



[www.era-online.org](http://www.era-online.org)

# Brand Guidelines

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CONGRESS LOGO  
2026

## INTRODUCTION

The logo/banner of the 63<sup>rd</sup> 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.

## CONTENTS

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.

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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

# Colours

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



NUMBER	TEXT
	PANTONE: 2935 C RGB: 0/94/195 CMYK: 90/57/10/0
	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



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 AND/OR THE CONGRESS LOGO WITH THE "CHALLENGE YOUR THINKING"**

