



ACC.18[™]

67th Annual Scientific Session & Expo

LOGO AND LANGUAGE USAGE GUIDELINES

Promotional Usage

All promotional materials referencing a company's presence at ACC.18 (including announcements, signage, invitations, emails, websites, advertisements, posters and flyers) must be approved by ACC prior to printing or use. Final versions of materials should be submitted for approval by February 15, 2018. Submissions should be sent via email to *promotional@acc.org*. Please allow a minimum of five business days for approval.

Noncompliance with these guidelines will result in the loss of ACC.18 priority points by the exhibiting company. Management reserves the right to determine what, if any, additional penalty will be imposed. The exhibit may be closed based on the severity of the violation.

The ACC logos, names, insignia and other identifying marks may not be used on any exhibitor marketing, promotional or booth materials, either inside or outside the exhibit area. No endorsement by ACC of the exhibitor or its products or services, expressed or implied, is permitted or intended. The name of the association may not be included in any advertising for meetings sponsored by another organization or group without written permission from ACC. Furthermore, the fact that an exhibitor or its goods or services were exhibited at the ACC Annual Scientific Session & Expo cannot be used in advertisements or promotional activities by the exhibitor.

ACC will grant a limited, non-exclusive, non-transferable license to ACC.18 exhibitors and advertisers to use the ACC.18 name and logo in an appropriate manner in conjunction with their advertisements and other materials promoting that exhibitor's or advertiser's participation at ACC.18. The exhibitor shall utilize the ACC.18 logo in a manner consistent with these usage guidelines.

Logos are available for download
at www.expo.acc.org (login required).

DARK BLUE:

PANTONE: 295C
CMYK: 100/69/8/54
RGB: 0/46/90
HEX: 002e5a

The ACC.18 logo is a visual translation of the American College of Cardiology's 67th Annual Scientific Session's brand attributes. It is a visual signature that should always adhere to these standard guidelines. Because of the complexity and nature of the exhibit environment, controlling exposure of the logo is vital. When displaying the ACC.18 logo, please maintain consistency with its established configuration and the way in which it is displayed. DO NOT stretch, cut apart, recolor, change or alter the logo in any manner that is not displayed below. Choice and usage of lockup is dependant on where logo is being placed, however the "horizontal logo - FULL DATE-complete" lockup is preferred.

If the logo is on a web page or within an e-mail, we strongly encourage companies to link the logo to www.accscientificsession.org.



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67th Annual Scientific Session & Expo
Saturday, March 10 – Monday, March 12, 2018
Orlando



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horizontal logo - FULL DATE-complete
usage: preferred version

horizontal logo - complete no date
usage: whenever dates/location is not needed



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stacked logo - FULL DATE-complete
usage: alternate version

stacked logo - complete no date
usage: whenever dates/location is not needed

The Logo on Dark Backgrounds

The color configurations below should be respected at all times. When using colored papers, note that the ink color may not exactly match your color swatch because the paper color shows through in the offset printing process. Make sure the appropriate ACC.18 logo is used for light and dark backgrounds. Blue and black and white (BW) logos are available in horizontal and stacked lockups with complete and complete no date configurations.



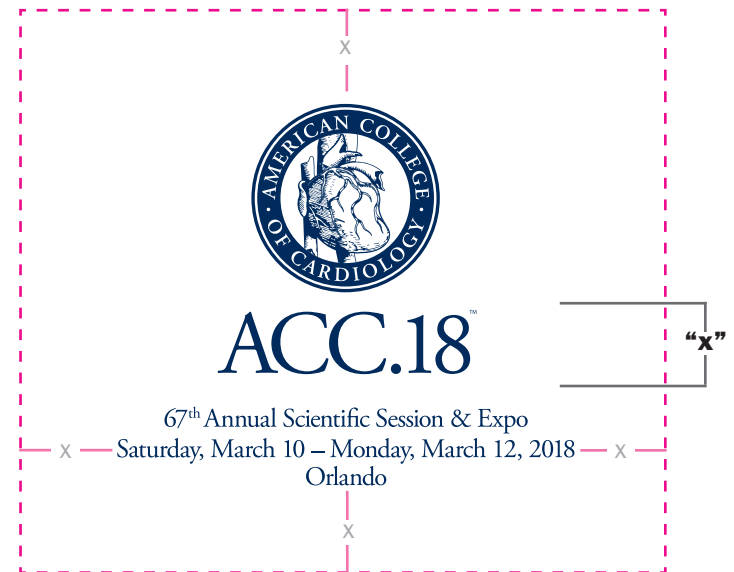
blue logo for dark backgrounds



BW logo for dark backgrounds

The Logo - Clear Space

Clear space is defined as the designated space around the logo that must be maintained at all times in all applications. The height of "x" is the unit of measurement for the clear space shown below.



Language Guidelines

Please refer to the examples below for acceptable language to be used on any ACC.18 marketing, promotional or booth materials.

Use one of the following formats to refer to the meeting:

- ACC.18
- American College of Cardiology's 67th Annual Scientific Session & Expo
- ACC's 67th Annual Scientific Session & Expo
- ACC.18, the American College of Cardiology's Annual Scientific Session & Expo
- ACC.18, ACC's Annual Scientific Session & Expo
- #ACC18 (for twitter only)

The following language can be used for all Industry Events:

- "Event/Session Name," sponsored by Company Name
- "Event/Session Name," presented by Company Name
- "Event/Session Name," a/an Learning Destination Name presentation, sponsored by Company Name

The following disclaimer is required on promotional materials for all Industry Events including Attendee Meetings and Non-Certified Education Events:

This event is not part of ACC.18, as planned by its Program Committee, and does not qualify for continuing medical education (CME), continuing nursing education (CNE) or continuing education (CE) credit.

The following disclaimer is required on promotional materials for all Independent Certified Sessions:

This educational activity is not part of ACC.18; however, the content was reviewed and approved by the ACC.18 Program Committee.