

62nd ERA CONGRESS

VIENNA & VIRTUAL
JUNE 4-7, 2025

in collaboration with



EUROPEAN RENAL ASSOCIATION 62nd ERA Congress – Beyond Nephrology

Congress Toolkit



CONTENTS

About the 62nd ERA Congress

3

Branding guidance

Congress slogan

4–7

Congress logo

5

Colours

6

7

Social media

8–11

Social media channels

9

Shareable banners

10

Sample social media posts

11

Additional materials

12–13

Presentation slides

13

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ABOUT THE 62ND ERA CONGRESS

The 62nd ERA Congress will take place both virtually and live in Vienna on June 4-7, 2025.

Hosted by the European Renal Association, this event stands as the largest annual Nephrology Congress in Europe, welcoming thousands of attendees from across the globe. The Congress focuses on key learning features in the clinical field, as well as the scientific and latest innovations.

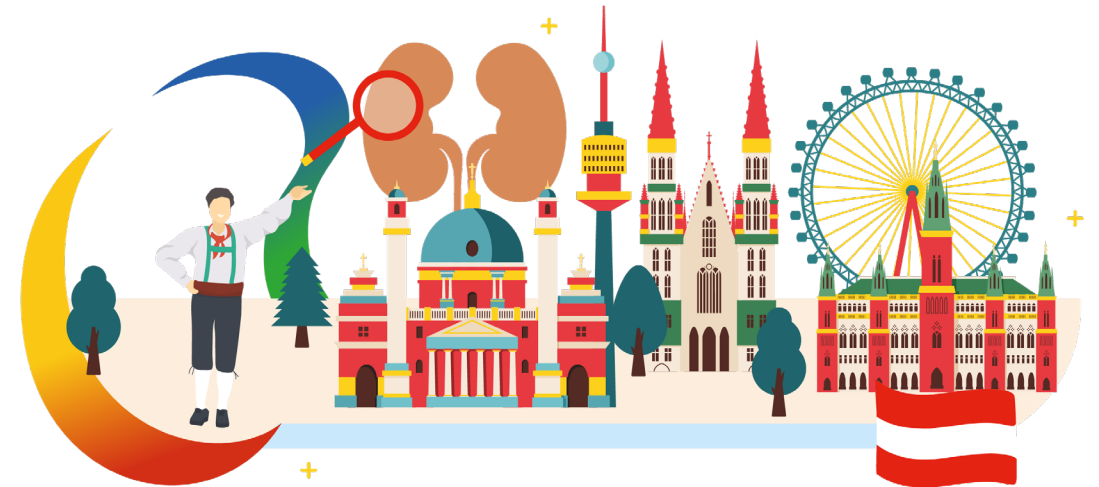
This year's theme is '**Game Changers in Nephrology**'. The Congress will feature seven main tracks:

1. Physiology, Cell Biology & Genetic Diseases
2. Glomerular & Tubulo-interstitial Diseases
3. Chronic Kidney Disease
4. Dialysis
5. Kidney Transplantation
6. Hypertension & Diabetes
7. AKI & Critical Care Nephrology

To discover more about this year's Scientific Programme, please visit our [website](#).

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BRANDING GUIDANCE

CONGRESS SLOGAN

The slogan, '**Beyond Nephrology**', invites us to think beyond the present and envision the future of nephrology. It encourages innovation and the exploration of new avenues in research, treatment and patient care.

During the last Congresses, we showed that beyond the nephrologist there is more, there's someone. Someone who has other talents, hobbies and connects with their peers.

By going '**Beyond Nephrology**', we demonstrate our commitment to putting patients at the forefront. It signifies a patient-centred approach where we strive to improve their lives.

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Österreichische
Gesellschaft für
Nephrologie

CONGRESS LOGO

The Congress logo is permitted for use within your event-related materials, including your presentation. The requirement is that no changes or additions are made to it.

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 these guidelines at all times.

Minimum size:

35mm is the minimum size for the logo in printed materials and 130px in digital materials.

Typography

ITC Avant Garde Gothic

Further specifications

1. It must be clearly recognisable that you or your company, not ERA, is the author of any Congress-related materials you produce, including your presentation.
2. When incorporating both the Congress logo and your company logo, maintain equal positioning for both logos.
3. Preferably, the Congress logo should be presented against a white background, adhering to the colour specifications outlined on page 7.
4. Please ensure that on your own materials, you utilise the Congress logo provided in this toolkit and not the ERA society logo.

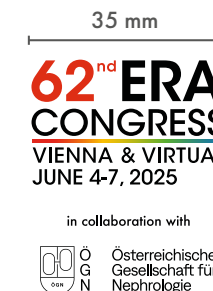
[DOWNLOAD HERE](#)



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01 FULL LOGO | 02 EDITION NUMBER | 03 LOCATION AND COLOUR FLAG | 04 DATE | 05 COLLABORATION

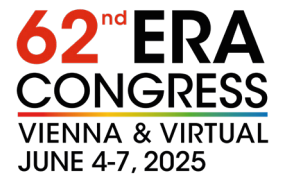


ITC Avant Garde Gothic STD
Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

COLOURS

The black text Congress logo should be used for digital and print materials.
Preferably, this should be displayed against a white background:



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NUMBER



PANTONE: 485 C
RGB: 228/35/19
CMYK: 0/95/100/0

TEXT



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

FLAG



PANTONE: 485 C
RGB: 228/35/19
CMYK: 0/95/100/0



PANTONE: 361 C
RGB: 82/174/50
CMYK: 69/0/100/0



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



PANTONE: 2935 C
RGB: 0/94/195
CMYK: 90/57/10/0



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SOCIAL MEDIA

SOCIAL MEDIA CHANNELS

ERA has a variety of social media channels that will be posting about the latest news and developments over the course of the Congress.

We encourage you to follow ERA's channels and utilise the official Congress hashtag '#ERA25' when posting about any Congress-related activities.



Congress social media rules

1. The use of social media is widely encouraged at the ERA Congress. [The general social media rules](#) also apply in this specific case.
2. Through the use of social media, we will promote an engaged online environment that is professional, respectful, and educational for all those interested in the ERA Congress.
3. We encourage people to like, comment and share the ERA social media posts as well as generate and share their own content (live-tweet, slides, posters, and exhibitor information, etc).
4. We encourage speakers and presenters to include their X handle in their introductory slides and on their posters. Institutional X handles can also be included at the discretion of the presenters and speakers.
5. Live tweets from the ERAkidney X account will include the personal and/or institutional social media handle of presenters and speakers where possible. If presenters or speakers do not wish to have accounts tagged in X posts, they should inform the Congress organisers at social@era-online.org 24 hours prior to their presentation.
6. We ask that comments and replies to the posts of @ERAKidney as well as those engaging with the conference are respectful towards the other participants.
7. Pictures and videos shared at the ERA Congress can be generally taken during scientific presentations, for personal use only, and can then be used on social media. This is provided the speaker or presenter has not indicated that they do not wish for their content to be shared as indicated below. The commercial use of pictures and videos taken during the annual ERA Congress is NOT allowed.
8. Speakers who do not want their content shared should do so in one of the following ways:
 - Presentation: For speakers who do not want any content from their presentation shared via social media they should post a slide at the beginning of their talk stating so.
 - Slide: For speakers who do not want content from a poster, specific slide or set of slides shared via social media they should share a 'No Social Media' icon.
9. We ask that all participants respect these requests but we cannot ensure adherence.
10. No content from the ERA Congress that could in any way identify a patient should be presented or shared on social media.

SHAREABLE BANNERS

ERA has developed shareable banners for use across X, Instagram, Facebook and LinkedIn to spread awareness of the Congress and amplify your presence at the event.

3x 'Join me at the 62nd ERA Congress!'

3x 'I'm attending the 62nd ERA Congress!'

3x 'I'm presenting my research at the 62nd ERA Congress!'

3x graphical banners without additional text

Please note that these banners can only be used for event-related materials and activities and that no changes or additions can be made to them.



[DOWNLOAD HERE](#)

SAMPLE SOCIAL MEDIA POSTS

Be part of the journey to go beyond nephrology at **#ERA25!**

We invite you to share personal messages on social media, encouraging your network to explore the Scientific Programme and register for the congress. Tag your colleagues to build excitement and connect with the global nephrology community.

Looking for inspiration? Here's some example posts which you can add your own personal message to:

- I'm ready to go beyond nephrology at #ERA25!
From connecting with global experts and peers to exploring groundbreaking science, I'm excited for a transformative experience in Vienna!
Who's joining me? www.era-online.org/events/vienna-2025/registrations
- The #ERA25 Scientific Programme is here! <https://shorturl.at/AVqK1>
Packed with opportunities to learn, innovate, and connect, this is a congress I cannot miss!
I'm most excited for [sessions/ topics of interest]. What's on your must-attend list?
Get ready to go beyond nephrology! www.era-online.org/events/vienna-2025/registrations
- Excited to present at #ERA25!
The Scientific Programme is shaping up to be the most innovative yet, and I'm thrilled to contribute by presenting on [insert topic/session]!
Explore the full programme to discover how we can go beyond nephrology together <https://shorturl.at/AVqK1>
- #ERA25 is just around the corner!
I'm excited to explore new frontiers in nephrology and connect with valued peers and leaders in Vienna.
Let's go beyond nephrology to make an impact in kidney care! www.era-online.org/events/vienna-2025/registrations

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ADDITIONAL MATERIALS

PRESENTATION SLIDES

Dedicated slides have been created for this year's Congress.

You are invited to download and integrate these PowerPoint slides [16:9] into your presentations.

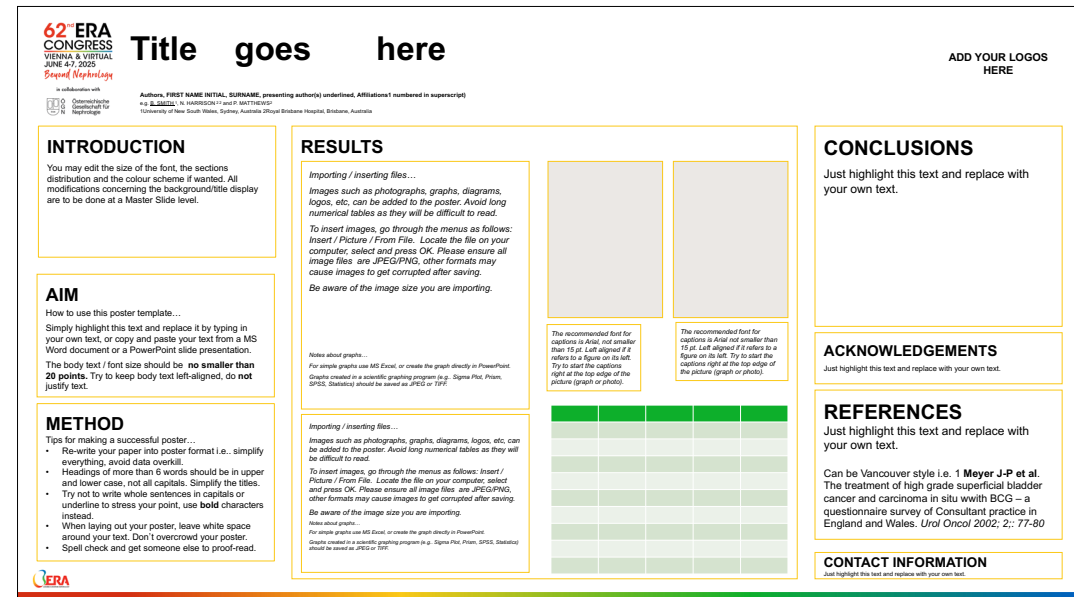
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Main speaker template

[DOWNLOAD HERE](#)



Focused orals and e-posters template

[DOWNLOAD HERE](#)

THANK YOU

We look forward to welcoming you to the 62nd ERA Congress!

If you have any queries or require further information, please contact secretariat@era-online.org

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