



# Asian Pacific Society of Cardiology

## Standard Operating Procedure

### Use of APSC Logo

The presence of the official logo of the Asian Pacific Society of Cardiology (APSC) implies the endorsement of the APSC of the specific material on which it appears and the concept or meeting represented by that material. If that material is promoting a medical/scientific conference, there is a de facto implied endorsement of the APSC of the conference.

Therefore, the APSC requires prior approval in writing before **any** use of its official logo. All member societies of the APSC are also required to obtain prior written approval for the use of the APSC logo in any manner.

The use of the APSC logo does not imply that the APSC holds **any** financial or legal responsibility for the material content or the meeting/event the material represents. The only exception to this is agreement made **in writing** prior to the use of the logo.

The APSC will require guaranteed financial returns and other proper terms in the event that it is asked to jointly organize a scientific event, regardless of size of the meeting or conference.

#### **Process to request use of the official logo of the Asian Pacific Society of Cardiology (APSC).**

- Complete the form “Request to Use APSC logo” and submit to the Permanent Secretariat of the APSC. The form can be downloaded by clicking the form icon on the APSC website ([www.apscardio.org](http://www.apscardio.org)).
- The APSC Logo Use Committee will provide a written response and/or request additional information within 14 days.

#### **Criteria to determine approval of a request to use the APSC logo.**

- APSC-affiliated or recognized body.
  - Is the logo request for promoting or endorsing a scientific event?
  - Is the APSC being asked to sponsor or endorse the scientific event? If not, why is the APSC logo being used?
  - How will the APSC be recognized if logo use is granted?
  - Will the APSC have representation in the scientific event or meeting, such as a jointly arranged symposium or other event during the meeting?

- Non-APSC affiliated body.
  - Is the logo request for promoting or endorsing a scientific event?
  - Is the APSC being asked to sponsor or endorse the scientific event?
  - How will the APSC be recognized if logo use is granted?
  - How will the APSC be protected from legal or financial liability? Will the applying body sign a legally-recognized waiver stating the APSC does not have any legal or financial liability because of the use of its logo and meeting endorsement?

#### **Exclusion criteria for the use of the APSC logo.**

- Commercial, for-profit organizations will not be granted permission to use the logo of the Asian Pacific Society of Cardiology.
- Non-APSC affiliated meetings organized by bodies/persons unknown to the APSC.

#### **Instructions for proper use of the APSC logo.**

- The official logo of the Asian Pacific Society of Cardiology may not be altered or manipulated in any way, other than proportionally changing the overall size.
- The minimum size of the logo is to be 4 cm by 4 cm. White space, without any other lettering or characters, of a minimum of 25% of the logo must surround the logo on all sides.
- The logo colors are APSC red (Pantone 1805 C), APSC blue (Pantone 300 C) and APSC gold (Pantone 104 C). Detailed specifications of the logo colors are on a separate page of this document. The use of black or white reverse logos, if needed because of design or printing cost requirements, is acceptable as a secondary option. However, it is preferred that the logo be used in full color.
- There must be sufficient open space around the APSC logo to allow easy recognition. It must not be placed over text or other graphical elements that interfere with the distinct look and integrity of the logo and interfere with its clear recognition as the logo of the APSC.

# APSC & CAPSC Logo Colors

<b>APSC Logo</b>	<b>APSC Red</b>	<b>APSC Blue</b>	<b>APSC Gold</b>
<b>R</b>	153	0	155
<b>G</b>	0	81	116
<b>B</b>	0	160	0
<b>C</b>	25 %	100 %	23 %
<b>M</b>	91 %	66 %	48 %
<b>Y</b>	100 %	3 %	100 %
<b>K</b>	22 %	1 %	24 %
<b>Hex</b>	#990000	#0051A0	#9B7400
<b>Pantone</b>	1805 C	300 C	104 C

<b>CAPSC Logo</b>	<b>CAPSC Dark Red</b>	<b>CAPSC Light Red</b>	<b>CAPSC Gold</b>
<b>R</b>	119	255	183
<b>G</b>	43	232	119
<b>B</b>	26	228	13
<b>C</b>	27 %	0 %	19 %
<b>M</b>	85 %	12 %	59 %
<b>Y</b>	96 %	7 %	100 %
<b>K</b>	41 %	0 %	10 %
<b>Hex</b>	#772B1A	#FFE8E4	#B7770D
<b>Pantone</b>	1815 C	677 C	1245 C