

BRAND KIT

USAGE GUIDELINES

HAMBURG

OCTOBER 19–23, 2024
eam24.eanm.org

Dear colleagues and partners,

We are thrilled to share our promotional materials for the EANM'24 Congress with you!

Our aim is to ensure that you have all the necessary information to effectively and appropriately use these resources.

Please take a moment to review the following guidelines regarding the use of these materials:

- The promotional materials provided in this package are intended for both **online and print usage**. You are encouraged to use any of these materials to promote the EANM'24 Congress.
- It is of utmost importance that these materials are not subject to alterations. This means that you should **refrain from making any modifications or amendments** to the text, images, or layout of the materials. We kindly request that you use the materials as provided and that you maintain their original format.

Approval:

For banners and posters, there is no approval required for online use as long as the materials remain unchanged. However, once the material is published online, please send the URL link of the respective site or social media to communications@eanm.org. **If any modifications are made, prior approval is necessary.**

For print publications, **please send a digital proof before printing** and allow a 5-workday period for any potential revisions.

Regarding the use of the EANM'24 logo, **approval is required for both online and print use**. Please send the URL link of the respective site or social media (once the material is published) to communications@eanm.org. For print publications, please send a digital proof before printing and allow a 5-workday window for any revisions.

By following these guidelines, you contribute to maintaining a consistent and professional image for the EANM'24 Congress. If you have any questions or concern, please feel free to reach out to us.

Thank you for your support and we hope you find our promotional materials valuable and enjoyable!

EANM'24 Logo Usage Guidelines

EANM'24 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 IT WHENEVER POSSIBLE

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



EANM'24 Logo Don'ts

USING TOO SIMILAR OR CLASHING COLOURS



SELECTING A TOO BUSY BACKGROUND MAKING IT DIFFICULT TO READ



ENCLOSING THE LOGO IN A GRAPHIC ELEMENT



PAIRING THE EANM'24 INAPPROPRIATELY WITH YOUR COMPANY'S LOGO



USING THE WRONG COLOUR/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 provided guidelines. Any use of the visuals beyond what is explicitly mentioned in the manual is prohibited.

Thank you for your understanding.

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