



European Society for Organ Transplantation

ESOT Congress 2021 Toolkit



The logo

Congress logo

To celebrate hosting it's 20th annual Congress, ESOT has carefully designed this master logo to reflect this monumental achievement.

We are extremely proud of our accomplishments and would like you to share in our successes by using this logo when developing congress-related materials.

How to use

The master logo can be used on a number promotional materials. When using the master logo, we ask that where possible, the logo be used in its full colour form (please refer to page 8 for the colour codes).

The full colour logo consists of ESOT Blue, Green, Turquoise and Black.

The logo



Size specifications

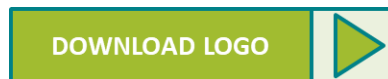
- 1200x600.png
- 600x600.png

Additional logos

In addition to our main logo, ESOT has developed several complementary logos.

How to use

These logos should preferably be used alongside the main logo when developing any congress-related promotional materials.



INTERPLAY • CONNECT • INTERFACE

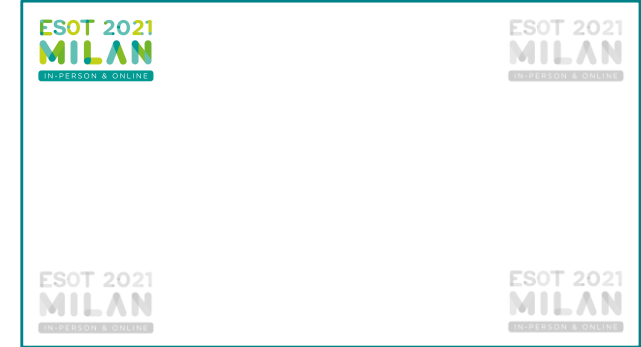
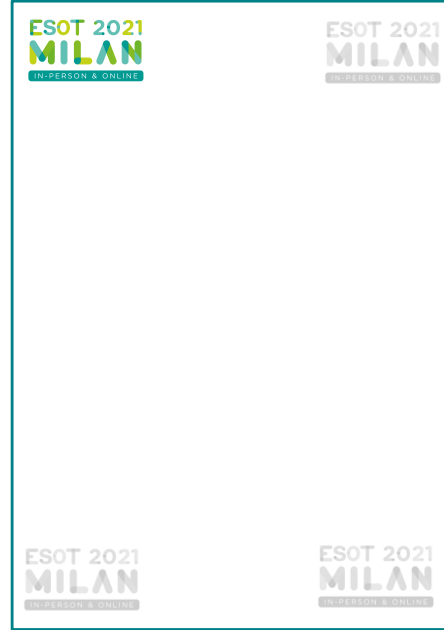


Logo placement

Regardless of communication size or dimension, the logo can be placed in four locations.

In order of preference the placement options are:

- top left corner
- top right corner
- bottom left corner
- bottom right corner



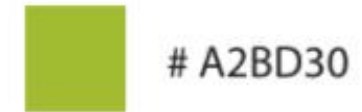
Colour codes

ESOT has a range of colours that are used to align with the congress theme.

These five colours are utilised within the congress logo.

How to use

These colours can be used across any congress-related materials. Utilise the hex codes shown on the right hand side of this page to create the colours in digital documents, images and assets.



A2BD30



82BBB0



8DB335



CAD135



008289

Social media

Social media assets

To promote the Congress on social media, ESOT has developed a number of banner images, advertising various elements of the event including the programme, abstracts and awards

How to use

Committee members and partner societies are kindly asked to download these assets and share via their personal and professional social media channels, accompanied by the official #ESOTcongress hashtag. Example social media platforms include:

- Twitter ([@ESOTtransplant](https://twitter.com/ESOTtransplant))
- Facebook ([@ESOTtransplant](https://www.facebook.com/ESOTtransplant))
- LinkedIn ([ESOT - European Society for Organ Transplantation](https://www.linkedin.com/company/ESOT-European-Society-for-Organ-Transplantation))

To ensure viewers are directed to the correct destinations on the Congress website, ESOT has created several links that should be embedded on to the relevant banner images. These include:

- Registration (https://go.esot.org/registration_green)
- Pre-congress webinars (https://go.esot.org/congress_webinars)
- Congress Programme (https://go.esot.org/congress_programme)

CLICK HERE TO VIEW ASSET LIBRARY



ESOT 2021 MILAN 29th August
1st September 2021
MiCo Convention Centre
Milan, Italy
IN-PERSON & ONLINE



PRE-CONGRESS
WEBINARS

ESOT 2021 MILAN 29th August
1st September 2021
MiCo Convention Centre
Milan, Italy
IN-PERSON & ONLINE



REGISTRATION

ESOT 2021 MILAN 29th August
1st September 2021
MiCo Convention Centre
Milan, Italy
IN-PERSON & ONLINE



PROGRAMME

#ESOTcongress

Elements

Icons

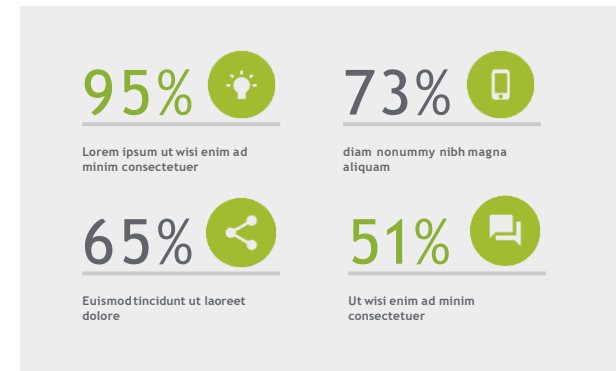
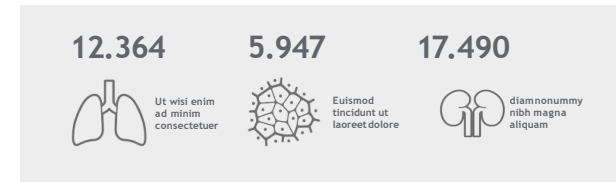
How to use

Icons can be used alongside our charts and graphs to simply represent information at a glance.

For scientific content, outlined icons can be used in the following colours:

- Black
- Grey
- White
- Teal
- Green

For non-scientific content, solid and transparent icons can be used, but must be coloured using the ESOT 2021 brand colours.



[CLICK HERE TO VIEW ICON LIBRARY](#)



Promotional banners

ESOT has developed a set of to advertise the 2021 Scientific Congress

How to use

Banners should be used in all promotional materials to publicise the event.

An examples of these materials may include promotional emails.



29th August
1st September 2021
MiCo Convention Centre
Milan, Italy



THE 20TH CONGRESS OF THE EUROPEAN SOCIETY FOR ORGAN TRANSPLANTATION
Full detail banner



29th August
1st September 2021
MiCo Convention Centre
Milan, Italy

Shortened banner



Promotional slides

PowerPoint presentations have proven to be an effective means of communication and have helped us optimise audience engagement with an array of content.

To assist with the process, ESOT has developed a PowerPoint template which can be used when developing promotional content related to the Congress.

How to use

The slide template can be accessed by clicking the download link and should be used for developing content such as:

- Congress-related presentations
- Advertising



ESOT promotional PowerPoint slides



Size specifications

- 16:9 aspect ratio (optimised for presenter slides)

Contact or further info:

chiara.parisotto@esot.org

