ERA
LEADING EUROPEAN NEPHROLOGY

Brand Guidelines

CONGRESS LOGO
2024

The logo/banner of the 61st ERA Congress may be used by sponsors and exhibitors of the Congress. The prerequisite is that no changes or additions are made to it. The ERA society logo MUST NOT be used on any promotional materials.

Please meet the following criteria:

01	02	03	04	05
The Congress logo/banner may only be placed on advertising material that is used exclusively for event-related initiatives.	In any case, it must be clearly recognizable that your company and not the ERA is the organizer of this activity.	The Congress logo/banner may only be used in connection with the sponsor's logo and not alone. Both logos should be positioned equally.	The following sentence must be included in all materials: "The ERA assumes no responsibility for the information published in this document."	The Congress logo should only be displayed with white background.

Please note that materials must be approved by ERA BEFORE publication.

These rules are applicable for all kind of publications including any social media activities/posts.

CONTENTS

This document showcases the elements that are key to our brand identity. The brand identity includes the logo principles and a mix of graphic language and layouts to create a coordinated image. These guidelines allow the brand to remain iconic and consistent, bringing out the brand's DNA in all types of communication.

ERA GUIDELINES - Congress Logo 2024

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Structure

The position and proportion of the logo are strictly fixed. They must not be changed or redrawn for any reason. It is important that any use of this logo is in accordance with the standards set forth in these guidelines at all times.

Minimum size: 35mm is the minimum size for the logo in printing materials and 44 px in digital materials.

Typography

Dolce Vita Quite Regular

61ST ERA CONGRESS STOCKHOLM & VIRTUAL MAY 23-26, 2024

01 FULL LOGO	**02** EDITION NUMBER	**03** LOCATION AND COLOUR FLAG	**04** DATE

35 mm

61ST ERA CONGRESS STOCKHOLM & VIRTUAL MAY 23-26, 2024

Dolce Vita Quite Regular

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

Colours

Congress Logo with black text is the first option for digital and printing materials.

White version
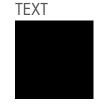

NUMBER

PANTONE: 116 C
RGB: 255/204/0
CMYK: 0/20/100/0

TEXT

PANTONE: Pantone Process Black
RGB: 0/0/0
CMYK: 0/0/0/100

FLAG

PANTONE: 641 C
RGB: 20/101/164
CMYK: 90/57/10/0

PANTONE: 116 C
RGB: 255/204/0
CMYK: 0/20/100/0

from 50 to 100% of colour background use white version

Here are some examples of what cannot be done.

Graphic elements - banner 801x534 pxl

01 CONGRESS LOGO | 02 VISUAL | 03 COLOURED BAND | 04 WAVE COLOUR OF TOPIC

ERA GUIDELINES - Congress Logo 2024

Graphic elements - banner 1500x430 pxl

01 CONGRESS LOGO | 02 VISUAL | 03 COLOURED BAND | 04 WAVE COLOUR OF TOPIC

IT IS FORBIDDEN TO USE THE ERA LOGO