



Brand Guidelines

CONGRESS LOGO
2025

The logo/banner of the 62st 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 The Congress logo/banner may only be placed on advertising material that is used exclusively for event-related initiatives.
- 02 In any case, it must be clearly recognizable that your company and not the ERA is the organizer of this activity.
- 03 The Congress logo/banner may only be used in connection with the sponsor's logo and not alone. Both logos should be positioned equally.
- 04 The following sentence must be included in all materials: "The ERA assumes no responsibility for the information published in this document."
- 05 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.

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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.

01. Congress Logo _____

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01. LOGO

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

**ITC Avant
Garde Gothic
STD** Medium



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



ITC Avant Garde Gothic STD
Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

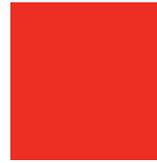
02. LOGO

Colours

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

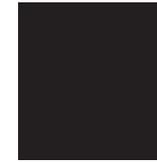


NUMBER



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

White version



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

02. LAYOUT

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



62nd ERA
CONGRESS
VIENNA & VIRTUAL
JUNE 4-7, 2025



62nd ERA
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