

ESMO BRANDING GUIDELINES

The Fundamentals of Brand Identity and Design Standards

Version 1.0 – May 2016

**“Vision without action is a daydream.
Action without vision is a nightmare.”**

Japanese Proverb

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**THE EUROPEAN
SOCIETY
FOR MEDICAL
ONCOLOGY**

ESMO

ESMO is the leading professional organisation for medical oncology. Comprising more than 13,000 oncology professionals from over 130 countries, ESMO is the society of reference for oncology education and information.

ESMO is committed to helping all members 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 globally.

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.

The 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 for our actions and decisions.
- ◆ **Excellence**
We are never satisfied with mediocrity and seek to achieve the highest standards in everything we do.

ACROSS ONCOLOGY. WORLDWIDE.

Oncology is increasingly becoming an integrated discipline, where each profession is contributing to the overall care of cancer patients. Oncologists now need to work ever more closely together with colleagues from research, pathology, molecular biology, bioinformatics and other related disciplines, integrating data and expertise from the work of professionals involved in diagnosis, basic, translational and clinical cancer research alike.

To facilitate this important progression, ESMO has opened up the Society's membership to all oncology professionals and stakeholders involved in cancer research, diagnosis, treatment, care and advocacy worldwide. In doing so, ESMO will nurture a community of professionals from many different different fields, all working together to find solutions to complex questions and to drive the pace of change still further in the best

interests of patients.

As the authoritative source and trusted provider of medical oncology knowledge and education, ESMO has a deep commitment to integrated cancer care. From guidelines to events, ESMO educational programmes integrate contributions from oncology experts from diverse disciplines, enabling members to work effectively in a collaborative setting.

Today, ESMO is **“Across oncology. Worldwide.”**



BRAND PORTRAIT

BRAND PROMISE

A “brand promise” is a combination of the benefits and experiences that we want our audience to associate with ESMO.

It is a compelling and persuasive statement, summing up what a brand has to offer and what characteristics set it apart from the competition.

The ESMO brand promise can be summed up in the following statement: **ESMO is the leading professional organisation for medical oncology, with the overarching goal of improving outcomes for cancer patients everywhere. ESMO is the society of reference for oncology education and information, committed to supporting its members to develop and advance in a fast-evolving professional environment.**

The brand promise is also clearly stated in the tag line that will form part of the ESMO logo cluster: **Good Science. Better Medicine. Best Practice.**

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.

BRAND PERSONALITY

The concept of “brand personality” is all about describing a brand in terms of recognisably human characteristics that make it easier for people to feel a connection, and build a relationship, with the “brand”.

The characteristics that ESMO seeks to be identified with are: **Experience, Authority, Commitment and Trust**. These qualities are also expressed within the tag line described.

BRAND ARCHETYPE

Archetypes are the universally recognisable personality traits of characters from myths, legends and real life. By locking onto one or more of the 12 positive archetypes, a brand acquires meaning and purpose that resonates with customers, emotionally positioning the brand in their minds. Archetypes are particularly useful because they also provide an intuitive, accessible language to describe and discuss the essence of a brand with colleagues, customers, and creative teams.

The intrinsic qualities of ESMO, and the personality traits associated with it, conform to the archetype of the “Patriarch Explorer”. The figure of the patriarch is closely identified with wisdom and authority, while the “explorer” is clearly connected with exploration and pioneering.

BRAND ESSENCE

The “essence” of a brand is a combination of all the rational and emotional value propositions that define and differentiate the identity of that brand. It is distilled from a compelling and differentiating commitment the brand offers to customers and a distinctive style and tone that captures the emotional character of that brand.

ESMO’s brand essence can be defined as a ‘catalyst’. A “catalyst” facilitates a process, but it can also mean someone who “accelerates an action or event”. This is highly appropriate when considering ESMO’s objectives in bringing members together for mutually rewarding exchanges of views and information, and in providing excellent levels of education in the field of medical oncology.

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 image is composed of three branding elements: the ESMO logo, the dialogue boxes and the typography.

The ESMO branding elements allow the recognition of 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 products 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. Brand managers oversee the correct application of the ESMO branding elements.

LOGO

A 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 in 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 always be displayed, exactly as shown below, in the top left-hand corner of all materials e.g. letterheads, leaflets, brochures and posters.

Logo abbreviation

In certain circumstances, an abbreviated version of the ESMO logo cluster may be used. When space is limited or printed material does not allow the usage of the full LOGO, abbreviation could be used.

The Communication Department must be consulted at communication@esmo.org on all occasions when the abbreviated version of the logo is considered for usage.



White version

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

Important note

A separation between each letter is mandatory in order to guarantee ESMO logo recognition. When the white version of the logo is applied, no abbreviation can be used.

Background colours

In order to maintain its visual impact, the logo has to be shown against a white background.

A black background must never be used, even when the logo is produced in its white version.



FIVE GOLDEN RULES

Are you using the ESMO logo correctly?

The ESMO logo can only be placed on a white background respecting its minimum size and exact spacing rules.

Only under exceptional circumstances and upon brand manager's approval, the grey scale or white version of the logo can be used. Make sure you respect the following rules.

Everything that does not respect the below mentioned five golden rules is not allowed.

1.

Respect the ESMO logo colour palette

2.

Use the ESMO logo on a white background

3.

Place the ESMO logo on the top left corner (exceptions can be submitted to the brand manager)

4.

Respect the ESMO logo minimum size and exact spacing rules

5.

Use the ESMO logo in:

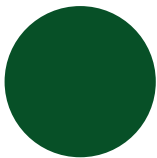
- CMYK or Pantone, for print formats
- RGB, for web formats

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 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.

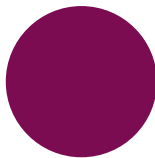


PANTONE
357 C

CMYK
70/0/80/70

HEX
1B4F26

RGB
50/80/45

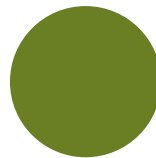


PANTONE
228 C

CMYK
15/95/5/50

HEX
81134E

RGB
110/30/80

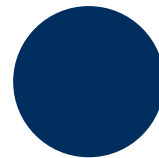


PANTONE
7748 C

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

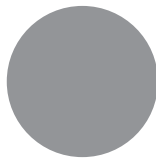
Grey scale logo

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

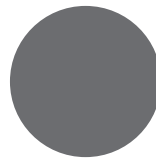
In this case, the letters should be reproduced respectively in black 30%, 50%, 70% and 90% tints.



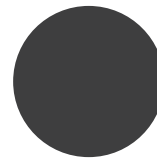
BLACK
30%



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 **10mm**, as shown below.

When the logo reaches a dimension of **5mm**, it must be used without its tagline as it will no longer be legible anymore; this option should be submitted to the Communication Department for approval.



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 10mm, the minimum distance around it is 8mm.

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

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 fully understand the oncology community needs. This analysis led to the ESMO value proposition based on knowledge, personalisation and community.

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

Together with the ESMO logo, the dialogue boxes build ESMO brand identity: they are ESMO unique core brand elements.

Dialogue boxes design

A. Correct shape

A half circle composes the final part of a dialogue box, as shown in the picture on the right.

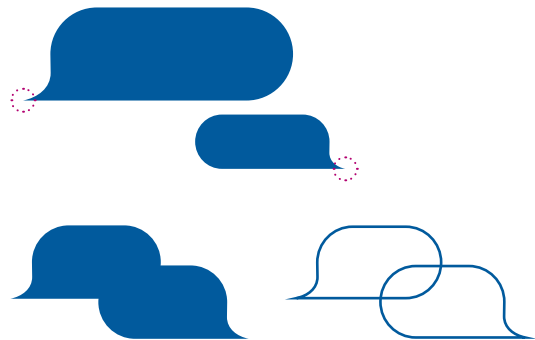


B. Correct compositions

The dialogue boxes can be oriented both towards the right and the left sides. The tails have to be oriented towards the outside. If space is limited, dialogue boxes can be crossed.

Important notes

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



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.



Dialogue boxes text

Correct use

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

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

Important notes

- The use of capital letters is limited on max 3 rows.
- Parameters may vary should the circumstances require it, for example congress dressing

1. Short message

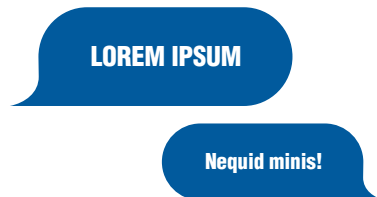
2 pieces of information

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

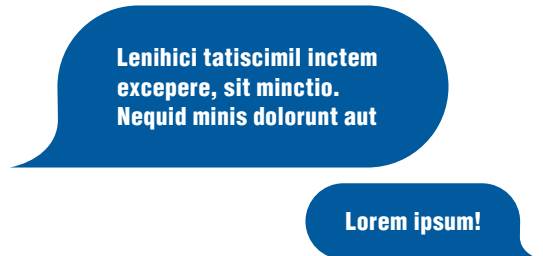


2. Long message

2 pieces of information

Dialogue boxes 01 + 02: Tt

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



3. Long message, split

1 piece of information

Dialogue boxes 01 + 02: TT

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



TYPOGRAPHY

Helvetica LT Std Family

The consistent use of a typeface is a basic and globally 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 recalls a diamond figure, thus representing excellence in oncology.

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

Construction of the pattern

Prism

Each letter of the ESMO logo becomes a prism and maintains its corporate colour.

Gradient

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

Modules

Each prism is divided to generate the modules that will create the final pattern.

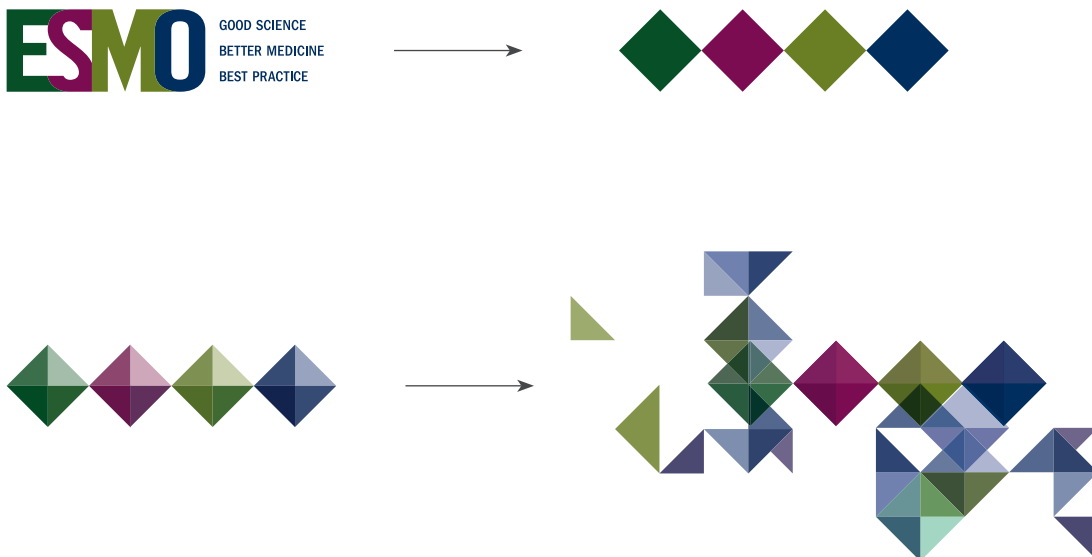
Pattern

The pattern can be adapted to all kinds of supports. 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 top right corner (e.g. PowerPoint template).



PATTERN APPLICATIONS

Corporate campaign pattern

All four colours of the ESMO Logo are used in this pattern, which works as a background for the ESMO corporate campaign and institutional communications.



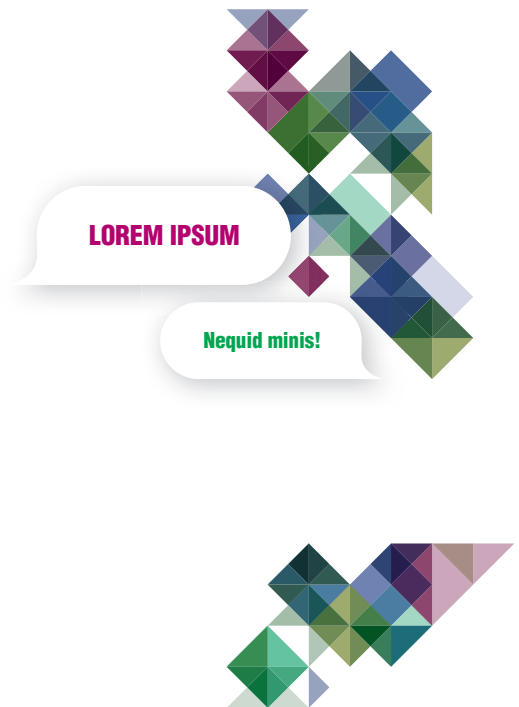
Text colours

Within the dialogue boxes, the colours of the text are brighter than the ones used on the ESMO logo. For this particular pattern, the text is all in light burgundy.

The blue colour from the ESMO logo applies to the body copy.

Products & services pattern

All four colours of the ESMO logo are used in this pattern which is reduced in space, in order to leave space for the promotion of a product (placed on the left hand side).



Text colours

Within the dialogue boxes, the colour of the text is brighter than the ones used on the ESMO logo. For this particular pattern, the text is in light burgundy within the first dialogue box, and green within the second.

The blue colour from the ESMO logo applies to the body copy.

Membership pattern

This pattern is predominantly green, as green has always been the colour defining membership.



Text colours

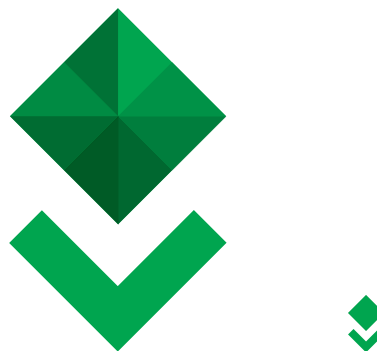
Within the dialogue boxes, the colour of the text is brighter than the one used on the ESMO logo. For this particular pattern, the text is all in green.

The blue colour from the ESMO logo applies to the body copy.

Membership symbol

The flower represents the uniqueness of ESMO members. It is used as an integral element of the membership graphics, always in combination with the prismatic pattern.

The usage of multiple flowers symbolises the whole ESMO members community.



Big symbol

Placed on membership communications, the flower indicates the single member who joins the ESMO community.

Small symbol

Placed next to text, it indicates that the content is for members only. In its small dimension, the flower uses a monochromatic green to simplify its recognition.

Please see pages 34-35 to see both applications.

SUBJECTS

ESMO members are at the core of everything ESMO does as a society. ESMO is built thanks to its members and acts to support its members' professional development. Some members – ESMO officers – play an important and active role in directing the society and its activities.

It is important that ESMO corporate communications leverages the presence of ESMO members; the introduction of real subjects allows to humanise the society and to show that it is composed of real people; additionally, using the images of well-known oncology professionals as ESMO testimonials, strengthens the ESMO brand value. At the same time, the use of real subjects

offers visibility to those people who are serving the society (ESMO officers).

Subjects are selected on the basis of the message to be communicated. Subjects are associated with key society messages and displayed as personal quotes.

Affiliations and roles within ESMO are selected based on the message to be conveyed.

Below you can see a selection of subjects (ESMO officers and ESMO members); affiliations and role within ESMO, which may vary according to the message to be communicated.



Emile Voest
ESMO Board Member



Judith Balmaña
Medical Oncologist, Spain



Anthony Chan
ASIA 2015 Scientific Committee Chair



Matthias Preusser
ESMO YO Committee Chair



Suresh Senan
ESMO member, The Netherlands



Verna Vanderpuye
ESMO member since 2006

COMMUNICATION ARCHITECTURE

Based on what has been presented in the previous chapters, a specific grid has been elaborated to give consistency to the usage of ESMO branding elements. This grid is adapted to the four areas of ESMO

communication (see pages 28-31). All mandatory features are highlighted and must be respected in all communications.

1.5 x

x **ESMO** GOOD SCIENCE
BETTER MEDICINE
BEST PRACTICE

**THE FIGHT AGAINST
CANCER IS GLOBAL.
SO IS ESMO.**

Fortunato Ciardiello
ESMO President

By representing members from over 130 countries, ESMO is uniquely placed to act as the international voice for the cancer community serving researchers, clinicians and, through them, cancer patients.

ACROSS ONCOLOGY. WORLDWIDE.

esmo.org

In this case
x = 10 mm

Content hierarchy

ESMO communication architecture is composed of the following elements:

01. Corporate information

ESMO logo

02. Main message / quote

- Quote
- Testimonial picture and affiliation

03. Body copy

This area is reserved for:

- The body copy
- The claim “Across Oncology. Worldwide.”
- The ESMO url

How to write the information

The rules below are applied to all promotional templates. All parameters may vary should the circumstances require it, always respecting hierarchy and proportions.

ESMO logo

Quote

Helvetica LT Std Black Condensed, TT up to 3 rows

Helvetica LT Std Black Condensed, Tt after 3 rows

Please see rules and parameters on pages 18-19.

Testimonial details

Helvetica LT Std Black Condensed, Tt

Helvetica LT Std Condensed, Tt

Kerning	Optical
Tracking	0 / -5 %
Font size	9 pt min
Leading	12 pt min

Body copy / url

Helvetica LT Std Condensed, Tt / Black Condensed, tt

Kerning	Optical
Tracking	-5 / 0 %
Font size	9 pt min
Leading	12 pt min

Claim “Across Oncology. Worldwide.”

Helvetica LT Std Black Condensed, TT

Kerning	Optical
Tracking	-5 %
Font size	12 pt min
Leading	12 pt min

The four areas of ESMO communications

Corporate campaign

This type of communication aims at increasing brand awareness through ESMO corporate messages and body copy, reflecting the ESMO positioning statements:

- GLOBAL OUTREACH
- INTEGRATED APPROACH TO MEDICAL ONCOLOGY EDUCATION
- ACROSS ONCOLOGY DISCIPLINES

ESMO GOOD SCIENCE
BETTER MEDICINE
BEST PRACTICE

**THE FIGHT AGAINST
CANCER IS GLOBAL.
SO IS ESMO.**

Fortunato Ciardiello
ESMO President

By representing members from over 130 countries, ESMO is uniquely placed to act as the international voice for the cancer community serving researchers, clinicians and, through them, cancer patients.

ACROSS ONCOLOGY. WORLDWIDE.

esmo.org

Products & services

This type of communication uses specific products and services as vehicles to reinforce ESMO positioning.

The idea behind this structure is that products and services can help build brand identity by showing the correlation between a specific product or service and the society's mission and vision.



MEMBERSHIP BENEFIT

ESMO produces a range of educational oncology-related publications that can be browsed online or downloaded.

Hardcopies of publications are distributed from the ESMO booth throughout the year, subject to availability.

esmo.org

Membership

Within the membership framework, corporate messages are oriented towards a particular call to action, which most of the time is an invitation to join the society.

For this reason, the corporate campaign architecture is implemented with green colours as for membership; a "Join us!" dialogue box is also incorporated in every ad.

ESMO GOOD SCIENCE
BETTER MEDICINE
BEST PRACTICE

Judith Balmaña
Medical Oncologist, Spain

**A NETWORK FOR
COLLABORATION AND
OPPORTUNITIES: THAT'S ESMO.**

Join us!

By providing a professional network for all oncology stakeholders to share knowledge and experiences, ESMO promotes excellence across oncology.
Best practice knows no borders.

ACROSS ONCOLOGY. WORLDWIDE.

esmo.org

Membership offers

This fourth architecture communicates all the commercial aspects related to membership (call to action, special offers...). There is no reference

to corporate messages nor to the tagline “Across Oncology. Worldwide.”



ESMO GOOD SCIENCE
BETTER MEDICINE
BEST PRACTICE

3 FOR 2

**ESMO
MEMBERSHIP OFFER**

3 YEARS FOR THE PRICE OF 2!
Visit us at the ESMO Booth
or ESMO Member's Lounge
to learn more about this offer.

esmo.org

ANGEL GROUP

ESMO

Janice Tsang
Clinical Oncology
Researcher
Hong Kong

Katy Kay
Pathologist
UK

BROADENING OUR HORIZONS. ACROSS ONCOLOGY. WORLDWIDE.

FROM DIAGNOSIS TO PATIENT CARE. ESMO ALWAYS STANDS BY OUR SIDE.

ESMO GOOD SCIENCE
BETTER MEDICINE
BEST PRACTICE

Bristol-Myers Squibb





ESMO GOOD SCIENCE.
BETTER MEDICINE.
BEST PRACTICE.

40
YEARS
ESMO

ESMO GOOD SCIENCE.
BETTER MEDICINE.
BEST PRACTICE.

Parvaneh Charafkhan
ESMO President Elect

THE FIGHT
AGAINST
CANCER KNOWS
NO BORDERS

Anthony Bahkshak
Hematologist & Oncologist

WE WANT TO
ENSURE THE BEST
POSSIBLE CARE
TO OUR PATIENTS

Changhua Zhou
Surgical Oncologist

WHEREVER
THEY LIVE,
WHEREVER
WE ARE

ESMO

3 FOR 2

ESMO MEMBERSHIP OFFER

3 YEARS FOR
THE PRICE OF 2!

Visit us at the ESMO Booth
or ESMO Member Lounge
to learn more about this offer.

ESMO GOOD SCIENCE.
BETTER MEDICINE.
BEST PRACTICE.

ESMO Booth at the ECC 2015 Congress

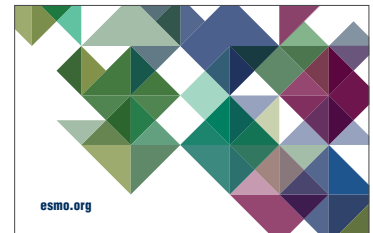
STATIONERY

EXAMPLES OF APPLICATIONS

Letterhead



Business card



Front



Back

Text

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

Font size 9 pt min

Leading 12 pt min



Spett.le
Ander Group SA, BSW
Via Campagna 13,
CH-6982 Agno

Lugano, 30 settembre 2015

Carta intestata 1° foglio

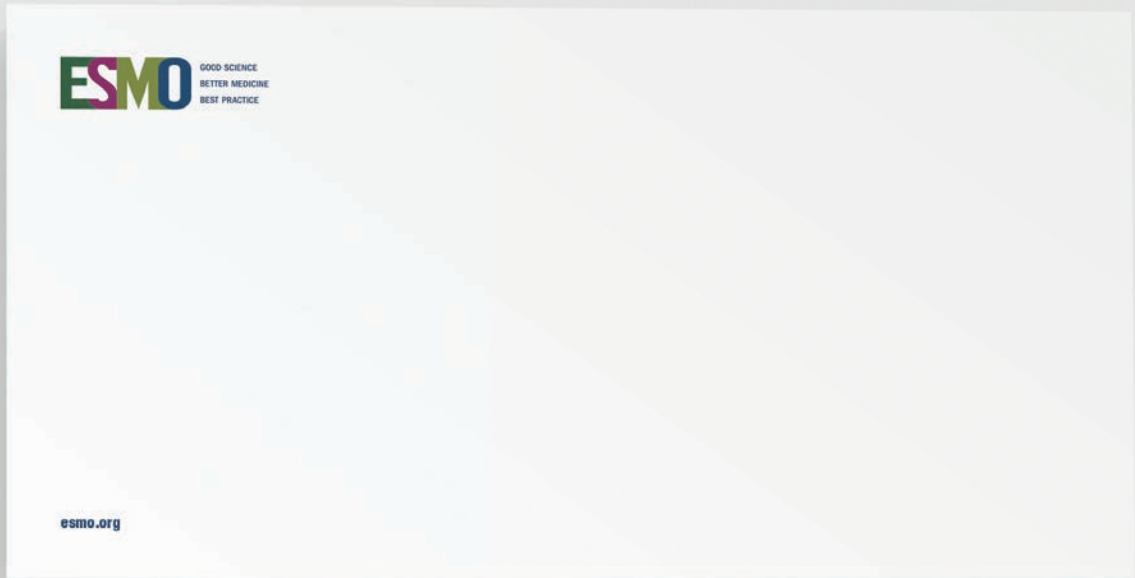
Lorem ipsum dolor sit amet

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Quia vellibustia dolorume

Signature



EVENTS COMMUNICATION

EVENTS COMMUNICATION ARCHITECTURE

The look and feel of each event changes colour every year, according to the new creative concept.

1.5 x

x

0.75 x

ESMO GOOD SCIENCE
BETTER MEDICINE
BEST PRACTICE

esmo.org

ESMO SYMPOSIUM ON
IMMUNO-ONCOLOGY

Save the date!

**LAUSANNE
SWITZERLAND**

4-6 NOVEMBER 2016

**Advances in cancer immunotherapy:
From vaccines to antibodies and cell therapies**

Scientific Committee Co-Chairs
George Coukos, Lausanne, Switzerland
John Haanen, Amsterdam, Netherlands
Rolf A. Stahel, Zurich, Switzerland

The 4th ESMO Symposium on Immuno-Oncology underlines ESMO's commitment to educate cancer physicians and researchers in a rapidly evolving area of treating cancer through immunotherapy.

2 x

In this case
x = 10 mm

Content hierarchy

ESMO's events communication is composed by the following elements:

01. Corporate information

ESMO logo and url.

02. Main message

- 2 dialogue boxes and related messages.
- Event look and feel.

As this is the most important information, it should be the most visible one. The dialogue boxes have a different weight as the first one indicates the subject, and the second one indicates a call to action or a secondary message.

03. Body copy

This area is reserved for:

- The body copy.
- The information related to when and where the event takes place.
- The related details (chairs, dates, etc).
- The url (if not in the header).

How to write the information

The rules below are applied to all the promotional templates. All parameters may vary should the circumstances require it, always respecting hierarchy and proportions.

url

Helvetica LT Std Black Condensed, tt

Kerning Optical

Tracking 0 %

Font size 9 pt min

Leading 12 pt min

Dialogue boxes' text

1st dialogue box

Helvetica LT Std Black Condensed, TT until 2 rows

Helvetica LT Std Black Condensed, Tt if on more than 2 rows

2nd dialogue box

Helvetica LT Std Black Condensed, Tt

Please see rules and parameters on pages 18-19.

City, date / country / body copy

Helvetica LT Std Black Condensed, TT / Condensed, TT / Cnd Tt

Kerning Optical

Tracking 0 / -5 / 0 %

Font size 14 / 14 / 9 pt min

Leading 14 / 14 / 9 pt min

City and country are always on the left. Day and year are written with numbers; month with letters. The date can be placed under the city or on the right side. Details are placed below depending on typology.

EXAMPLES OF CREATIVE CONCEPTS

The following four examples show how the house style is maintained throughout the various events' creative concepts. The structure (stripe, place, date, dialogue boxes) is versatile according to the communication needs.

ESMO SYMPOSIUM ON SIGNALLING PATHWAYS IN CANCER

Save the date!

SITGES BARCELONA SPAIN 4-5 MARCH 2016

Targeting the MAPK pathway: From RAS to MEK

The 4th ESMO Symposium on Signalling Pathways in Cancer will look at the role of HER/EGFR family signalling, and the rationale and strategies for the use of targeted therapies.

This symposium is designed for medical oncologists, clinical and industry researchers and young oncologists who are actively working in specific tumour settings.

IMPORTANT DEADLINES

13 January 2016	Early Registration
10 February 2016	Late Registration

Symposium Co-Chairs
Josep Tabernero, ES and Claire Isaack, UK

In partnership with EACR

EACR
European Association for Cancer Research

elcc European Lung Cancer Conference

elcc2016.org

EUROPEAN LUNG CANCER CONFERENCE

Late registration deadline: 23 March

GENEVA SWITZERLAND 13-16 APRIL 2016

Conference Co-Chairs
Solange Peters, Switzerland
Wilfried Eberhardt, Germany

MAIN THEMES

- The IASLC new staging system
- The new WHO classification
- Immunotherapy
- New steps in the treatment of molecularly defined NSCLC
- Screening and reimbursement issues
- Stereotactic RT and minimally invasive local treatments

Organisers: **ESMO** European Society for Medical Oncology, **IASLC** International Association of Lung Cancer, **ESTRO** European Society for Radiotherapy and Oncology, **ESTS** European Society of Thoracic Surgeons, **etop** European Thoracic Oncology Platform

COPENHAGEN 2016 **ESMO** congress esmocongress.org



ESMO 2016

CALL FOR ABSTRACTS

**COPENHAGEN DENMARK
7-11 OCTOBER 2016**

IMPORTANT DEADLINES

11 May 2016	Abstract submission
30 June 2016	Early registration
23 August 2016	Late-breaking abstracts
31 August 2016	Late registration

SINGAPORE 2016 **ESMO** ASIA esmoasia.org



ESMO ASIA 2016

Save the date!

SINGAPORE **16-19 DECEMBER 2016**

ESMO Asia 2016 is a unique congress aimed at facilitating the international exchange of professional expertise.

IMPORTANT DEADLINES

21 September 2016	Early registration
9 November 2016	Late registration

POSTCARDS

The purpose of a postcard is different from an advertisement: even if it promotes an event as well, it has to be more direct and immediate since the format is smaller.

The use is similar to a business card: the main information is placed on a small format in an attractive way.

Front

ESMO SYMPOSIUM ON IMMUNO-ONCOLOGY

Save the date!

ESMO LOOK SCIENCE
GET INSPIRED
GET INVOLVED

LAUSANNE SWITZERLAND 4-6 NOVEMBER 2016

EUROPEAN LUNG CANCER CONFERENCE

Save the date!

elcc European Lung
Cancer Conference

GENEVA SWITZERLAND 5-8 MAY 2017

Back

ESMO LOOK SCIENCE
GET INSPIRED
GET INVOLVED esmo.org

**ABSTRACT SUBMISSION
AVAILABLE FROM MID-APRIL 2016**

Scientific Committee Co-Chairs
George Coukos, Lausanne, CH
John Haanen, Amsterdam, NL
Rolf A. Stahel, Zurich, CH

Scientific Committee members
Jerôme Galon, Paris, FR
Sebastian Kreiter, Mainz, DE
Paul Lorigan, Manchester, UK
Michele Maio, Siena, IT
Richard Marais, Manchester, UK
Ignacio Melero, Pamplona, ES
Caroline Robert, Villejuif, FR

**Advances in cancer immunotherapy:
From vaccines to antibodies and cell therapies**

MAIN THEMES

Cancer antigens
Personalised immunotherapy
Immuno-oncology meets molecular oncology
Beyond PD-1/PD-L1 axis blockade: Combinations or new molecules
Biological therapy: Infectious agents at the service of immunotherapy
Molecular controls of the immune system
Adoptive T cell therapy
Antibody based immunotherapy: Checkpoint blockade and biospecifics
Biomarkers response
Technological developments
Immuno-oncology clinical studies across tumour types

elcc European Lung
Cancer Conference elcc2017.org

ELCC Co-Chairs
Martin Reck, Grosshansdorf, DE
Andrew Nicholson, London, UK

MAIN THEMES

New IASLC staging
ESMO recommendations for thoracic malignancies
Immunotherapy: first-line treatment, biomarkers and combination approaches
SCLC and mesothelioma
Management and diagnosis of persistence in molecularly defined NSCLC
Management of brain metastases

Organisers

ESMO LOOK SCIENCE
GET INSPIRED
GET INVOLVED IASLC International Association for the Study of Lung Cancer

Partners

ESTRO ESTRO
ESTRO
ESTRO ESTS ESTS etop European Thoracic Oncology Platform

Content hierarchy

ESMO's events communication is composed by the following elements:

01. Main message

- 2 dialogue boxes and related messages.
- Event look and feel.

As this is the most relevant information, it should be the most visible one. The dialogue boxes have a different weight as the first one indicates the subject, and the second one indicates a call to action or a secondary message.

02. Corporate information

ESMO or event logo, city, country and date.

03. Header

ESMO or event logo and url.

04. Body copy

This area is reserved for:

- The body copy.
- The related details (chairs, dates, etc).

05. Organisers and partners

ESMO or event logo and url.

How to write the information

All parameters may vary should the circumstances require it, always respecting hierarchy and proportions.

Dialogue boxes' text

1st dialogue box

Helvetica LT Std Black Condensed, TT until 2 rows

Helvetica LT Std Black Condensed, Tt if on more than 2 rows

2nd dialogue box

Helvetica LT Std Black Condensed, Tt

Please see rules and parameters on pages 18-19.

City, date / country

Helvetica LT Std Black Condensed, TT / Condensed, TT

Kerning	Optical
Tracking	0 / -5 %
Font size	12 pt min
Leading	12 pt min

url / Body copy

Helvetica LT Std Black Condensed, tt / Light Condensed, Tt

Kerning	Optical
Tracking	0 / -5 %
Font size	7 pt min
Leading	9 pt min

BANNERS

What is a banner?

A banner is an online advertisement. Its format is small, so the message has to be quick and immediate. The hierarchy and the priority of the information are really important as a banner is a “one shot, one message”.

External and internal banners

The difference between external and internal banners is that a banner can be uploaded both on external websites and on the ESMO website (esmo.org). In that case, the ESMO logo is cut off as it is already present on the header's website. The exception remains for conferences such as IMPAKT or ELCC which are independent brands, yet supported and promoted by ESMO.

External banners

700 x 184 px



468 x 60 px



How to write the information

700 x 184 px

External banners should have the ESMO logo. Internal banners are free of ESMO logo (already present on the header of the website). Only events with their own identity, such as IMPAKT or ELCC will have their own logo. In that case, the grid is the same as the external banner.

468 x 60 px

The bubble disappears, otherwise the creative concept would not be visible and the message not legible.

Internal banners

700 x 184 px



SINGAPORE
2015

ESMO ASIA

RESS







ACROSS ONCOLOGY. WORLDWIDE.

ESMO Head Office
Via Luigi Taddei 4
6962 Viganello-Lugano
Switzerland

esmo.org