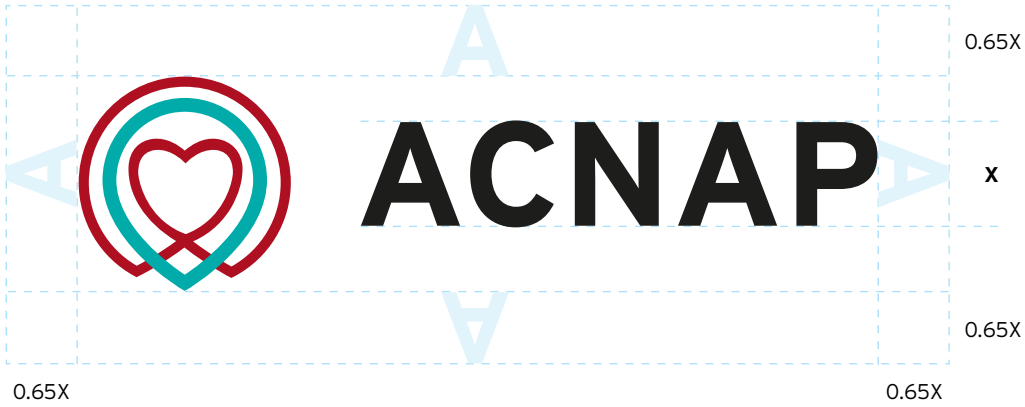
The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals 0.65X.

Minimum size
To maintain maximum clarity at all times, the ACNAP logo with acronym should not be used below 18.5mm in width.

Measuring the ACNAP logo with acronym
The ACNAP logo with acronym is measured across its width.

Only the master artwork files of the ACNAP logo with acronym should be used. The ACNAP logo with acronym should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space



Minimum size

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ACNAP – Acronym and ESC phrase logo

Clear space
To ensure prominence and legibility, the ACNAP logo with acronym and ESC phrase is always surrounded by an area of clear space that remains free of any graphics or text.

The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals 0.65X.

Minimum size
To maintain maximum clarity at all times, the ACNAP logo with acronym and ESC phrase should not be used below 50mm in width.

Measuring the ACNAP logo with acronym and ESC phrase
The ACNAP logo with acronym and ESC phrase is measured across its width.

Only the master artwork files of the ACNAP logo with acronym and ESC phrase should be used. The ACNAP logo with acronym and ESC phrase should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space

Minimum size

The ACNAP logo with acronym and ESC phrase is used to promote the relationship between ESC and the Association when the audience is familiar with the acronym, when space is a consideration or when the Association is endorsing third-party materials.

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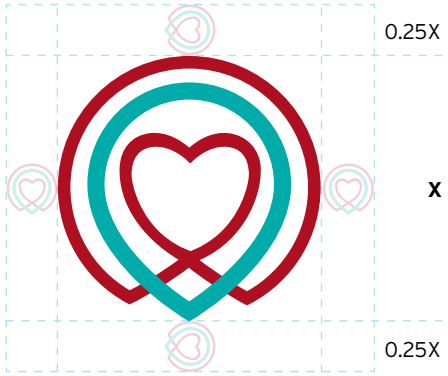
ACNAP symbol

Clear space



Minimum size

ACNAP symbol
This version of the logo is used as an icon in very specific circumstances. It is used for audiences who understand or are familiar with the ACNAP logo, or for when someone has already engaged with the ACNAP 'brand'. For example, an icon on the ACNAP LinkedIn page or an App symbol on a smartphone.

Clear space
To ensure prominence and legibility, the ACNAP symbol is always surrounded by an area of clear space that remains free of any graphics or text.

Do not lock up any other elements with the ACNAP symbol.

The construction of the clear space is based on the height of the ACNAP symbol (**X**). The clear space area equals 0.25X.

Minimum size
To maintain maximum clarity at all times, the ACNAP symbol should not be used below 6mm in width.

Measuring the ACNAP symbol
The ACNAP symbol is measured across its width.

Only the master artwork files of the ACNAP symbol should be used. The ACNAP symbol should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

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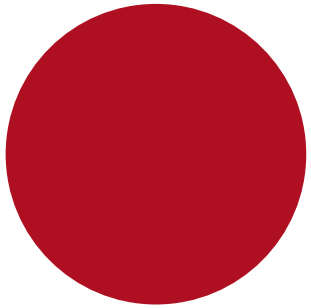
ACNAP – logo colours

Colour breakdowns
The recommended colours with Pantone, CMYK process, RGB, and Hex breakdowns are detailed below the swatches. The CMYK process colour breakdowns can be adjusted to compensate for different paper stocks and printing processes in order to match the Pantone coated colour swatches more accurately.

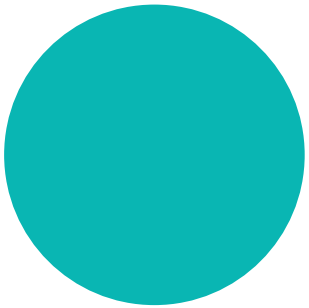
Web and screen colours
The RGB and Hex values give the same result as the Pantone/CMYK colours on screen. These are provided for digital designers and developers.

ESC Red (new colour)



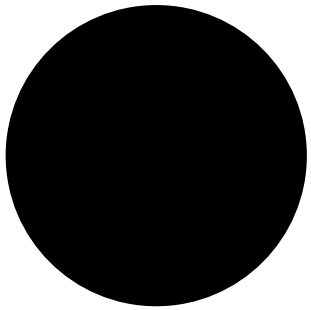
Pantone 187
C:7 M:100 Y:82 K:26
R:174 G:16 B:34
Hex: #AE1022

Teal



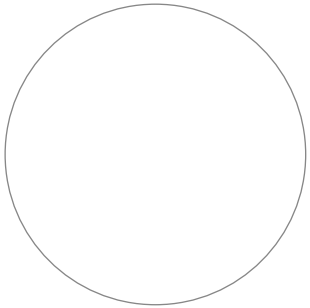
Pantone 326
C:81 M:0 Y:39 K:0
R:9 G:182 B:179
Hex: 09B6B3

Black



Pantone Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
Hex: #000000

White



White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
Hex: #FFFFFF

The colours specified throughout these guidelines have been selected from the current Pantone Plus Series Pantone Matching System. Colour swatches must always be used for matching when reproducing colours. The Pantone colours act as the master colour references to which all other colour specifications should be matched.

Note: Colouring matching and implementation in practice is the sole responsibility of the client and the client supplier or printer, unless previously agreed with Lambie-Nairn.

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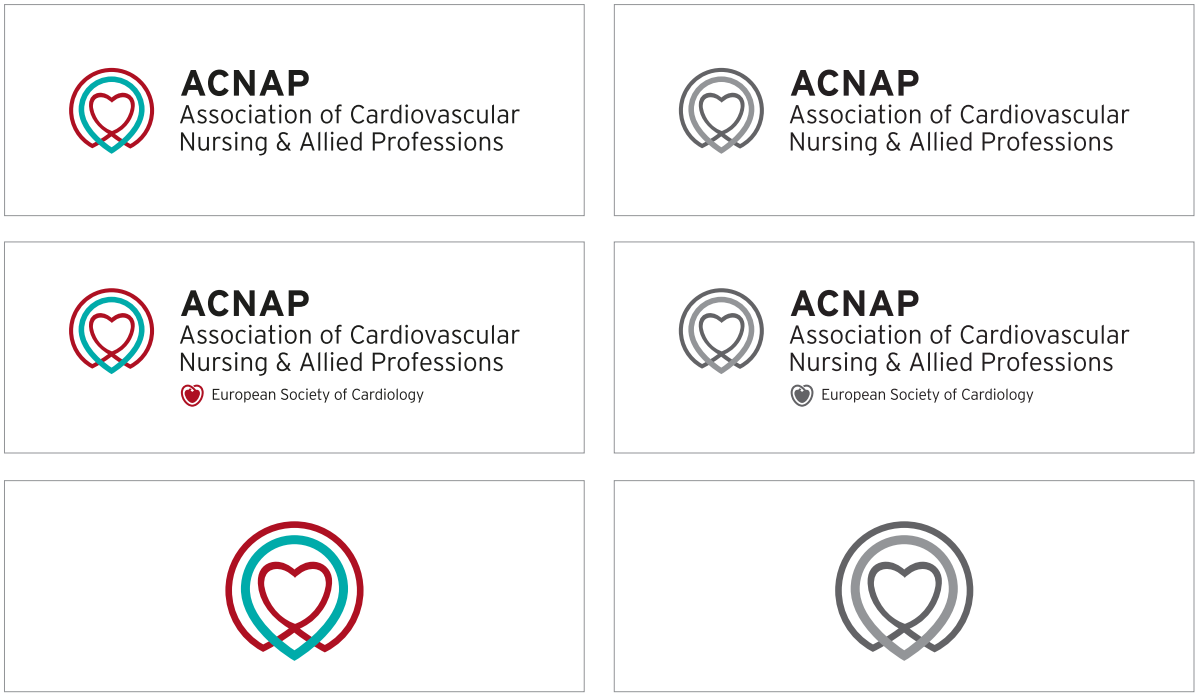
ACNAP – colour and greyscale logos

The ACNAP logos and symbol can be reproduced in colour and greyscale on white backgrounds. Always choose the most appropriate colourway for the photographic background.



Colour positive ACNAP logos and symbol on white backgrounds.

Greyscale positive ACNAP logos and symbol on white backgrounds.

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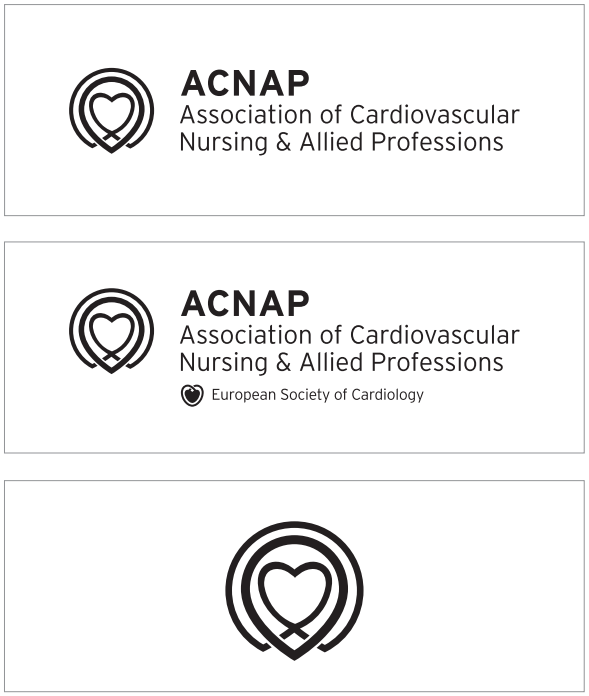
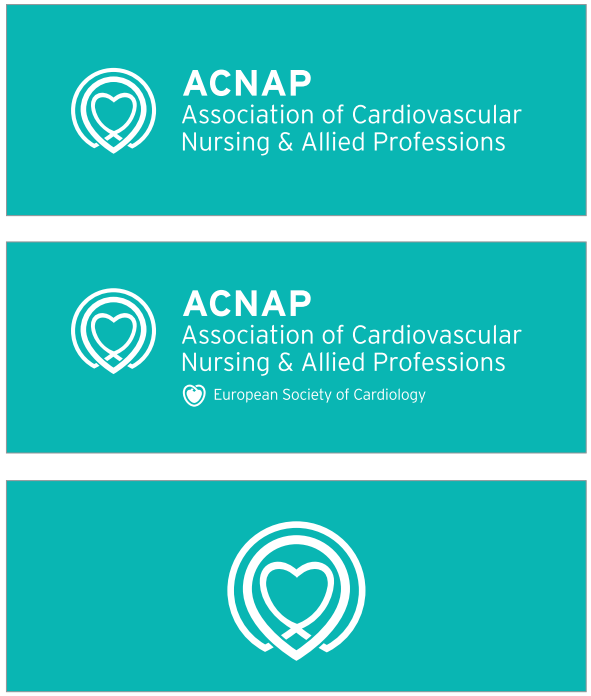
ACNAP – black and white logos

The ACNAP logos and symbol can be reproduced in black and white (reversed out) on white and colour backgrounds. Always choose the most appropriate colourway for the background.

Use the white versions when the positive versions will not read clearly on darker colour backgrounds.



Black positive ACNAP logos and symbol on white backgrounds.



White negative ACNAP logos and symbol on dark colour backgrounds.

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ACNAP – logos on colour photographic backgrounds

The ACNAP logos and symbol can be reproduced in two colourways on colour photographic backgrounds: colour and white (reversed out). Always choose the most appropriate colourway for the photographic background.

Use the white versions when the colour version will not read clearly on darker photographic backgrounds.

Colour positive ACNAP logos and symbol on light, colour photographic backgrounds.

White negative ACNAP logos and symbol on dark, colour photographic backgrounds.

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ACNAP – logos on black and white photographic backgrounds

The ACNAP logos and symbol can be reproduced in two colourways on black and white photographic backgrounds: black and white (reversed out). Always choose the most appropriate colourway for the photographic background.

Use the white versions when the black version will not read clearly on darker photographic backgrounds.

Colour positive ACNAP logos and symbol on light, colour photographic backgrounds.

White negative ACNAP logos and symbol on dark, colour photographic backgrounds.

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ACNAP – logo and symbol in use

The examples on this page show how the different versions of the ACNAP logo and symbol can be used. The choice will be dependent on the audience, material, relationship or the amount of space available.

App icon

Sign with ESC phrase logo

ACNAP
European Society of Cardiology

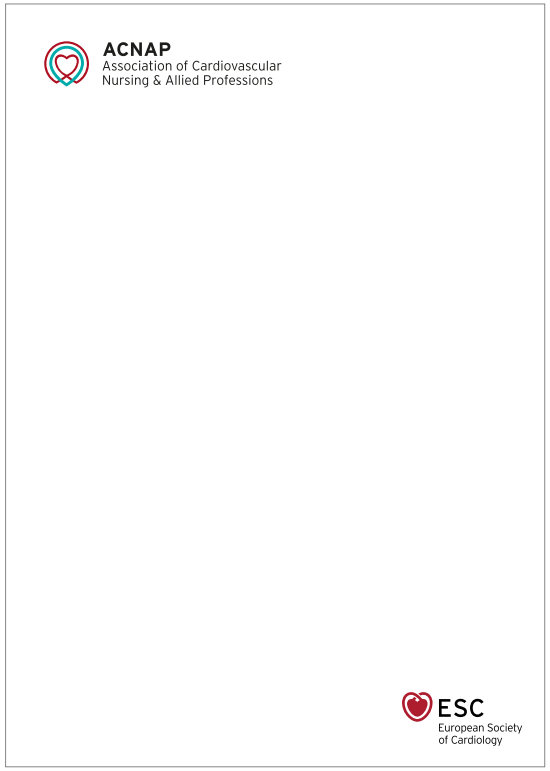
This lock-up should be used where there is limited space or when the Association appears on third-party materials.

Pen

Banner

ACNAP
Association of Cardiovascular Nursing & Allied Professions
European Society of Cardiology

Brochure cover



The preferred combination on ESC and Association produced material, space permitting, is the Association logo and ESC logo lock-up.

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ACVC – Acronym and name logo

Clear space
To ensure prominence and legibility, the ACVC logo with acronym and name is always surrounded by an area of clear space that remains free of any graphics or text.

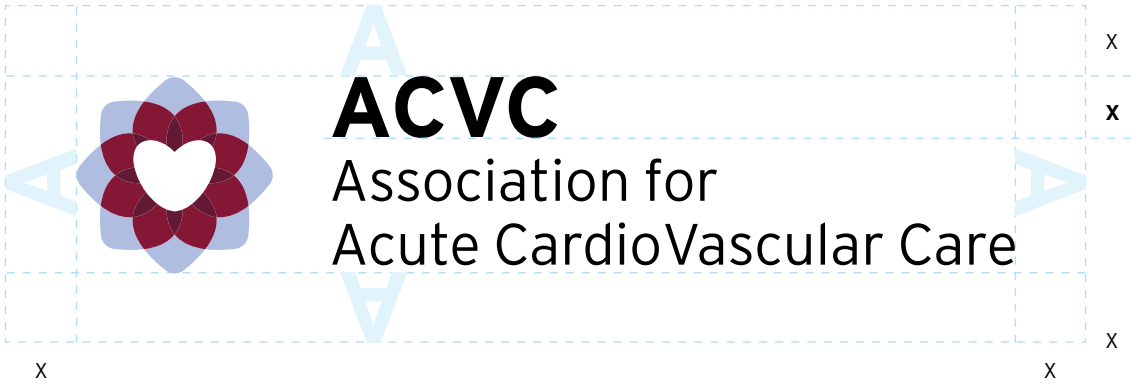
The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals X.

Minimum size
To maintain maximum clarity at all times, the ACVC logo with acronym and name should not be used below 27mm wide.

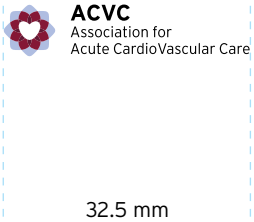
Measuring the ACVC logo with acronym and name
The ACVC logo with acronym and name is measured across its width.

Only the master artwork files of the ACVC logo with acronym and name should be used. The ACVC logo with acronym and name should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space



Minimum size



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ACVC – Acronym, name and ESC phrase logo

Clear space
To ensure prominence and legibility, the ACVC logo with acronym, name and ESC phrase is always surrounded by an area of clear space that remains free of any graphics or text.

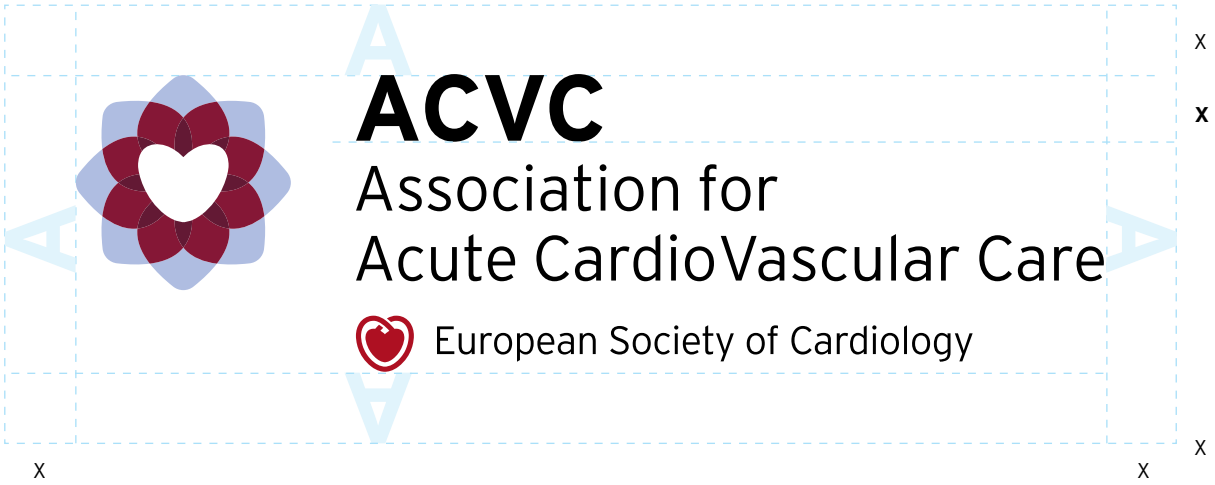
The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals X.

Minimum size
To maintain maximum clarity at all times, the ACVC logo with acronym, name and ESC phrase should not be used below 55mm wide.

Measuring the ACVC logo with acronym, name and ESC phrase
The ACVC logo with acronym, name and ESC phrase is measured across its width.

Only the master artwork files of the ACVC logo with acronym, name and ESC phrase should be used. The ACVC logo with acronym, name and ESC phrase should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space



Minimum size

The Acronym, name and ESC phrase logo lock-up should be used where there is limited space or when the Association is endorsing third-party materials with no possibility to add the ESC logo.

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ACVC – Acronym logo

Clear space
To ensure prominence and legibility, the ACVC logo with acronym is always surrounded by an area of clear space that remains free of any graphics or text.

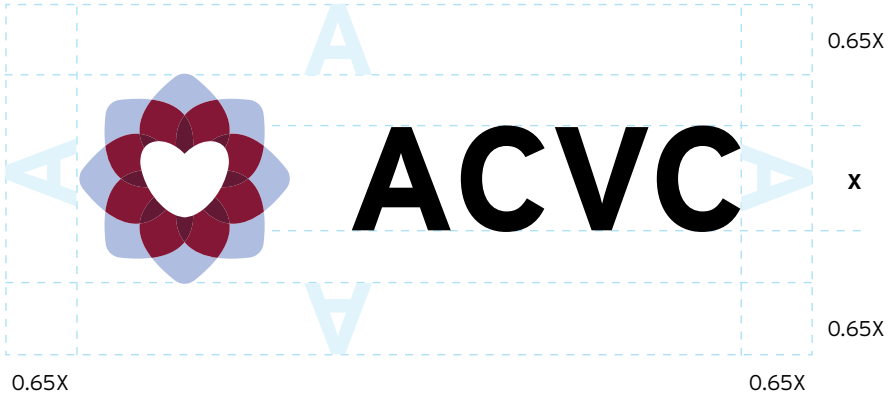
The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals 0.65X.

Minimum size
To maintain maximum clarity at all times, the ACVC logo with acronym should not be used below 18.5mm in width.

Measuring the ACVC logo with acronym
The ACVC logo with acronym is measured across its width.

Only the master artwork files of the ACVC logo with acronym should be used. The ACVC logo with acronym should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space



Minimum size

© 2020 European Society of Cardiology

ACVC – Acronym and ESC phrase logo

Clear space
To ensure prominence and legibility, the ACVC logo with acronym and ESC phrase is always surrounded by an area of clear space that remains free of any graphics or text.

The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals 0.65X.

Minimum size
To maintain maximum clarity at all times, the ACVC logo with acronym and ESC phrase should not be used below 50mm in width.

Measuring the ACVC logo with acronym and ESC phrase
The ACVC logo with acronym and ESC phrase is measured across its width.

Only the master artwork files of the ACVC logo with acronym and ESC phrase should be used. The ACVC logo with acronym and ESC phrase should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space

Minimum size

The ACNAP logo with acronym and ESC phrase is used to promote the relationship between ESC and the Association when the audience is familiar with the acronym, when space is a consideration or when the Association is endorsing third-party materials.

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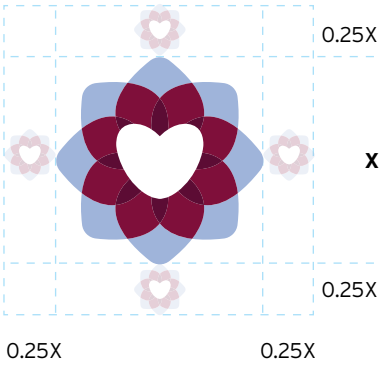
ACVC symbol

Clear space



Minimum size

ACVC symbol
This version of the logo is used as an icon in very specific circumstances. It is used for audiences who understand or are familiar with the ACVC logo, or for when someone has already engaged with the ACVC 'brand'. For example, an icon on the ACVC LinkedIn page or an App symbol on a smartphone.

Clear space
To ensure prominence and legibility, the ACVC symbol is always surrounded by an area of clear space that remains free of any graphics or text.

Do not lock up any other elements with the ACVC symbol.

The construction of the clear space is based on the height of the ACVC symbol (**X**). The clear space area equals 0.25X.

Minimum size
To maintain maximum clarity at all times, the ACVC symbol should not be used below 6mm wide.

Measuring the ACVC symbol
The ACVC symbol is measured across its width.

Only the master artwork files of the ACVC symbol should be used. The ACVC symbol should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

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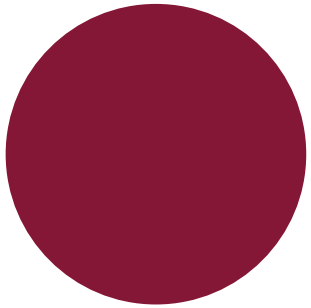
ACVC – logo colours

Colour breakdowns
The recommended colours with Pantone, CMYK process, RGB, and Hex breakdowns are detailed below the swatches. The CMYK process colour breakdowns can be adjusted to compensate for different paper stocks and printing processes in order to match the Pantone coated colour swatches more accurately.

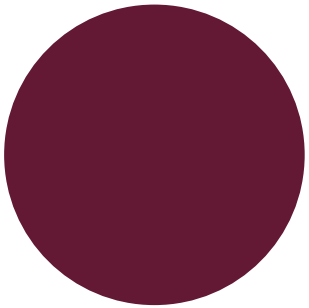
Web and screen colours
The RGB and Hex values give the same result as the Pantone/CMYK colours on screen. These are provided for digital designers and developers.

Burgundy



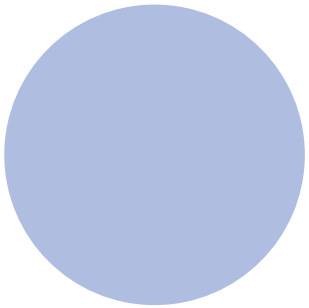
Pantone 209C
C:33 M:100 Y:70 K:30
R:133 G:23 B:54
Hex: #851736

Deep Burgundy



Pantone 5115C
C:55 M:100 Y:70 K:35
R:99 G:25 B:52
Hex: #631934

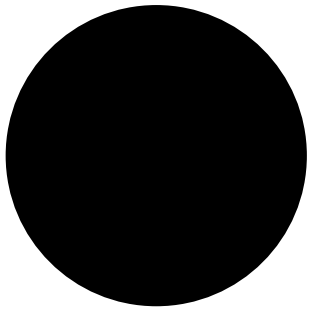
Lavender



Pantone 2716C 60%
C:30 M:20 Y:0 K:0
R:175 G:189 B:225
Hex: #AFBDE1

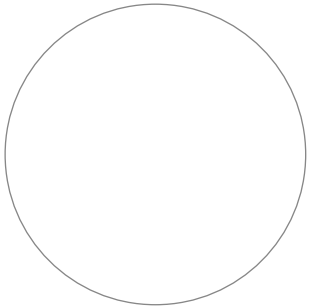
The colours specified throughout these guidelines have been selected from the current Pantone Plus Series Pantone Matching System. Colour swatches must always be used for matching when reproducing colours. The Pantone colours act as the master colour references to which all other colour specifications should be matched.

Black



Pantone Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
Hex: #000000

White



White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
Hex: #FFFFFF

Note: Colouring matching and implementation in practice is the sole responsibility of the client and the client supplier or printer, unless previously agreed with Lambie-Nairn.

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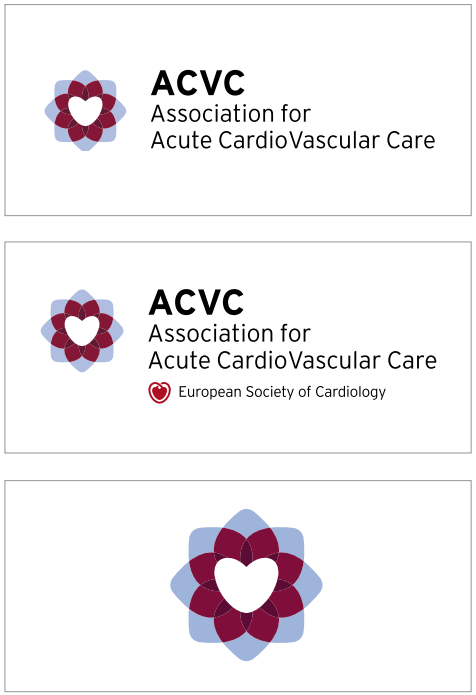
ACVC – colour and greyscale logos

The ACVC logos and symbol can be reproduced in colour and greyscale on white backgrounds. Always choose the most appropriate colourway for the photographic background.



Colour positive ACVC logos and symbol on white backgrounds.

Greyscale positive ACVC logos and symbol on white backgrounds.

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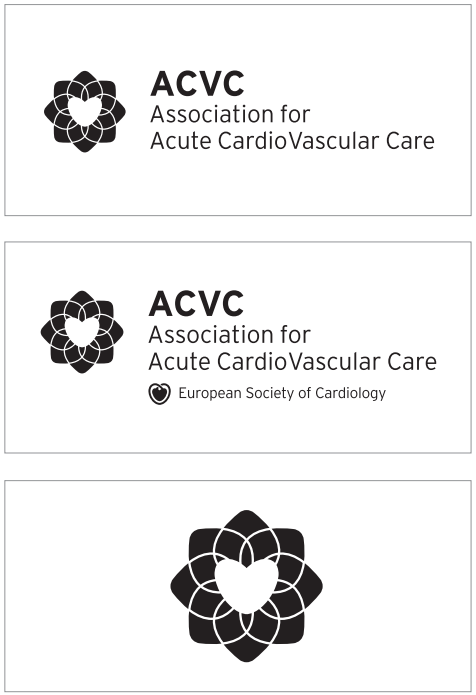
ACVC – black and white logos

The ACVC logos and symbol can be reproduced in black and white (reversed out) on white and colour backgrounds. Always choose the most appropriate colourway for the background.

Use the white versions when the positive versions will not read clearly on darker colour backgrounds.



Black positive ACVC logos and symbol on white backgrounds.

White negative ACVC logos and symbol on dark colour backgrounds.

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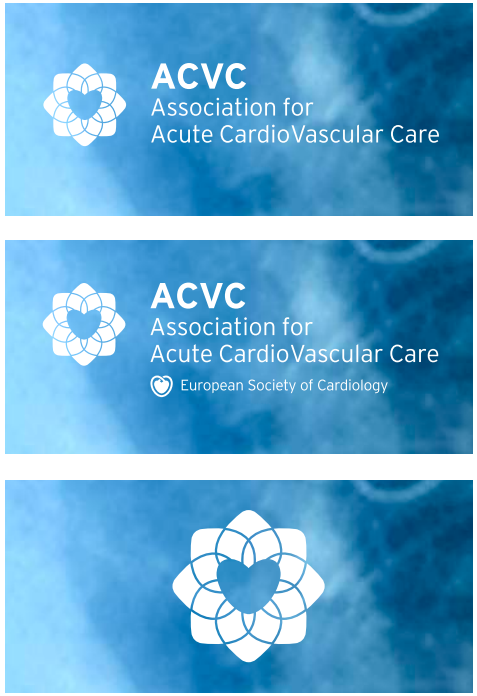
ACVC – logos on colour photographic backgrounds

The ACVC logos and symbol can be reproduced in two colourways on colour photographic backgrounds: colour and white (reversed out). Always choose the most appropriate colourway for the photographic background.

Use the white versions when the colour version will not read clearly on darker photographic backgrounds.

Colour positive ACVC logos and symbol on light, colour photographic backgrounds.



White negative ACVC logos and symbol on dark, colour photographic backgrounds.

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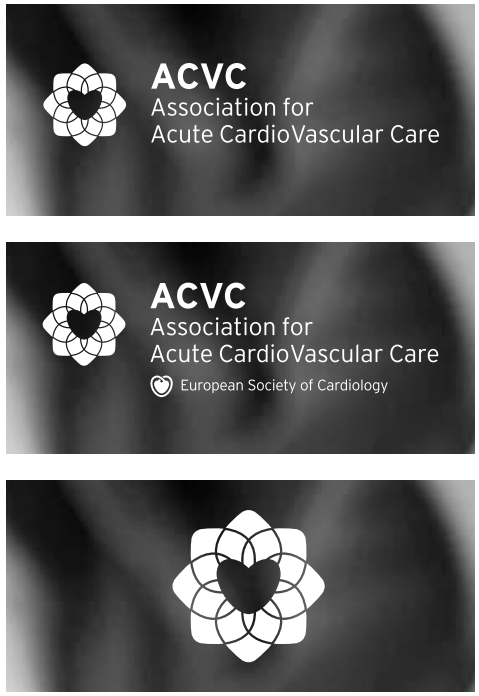
ACVC – logos on black and white photographic backgrounds

The ACVC logos and symbol can be reproduced in two colourways on black and white photographic backgrounds: black and white (reversed out). Always choose the most appropriate colourway for the photographic background.

Use the white versions when the black version will not read clearly on darker photographic backgrounds.

Black positive ACVC logos and symbol on light, black and white photographic backgrounds.



White negative ACVC logos and symbol on dark, black and white photographic backgrounds.

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ACVC – logo and symbol in use

The examples on this page show how the different versions of the ACVC logo and symbol can be used. The choice will be dependent on the audience, material, relationship or the amount of space available.

App icon

Sign with ESC phrase logo

ACVC
Association for
Acute CardioVascular Care
European Society of Cardiology

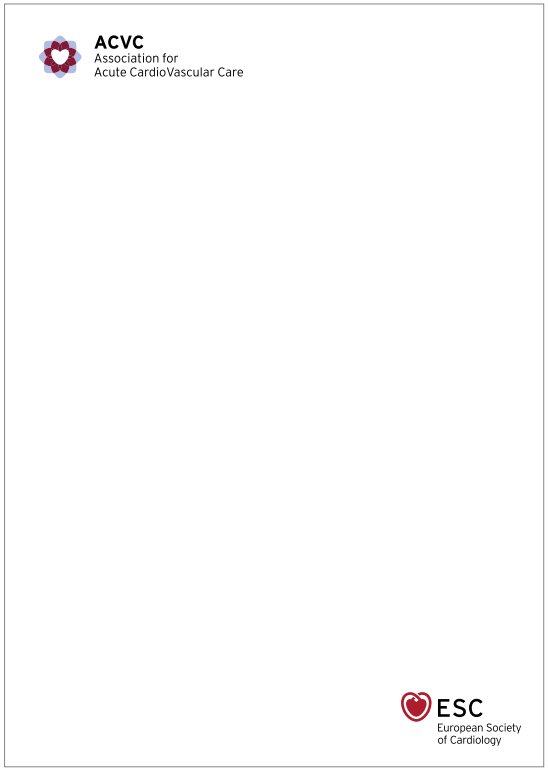
This lock-up should be used where there is limited space or when the Association appears on third-party materials.

Pen

Banner

ACVC
Association for
Acute CardioVascular Care
European Society of Cardiology

Brochure cover



The preferred combination on ESC and Association produced material, space permitting, is the Association logo and ESC logo lock-up.

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EACVI – Acronym and name logo

Clear space
To ensure prominence and legibility, the EACVI logo with acronym and name is always surrounded by an area of clear space that remains free of any graphics or name.

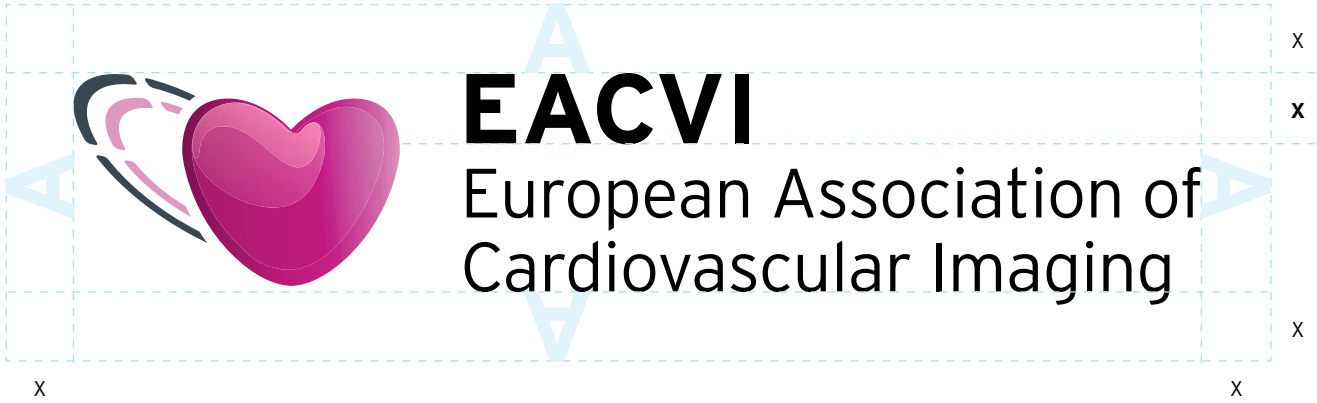
The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals X.

Minimum size
To maintain maximum clarity at all times, the EACVI logo with acronym and name should not be used below 32.5mm wide.

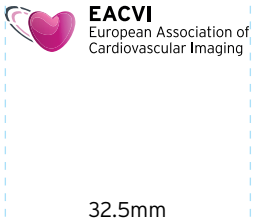
Measuring the EACVI logo with acronym and name
The EACVI logo with acronym and name is measured across its width.

Only the master artwork files of the EACVI logo with acronym and name should be used. The EACVI logo with acronym and name should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space



Minimum size



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EACVI – Acronym, name and ESC phrase logo

Clear space
To ensure prominence and legibility, the EACVI logo with acronym, name and ESC phrase is always surrounded by an area of clear space that remains free of any graphics or text.

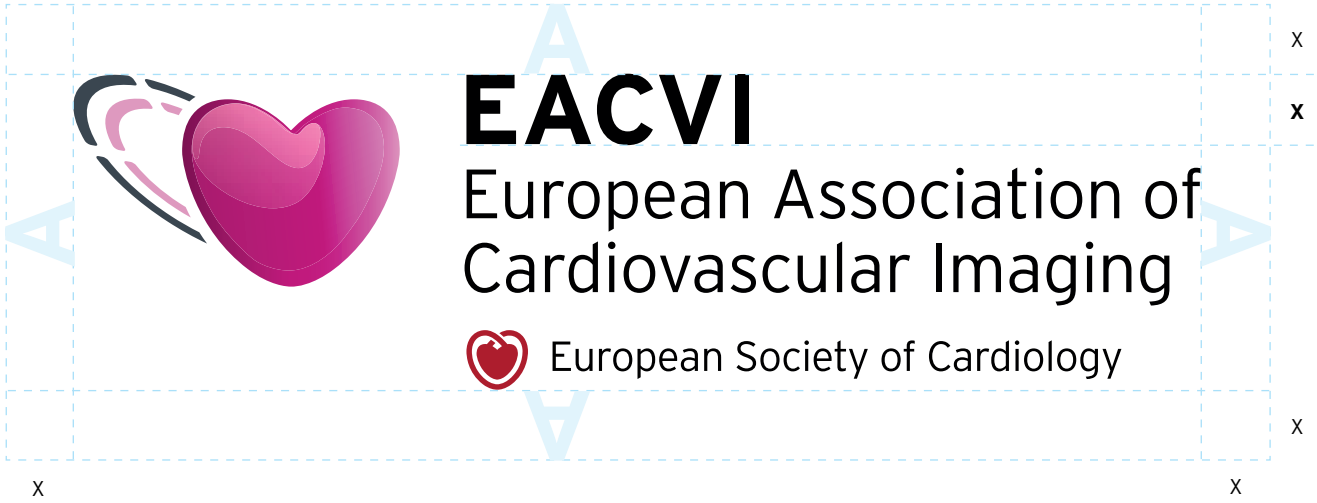
The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals X.

Minimum size
To maintain maximum clarity at all times, the EACVI logo with acronym, name and ESC phrase should not be used below 66mm wide.

Measuring the EACVI logo with acronym, name and ESC phrase
The EACVI logo with acronym, name and ESC phrase is measured across its width.

Only the master artwork files of the EACVI logo with acronym, name and ESC phrase should be used. The EACVI logo with acronym, name and ESC phrase should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space



Minimum size

The Acronym, name and ESC phrase logo lock-up should be used where there is limited space or when the Association is endorsing third-party materials with no possibility to add the ESC logo.

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EACVI – Acronym logo

Clear space
To ensure prominence and legibility, the EACVI logo with acronym is always surrounded by an area of clear space that remains free of any graphics or text.

The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals 0.65X.

Minimum size
To maintain maximum clarity at all times, the EACVI logo with acronym should not be used below 21mm in width.

Measuring the EACVI logo with acronym
The EACVI logo with acronym is measured across its width.

Only the master artwork files of the EACVI logo with acronym should be used. The EACVI logo with acronym should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space

Minimum size

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EACVI – Acronym and ESC phrase logo

Clear space
To ensure prominence and legibility, the EACVI logo with acronym and ESC phrase is always surrounded by an area of clear space that remains free of any graphics or text.

The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals 0.65X.

Minimum size
To maintain maximum clarity at all times, the EACVI logo with acronym and ESC phrase should not be used below 55.5mm in width.

Measuring the EACVI logo with acronym and ESC phrase
The EACVI logo with acronym and ESC phrase is measured across its width.

Only the master artwork files of the EACVI logo with acronym and ESC phrase should be used. The EACVI logo with acronym and ESC phrase should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space

Minimum size

The EACVI logo with acronym and ESC phrase is used to promote the relationship between ESC and the Association when the audience is familiar with the acronym, when space is a consideration or when the Association is endorsing third-party materials.

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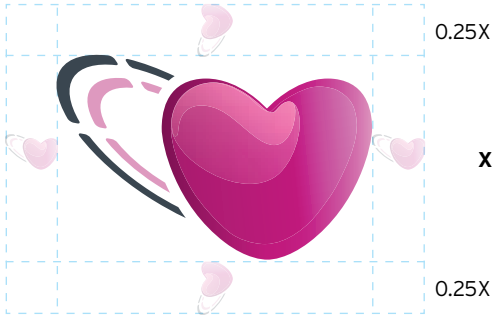
EACVI symbol

Clear space



Minimum size

EACVI symbol
This version of the logo is used as an icon in very specific circumstances. It is used for audiences who understand or are familiar with the EACVI logo, or for when someone has already engaged with the EACVI 'brand'. For example, an icon on the EACVI LinkedIn page or an App symbol on a smartphone.

Clear space
To ensure prominence and legibility, the EACVI symbol is always surrounded by an area of clear space that remains free of any graphics or text.

Do not lock up any other elements with the EACVI symbol.

The construction of the clear space is based on the height of the EACVI symbol (**X**). The clear space area equals 0.25X.

Minimum size
To maintain maximum clarity at all times, the EACVI symbol should not be used below 6mm in width.

Measuring the EACVI symbol
The EACVI symbol is measured across its width.

Only the master artwork files of the EACVI symbol should be used. The EACVI symbol should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

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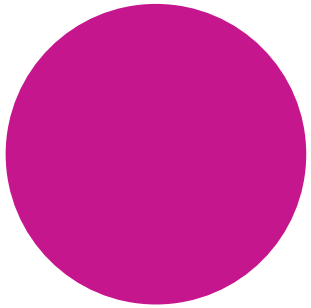
EACVI – logo colours

Colour breakdowns
The recommended colours with Pantone, CMYK process, RGB, Hex and RAL breakdowns are detailed below the swatches. The CMYK process colour breakdowns can be adjusted to compensate for different paper stocks and printing processes in order to match the Pantone coated colour swatches more accurately.

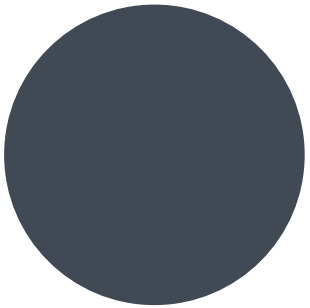
Web and screen colours
The RGB and Hex values give the same result as the Pantone/CMYK colours on screen. These are provided for digital designers and developers.

Pink



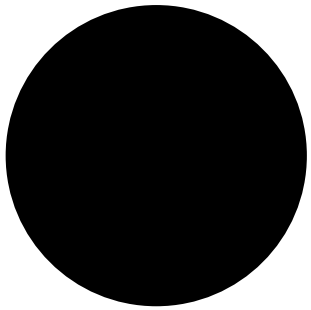
Pantone 233C
C:20 M:100 Y:0 K:0
R:198 G:22 B:141
Hex: #C6168D

Grey



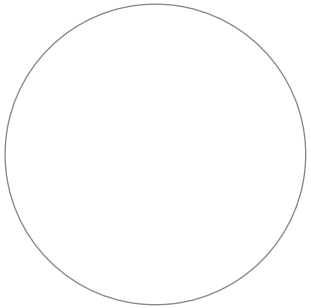
Pantone 432C
C:74 M:62 Y:50 K:35
R:65 G:73 B:84
Hex: #414954

Black



Pantone Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
Hex: #000000

White



White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
Hex: #FFFFFF

The colours specified throughout these guidelines have been selected from the current Pantone Plus Series Pantone Matching System. Colour swatches must always be used for matching when reproducing colours. The Pantone colours act as the master colour references to which all other colour specifications should be matched.

Note: Colouring matching and implementation in practice is the sole responsibility of the client and the client supplier or printer, unless previously agreed with Lambie-Nairn.

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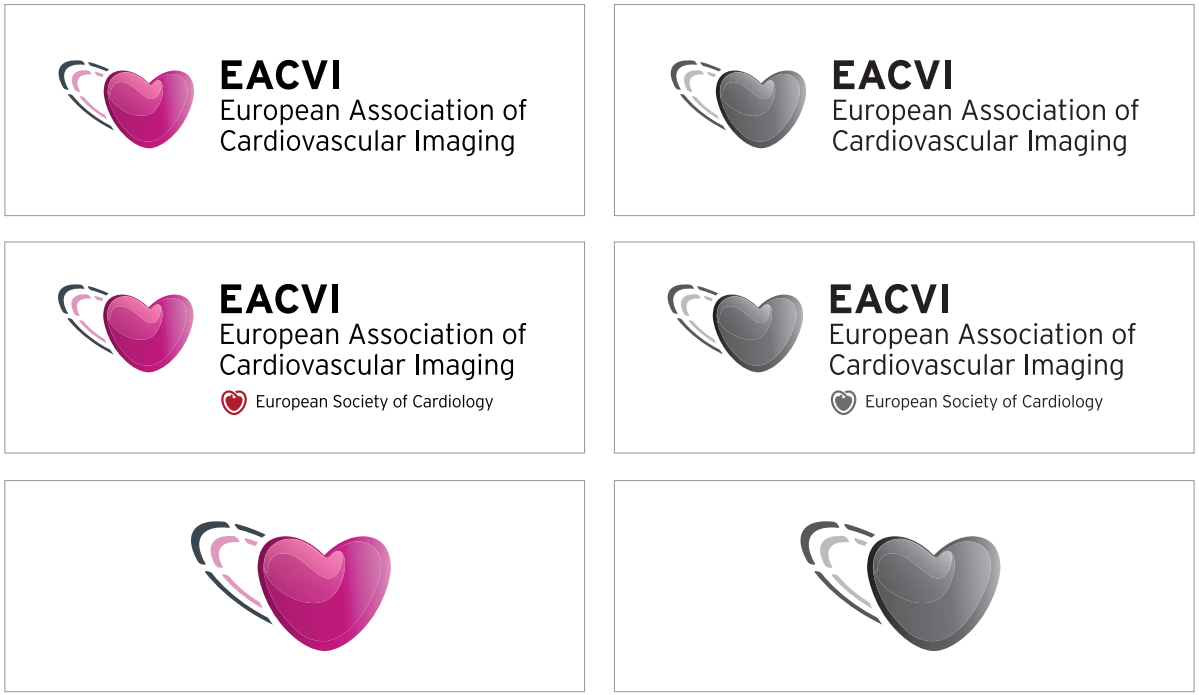
EACVI – colour and greyscale logos

The EACVI logos and symbol can be reproduced in colour and greyscale on white backgrounds. Always choose the most appropriate colourway for the photographic background.



Colour positive EACVI logos and symbol on white backgrounds.

Greyscale positive EACVI logos and symbol on white backgrounds.

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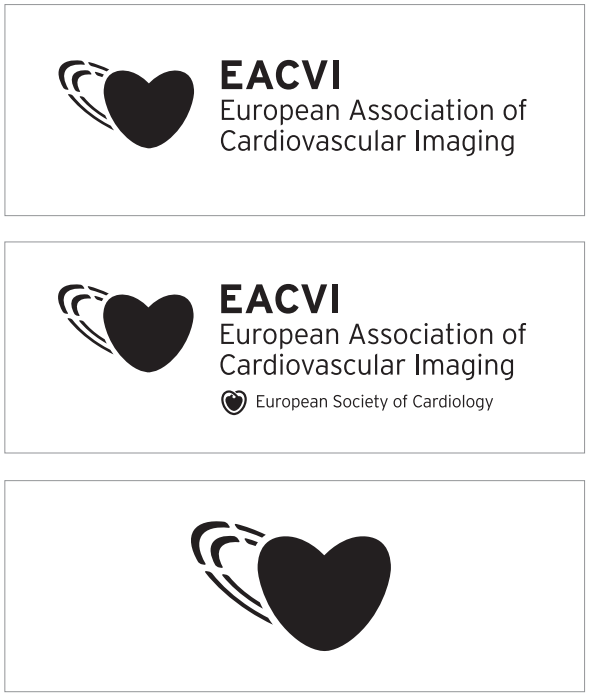
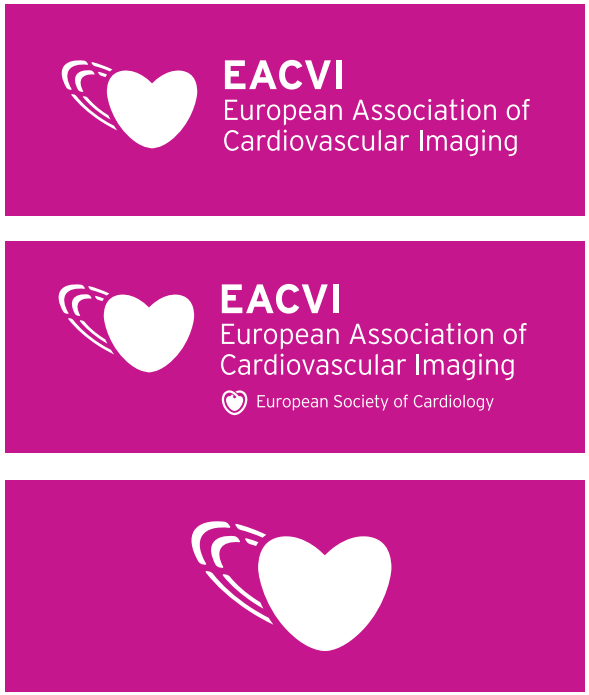
EACVI – black and white logos

The EACVI logos and symbol can be reproduced in black and white (reversed out) on white and colour backgrounds. Always choose the most appropriate colourway for the background.

Use the white versions when the positive versions will not read clearly on darker colour backgrounds.



Black positive EACVI logos and symbol on white backgrounds.



White negative EACVI logos and symbol on dark colour backgrounds.

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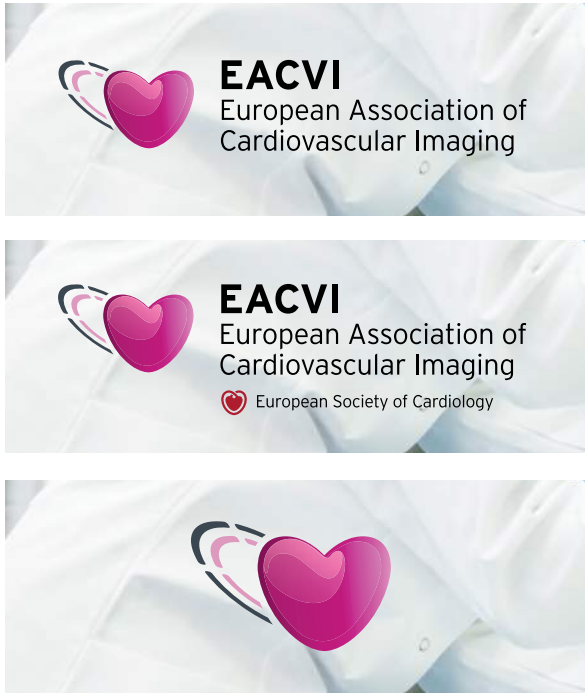
EACVI – logos on colour photographic backgrounds

The EACVI logos and symbol can be reproduced in two colourways on colour photographic backgrounds: colour and white (reversed out). Always choose the most appropriate colourway for the photographic background.

Use the white versions when the colour version will not read clearly on darker photographic backgrounds.



Colour positive EACVI logos and symbol on light, colour photographic backgrounds.

White negative EACVI logos and symbol on dark, colour photographic backgrounds.

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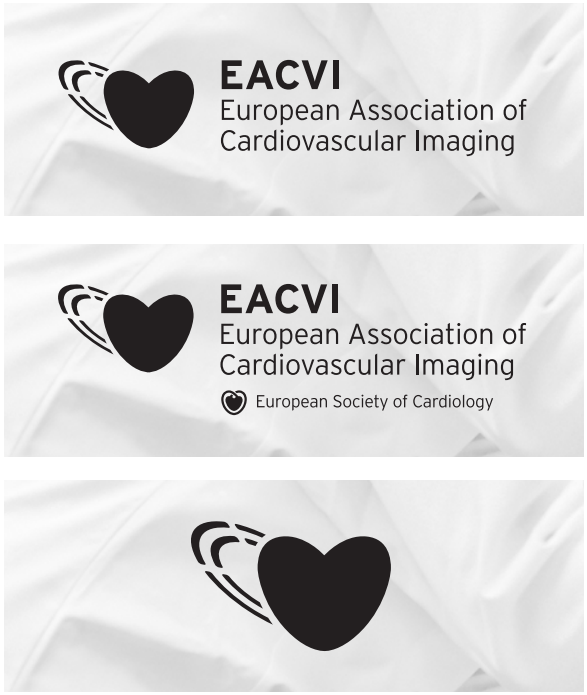
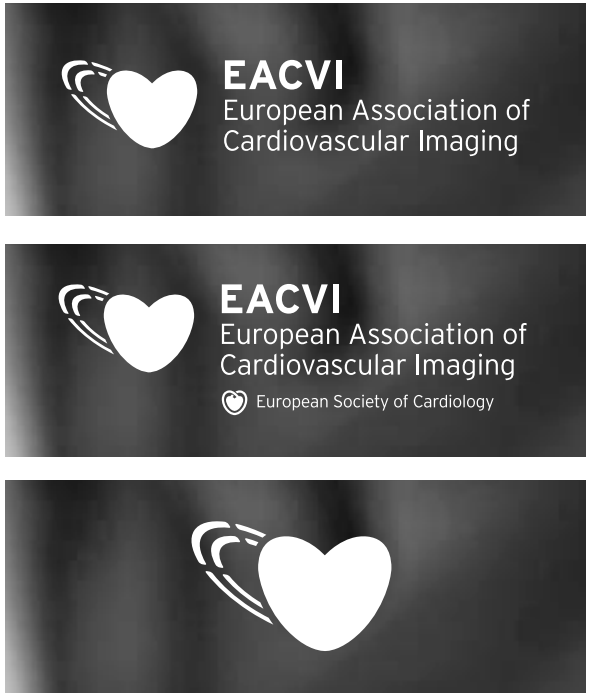
EACVI – logos on black and white photographic backgrounds

The EACVI logos and symbol can be reproduced in two colourways on black and white photographic backgrounds: black and white (reversed out). Always choose the most appropriate colourway for the photographic background.

Use the white versions when the black version will not read clearly on darker photographic backgrounds.



Black positive EACVI logos and symbol on light, black and white photographic backgrounds.



White negative EACVI logos and symbol on dark, black and white photographic backgrounds.

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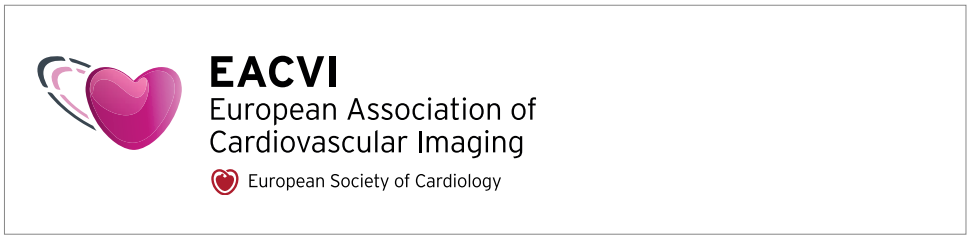
EACVI – logo and symbol in use

The examples on this page show how the different versions of the EACVI logo and symbol can be used. The choice will be dependent on the audience, material, relationship or the amount of space available.

Banner

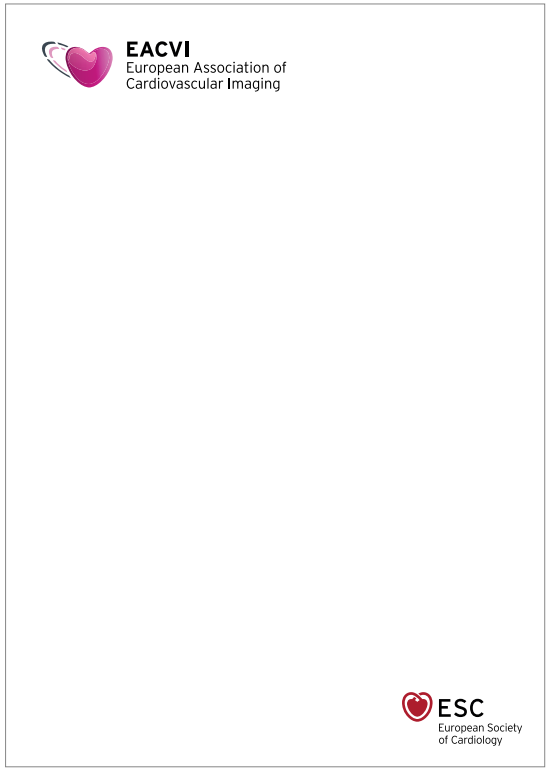


App icon

Sign with ESC phrase logo

This lock-up should be used where there is limited space or when the Association appears on third-party materials.

Brochure cover



The preferred combination on ESC and Association produced material, space permitting, is the Association logo and ESC logo lock-up.

Pen

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EAPC – Acronym and name logo

Clear space
To ensure prominence and legibility, the EAPC logo with acronym and name is always surrounded by an area of clear space that remains free of any graphics or text.

The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals X.

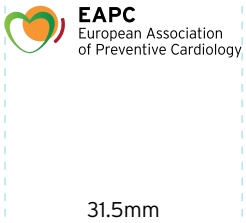
Minimum size
To maintain maximum clarity at all times, the EAPC logo with acronym and name should not be used below 31.5mm in width.

Measuring the EAPC logo with acronym and name
The EAPC logo with acronym and name is measured across its width.

Only the master artwork files of the EAPC logo with acronym and name should be used. The EAPC logo with acronym and name should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space

Minimum size



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EAPC – Acronym, name and ESC phrase logo

Clear space
To ensure prominence and legibility, the EAPC logo with acronym, name and ESC phrase is always surrounded by an area of clear space that remains free of any graphics or text.

The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals X.

Minimum size
To maintain maximum clarity at all times, the EAPC logo with acronym, name and ESC phrase should not be used below 64mm in width.

Measuring the EAPC logo with acronym, name and ESC phrase
The EAPC logo with acronym, name and ESC phrase is measured across its width.

Only the master artwork files of the EAPC logo with acronym, name and ESC phrase should be used. The EAPC logo with acronym, name and ESC phrase should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space

Minimum size

The Acronym, name and ESC phrase logo lock-up should be used where there is limited space or when the Association is endorsing third-party materials with no possibility to add the ESC logo.

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EAPC – Acronym logo

Clear space
To ensure prominence and legibility, the EAPC logo with acronym is always surrounded by an area of clear space that remains free of any graphics or text.

The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals 0.65X.

Minimum size
To maintain maximum clarity at all times, the EAPC logo with acronym should not be used below 18.5mm in width.

Measuring the EAPC logo with acronym
The EAPC logo with acronym is measured across its width.

Only the master artwork files of the EAPC logo with acronym should be used. The EAPC logo with acronym should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space

Minimum size

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EAPC – Acronym and ESC phrase logo

Clear space
To ensure prominence and legibility, the EAPC logo with acronym and ESC phrase is always surrounded by an area of clear space that remains free of any graphics or text.

The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals 0.65X.

Minimum size
To maintain maximum clarity at all times, the EAPC logo with acronym and ESC phrase should not be used below 50mm in width.

Measuring the EAPC logo with acronym and ESC phrase
The EAPC logo with acronym and ESC phrase is measured across its width.

Only the master artwork files of the EAPC logo with acronym and ESC phrase should be used. The EAPC logo with acronym and ESC phrase should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space

Minimum size

The EAPC logo with acronym and ESC phrase is used to promote the relationship between ESC and the Association when the audience is familiar with the acronym, when space is a consideration or when the Association is endorsing third-party materials.

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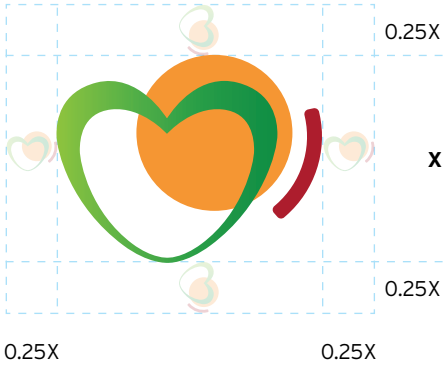
EAPC symbol

Clear space



Minimum size

EAPC symbol
This version of the logo is used as an icon in very specific circumstances. It is used for audiences who understand or are familiar with the EAPC logo, or for when someone has already engaged with the EAPC 'brand'. For example, an icon on the EAPC LinkedIn page or an App symbol on a smartphone.

Clear space
To ensure prominence and legibility, the EAPC symbol is always surrounded by an area of clear space that remains free of any graphics or text.

Do not lock up any other elements with the EAPC symbol.

The construction of the clear space is based on the height of the EAPC symbol (**X**). The clear space area equals 0.25X.

Minimum size
To maintain maximum clarity at all times, the EAPC symbol should not be used below 6mm in width.

Measuring the EAPC symbol
The EAPC symbol is measured across its width.

Only the master artwork files of the EAPC symbol should be used. The EAPC symbol should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

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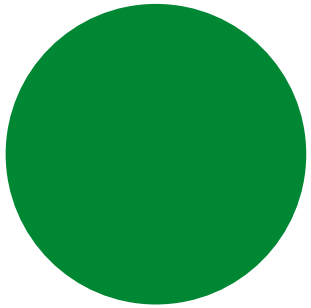
EAPC – logo colours

Colour breakdowns
The recommended colours with Pantone, CMYK process, RGB, Hex and RAL breakdowns are detailed below the swatches. The CMYK process colour breakdowns can be adjusted to compensate for different paper stocks and printing processes in order to match the Pantone coated colour swatches more accurately.

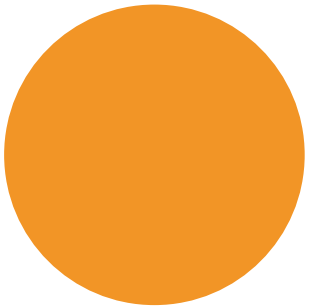
Web and screen colours
The RGB and Hex values give the same result as the Pantone/CMYK colours on screen. These are provided for digital designers and developers.

Green



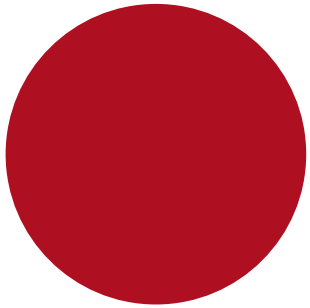
Pantone 355C
C:100 M:0 Y:100 K:10
R:0 G:135 B:52
Hex: #008734

Orange



Pantone 1375C
C:0 M:50 Y:90 K:0
R:242 G:149 B:38
Hex: #F29526

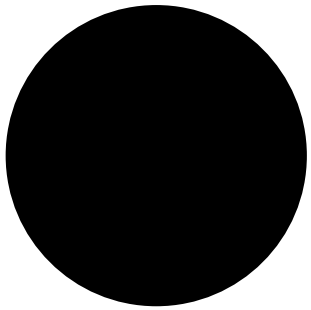
ESC Red (new colour)



Pantone 187
C:7 M:100 Y:82 K:26
R:174 G:16 B:34
Hex: #AE1022

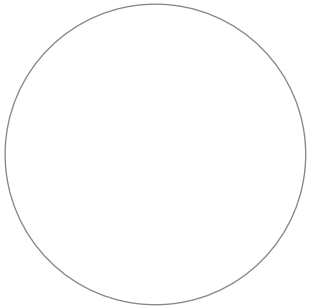
The colours specified throughout these guidelines have been selected from the current Pantone Plus Series Pantone Matching System. Colour swatches must always be used for matching when reproducing colours. The Pantone colours act as the master colour references to which all other colour specifications should be matched.

Black



Pantone Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
Hex: #000000

White



White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
Hex: #FFFFFF

Note: Colouring matching and implementation in practice is the sole responsibility of the client and the client supplier or printer, unless previously agreed with Lambie-Nairn.

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EAPC – colour and greyscale logos

The EAPC logos and symbol can be reproduced in colour and greyscale on white backgrounds. Always choose the most appropriate colourway for the photographic background.

Colour positive EAPC logos and symbol on white backgrounds.

Greyscale positive EAPC logos and symbol on white backgrounds.

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EAPC – black and white logos

The EAPC logos and symbol can be reproduced in black and white (reversed out) on white and colour backgrounds. Always choose the most appropriate colourway for the background.

Use the white versions when the positive versions will not read clearly on darker colour backgrounds.

Black positive EAPC logos and symbol on white backgrounds.

White negative EAPC logos and symbol on dark colour backgrounds.

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EAPC – logos on colour photographic backgrounds

The EAPC logos and symbol can be reproduced in two colourways on colour photographic backgrounds: colour and white (reversed out). Always choose the most appropriate colourway for the photographic background.

Use the white versions when the colour version will not read clearly on darker photographic backgrounds.

Colour positive EAPC logos and symbol on light, colour photographic backgrounds.

White negative EAPC logos and symbol on dark, colour photographic backgrounds.

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EAPC – logos on black and white photographic backgrounds

The EAPC logos and symbol can be reproduced in two colourways on black and white photographic backgrounds: black and white (reversed out). Always choose the most appropriate colourway for the photographic background.

Use the white versions when the black version will not read clearly on darker photographic backgrounds.

Colour positive EAPC logos and symbol on light, colour photographic backgrounds.

White negative EAPC logos and symbol on dark, colour photographic backgrounds.

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EAPC – logo and symbol in use

The examples on this page show how the different versions of the EAPC logo and symbol can be used. The choice will be dependent on the audience, material, relationship or the amount of space available.

App icon

Sign with ESC phrase logo

EAPC
European Society of Cardiology

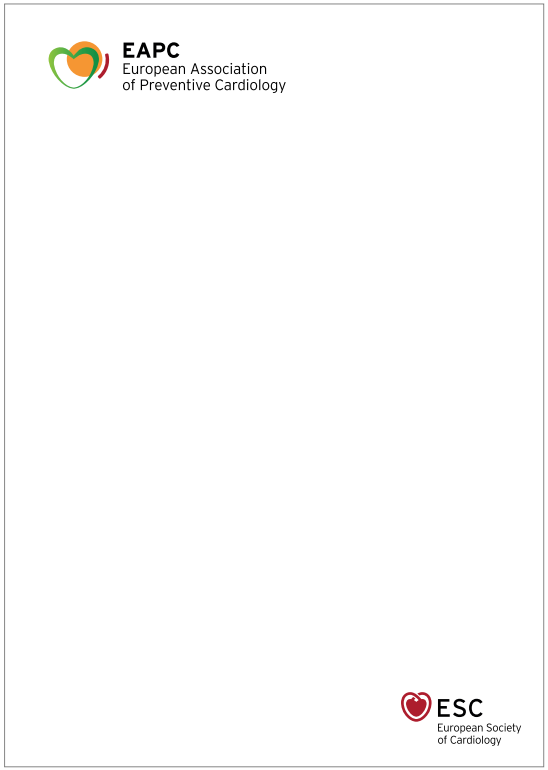
This lock-up should be used where there is limited space or when the Association appears on third-party materials.

Pen

Banner

EAPC
European Association
of Preventive Cardiology
European Society of Cardiology

Brochure cover



The preferred combination on ESC and Association produced material, space permitting, is the Association logo and ESC logo lock-up.

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EAPCI – Acronym and name logo

Clear space
To ensure prominence and legibility, the EAPCI logo with acronym and name is always surrounded by an area of clear space that remains free of any graphics or text.

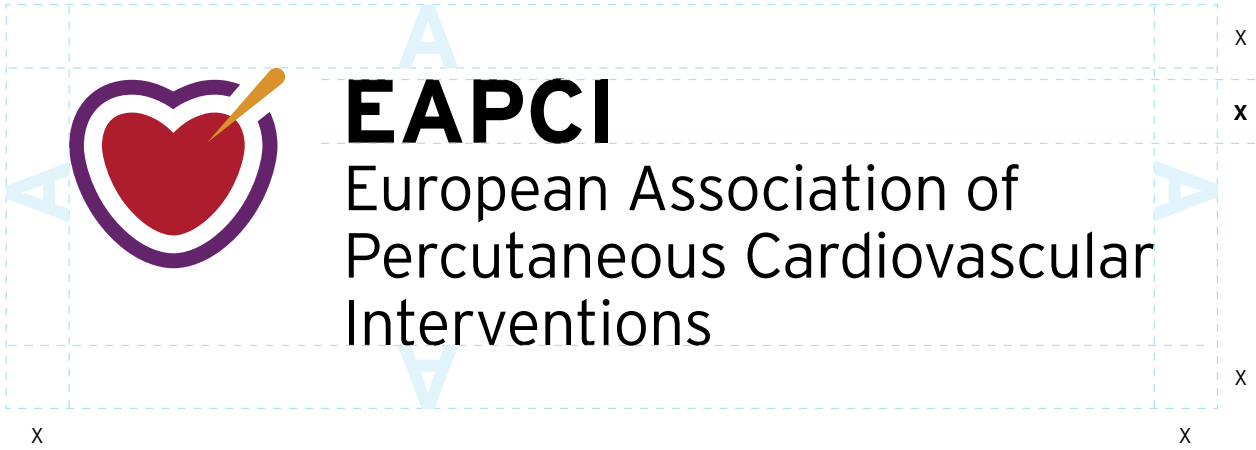
The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals X.

Minimum size
To maintain maximum clarity at all times, the EAPCI logo with acronym and name should not be used below 35mm in width.

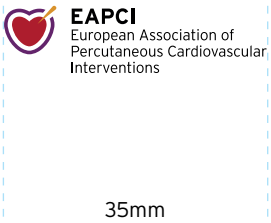
Measuring the EAPCI logo with acronym and name
The EAPCI logo with acronym and name is measured across its width.

Only the master artwork files of the EAPCI logo with acronym and name should be used. The EAPCI logo with acronym and name should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space



Minimum size



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EAPCI – Acronym, name and ESC phrase logo

Clear space
To ensure prominence and legibility, the EAPCI logo with acronym, name and ESC phrase is always surrounded by an area of clear space that remains free of any graphics or text.

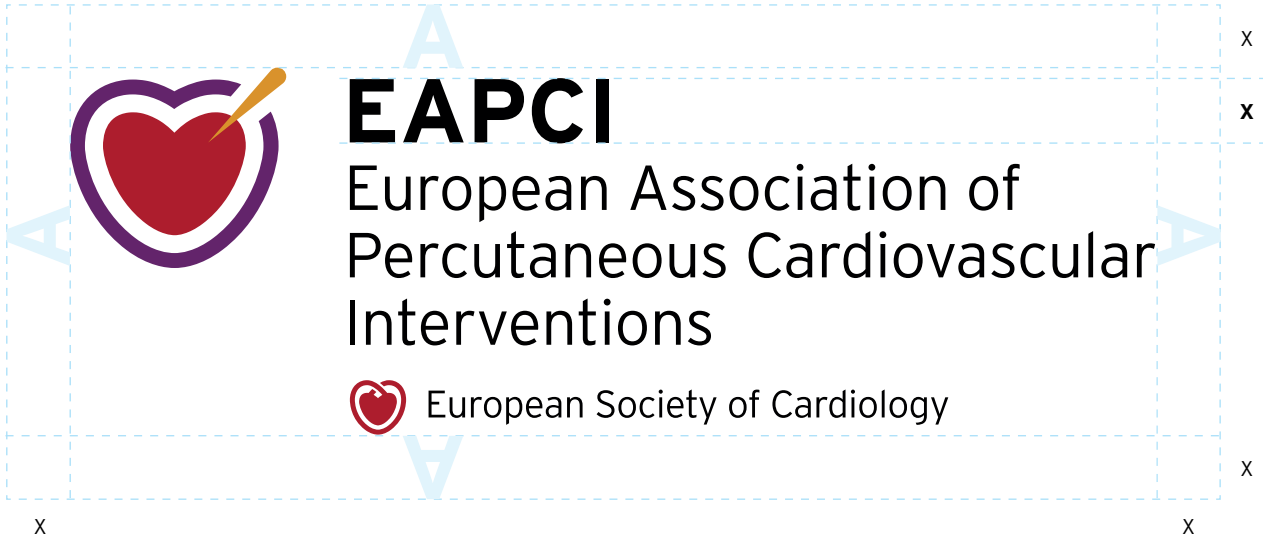
The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals X.

Minimum size
To maintain maximum clarity at all times, the EAPCI logo with acronym, name and ESC phrase should not be used below 71mm in width.

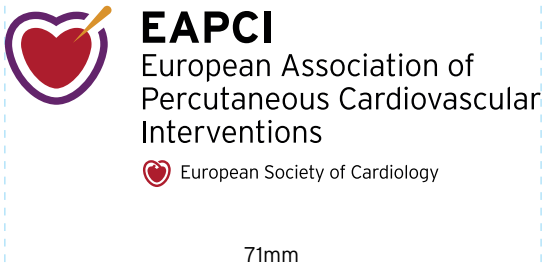
Measuring the EAPCI logo with acronym, name and ESC phrase
The EAPCI logo with acronym, name and ESC phrase is measured across its width.

Only the master artwork files of the EAPCI logo with acronym, name and ESC phrase should be used. The EAPCI logo with acronym, name and ESC phrase should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space



Minimum size



The Acronym, name and ESC phrase logo lock-up should be used where there is limited space or when the Association is endorsing third-party materials with no possibility to add the ESC logo.

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EAPCI – Acronym logo

Clear space
To ensure prominence and legibility, the EAPCI logo with acronym is always surrounded by an area of clear space that remains free of any graphics or text.

The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals 0.65X.

Minimum size
To maintain maximum clarity at all times, the EAPCI logo with acronym should not be used below 18.5mm in width.

Measuring the EAPCI logo with acronym
The EAPCI logo with acronym is measured across its width.

Only the master artwork files of the EAPCI logo with acronym should be used. The EAPCI logo with acronym should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space

Minimum size

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EAPCI – Acronym and ESC phrase logo

Clear space
To ensure prominence and legibility, the EAPCI logo with acronym and ESC phrase is always surrounded by an area of clear space that remains free of any graphics or text.

The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals 0.65X.

Minimum size
To maintain maximum clarity at all times, the EAPCI logo with acronym and ESC phrase should not be used below 48mm in width.

Measuring the EAPCI logo with acronym and ESC phrase
The EAPCI logo with acronym and ESC phrase is measured across its width.

Only the master artwork files of the EAPCI logo with acronym and ESC phrase should be used. The EAPCI logo with acronym and ESC phrase should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space

Minimum size

The EAPCI logo with acronym and ESC phrase is used to promote the relationship between ESC and the Association when the audience is familiar with the acronym, when space is a consideration or when the Association is endorsing third-party materials.

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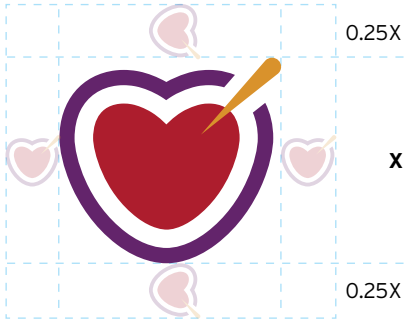
EAPCI symbol

Clear space



Minimum size

EAPCI symbol
This version of the logo is used as an icon in very specific circumstances. It is used for audiences who understand or are familiar with the EAPCI logo, or for when someone has already engaged with the EAPCI 'brand'. For example, an icon on the EAPCI LinkedIn page or an App symbol on a smartphone.

Clear space
To ensure prominence and legibility, the EAPCI symbol is always surrounded by an area of clear space that remains free of any graphics or text.

Do not lock up any other elements with the EAPCI symbol.

The construction of the clear space is based on the height of the EAPCI symbol (**X**). The clear space area equals 0.25X.

Minimum size
To maintain maximum clarity at all times, the EAPCI symbol should not be used below 6mm in width.

Measuring the EAPCI symbol
The EAPCI symbol is measured across its width.

Only the master artwork files of the EAPCI symbol should be used. The EAPCI symbol should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

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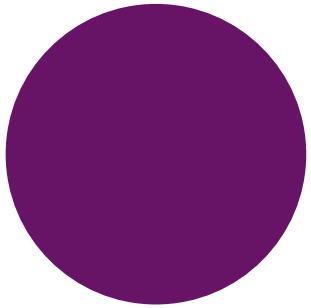
EAPCI – logo colours

Colour breakdowns
The recommended colours with Pantone, CMYK process, RGB, Hex and RAL breakdowns are detailed below the swatches. The CMYK process colour breakdowns can be adjusted to compensate for different paper stocks and printing processes in order to match the Pantone coated colour swatches more accurately.

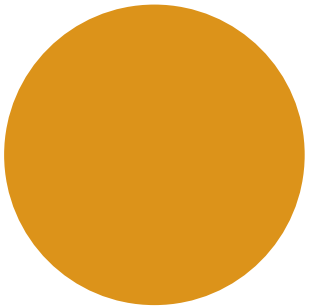
Web and screen colours
The RGB and Hex values give the same result as the Pantone/CMYK colours on screen. These are provided for digital designers and developers.

Purple



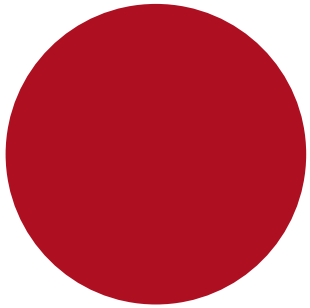
Pantone 255C
C:50 M:100 Y:0 K:25
R:104 G:20 B:102
Hex: #681466

Orange



Pantone 144C
C:0 M:50 Y:100 K:0
R:220 G:147 B:26
Hex: #DC931A

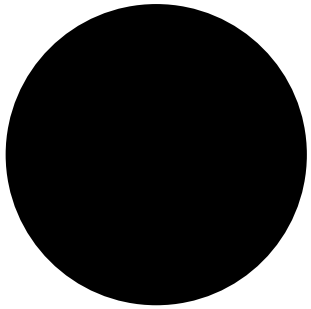
ESC Red (new colour)



Pantone 187
C:7 M:100 Y:82 K:26
R:174 G:16 B:34
Hex: #AE1022

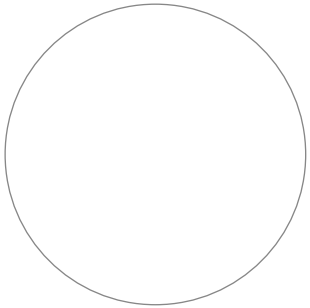
The colours specified throughout these guidelines have been selected from the current Pantone Plus Series Pantone Matching System. Colour swatches must always be used for matching when reproducing colours. The Pantone colours act as the master colour references to which all other colour specifications should be matched.

Black



Pantone Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
Hex: #000000

White



White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
Hex: #FFFFFF

Note: Colouring matching and implementation in practice is the sole responsibility of the client and the client supplier or printer, unless previously agreed with Lambie-Nairn.

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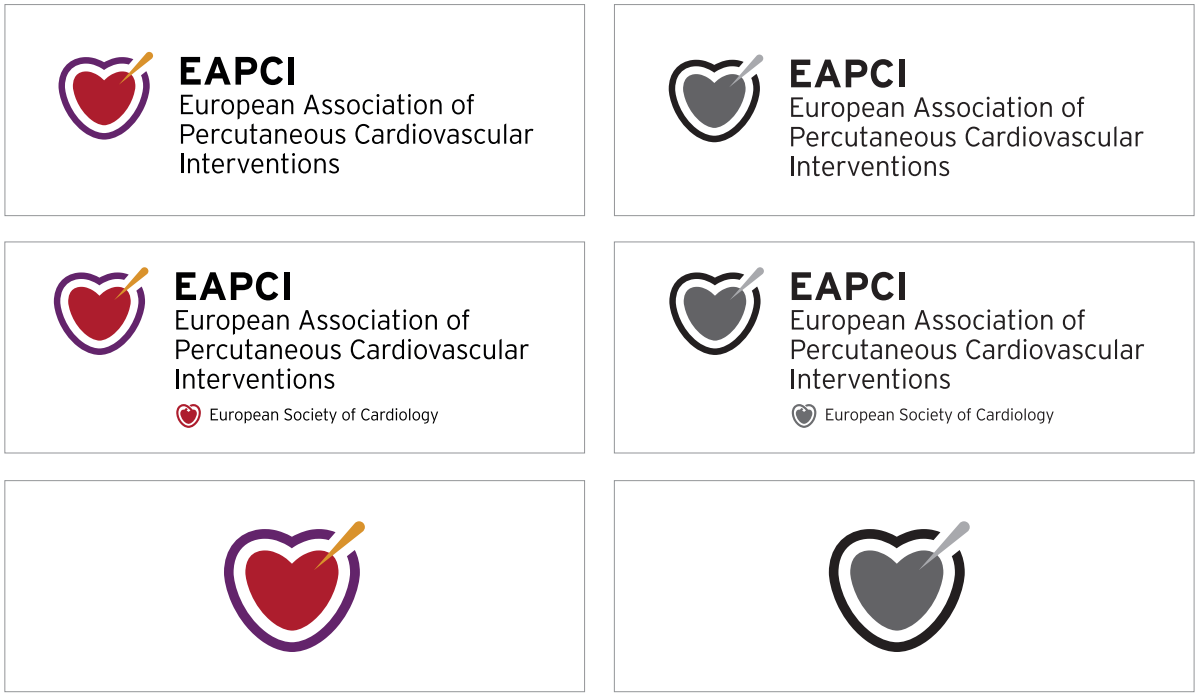
EAPCI – colour and greyscale logos

The EAPCI logos and symbol can be reproduced in colour and greyscale on white backgrounds. Always choose the most appropriate colourway for the photographic background.



Colour positive EAPCI logos and symbol on white backgrounds.

Greyscale positive EAPCI logos and symbol on white backgrounds.

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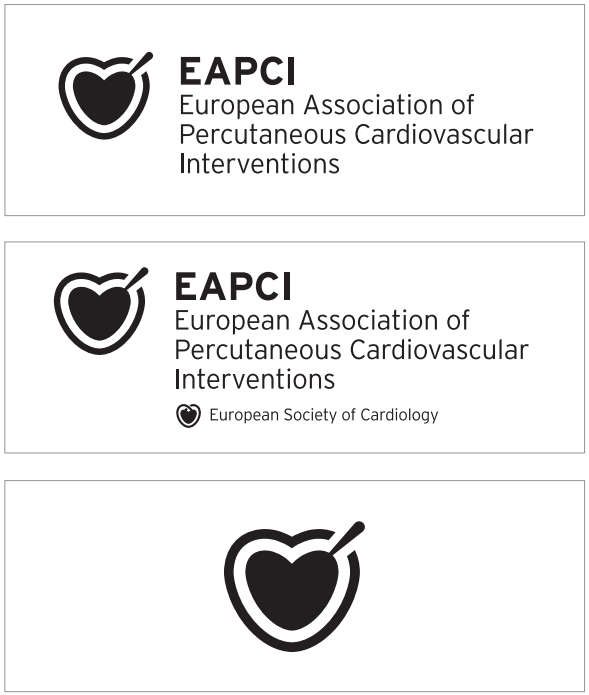
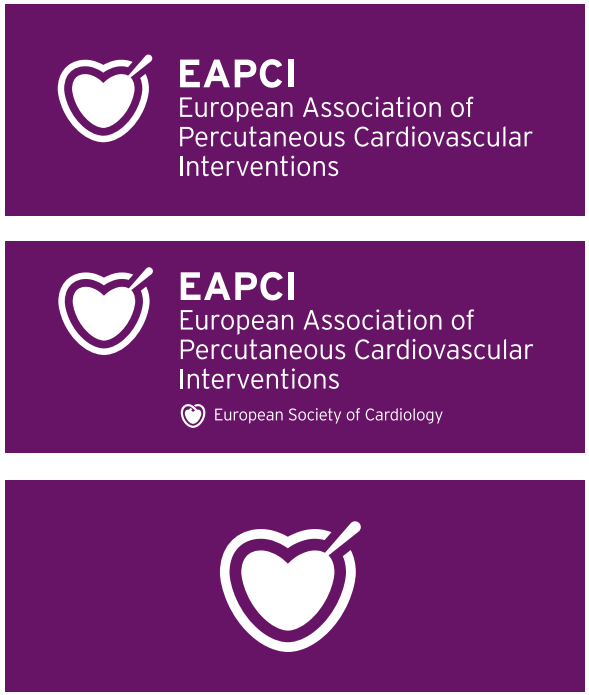
EAPCI – black and white logos

The EAPCI logos and symbol can be reproduced in black and white (reversed out) on white and colour backgrounds. Always choose the most appropriate colourway for the background.

Use the white versions when the positive versions will not read clearly on darker colour backgrounds.



Black positive EAPCI logos and symbol on white backgrounds.



White negative EAPCI logos and symbol on dark colour backgrounds.

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EAPCI – logos on colour photographic backgrounds

The EAPCI logos and symbol can be reproduced in two colourways on colour photographic backgrounds: colour and white (reversed out). Always choose the most appropriate colourway for the photographic background.

Use the white versions when the colour version will not read clearly on darker photographic backgrounds.

Colour positive EAPCI logos and symbol on light, colour photographic backgrounds.

White negative EAPCI logos and symbol on dark, colour photographic backgrounds.

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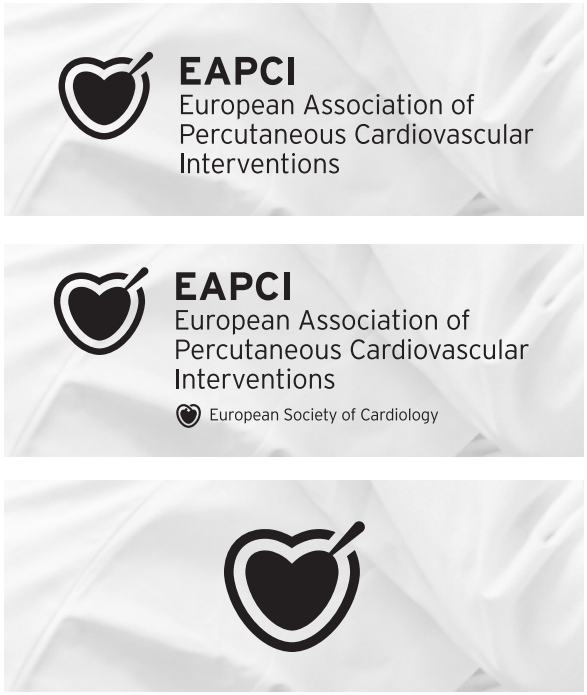
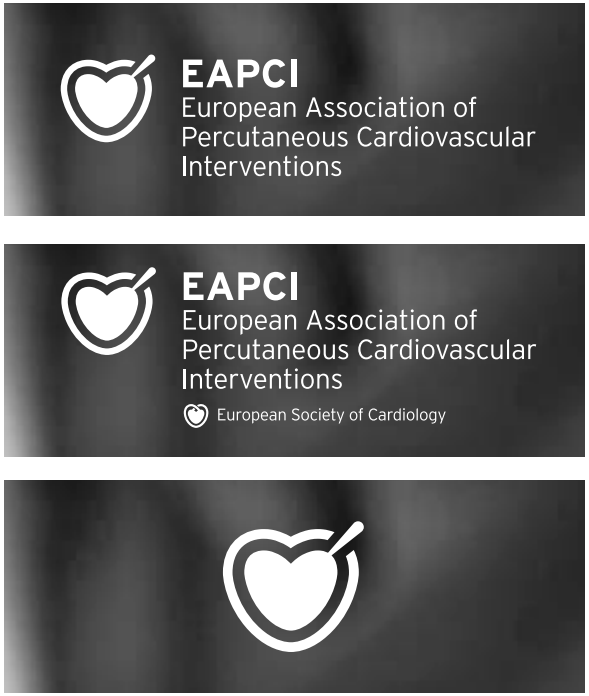
EAPCI – logos on black and white photographic backgrounds

The EAPCI logos and symbol can be reproduced in two colourways on black and white photographic backgrounds: black and white (reversed out). Always choose the most appropriate colourway for the photographic background.

Use the white versions when the black version will not read clearly on darker photographic backgrounds.



Black positive EAPCI logos and symbol on light, black and white photographic backgrounds.



White negative EAPCI logos and symbol on dark, black and white photographic backgrounds.

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EAPCI – logo and symbol in use

The examples on this page show how the different versions of the EAPCI logo and symbol can be used. The choice will be dependent on the audience, material, relationship or the amount of space available.

App icon

Sign with ESC phrase logo

EAPCI
European Society of Cardiology

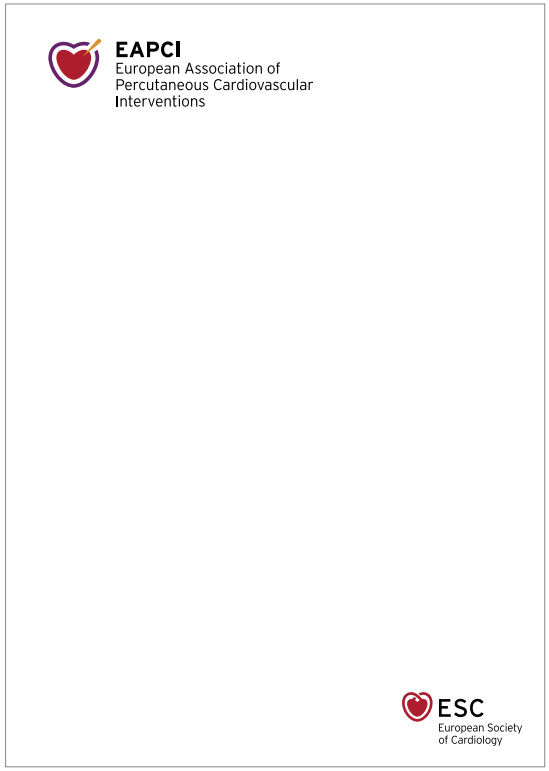
This lock-up should be used where there is limited space or when the Association appears on third-party materials.

Pen

Banner

EAPCI
European Association of Percutaneous Cardiovascular Interventions
European Society of Cardiology

Brochure cover



The preferred combination on ESC and Association produced material, space permitting, is the Association logo and ESC logo lock-up.

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EHRA – Acronym and name logo

Clear space
To ensure prominence and legibility, the EHRA logo with acronym and name is always surrounded by an area of clear space that remains free of any graphics or text.

The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals X.

Minimum size
To maintain maximum clarity at all times, the EHRA logo with acronym and name should not be used below 27mm in width.

Measuring the EHRA logo with acronym and name
The EHRA logo with acronym and text is measured across its width.

Only the master artwork files of the EHRA logo with acronym and name should be used. The EHRA logo with acronym and name should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space

Minimum size

© 2020 European Society of Cardiology

EHRA – Acronym, name and ESC phrase logo

Clear space
To ensure prominence and legibility, the EHRA logo with acronym, name and ESC phrase is always surrounded by an area of clear space that remains free of any graphics or text.

The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals X.

Minimum size
To maintain maximum clarity at all times, the EHRA logo with acronym, name and ESC phrase should not be used below 55mm in width.

Measuring the EHRA logo with acronym, name and ESC phrase
The EHRA logo with acronym, name and ESC phrase is measured across its width.

Only the master artwork files of the EHRA logo with acronym, name and ESC phrase should be used. The EHRA logo with acronym, name and ESC phrase should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space

Minimum size

The Acronym, name and ESC phrase logo lock-up should be used where there is limited space or when the Association is endorsing third-party materials with no possibility to add the ESC logo.

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EHRA – Acronym logo

Clear space
To ensure prominence and legibility, the EHRA logo with acronym is always surrounded by an area of clear space that remains free of any graphics or text.

The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals 0.65X.

Minimum size
To maintain maximum clarity at all times, the EHRA logo with acronym should not be used below 18.5mm in width.

Measuring the EHRA logo with acronym
The EHRA logo with acronym is measured across its width.

Only the master artwork files of the EHRA logo with acronym should be used. The EHRA logo with acronym should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space

Minimum size

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EHRA – Acronym and ESC phrase logo

Clear space
To ensure prominence and legibility, the EHRA logo with acronym and ESC phrase is always surrounded by an area of clear space that remains free of any graphics or text.

The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals 0.65X.

Minimum size
To maintain maximum clarity at all times, the EHRA logo with acronym and ESC phrase should not be used below 49.5mm in width.

Measuring the EHRA logo with acronym and ESC phrase
The EHRA logo with acronym and ESC phrase is measured across its width.

Only the master artwork files of the EHRA logo with acronym and ESC phrase should be used. The EHRA logo with acronym and ESC phrase should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space

Minimum size

The EHRA logo with acronym and ESC phrase is used to promote the relationship between ESC and the Association when the audience is familiar with the acronym, when space is a consideration or when the Association is endorsing third-party materials.

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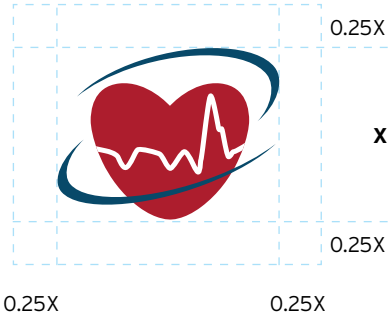
EHRA symbol

Clear space



Minimum size

EHRA symbol
This version of the logo is used as an icon in very specific circumstances. It is used for audiences who understand or are familiar with the EHRA logo, or for when someone has already engaged with the EHRA 'brand'. For example, an icon on the EHRA LinkedIn page or an App symbol on a smartphone.

Clear space
To ensure prominence and legibility, the EHRA symbol is always surrounded by an area of clear space that remains free of any graphics or text.

Do not lock up any other elements with the EHRA symbol.

The construction of the clear space is based on the height of the EHRA symbol (**X**). The clear space area equals 0.25X.

Minimum size
To maintain maximum clarity at all times, the EHRA symbol should not be used below 6mm in width.

Measuring the EHRA symbol
The EHRA symbol is measured across its width.

Only the master artwork files of the EHRA symbol should be used. The EHRA symbol should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

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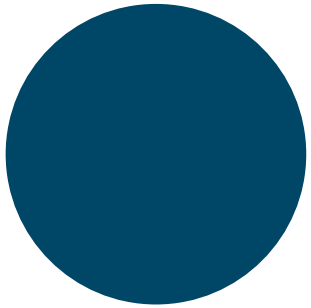
EHRA – logo colours

Colour breakdowns
The recommended colours with Pantone, CMYK process, RGB, Hex and RAL breakdowns are detailed below the swatches. The CMYK process colour breakdowns can be adjusted to compensate for different paper stocks and printing processes in order to match the Pantone coated colour swatches more accurately.

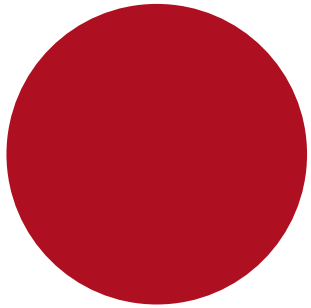
Web and screen colours
The RGB and Hex values give the same result as the Pantone/CMYK colours on screen. These are provided for digital designers and developers.

Blue



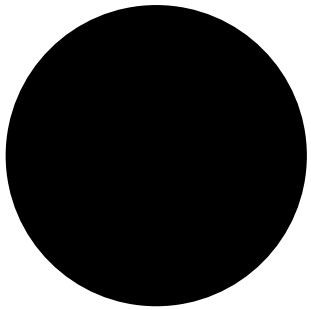
Pantone 3025C
C:100 M:18 Y:0 K:65
R:0 G:70 B:103
Hex: #004667

ESC Red (new colour)



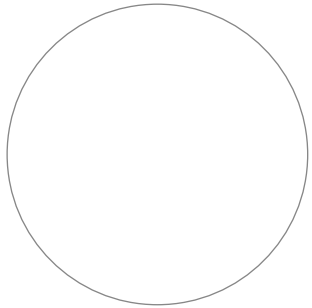
Pantone 187
C:7 M:100 Y:82 K:26
R:174 G:16 B:34
Hex: #AE1022

Black



Pantone Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
Hex: #000000

White



White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
Hex: #FFFFFF

The colours specified throughout these guidelines have been selected from the current Pantone Plus Series Pantone Matching System. Colour swatches must always be used for matching when reproducing colours. The Pantone colours act as the master colour references to which all other colour specifications should be matched.

Note: Colouring matching and implementation in practice is the sole responsibility of the client and the client supplier or printer, unless previously agreed with Lambie-Nairn.

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EHRA – colour and greyscale logos

The EHRA logos and symbol can be reproduced in colour and greyscale on white backgrounds. Always choose the most appropriate colourway for the photographic background.

Colour positive EHRA logos and symbol on white backgrounds.

Greyscale positive EHRA logos and symbol on white backgrounds.

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EHRA – black and white logos

The EHRA logos and symbol can be reproduced in black and white (reversed out) on white and colour backgrounds. Always choose the most appropriate colourway for the background.

Use the white versions when the positive versions will not read clearly on darker colour backgrounds.

Black positive EHRA logos and symbol on white backgrounds.

White negative EHRA logos and symbol on dark colour backgrounds.

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EHRA – logos on colour photographic backgrounds

The EHRA logos and symbol can be reproduced in two colourways on colour photographic backgrounds: colour and white (reversed out). Always choose the most appropriate colourway for the photographic background.

Use the white versions when the colour version will not read clearly on darker photographic backgrounds.

Colour positive EHRA logos and symbol on light, colour photographic backgrounds.

White negative EHRA logos and symbol on dark, colour photographic backgrounds.

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EHRA – logos on black and white photographic backgrounds

The EHRA logos and symbol can be reproduced in two colourways on black and white photographic backgrounds: black and white (reversed out). Always choose the most appropriate colourway for the photographic background.

Use the white versions when the black version will not read clearly on darker photographic backgrounds.

Black positive EHRA logos and symbol on light, black and white photographic backgrounds.

White negative EHRA logos and symbol on dark, black and white photographic backgrounds.

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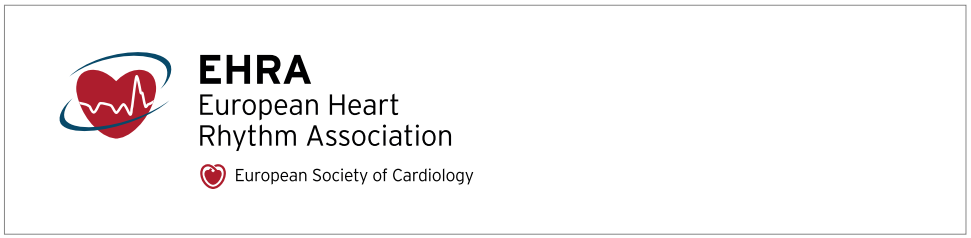
EHRA – logo and symbol in use

The examples on this page show how the different versions of the EHRA logo and symbol can be used. The choice will be dependent on the audience, material, relationship or the amount of space available.

Banner

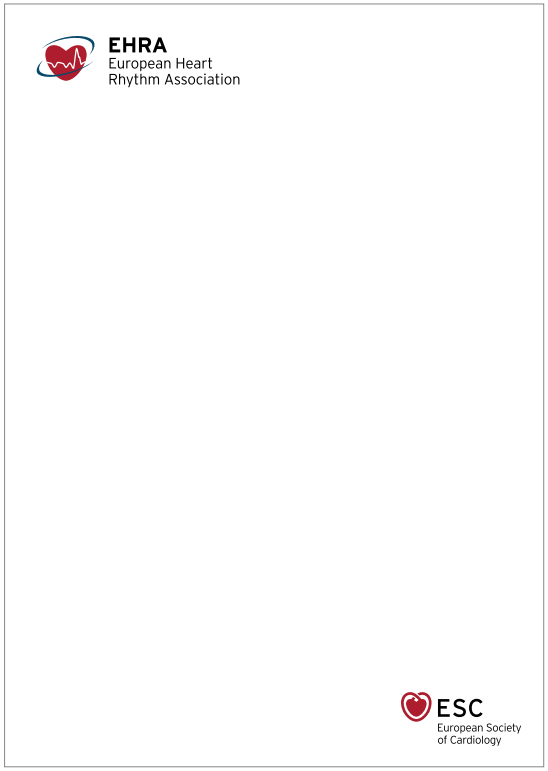


App icon

Sign with ESC phrase logo

This lock-up should be used where there is limited space or when the Association appears on third-party materials.

Brochure cover



The preferred combination on ESC and Association produced material, space permitting, is the Association logo and ESC logo lock-up.

Pen

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HFA – Acronym and name logo

Clear space
To ensure prominence and legibility, the HFA logo with acronym and name is always surrounded by an area of clear space that remains free of any graphics or text.

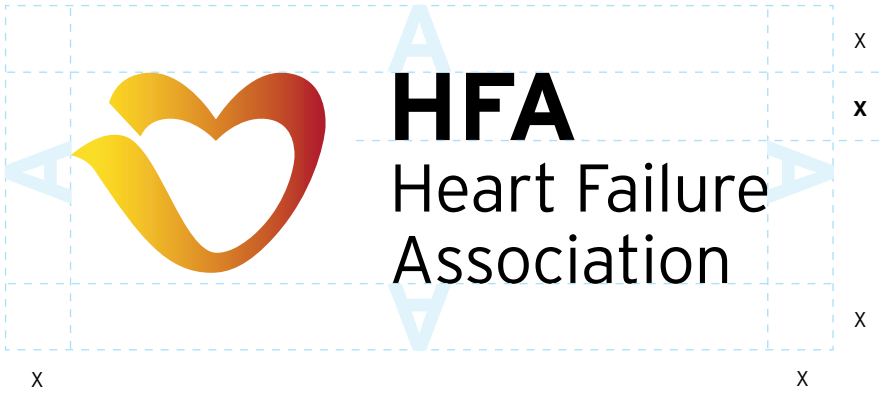
The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals X.

Minimum size
To maintain maximum clarity at all times, the HFA logo with acronym and name should not be used below 20mm in width.

Measuring the HFA logo with acronym and name
The HFA logo with acronym and name is measured across its width.

Only the master artwork files of the HFA logo with acronym and name should be used. The HFA logo with acronym and name should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space



Minimum size

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HFA – Acronym, name and ESC phrase logo

Clear space
To ensure prominence and legibility, the HFA logo with acronym, name and ESC phrase is always surrounded by an area of clear space that remains free of any graphics or text.

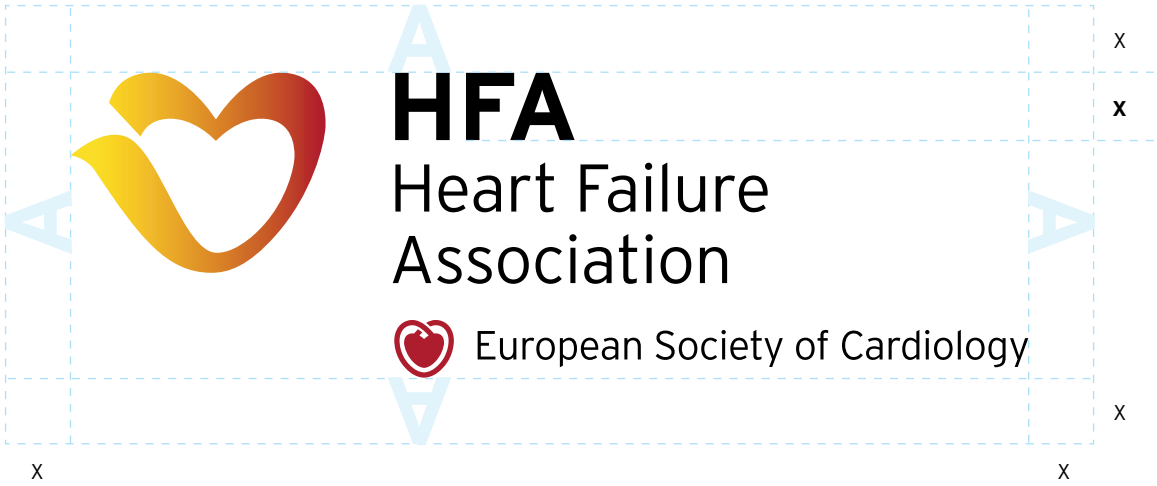
The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals X.

Minimum size
To maintain maximum clarity at all times, the HFA logo with acronym, name and ESC phrase should not be used below 49.5mm in width.

Measuring the HFA logo with acronym, name and ESC phrase
The HFA logo with acronym, name and ESC phrase is measured across its width.

Only the master artwork files of the HFA logo with acronym, name and ESC phrase should be used. The HFA logo with acronym, name and ESC phrase should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space



Minimum size

The Acronym, name and ESC phrase logo lock-up should be used where there is limited space or when the Association is endorsing third-party materials with no possibility to add the ESC logo.

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HFA – Acronym logo

Clear space
To ensure prominence and legibility, the HFA logo with acronym is always surrounded by an area of clear space that remains free of any graphics or text.

The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals 0.65X.

Minimum size
To maintain maximum clarity at all times, the HFA logo with acronym should not be used below 18.5mm in width.

Measuring the HFA logo with acronym
The HFA logo with acronym is measured across its width.

Only the master artwork files of the HFA logo with acronym should be used. The HFA logo with acronym should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space

Minimum size

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HFA – Acronym and ESC phrase logo

Clear space
To ensure prominence and legibility, the HFA logo with acronym and ESC phrase is always surrounded by an area of clear space that remains free of any graphics or text.

The construction of the clear space is based on the height of the acronym in the logo (**X**). The clear space area equals 0.65X.

Minimum size
To maintain maximum clarity at all times, the HFA logo with acronym and ESC phrase should not be used below 49.5mm in width.

Measuring the HFA logo with acronym and ESC phrase
The HFA logo with acronym and ESC phrase is measured across its width.

Only the master artwork files of the HFA logo with acronym and ESC phrase should be used. The HFA logo with acronym and ESC phrase should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

Clear space

Minimum size

The HFA logo with acronym and ESC phrase is used to promote the relationship between ESC and the Association when the audience is familiar with the acronym, when space is a consideration or when the Association is endorsing third-party materials.

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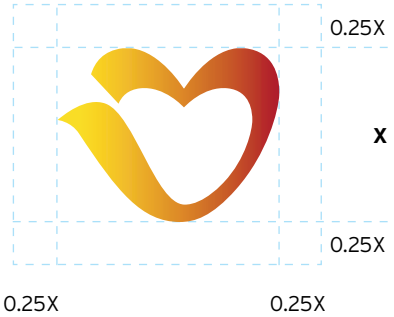
HFA symbol

Clear space



Minimum size

HFA symbol
This version of the logo is used as an icon in very specific circumstances. It is used for audiences who understand or are familiar with the HFA logo, or for when someone has already engaged with the HFA 'brand'. For example, an icon on HFA LinkedIn page or an App symbol on a smartphone.

Clear space
To ensure prominence and legibility, the HFA symbol is always surrounded by an area of clear space that remains free of any graphics or text.

Do not lock up any other elements with the HFA symbol.

The construction of the clear space is based on the height of the HFA symbol (**X**). The clear space area equals 0.25X.

Minimum size
To maintain maximum clarity at all times, the HFA symbol should not be used below 6mm in width.

Measuring the HFA symbol
The HFA symbol is measured across its width.

Only the master artwork files of the HFA symbol should be used. The HFA symbol should never be redrawn or altered in any way. Master artworks are available from the ESC Brand Team.

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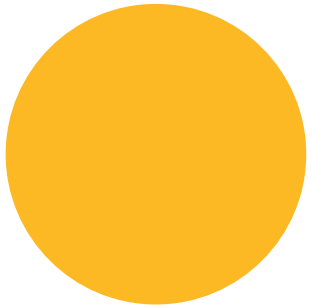
HFA – logo colours

Colour breakdowns
The recommended colours with Pantone, CMYK process, RGB, Hex and RAL breakdowns are detailed below the swatches. The CMYK process colour breakdowns can be adjusted to compensate for different paper stocks and printing processes in order to match the Pantone coated colour swatches more accurately.

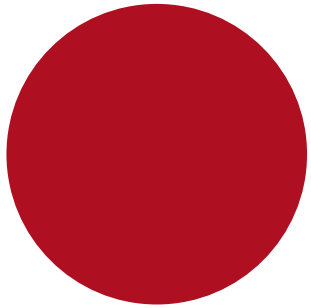
Web and screen colours
The RGB and Hex values give the same result as the Pantone/CMYK colours on screen. These are provided for digital designers and developers.

Yellow



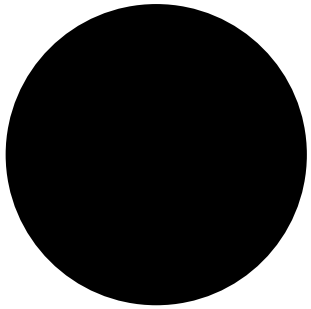
Pantone 1235C
C:0 M:30 Y:95 K:0
R:253 G:185 B:36
Hex: #FDB924

ESC Red (new colour)



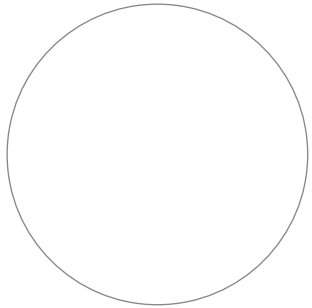
Pantone 187
C:7 M:100 Y:82 K:26
R:174 G:16 B:34
Hex: #AE1022

Black



Pantone Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
Hex: #000000

White



White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
Hex: #FFFFFF

The colours specified throughout these guidelines have been selected from the current Pantone Plus Series Pantone Matching System. Colour swatches must always be used for matching when reproducing colours. The Pantone colours act as the master colour references to which all other colour specifications should be matched.

Note: Colouring matching and implementation in practice is the sole responsibility of the client and the client supplier or printer, unless previously agreed with Lambie-Nairn.

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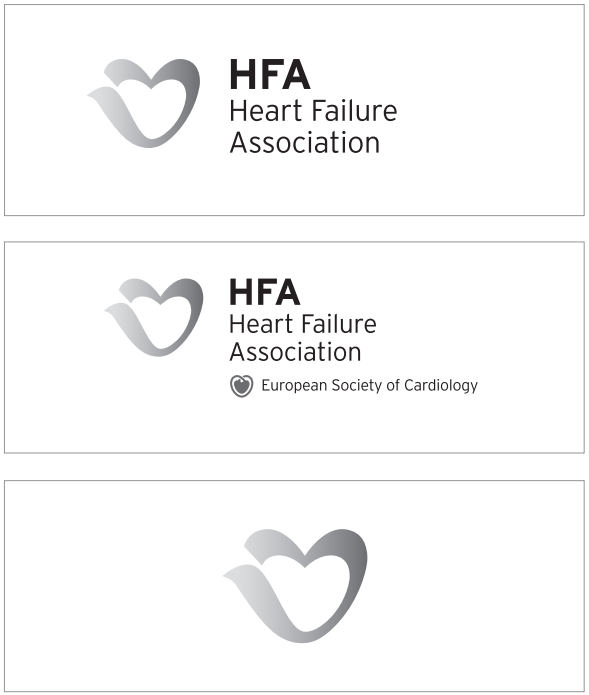
HFA – colour and greyscale logos

The HFA logos and symbol can be reproduced in colour and greyscale on white backgrounds. Always choose the most appropriate colourway for the photographic background.

Colour positive HFA logos and symbol on white backgrounds.



Greyscale positive HFA logos and symbol on white backgrounds.

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HFA – black and white logos

The HFA logos and symbol can be reproduced in black and white (reversed out) on white and colour backgrounds. Always choose the most appropriate colourway for the background.

Use the white versions when the positive versions will not read clearly on darker colour backgrounds.

Colour positive HFA logos and symbol on white backgrounds.

Greyscale positive HFA logos and symbol on white backgrounds.

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HFA – logos on colour photographic backgrounds

The HFA logos and symbol can be reproduced in two colourways on colour photographic backgrounds: colour and white (reversed out). Always choose the most appropriate colourway for the photographic background.

Use the white versions when the colour version will not read clearly on darker photographic backgrounds.

Colour positive HFA logos and symbol on light, colour photographic backgrounds.

White negative HFA logos and symbol on dark, colour photographic backgrounds.

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HFA – logos on black and white photographic backgrounds

The HFA logos and symbol can be reproduced in two colourways on black and white photographic backgrounds: black and white (reversed out). Always choose the most appropriate colourway for the photographic background.

Use the white versions when the black version will not read clearly on darker photographic backgrounds.

Black positive HFA logos and symbol on light, black and white photographic backgrounds.

White negative HFA logos and symbol on dark, black and white photographic backgrounds.

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HFA – logo and symbol in use

The examples on this page show how the different versions of the HFA logo and symbol can be used. The choice will be dependent on the audience, material, relationship or the amount of space available.

App icon

Sign with ESC phrase logo

HFA
European Society of Cardiology

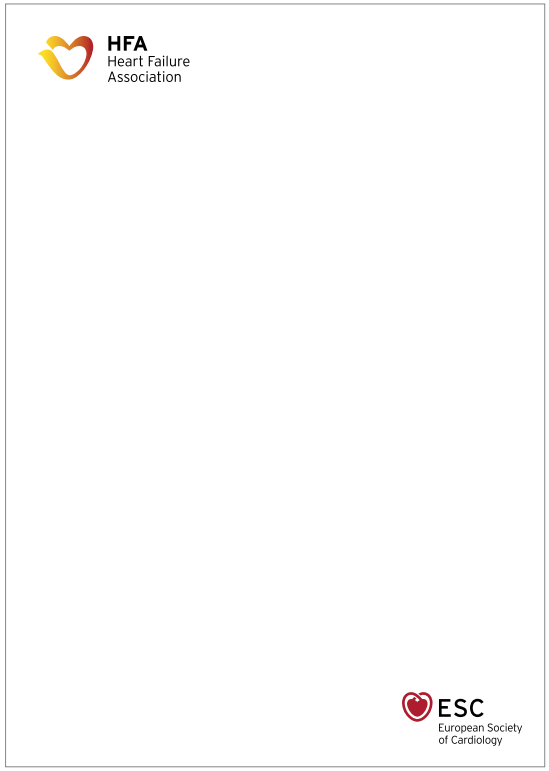
This lock-up should be used where there is limited space or when the Association appears on third-party materials.

Pen

Banner

HFA
Heart Failure
Association
European Society of Cardiology

Brochure cover



The preferred combination on ESC and Association produced material, space permitting, is the Association logo and ESC logo lock-up.

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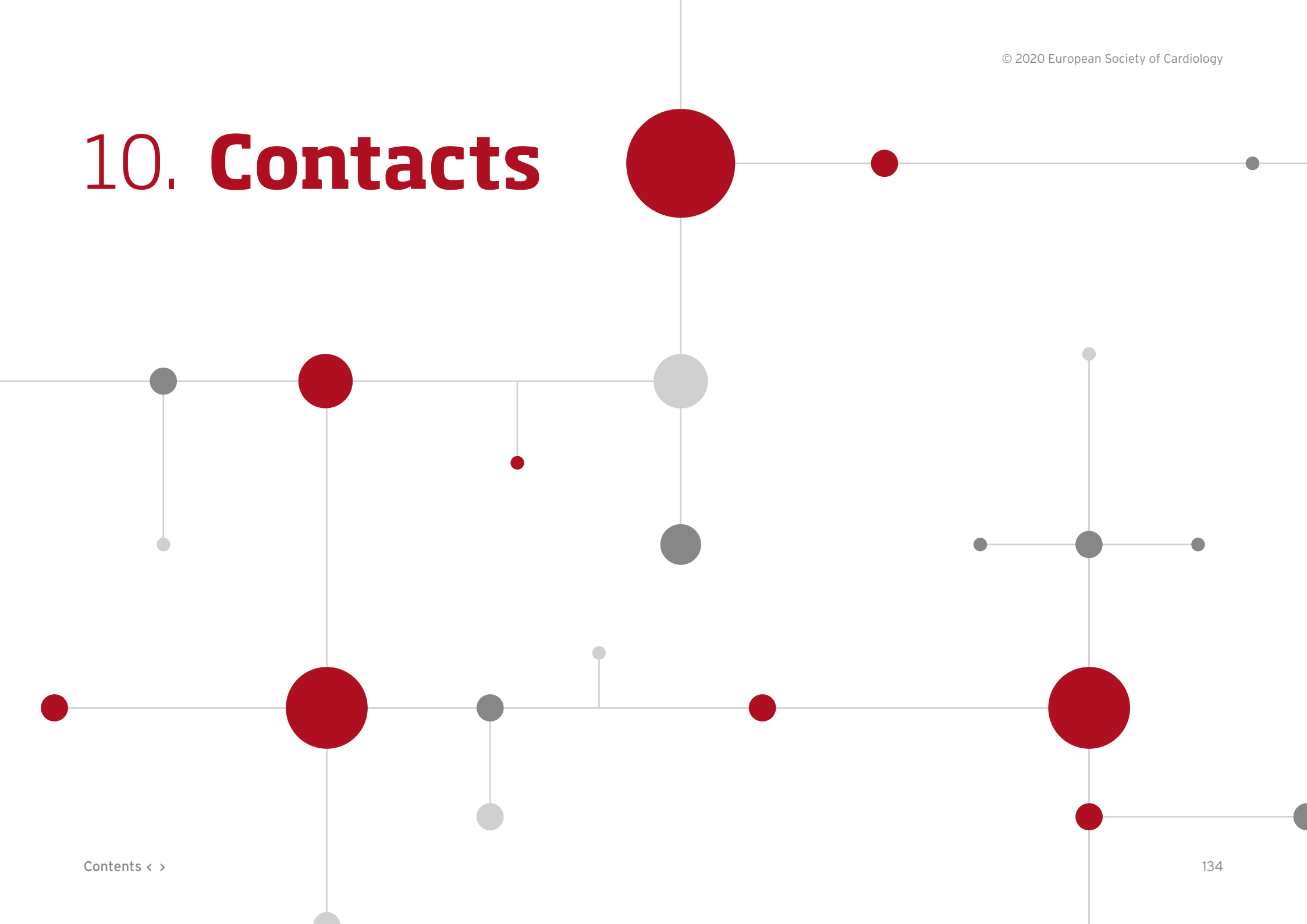
10. Contacts



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Useful contacts

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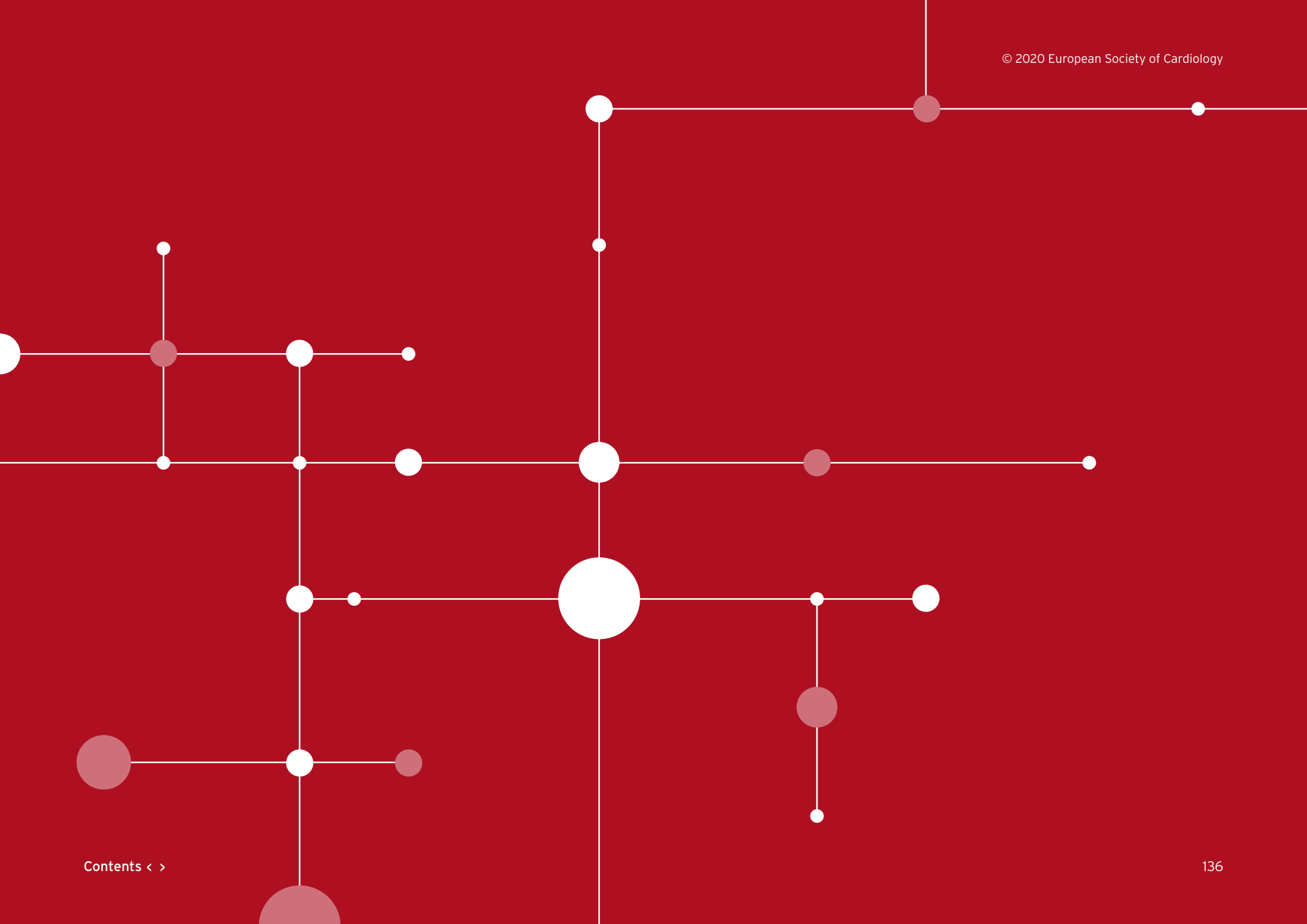
CS 80179 Biot
06903 Sophia Antipolis Cedex
France

Tel: +33 (0)492 94 7600

Branding Team:
communications@escardio.org

Website:
www.escardio.org

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