

ESMO BRANDING GUIDELINES AT A GLANCE

**The Fundamentals of Brand Identity
and Design Standards**

September 2023

esmo.org

“Your brand is what people say about you when you are not in the room.”

Jeff Bezos - Founder of Amazon

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THE EUROPEAN SOCIETY FOR MEDICAL ONCOLOGY



ABOUT ESMO

ESMO is the largest professional organisation for medical oncology. With more than 35,000 members representing oncology professionals from over 170 countries worldwide, ESMO is the society of reference for oncology education and information.

ESMO is committed to supporting all members to develop and advance in a fast-evolving professional environment.

Founded in 1975, ESMO has European roots and a global reach, welcoming oncology professionals from around the world.

ESMO is the home for all oncology stakeholders, connecting professionals with diverse expertise and experience.

ESMO's educational and information resources support an integrated, multi-professional approach to cancer treatment with the aim of erasing boundaries in cancer care according to its mission across oncology, worldwide.

esmo.org

ESMO MISSION

ESMO supports and promotes excellence throughout the field of medical oncology.

ESMO mission is:

- ♦ To improve the quality of prevention, diagnosis, treatment, supportive and palliative care, as well as the follow-up of patients with malignant disorders.
- ♦ To advance the art, science, recognition, and practice of oncology.
- ♦ To disseminate knowledge in oncology to cancer patients and the public.
- ♦ To educate and train persons involved in clinical cancer care and research.
- ♦ To promote education in oncology in order to ensure a high standard of qualification of medical oncologists within a multidisciplinary team.
- ♦ To facilitate equal access to optimal cancer care to all cancer patients.
- ♦ To maintain liaisons with other oncology specialties, cancer leagues, universities, patient groups and, where appropriate, the pharmaceutical industry.

ESMO VALUES

ESMO lives and works by four core values:

- ♦ **Integrity**
We are people of our word. We work honestly, communicate transparently, foster reciprocal trust in all our relations, and judge based on professional merit alone.
- ♦ **Commitment**
We give our whole-hearted support to accomplishing our mission and supporting each other. We are always there for our society, our profession, our colleagues, as well as our patients.
- ♦ **Accountability**
We take full responsibility. Each of us stands behind our actions and decisions.
- ♦ **Excellence**
We are never satisfied with mediocrity and seek to achieve the highest standards in everything we do.

GOOD SCIENCE. BETTER MEDICINE. BEST PRACTICE.

Good Science

- ESMO prides itself in making decisions and recommendations based on good science.
- The medical oncology community requires an increasing amount of scientifically relevant information which is based only on good science.

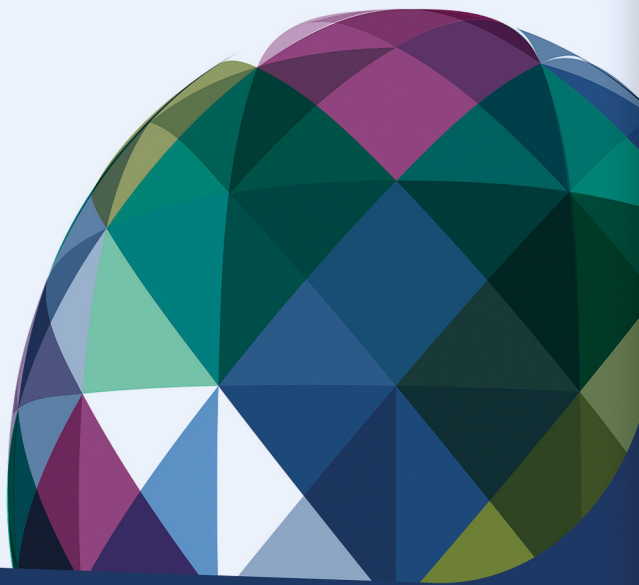
Better Medicine

- ESMO is concerned with employing sound scientific evidence in the process of development of higher standards of care either through new drug development or other aspects of cancer care.
- ESMO is an important forum for the presentation and discussion of the latest improvements in oncology related medicine.

Best Practice

- Delivering best practice is at the heart, and is the foundation, of all ESMO activities.
- ESMO encourages its members to adhere to the standards of best practice in their work and provides them with the best tools available to support them in this endeavor.
- The progression within the tag line from “good” to “better” to “best” is a strong link to the idea of change and evolution and is a powerful statement of ESMO’s underpinning aims and objectives.

EUROPEAN SOCIETY FOR MEDICAL ONCOLOGY



esmo.org

ESMO GOOD SCIENCE
BETTER MEDICINE
BEST PRACTICE

BRANDING ELEMENTS

BRAND IDENTITY

A brand identity represents the perception that members and stakeholders have of an organisation; a brand identity is developed by creating a strong association between the corporate values and the brand image.

A strong brand identity and a recognisable and consistent brand image are essential elements to build strong global brands.

The ESMO brand identity includes three key components: the ESMO logo, half-cut bubble box and the dialogue box.

The ESMO branding elements allow to recognise any product, service or initiative promoted by the organisation as an “ESMO branded” product. This transfers the perception of quality associated with ESMO to the product or services developed and vice-versa, ultimately resulting in the strengthening of the ESMO brand identity.

It is crucial that the ESMO branding elements are consistently applied across all ESMO artworks, channels and tools. The ESMO Branding Unit oversees the correct application of the ESMO Branding elements.

**ADVERTISEMENT
MAIN MESSAGE**

LOGO

Consistent treatment of the logo is the key to achieving strong and enduring brand recognition around the world.

The ESMO logo is a visual expression of the evolution of the brand, reflecting both dynamism and authority. As shown from the visual below, each letter of the logo is depicted in one of the brand colours, Green, Burgundy, Light Green and Blue.

The combination of the ESMO logo and the tagline (Good science. Better medicine. Best practice.) is known as a **“logo cluster”**. The logo cluster should be displayed, exactly as shown below, in the top left-hand corner of all materials e.g. letterheads, leaflets, brochures and posters if the format allows. Exceptions are evaluated by the ESMO Branding Unit.

Logo Abbreviation

In certain circumstances, an abbreviated version of the ESMO logo cluster may be used. When space is limited hence not allowing the usage of the full LOGO, abbreviation could be used.

The ESMO Branding Unit must be consulted at marketing@esmo.org on all occasions when the abbreviated versions of the logo is considered for usage.

Background Colour

In order to maintain its visual impact, the logo must be shown against a white background at all times.



**EUROPEAN SOCIETY FOR
MEDICAL ONCOLOGY**



Colour Palette

The ESMO logo consists of four colours:

- ♦ **Green:** trust and leadership
- ♦ **Burgundy:** quality and culture
- ♦ **Light Green:** health and growth
- ♦ **Blue:** authority and knowledge

The colours are the most distinctive element of the new brand differentiating ESMO from other professional societies. These colours reflect the Society's emphasis on trust, quality, growth and authority.



PANTONE

357 C

CMYK

70/0/80/70

HEX

1B4F26

RGB

50/80/45



PANTONE

228 C

CMYK

15/95/5/50

HEX

81134E

RGB

110/30/80



PANTONE

7748 C

CMYK

30/0/90/50

HEX

78821D

RGB

125/130/50



PANTONE

294 C

CMYK

100/70/10/50

HEX

002F5D

RGB

30/50/95

The colours are shown below along with their Pantone® numbers and CMYK codes. RGB numbers are also supplied in order that the brand colours can be accurately replicated in digital materials such as PowerPoint® presentations and websites.

White Version

The white version of the logo is allowed only under exceptional circumstances and upon managers' approval; minimum size and spacing rules apply.

Background colours

The white version of the logo allows to work on coloured backgrounds. However, a black background must never be used, even when the logo is produced in its white version.



**EUROPEAN SOCIETY FOR
MEDICAL ONCOLOGY**



Grey Scale Logo

The visual below shows how the logo cluster appears when colour printing is not an option.

In this case, the letters should be reproduced respectively in black 30%, 50%, 70% and 90% tints.



BLACK
30%



BLACK
50%



BLACK
70%

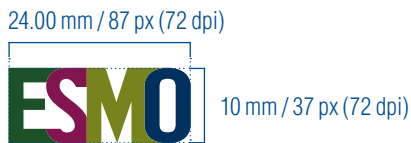


BLACK
90%

Size

In order to maintain its impact and legibility, the ESMO logo should never be shown in dimensions smaller than **10 mm**, as shown here.

When the logo reaches a dimension of **5 mm**, it must be used without its claim to ensure readability.



Control field

In order for the ESMO logo to remain clear, it must be separated from other graphics and text by at least 80% of the height of the ESMO logo as shown below.

For example, if the height of the ESMO logo is 10 mm, the minimum distance around it is 8 mm.

These measurements will increase proportionally when the logo cluster is reproduced in larger sizes e.g. on materials such as banners or posters.



x = minimum distance

ESMO LOGO USAGE

ESMO allows the usage of its corporate logo in the following scenarios:

- ♦ The content associated with the logo has been reviewed and/or curated by ESMO
- ♦ ESMO as a society is endorsing or co-organising an activity

Should the above-mentioned scenarios be the case, the below criteria should apply:

- ♦ The Trademark is used in a manner consistent with the guidelines set forth above
- ♦ There is no commercial intent behind or benefit from the use
- ♦ The use of the Trademark does not lend itself to causing confusion for users or the public

The ESMO logo cannot be used under any circumstance in the following cases:

- ♦ Commercial use
- ♦ Use on - or in relation to - external products or activities unrelated to ESMO
- ♦ Use for merchandising or marketing purposes

The logo must always be used pursuant to the specifications in the branding guidelines and after the approval of the ESMO Branding unit by sending an email to marketing@esmo.org, specifying the purpose of usage and providing a visual example.

Any use that falls outside of these specifications is strictly prohibited and will be regulated according to the Trademark violation procedures.

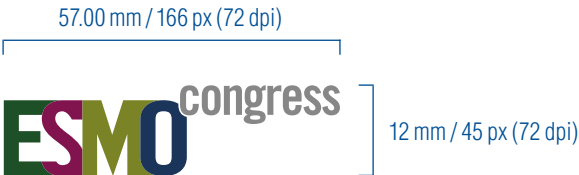
Pharmaceutical companies and/or other companies in the oncology industry are entitled to use the official logo of the ESMO Congress on invitations and promotional documents related to the approved Satellite Symposia.

The ESMO Events Sponsorship Department (sponsorevents@esmo.org) provides the ESMO Congress logo as an electronic file upon request, subject to approval by ESMO of the draft document (invitation, promotional material or other).

The usage of the ESMO Congress logo as a visual aid to promote a third party's participation at the Congress can be validated upon request submission. For all other cases, the above mentioned rules related to the ESMO corporate logo apply.

Usage of the ESMO Congress logo by media parties:

- ♦ All filming/photoshoots and other media activity taking place at the ESMO Congress should be done in front of a backdrop which includes an image of the ESMO Congress logo.
- ♦ The usage of the ESMO Congress logo in any other way is not allowed.
- ♦ All filming/photoshoots and other media activity taking place at the ESMO Congress, should include the official name of the Congress and acknowledgement should be given to the fact that the interview was conducted at the ESMO Congress 20XY.
- ♦ Any footage placed on the third party's website or media platforms should include a reference to the ESMO Congress.



x = minimum distance

White Version

The white version of the logo congress is allowed only under exceptional circumstances and upon managers' approval; minimum size and spacing rules apply.

Important note

A separation between each letter is mandatory in order to guarantee ESMO logo recognition.

Background colours

The white version of the logo allows to work on coloured backgrounds. However, a black background must never be used, even when the logo is produced in its white version.



x = minimum distance

◆ **GOLDEN RULES: ARE YOU USING THE ESMO LOGO CORRECTLY?**

1. Respect the ESMO logo colour palette. Only under exceptional circumstances, the grey scale or white version of the logo can be used.
2. Use the ESMO logo on a white background.
3. Use the version of the logo with brand promise and full name of the Society, wherever possible.
4. Place the ESMO logo on the top left corner on official document. Its placement on other formats (advertisement) is regulated by the product branding guidelines.
5. Respect the ESMO logo minimum size and exact spacing rules.
6. Don't add effects: drop shadows, bevels, gradients, and strokes don't mix with the ESMO logo.
7. Don't modify the logo: the ESMO logo should never be redrawn, distorted, rotated, or added to.
8. Use the ESMO logo in:
 - ◆ CMYK or Pantone, for print formats
 - ◆ RGB, for web formats
9. When in doubt: ask the Branding Unit!

DIALOGUE BOXES

To face the challenges happening in oncology and to guarantee the best quality support to the oncology community, ESMO began a massive research effort to deeply understand the oncology community needs. This analysis led to the ESMO value proposition based on knowledge, personalisation and community.

The usage of the dialogue boxes is NOT mandatory; it allows for a clean space to add advertising messages against the brand visual.

The dialogue boxes represent **the constant dialogue ESMO wishes to establish with its members**, and that has always driven ESMO efforts towards its members.

Dialogue boxes design

A. Correct Shape

A half circle composes the final part of a dialogue box, which has the following shape.



B. Correct Compositions

The dialogue boxes can be oriented both towards the right and the left sides. The tails have to be oriented towards the outside.

Important notes

- Do not use more than two dialogue boxes together
- The dialogue boxes for Patient Communication are in outlines and crossed (exceptional)



Used in ESMO Patient Guides' communication

C. Shadows

Depending on the type of background, shadow can be used or not. If the background and the dialogue box are white, shadow is mandatory.

Rules

Effect: shadow	X Offset: 0.5mm	Color: Black
Mode: Multiply	Y Offset: 1mm	
Opacity: 25%	Blur: 1mm	



Dialogue boxes text

Correct Use

The following ways should be used to compose dialogue boxes and text in order to create hierarchy and facilitate the reading.

Font sizes will depend on the quantity of text and on the support.

Important notes

- The use of the TT is limited on max 2 rows
- Parameters may vary should the circumstances require it as for example the Congress Dressing

Short message

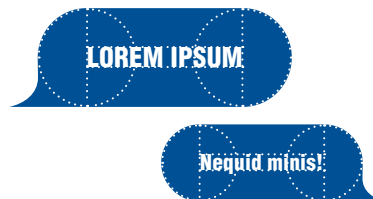
2 pieces of information

Dialogue Box 01: TT

Kerning	Optical
Tracking	0%
Font size	X pt
Leading	X pt

Dialogue Box 02: Tt

Kerning	Optical
Tracking	0%
Font size	X pt
Leading	X + 3 pt

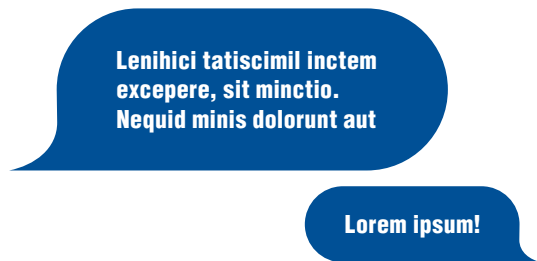


Long message

2 pieces of information

Dialogue Boxes 01 + 02: Tt

Kerning	Optical
Tracking	0%
Font size	X pt
Leading	X + 3 pt



TYPOGRAPHY

Helvetica LT Std Family

The consistent use of a typeface is a basic and worldwide recognised component in achieving a brand identity.

The typeface that should be used for all ESMO-branded materials (scientific, educational and promotional) is the **Helvetica LT Std Family**.

This typeface has been selected for its lack of embellishment and its simplicity, which makes it a perfect vehicle for disseminating information and scientific data in a highly legible manner.

Correct Use

Internal texts of brochures and books

Light Condensed and Bold Condensed

Advertisements, web banners, promotional slide-sets and covers

Condensed and Black Condensed

Helvetica LT Std Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$(&?!%.,;:-)

Helvetica LT Std Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$(&?!%.,;:-)

Helvetica LT Std Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$(&?!%.,;:-)

Helvetica LT Std Black Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$(&?!%.,;:-)

Arial Narrow Typeface

In situations where the Helvetica LT Std typeface may not be available, such as in PowerPoint® presentations, web-based documents and internal materials, the **Arial Narrow** typeface may be used.

Arial Narrow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$(&?!%.,;:-)

Arial Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$(&?!%.,;:-)

CORPORATE HOUSE STYLE

PRISMS

The ESMO Corporate House-style is characterised by the usage of a specific prisms pattern.

The prisms represent the integration of heterogeneous oncology disciplines into the ESMO community. The colours of the prisms are variations of the ESMO logo colours, thus representing the

society. The shape of the prisms recall a diamond figure, thus representing excellence in oncology.

All together the prisms pattern represent the heterogeneity, integration, and excellence of the ESMO community.

Construction of the pattern

Prism

Each letter of the ESMO logo becomes a prism and maintain its Corporate colour.

Gradient

The colours can have different gradiation in order to generate light and dynamism. It also aloud the pattern created by each prism to be organic.

Modules

Each prism is then devided to generate the modules that will then create the pattern.

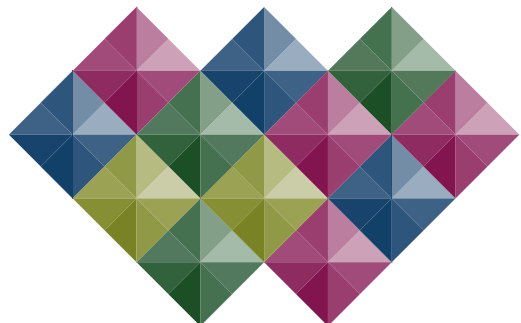
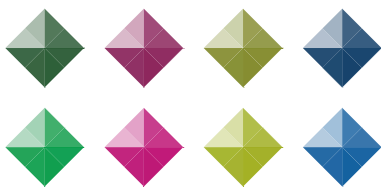
Pattern

The pattern can then be adapted to all kinds of support. Please see examples in the following pages.

Position

Generally speaking, the prismatic pattern should be positioned on the right side of the artwork.

Depending on the artwork, the pattern could serve as a frame on the right side from top to bottom (e.g. corporate campaign) or just at the bottom right corner (e.g. power point template).



ESMO CORPORATE



ESMO MEMBERSHIP

ESMO MEMBERSHIP

CITY COUNTRY
00-00 MONTH 2024



ESMO MEMBERSHIP

CITY COUNTRY
00-00 MONTH 2024



ESMO MEMBERSHIP

Register now

CITY COUNTRY
00-00 MONTH 2024



ONCOLOGY PRO



EUROPEAN SOCIETY FOR MEDICAL ONCOLOGY



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oncologypro.esmo.org



ESMO BRAND ARCHITECTURE

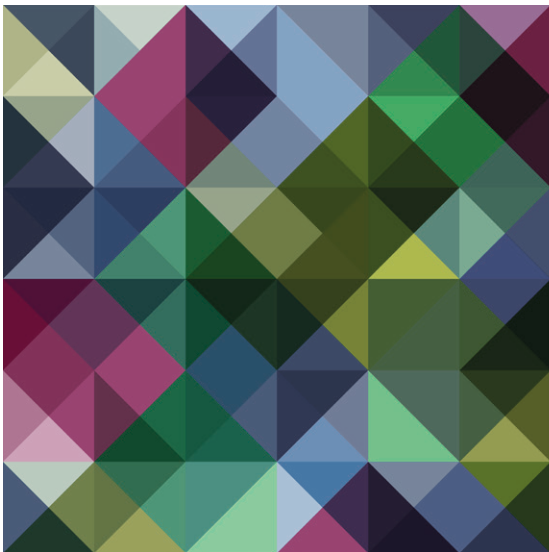


A BRAND ARCHITECTURE FOR ESMO

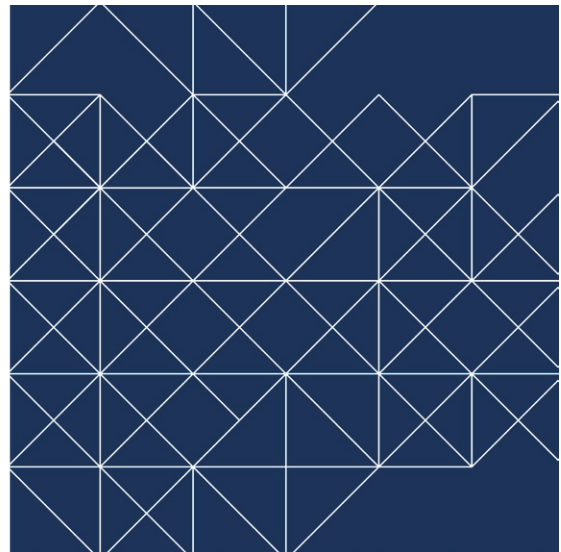
Background

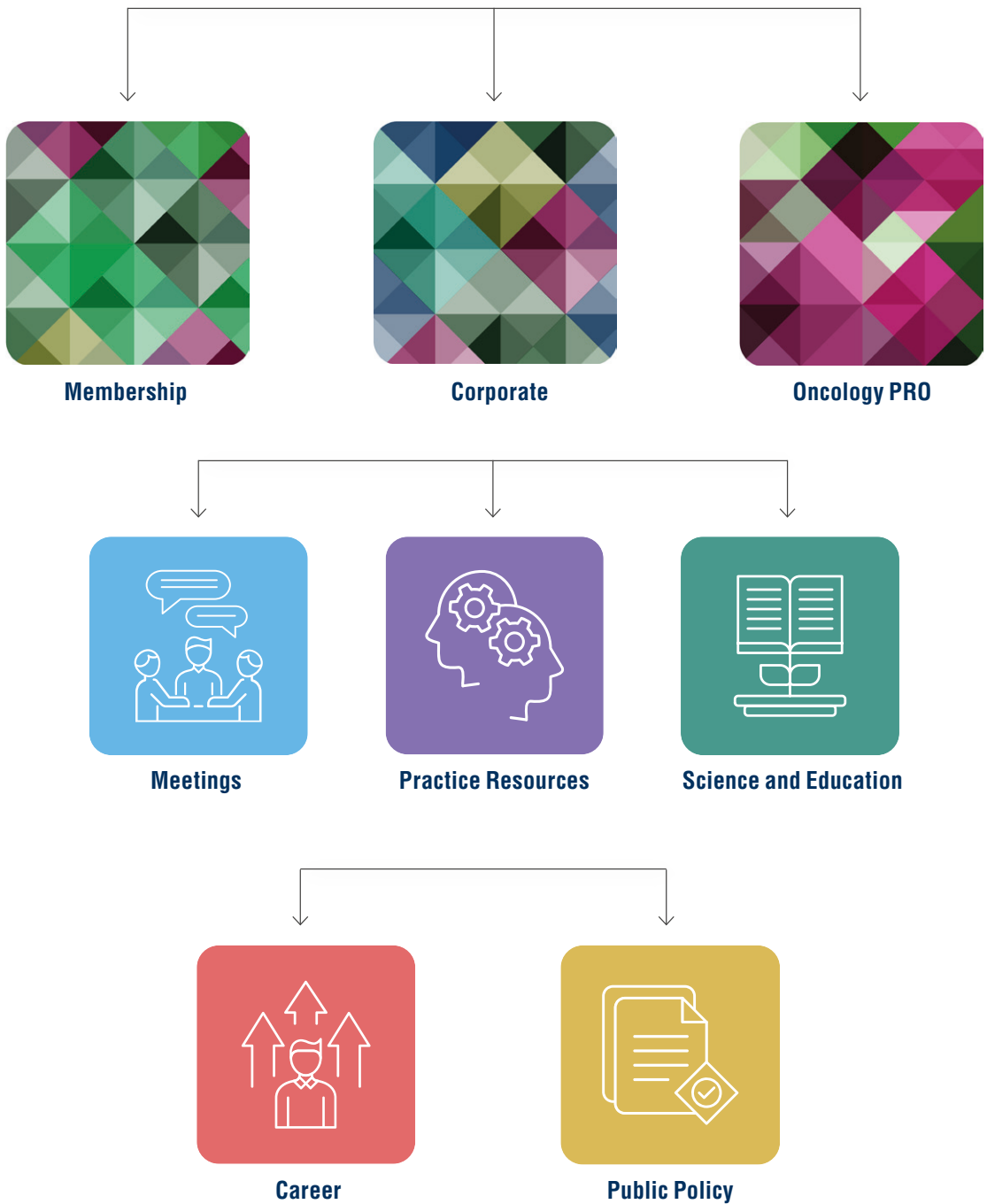
- ♦ The Brand Architecture is a key strategic tool that allows a more streamlined and efficient communication of ESMO and its products & services.
- ♦ The audience can discover ESMO through **four main categories** related to products and services that define the principal areas of competences where ESMO serves the oncology community.
- ♦ The overarching architecture is represented by the ESMO Corporate Brand which sets the branding standards all sub-products should comply to; the ESMO Membership architecture is detached from the P&S architecture but complies with the ESMO Corporate Brand as well.
- ♦ This also allows to give new projects, products or initiatives an ESMO identity, without misusing the ESMO corporate brand.

COLORED VERSION



NEGATIVE VERSION





STATIONERY



European Society for Medical Oncology

Confidential
Confoss Ltd
215 E. Tasman Dr
CA 95134 San Jose

20th January 2023
Dear John Doe,

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla.

Sincerely,
Keith McGregor
Chief Operating Officer

ESMO Head Office
Via Ginestra 4, 6900 Lugano
CH-Switzerland

Phone Number
Tel: +41 91 973 19 00
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esmo@esmo.org
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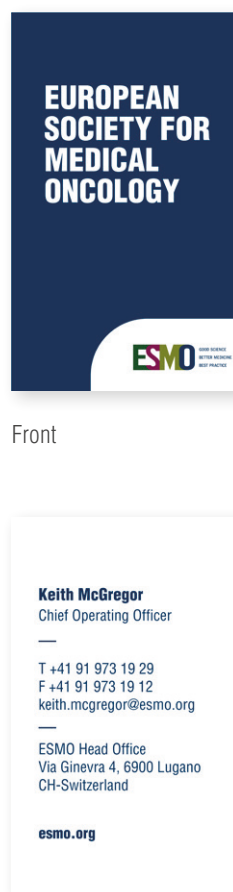


EXAMPLES OF APPLICATIONS

Letterhead



Business Card

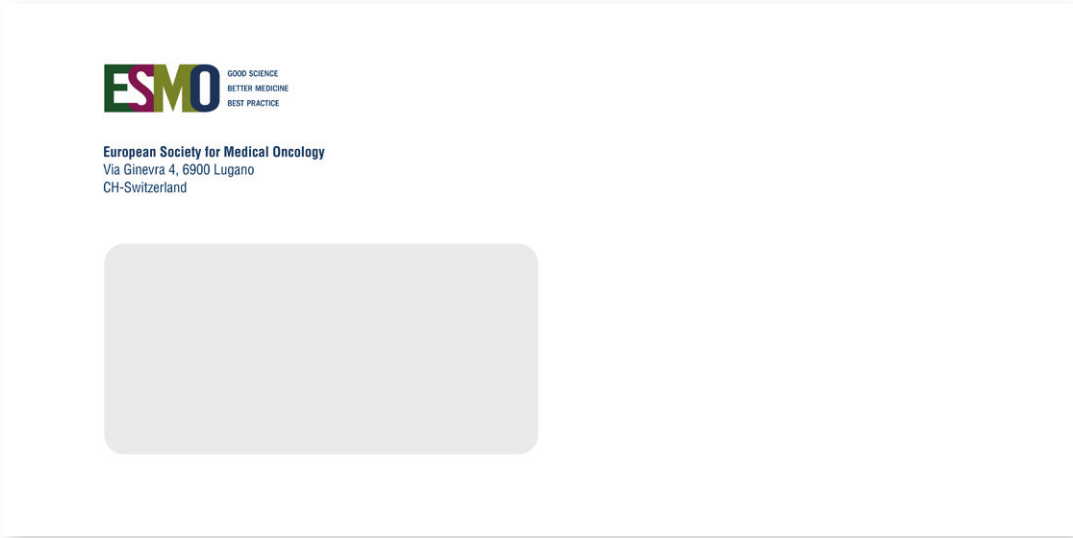


Text

Helvetica LT Std Condensed, Tt / Arial Narrow Regular, Tt

Font size 9 pt min
Leading 12 pt min

Envelope



PPT Template



TITLE OF THE PRESENTATION

Subtitle

Name
first name, last name

00 Month 2023



EUROPEAN SOCIETY FOR
MEDICAL ONCOLOGY

TITLE OF THE SLIDE

Lorem ipsum dolor sit amet, vim delenit tacimates reprimique at, est illud saepe ex. Propriae tacimates nec cu, ex oratio maiorum dissentiunt mei:

- Habeo civibus ne est, cu cetero conceptam has, ius nullam molestie;
- Nibh postea in vim, ut nam Sample highlight text;
- Nam ne dico vidisse, duo cu singulis scribentur theophrastus.

Sample highlight box: Ubique nemore at, alii noster neglegentur duo in. Est no mandamus appellatur.

	Column A	Column B	Column C	Column D
Row 1				
Row 2				
Row 3				
Row 4				
Row 5				

First name, last name

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Permission is required for re-use.



Lanyard



Badge



Letterhead



EUROPEAN SOCIETY FOR MEDICAL ONCOLOGY

A series of horizontal lines for writing, spanning the width of the page below the header.

