

LOGO AND LANGUAGE GUIDELINES

ACC.21

VIRTUAL
May 15 – 17



AMERICAN
COLLEGE *of*
CARDIOLOGY

Version 3
February 2021

PROMOTIONAL USAGE

All promotional materials referencing a company's presence at the ACC's 70th Annual Scientific Session & Expo (ACC.21) 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 April 26, 2021. Submissions should be sent via email to promotional@acc.org. Please allow a minimum of five business days for approval.

Noncompliance with these guidelines will result in the loss of ACC.21 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 logo, name, 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 ACC.21 cannot be used in advertisements or promotional activities by the exhibitor.

ACC will grant a limited, non-exclusive, non-transferable license to ACC.21 exhibitors and advertisers to use the ACC.21 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.21. The exhibitor shall utilize the ACC.21 logo in a manner consistent with these usage guidelines.

Name & Date



ACC.21 Logo_Lockup_Heart_Portrait.ai



ACC.21 Logo_Lockup_Heart_Landscape.ai

Name only



ACC.21 Logo_Blue.ai

THE LOGO

The ACC.21 logo is a visual translation of the brand attributes of the American College of Cardiology's 70th Annual Scientific Session & Expo. 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.21 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 "Name & Date" lockup is preferred.

If the logo is on a web page or within an e-mail, we strongly encourage companies to link the logo to www.accscientificsession.org.

Email promotional@acc.org to receive access to the ACC.21 logo files.

Name & Date



ACC.21 Logo_Lockup_Heart_DKBK_Portrait.ai



ACC.21 Logo_Lockup_Heart_DKBK_Landscape.ai

THE LOGO ON A DARK BACKGROUND

Logos for light backgrounds and dark backgrounds are available in various configurations and file formats.

When using the ACC.21 logo on a dark background, please use the version with the light blue date badge.

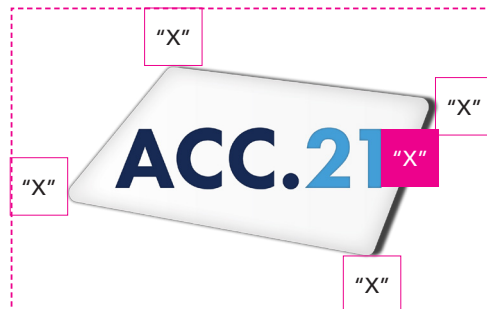
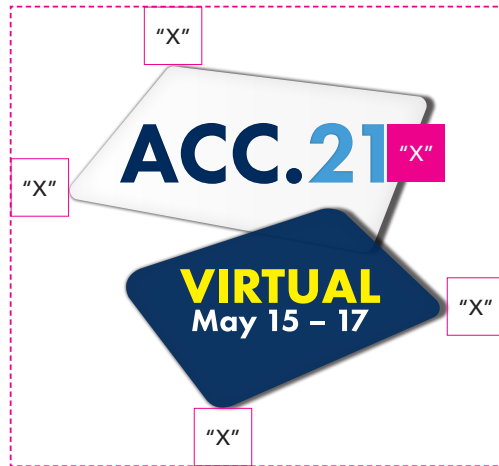
When using colored papers, note that the ink color may not exactly match your color swatch because the paper color shows through in the offset printing process.

Email promotional@acc.org to receive access to the ACC.21 logo files.

LOGO CLEAR SPACE

Clear space is defined as the designated space around the widest points of the logo that must be maintained at all times in all applications.

The height and width of "x" is defined as the height of the letters "ACC.21" in the logo lockup.



LANGUAGE GUIDELINES

Please refer to the examples below for acceptable language to be used on any ACC.21 marketing, promotional or booth materials.

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

- American College of Cardiology's 70th Annual Scientific Session & Expo
- ACC's 70th Annual Scientific Session & Expo
- ACC.21
- #ACC21 (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," a/an Learning Destination Name 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.21, 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 Independent Certified Sessions:

This educational activity is not part of ACC.21; however, the content was reviewed and approved by the ACC.21 Program Committee.