

Criteria and Guidelines for the Use of EORTC Logo and Label at Scientific Meetings

POL006

Version 2.3

ALWAYS REFER TO THE INTRANET TO CHECK THE VALIDITY OF THIS DOCUMENT

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1 PURPOSE

This policy describes what is an EORTC labeled meeting and conditions to use the EORTC logo.

2 DEFINITIONS

Three categories of meetings have to be considered:

- ◆ **EORTC conferences & meetings:** There is full control by the EORTC of the contents of these meetings. The chairman of the scientific committee and the majority of the members will come from the EORTC. Three possibilities exist for these EORTC meetings:
 - ◆ EORTC meeting/ congress involving the EORTC Board and all EORTC groups: for example,; EORTC Groups Annual Meeting (EGAM); EORTC Cancer Survivorship Summit
 - ◆ EORTC Scientific meeting/ congress/ conference, organized by a disease (modality) oriented groups (Genito-Urinary Tract Cancer Group, Radiotherapy Group, ...).
 - ◆ Joint meeting/ congress/ conference involving EORTC and other organizations outside the EORTC but with equal partnership. Example: EORTC - NCI - AACR meetings, Breast conference (EBCC).
- ◆ **Conferences & meetings organized “under the auspices of the EORTC”** in which EORTC members participate in the scientific committee and in which several members of EORTC groups present EORTC data. These meetings are “under the auspices of the EORTC” and, they therefore have the right to use the EORTC logo next to other logos from other co-organizers. The organizer should invite at least one staff member of the EORTC Headquarters i.e. a Clinical Research Physician and/or a Statistician and/or a relevant staff as appropriate (e.g. Quality of Life, Translational Research).
- ◆ **Non EORTC meeting with EORTC participation.** This entity consists of all other types of meetings where no member of the EORTC is represented on the scientific committee and where EORTC presentations are made on an individual basis. These meetings should not bear the name of the EORTC nor the logo, nor the “under the auspices of the EORTC”.

3 LOGOS

3.1 External use

The master logo will be used for meetings, which can bear the name EORTC (cfr. Point 2)

It is composed with the drop, full description and the slogan:



The future of cancer therapy

The logo is available in different formats (jpeg, eps, ai) and different versions

Please download this version in the Guideline website below:

<https://company-64795.frontify.com/d/0oFsr9YXzZSi>

3.2 Usability

Could only be used in EORTC Blue (or in black, for black and white publications).

Make sure you let breathe the logo.



Same rules for his negative form



The Baseline.

Written in Mr Eaves Mod OT Book Italic.

If the baseline is used with the logo, it should be as wide as the logo, separated by one time his height and Dark grey.



3.3 Internal use

For internal purposes, the logo can be used with the slogan only, all format and different versions are available on the Guideline website:

<https://company-64795.frontify.com/d/0oFsr9YXzZSi>

4 APPLICATIONS

Applications must be made in writing to the EORTC Communication Office, EORTC (avenue Mounier 83/11, B-1200 Brussels, Belgium, Fax: +32 2 772 35 45, Phone: +32 2 774 16 11, Email: communication@eortc.be) and may be submitted by:

- ◆ An EORTC group.
- ◆ Any active investigator of the EORTC
- ◆ International, European or national organizations/ associations/ societies devoted to the field of cancer.

5 EORTC SUPPORT

Support from the EORTC may be in the form of one or more of the following:

- ◆ Scientific contributions.
- ◆ Permission to use the EORTC name and logo.
- ◆ Grant the opportunity to have information concerning their event mailed by the Communications Office to EORTC members.

In addition the EORTC may be prepared to:

- ◆ Distribute leaflets, brochures, etc.
- ◆ Publish meeting announcements in the EORTC NewsAlerts or in the European Journal of Cancer or any other relevant support as well as on EORTC website.

6 CONTRACTUAL OBLIGATIONS OF THE APPLICANT/ ORGANIZER

Duties imposed on the event organizer:

- ◆ To liaise with the EORTC Communications Office in relation to the EORTC support.
- ◆ To state clearly and prominently that the event is either an EORTC event or organized “under the auspices of the EORTC”.
- ◆ To include EORTC members in the event’s organizing committee and/or within the program as appropriate.
- ◆ To provide at least two complimentary registrations for the EORTC Headquarters Staff to attend the event.

7 DOCUMENT HISTORY

Version N°	Brief description of change	Author	Effective date
1.2	Administrative changes only	Françoise Meunier	20 Jul 2010
2.00	“Full EORTC meeting” definition reviewed. Introduction section deleted. Adapt version number to two decimal digits.	Françoise Meunier	27 Jul 2012
2.1	Contact address update Financial arrangement removed Request of complimentary registrations staff added	Françoise Meunier	27 Oct 2014
2.2	Instructions for the use of the EORTC logo	Davi Kaur	11 Oct 2017
2.3	New branding for the EORTC logo	Davi Kaur	16 Jul 2018