ESOT Congress
THE INTERNATIONAL TRANSPLANT CONGRESS®
ATHENS | 17-20 SEPTEMBER 2023

European Society for Organ Transplantation

ESOT Congress 2023

Toolkit

Contents

The logo

Congress logo

The master congress logo can be used on congress-related materials.

When using the master logo, we ask that where possible, the logo be used in its full colour form (please refer to page 6 for the colour codes).

The master logo should always be used responsibly and appropriately on all congress-related materials, complying fully with the guidance provided in this toolkit. Please ensure that the logo is not used to express an affiliation with any unauthorised parties or to portray ESOT in a negative manner.
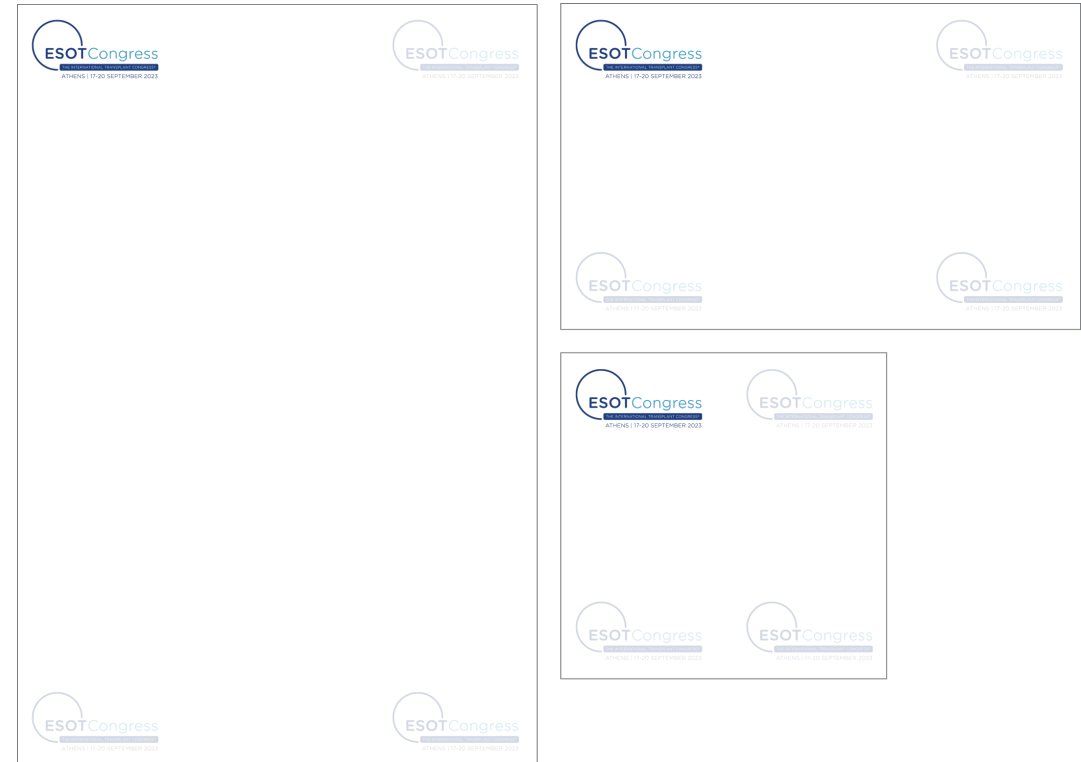

DOWNLOAD HERE

Logo placement

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

Please keep in mind the logo exclusion zone when placing the logo in a corner.

In order of preference the placement options are:

- Top left corner
- Top right corner
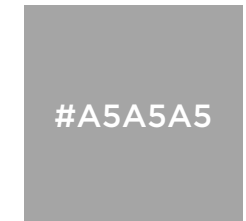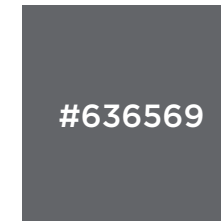- Bottom left corner
- Bottom right corner

esotcongress.org

Colour codes

ESOT has a range of colours that are used to align with the brand guidelines.

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.

Primary colours

Our primary colour palette is derived from the logo elements, using blue as a consistent signature colour for all ESOT communications. The blue colour is supported by a neutral grey colour so we can have balance in our communications.

#003594	#0097ce	#636569	#A5A5A5

Secondary colours

A secondary palette supports our primary colours to help with navigation, charts and illustrations. When producing charts and graphs you should use blue or grey colours first but these additional colours are important to offer contrast and clarity. The secondary colours have been selected to complement the primary palette.

#041E42	#FF9E1B	#F1EB5B

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Social media

Social media channels

ESOT has a range of social media channels that will be posting about the latest news and developments over the course of the congress.

We encourage you to follow our channels and utilise our official hashtag '**#ESOTcongress**' when posting about any congress-related activities.

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Shareable banners

ESOT has developed shareable banners in both an Instagram story size and a Twitter grid post size to spread awareness of the congress.

1x 'Join me at ESOT Congress 2023!'

2x 'I've submitted an abstract for ESOT Congress 2023!'

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Instagram stickers

ESOT has created a series of Instagram stickers for ESOT Congress 2023!

We encourage attendees to use the stickers on their Instagram stories to raise awareness of the congress.

To find the stickers, please follow the steps below:

1. From your Instagram story, tap the 🙂 icon to browse through the stickers
2. In the search bar, type '*@ESOTtransplant*' to explore the full range of stickers
3. Move and resize these stickers to your preference
4. Post these on your story and enjoy!

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Promotional materials

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Promotional slide

A dedicated promotional slide has been created for ESOT Congress 2023.

Please feel free to download and use this PowerPoint slide [16:9] within any presentations to help raise awareness of this year's congress.
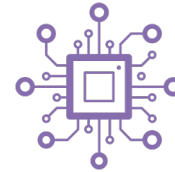
ESOT Congress 2023
17–20 September 2023,
Athens, Greece

#ESOTcongress

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Elements

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Congress domains

Representative icons have been developed to help you visually align your abstract and associated materials with the relevant congress domains.

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	#846cae	**DIGITAL TRANSFORMATION**
	#a8a09d	**INNOVATION AND TECHNOLOGY**
	#6bb57f	**REALISTIC CARE**
	#ed6c6a	**REGENERATION AND REPAIR**
	#4d7498	**SHARED DECISION, SHARED CARE**

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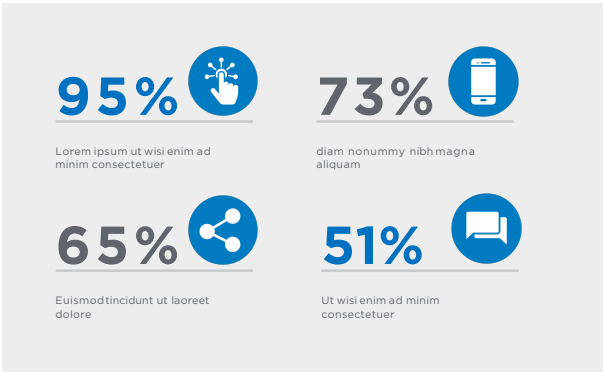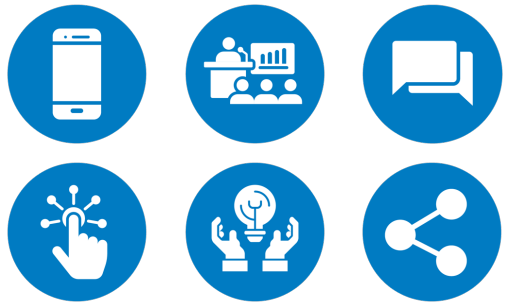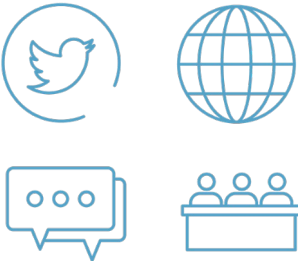THE INTERNATIONAL TRANSPLANT CONGRESS®
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Additional icons

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

ESOT has two styles of icon; linear and solid. Our linear icons reflect the hand drawn outlines in our logo. The linear style should be used where more scientific detail is required.

We use a solid, filled icon for non scientific content such as the website and infographics. The solid icons can be coloured using any of our brand colours.

DOWNLOAD HERE

12.364	5.947	17.490
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Thank you

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