



57th ANNUAL MEETING

27 September - 1 October 2021

#EASD2021

easd.org

Virtual EASD Annual Meeting 2021 - Branding Guideline

If you wish to get involved in promoting the virtual EASD Annual Meeting 2021, we invite you to spread the words by using our promotional materials.

For text references, please label the congress as **virtual EASD Annual Meeting 2021** (preferred) or **EASD 2021**. When linking to EASD and the congress, please direct the link to <https://www.easd.org>.

For any questions or other file formats, please do not hesitate to reach out by email to press@easd.org, we will be happy to provide you with the adequate format.

Logo

The official logo is preferably used on white or blue background. The white version is for situations in which the official logo does not work (e.g. on red background).

Do not change the colors and typeface of the logo, do not alter the alignment or rotate. Do not place the logo on top of a busy image.

For a minimum clearance space around the logo, please use the lowercase "v" from the logo as a guide.

Logo official version



Logo white version



Banner

The virtual EASD Annual Meeting banner as shown in the Branding Guideline header is available in different sizes and formats. For emails, please use the .gif format.

When linking the banner to EASD and the congress, please direct the link to <https://www.easd.org>.

Social Media

The official hashtag of the virtual EASD Annual Meeting is **#EASD2021**. Please use it in all related tweets or posts.

EASD encourages to publish and share tweets and posts related to the virtual EASD Annual Meeting within the rules outlined here: <https://www.easd.org/annual-meeting/easd-2021.html#section-social-media>.

The views, information, or opinions expressed in tweets and posts under #EASD2021 are solely those of the individual user and do not necessarily represent those of EASD. EASD is not responsible and does not verify for accuracy any of the information published under #EASD2021. EASD cannot be held liable for any misuse of #EASD2021.

Twitter: <https://twitter.com/easdnews>

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