



EA 23
WORLD
LEADING
MEETING



BRAND KIT

ALLOWED USE GUIDELINES

VIENNA

SEPTEMBER 9 – 13, 2023

eam23.eanm.org

Dear colleagues and partners,

We are excited to share our promotional materials for the EANM'23 Congress with you!

We want to make sure that you have all the information you need to use these materials effectively and appropriately.

Please take a moment to read through the following guidelines for using these materials:

- The materials provided in this Promo Package are intended for use **online and/or in print**. You are welcome to use any of these materials to advertise the EANM'23 Congress.
- It is important that the materials are not altered in any way. This means that you should **refrain from making any modifications or amendments** to the text, images, or layout of the materials. We ask that you please use the materials as they are provided and in their original format.

Approval:

- For banners and posters, approval is not required for online use as long as the materials remain unchanged. However, please send the URL link of the site or social media (once the material has been published) to communications@eanm.org. **If the materials are modified, approval is required.**
- For print publications, **please send a digital proof before printing** and allow 5 workdays for revision.
- For the use of the **logo, approval is required for both online and print use**. Send the URL link of the site or social media (once the material has been published) to communications@eanm.org. For print publications, please send a digital proof before printing and allow 5 workdays for revision.

By following these guidelines, you will be helping us to maintain a consistent and professional image for the EANM'23 Congress. If you have any questions or concerns, please feel free to reach out to us.

Thank you for your support and we hope you enjoy the promotional materials!

EANM'23 Logo Usage Guidelines

EANM'23 Logo

The **logo has a transparent background**.

The original master logo can be used over a monochrome background, or even over a photograph/video as long as the **colours don't clash** and the **logo remains readable**.



MASTER LOGO
USE ALWAYS WHEN IT'S POSSIBLE

For use over a busy background, the **white logo variation** will usually be the best suited.



EANM'23 Logo Don'ts

TOO SIMILAR OR
CLASHING COLOURS



TOO BUSY BACKGROUND
MAKING THE LOGO
DIFFICULT TO READ



LOGO ENCLOSED IN
GRAPHIC ELEMENT



INAPPROPRIATE PAIRING OF
COMPANY LOGO WITH
EANM'23 LOGO



INCORRECT USE OF
COLOR IN LOGO /
DIFFERENT COLOURS*



SWITCHING ELEMENTS
OF THE LOGO



STRETCHING OR
DISTORTING THE LOGO



ROTATING/CHANGING THE
ANGLE, ALIGNMENT, RELATIVE
LOCATIONS IS STRICTLY
PROHIBITED



Only the Design Department of the EANM Office is entitled to make changes, updates or grant exceptions to the given guidelines. Any other use of the visuals other than explicitly listed in this manual is not allowed.

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