



THE 35TH EACTS ANNUAL MEETING

RECONNECTING.

Explore, discover, educate

TOOLKIT



CONTENTS

EVENT BRANDING

The Annual Meeting strap	4
Mosaic graphic	5
Wordmark placement	6
Colour Palette	7

ELEMENTS

Promotional banners	11
Promotional slide	12

SOCIAL MEDIA

Social media assets	9
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EVENT

BRANDING

THE ANNUAL MEETING STRAP

To celebrate hosting it's 35th Annual Meeting, EACTS has carefully chosen this master heading and strapline to reflect this year's event.

We are extremely proud of our meetings so far and look forward to reconnecting again this year. We invite you to share in our excitement by using this wordmark when developing any event related materials.

HOW TO USE

The master wordmark can be used on a number of promotional materials. When using the master wordmark, we ask that where possible, the wordmark be used in its full colour form (please refer to page 7 for the colour palette).

The full colour wordmark is deep navy and Spanish red.

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[DOWNLOAD WORDMARK](#)

MOSAIC GRAPHIC

In addition to our master wordmark, EACTS has developed a complementary graphic element to demonstrate reconnection and pay homage to the great city of Barcelona.

HOW TO USE

This abstract thoracic mosaic should preferably be used alongside the master wordmark when developing any event related promotional materials.

It can either be used in full or bleeding off the edge depending on placement and usage.



[DOWNLOAD GRAPHIC](#)

WORDMARK PLACEMENT

Regardless of communication size or dimension, the wordmark can be placed in two locations. In order of preference the placement options are:

- bottom left corner
- top left corner

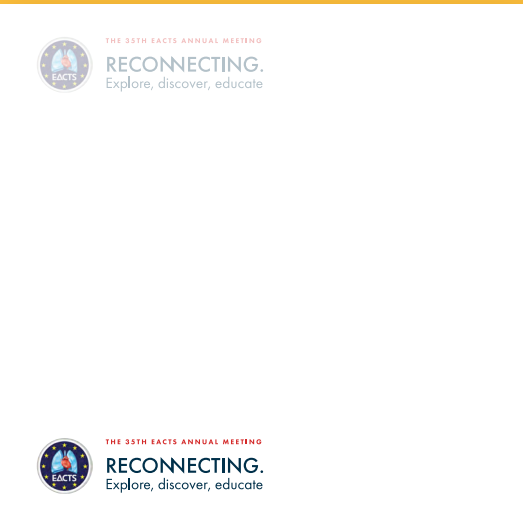
When used on documents, the wordmark must always be used in conjunction with the circular EACTS logo.



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COLOUR PALETTE

EACTS has a range of colours that are used to align with the Annual Meeting theme. These five colours are utilised within the event branding elements.

HOW TO USE

These colours can be used across any event 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.

Where possible, Mustard should always be the primary background colour.

Spanish Red (#d22828)

C: 11%
M: 94% R: 210
Y: 88% G: 40
K: 2% B: 40

Sunny Orange (#f27f00)

C: 0%
M: 59% R: 242
Y: 98% G: 127
K: 0% B: 0

Deep Navy (#00304a)

C: 100%
M: 75% R: 0
Y: 44% G: 48
K: 45% B: 74

Mustard (#fbbd3b)

C: 0%
M: 29% R: 251
Y: 82% G: 189
K: 0% B: 59

White (#ffffff)

C: 0%
M: 0% R: 255
Y: 0% G: 255
K: 0% B: 255

SOCIAL

MEDIA

SOCIAL MEDIA ASSETS

To promote the Annual Meeting on social media, EACTS has developed a number of banner images and advertising elements such as date and location cards.



DOWNLOAD SOCIAL ASSETS

HOW TO USE

Industry partners are kindly asked to download these assets and share via their personal and professional social media channels, accompanied by the official #EACTS and #EACTS2021 hashtags. Example social media platforms include:

- LinkedIn - EACTS - European Association for Cardio-Thoracic Surgery
- Twitter - @EACTS
- Facebook - @EuropeanAssociationCardioThoracicSurgery
- Instagram - @eactsofficial

To ensure viewers are directed to the correct destinations on the Annual Meeting section of the website, EACTS has created several links that should be embedded on to the relevant banner images. These include:

- Annual Meeting - www.eacts.org/annual-meeting/
- General information - www.eacts.org/annual-meeting/general-information-barcelona/

ELEMENTS

PROMOTIONAL BANNERS

EACTS has developed a set of promotional banners to advertise the 2021 35th EACTS Annual Meeting.



HOW TO USE

Banners should be used in all promotional materials to publicise the event. An examples of these materials may include promotional emails.



DOWNLOAD BANNERS

PROMOTIONAL SLIDE

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, EACTS has developed a PowerPoint template which can be used when developing promotional content related to the annual meeting.

HOW TO USE

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

- 35th EACTS Annual Meeting related presentations
- Advertising



DOWNLOAD SLIDE