

# Official EASL event partner logo

## Guidelines on correct use for ILC 2021



# Official EASL event partner logos



The logo above is the official “ILC 2021 –your *live* EASL Campus experience” visual provided for facultative use by our Industry Partners to promote their activities.

This logo is the only EASL or ILC visual that may be used and it must not be distorted or altered in any way. The logo size should be used in a manner which gives the reader the impression of a stamp of participation. Therefore, the visual size should not be larger than 10% the size of the page upon which it appears.

Industry partners may not create visuals that give the impression of being official EASL or ILC event materials. The materials must clearly and primarily carry the branding of the Industry Partner. The use of other EASL logos is not allowed.

# Official EASL event partner logos



# Safe zone

The logos are designed with the correct safe zone integrated.  
The safe zone should be respected at all times.

Correct use which respects the logo safe zone.



Incorrect use which violates the logo safe zone.



# Logo placement when combined with partner logo

The partner logo may be used near the official EASL event partner logo as long as the safe zone is respected.



# Incorrect logo use



Correct logo



Do not distort the dimensions



Do not rotate the logo



Do not modify the logo



Do not modify the logo colours

# Correct logo placement – web banner

Left aligned



Right aligned

# Correct logo placement – web banner

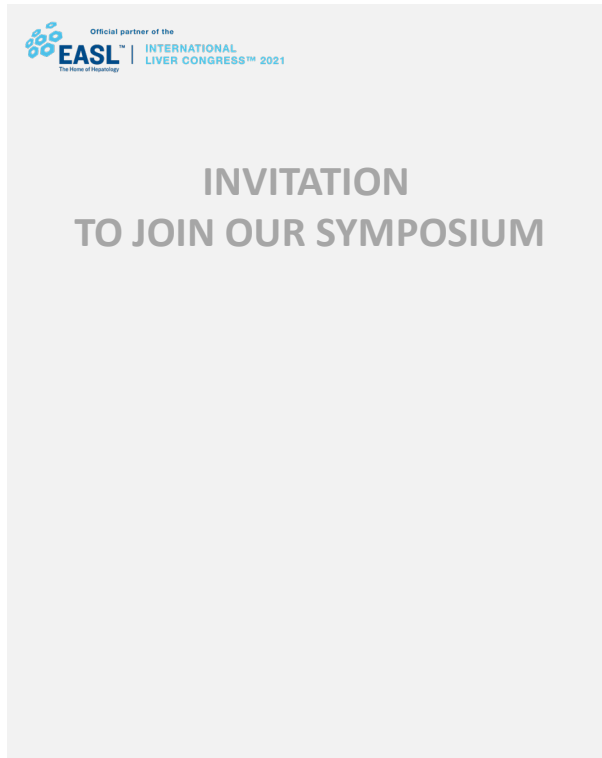
Centre aligned



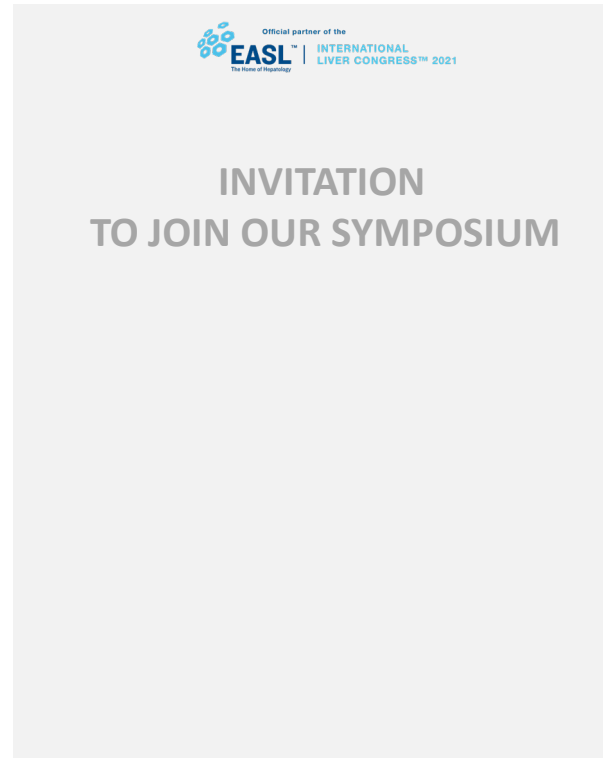


# Correct logo placement – flyer/poster

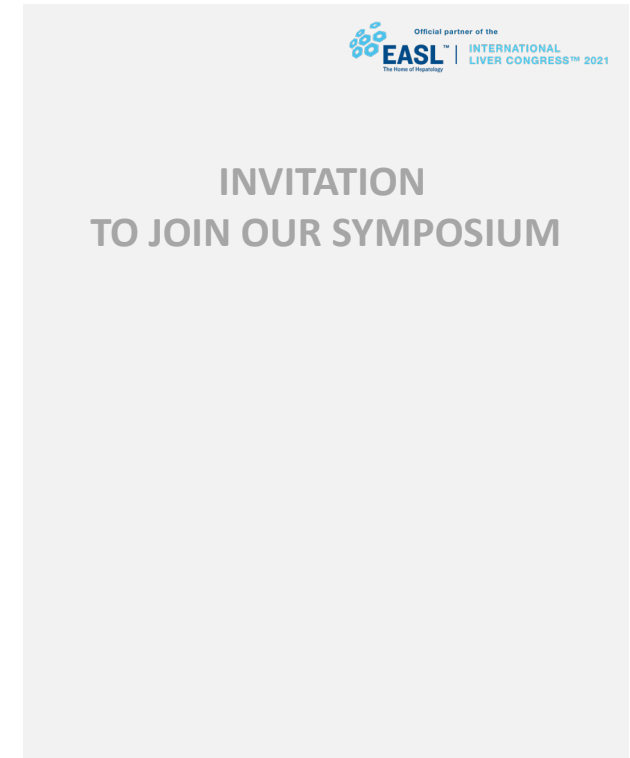
**Left aligned**



**Centre aligned**

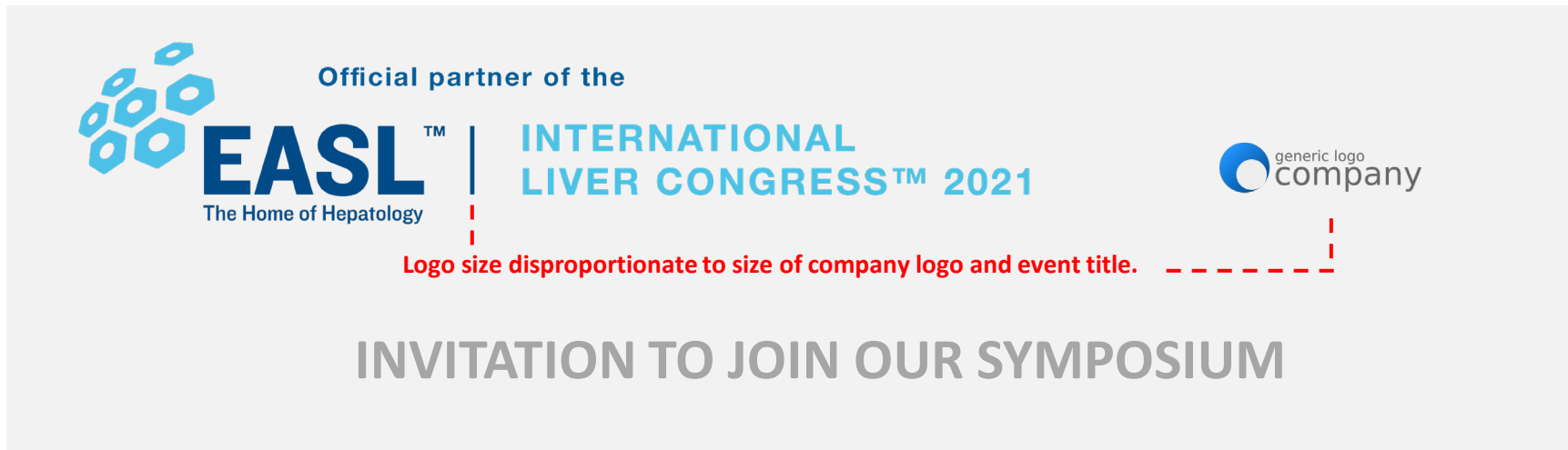


**Right aligned**



# Incorrect logo size – web banner

The logo should maintain balanced proportions to partner logo.  
It should not take up more than 15% of the overall design.



# Contact information

For any questions on correct logo use and placement in your marketing materials, please contact [industry@easloffice.eu](mailto:industry@easloffice.eu)