

ACC.14

TCT@ACC-i2 | innovation in intervention

63<sup>rd</sup> Annual Scientific Session & Expo

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# Logo and Language Usage Guidelines

# Promotional Usage

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**All promotional materials (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 March 21, 2014. Submissions should be sent via email to [promotional@acc.org](mailto:promotional@acc.org). Please allow a minimum of five business days for approval.**

**Noncompliance with these guidelines will result in the loss of ACC.14 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 and ACCF 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.14 exhibitors and advertisers to use the ACC.14 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.14. The exhibitor shall utilize the ACC.14 logo in a manner consistent with these usage guidelines.

# The Logo

The ACC.14 logo is a visual translation of the meeting'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.14 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 – complete" lockup is preferred.

If the use of the logo is on a web page or within an email, we strongly encourage companies to link the logo to either [www.accscientificsession.org](http://www.accscientificsession.org) or [www.CardioSource.org](http://www.CardioSource.org).

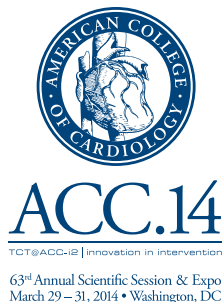
Logos are available for download in the Exhibitor Service Kit at [www.expo.acc.org](http://www.expo.acc.org) (login required).



**horizontal logo - complete**  
usage: whenever date/location lockup  
is not being used



**horizontal logo - complete no date**  
usage includes: preferred logo for most applications



**stacked logo - complete**  
usage: whenever date/location lockup  
is not being used



**stacked logo - complete no date**  
usage includes: most applications

# The Logo - Colors

Make sure the appropriate ACC.14 logo is used for light and dark backgrounds. Blue, black and white logos are available in horizontal and stacked lockups with complete, complete no date, and simple configurations.

## DARK BLUE:

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



blue logo for light backgrounds



blue logo for dark backgrounds



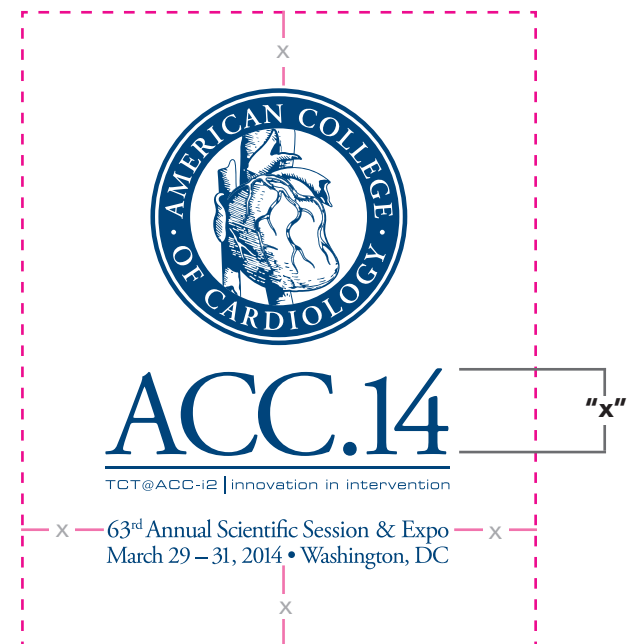
BW logo for light backgrounds



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

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Please refer to the examples below for acceptable language to be used on any ACC.14 marketing, promotional or booth materials.

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

- ACC.14
- American College of Cardiology's 63rd Annual Scientific Session & Expo
- ACC's 63rd Annual Scientific Session & Expo
- ACC.14, the American College of Cardiology's Annual Scientific Session & Expo
- ACC.14, ACC's Annual Scientific Session & Expo
- #ACC14 (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," an Industry-Expert Theater 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.14, 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 Industry Certified Sessions:**

- This educational activity is not part of ACC.14; however, the content was reviewed and approved by the ACC.14 Program Committee.