

ESGO BRAND GUIDELINES



EUROPEAN SOCIETY
OF GYNAECOLOGICAL
ONCOLOGY

Welcome to the ESGO brand guidelines

The European Society of Gynaecological Oncology (ESGO) is a not-for-profit association established in 1983. ESGO's aim is to improve the health and well-being of women with gynaecological cancers through advocacy, prevention, research, excellence in care and education.

Since its formation, ESGO has developed a strong infrastructure of 3000+ members and a network of early-career doctors, patient advocacy groups, centres of excellence and a variety of research groups across Europe and globally.

Mandatory Approvals: To protect the integrity of the ESGO brand, all external materials featuring the ESGO logo, secondary logos, or brand marks must be reviewed and approved by the ESGO Marketing and Communications team prior to publication or printing. You will find the steps for our quick approval process on page 22 of this guide.

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ESGO LOGO + APPENDIX

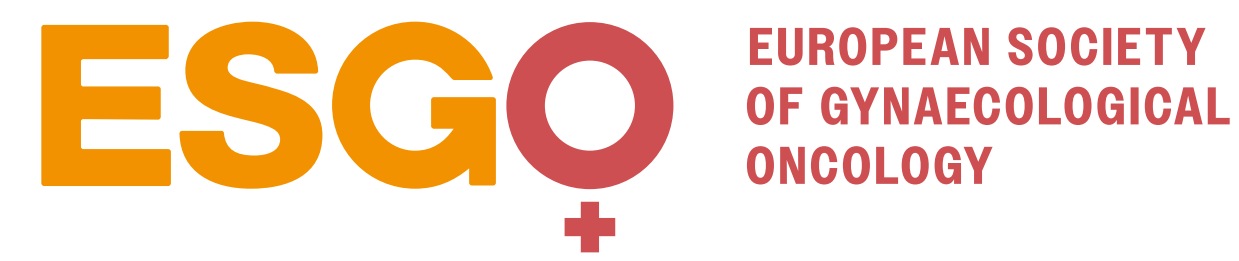
GENERAL FACELIFT



BASIC LOGO



BASIC LOGO + APPENDIX BELOW



BASIC LOGO + APPENDIX BESIDE



ESGO LOGO

LOGO COLOURS



FULL-COLOUR POSITIVE VERSION



MONOCHROME POSITIVE VERSION



FULL-COLOUR NEGATIVE VERSION (PREFERRED)



MONOCHROME NEGATIVE VERSION

ESGO LOGO
DO'S



ESGO LOGO
DONT'S



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LOGO SAFE ZONES

Space to stand out. A clear and consistent safe zone gives the ESGO logo room to breathe and maximum visibility. **Defined by the size of the iconic “O”**, it protects the logo across all applications.

For logo versions with an appendix or committee name, the safe zone applies to the complete logo lock-up, including all additional text.



BASIC LOGO



BASIC LOGO + APPENDIX

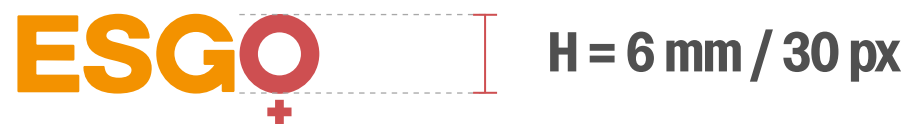


SECONDARY LOGO

ESGO

LOGO MINIMUM SIZE

Designed to stay clear. Minimum size is defined by the height of the ESGO “O”.
Extended versions require a larger minimum size to ensure that all secondary text remains clearly legible.
Never reproduce the logo below the specified minimum height.



BASIC LOGO



BASIC LOGO + APPENDIX



SECONDARY LOGO



ESGO

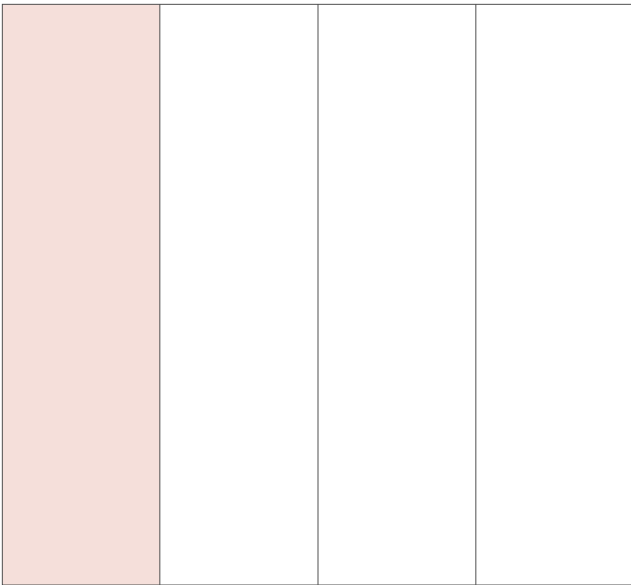
LOGO SIZE & PLACEMENT

Consistent presence, every time. The ESGO logo should preferably be positioned in the **top-left corner**, creating a clear and recognisable starting point across communications. As a general principle, divide the format into four equal columns.

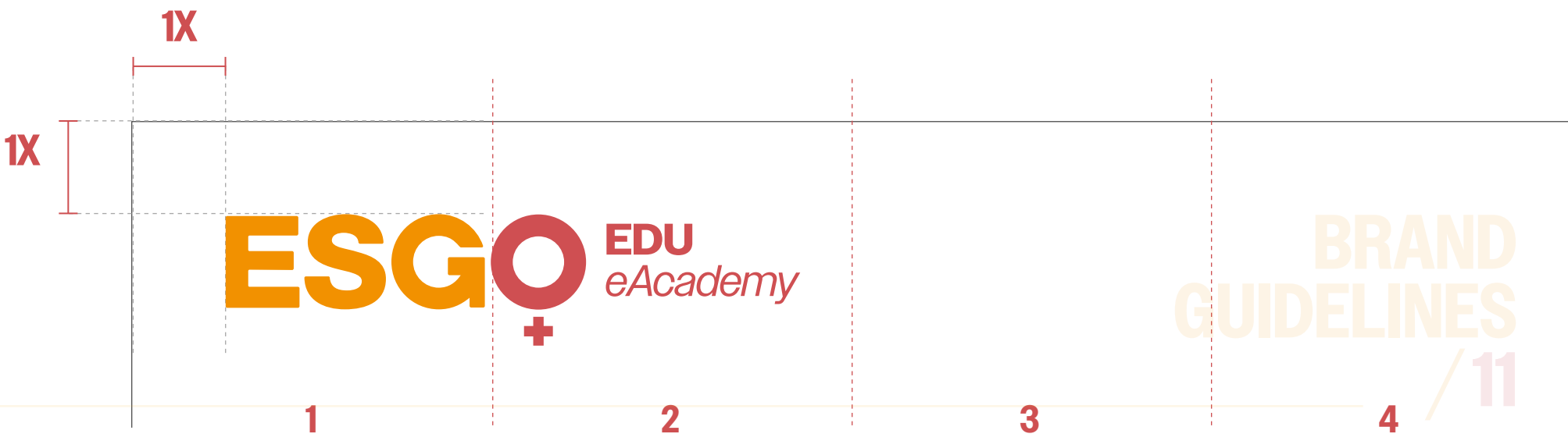
The primary logo should occupy approximately one column (25% of the format width).

MINIMUM MARGIN FROM EDGES:
1X (1.5–2X for large formats)

LOGO SIZE APPROX.
1 column = **25 % of width**



X = DIAMETER OF THE ESGO “O”
Use **X** as the basic spacing unit for safe zone and margins.



ESGO

LOGO CO-BRAND

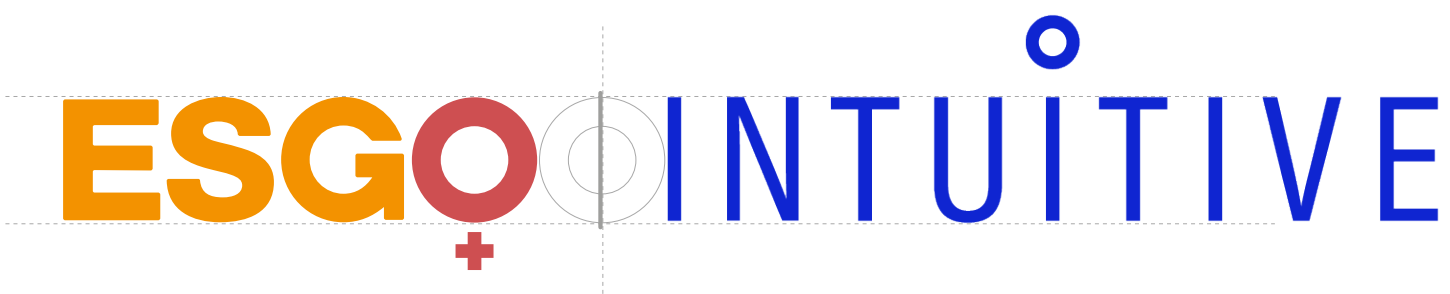
Clear separation, one strong connection. When the ESGO logo is paired with a partner logo, keep a defined space between the two marks to ensure clarity and visual balance.

The spacing between the logos can range from ½X to 1X, where X equals the diameter of the ESGO “O”.

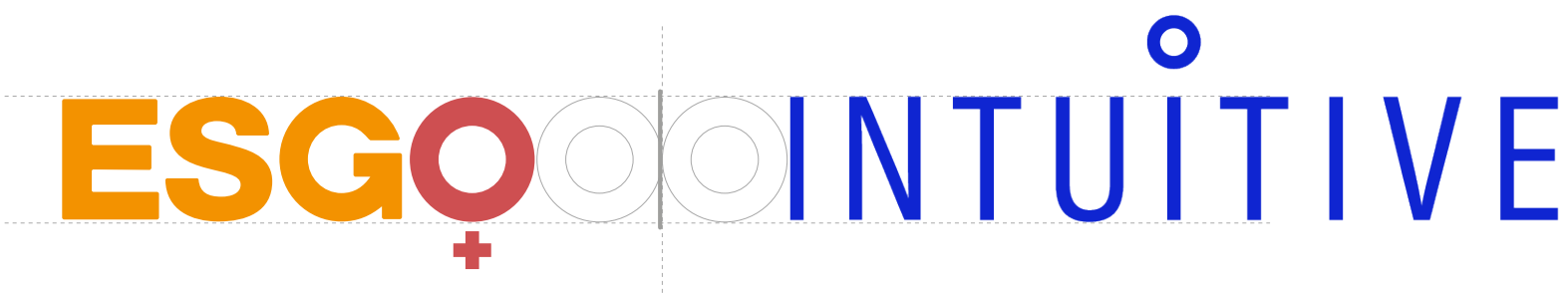


X = DIAMETER OF THE ESGO “O”
Use **X** as the basic spacing unit for co-brand logo placement.

SEPARATOR LINE
The vertical separator is **110% of X in height**. Its stroke width equals 30% of the vertical stroke of the “+” symbol, with a minimum width of 1 px. Always use **ESGO GREY DARK**.

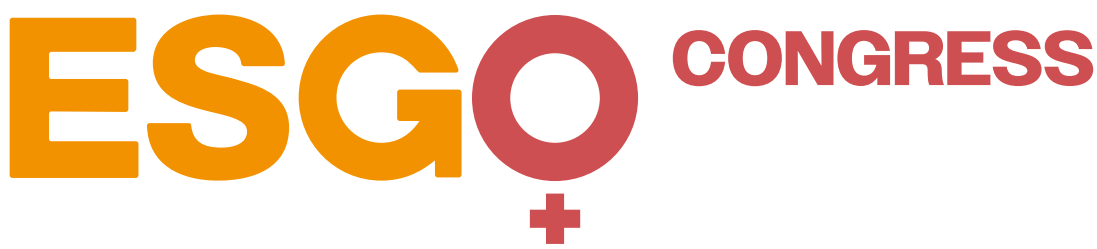


MINIMUM SPACE **1/2X**



PREFERRED SPACE **1X**

ESGO
SECONDARY LOGOS









ESGO MEDICIAL NAVY

C89 / M66 / Y20 / K5
R44 / G86 / B140
2C568C

ESGO PETROL

C89 / M43 / Y42 / K30
R0 / G92 / B107
005C6B

ESGO TEAL

C84 / M30 / Y38 / K15
R0 / G122 / B135
007A87

ESGO BURGUNDY

C0 / M100 / Y80 / K20
R193 / G0 / B42
C1C02A
P 186 C

ESGO MARRON

C18 / M80 / Y63 / K0
R206 / G79 / B81
CD4F50
P 7418 C

ESGO OCHRE

C0 / M50 / Y100 / K0
R243 / G146 / B0
F39200
P 144 C

ESGO SUN

F9A512

ESGO CLEMENTINE

F85D03

ESGO SIGNAL RED

D73533

ESGO GREY LIGHT

C0 / M0 / Y0 / K45
R168 / G168 / B168
A7A7A7

ESGO GREY DARK

C0 / M0 / Y0 / K83
R80 / G80 / B80
4F4F4F

ESGO
COLOURS

I → SECONDARY COLOURS ← I

I → PRIMARY COLOURS ← I

I → ACCENT COLOURS ← I

I → NEUTRAL COLOURS ← I

ESGO
GRADIENTS

ESGO MEDICIAL NAVY

ESGO PETROL

ESGO TEAL

ESGO BURGUNDY

ESGO MARRON

ESGO OCHRE

ESGO SUN

ESGO CLEMENTINE

ESGO SIGNAL RED

ENGAGE GYNAECOLOGIC CANCER

C75 / M90 / Y10 / K0
R100 / G64 / B141
#64408D

ESGO
NETWORKS COLOURS

ENGAGE OCHRE

C0 / M50 / Y100 / K0
R243 / G146 / B0
F39200
P 144 C

ENGOT DARK BLUE

C100 / M85 / Y10 / K5
R27 / G67 / B139
1B438B

ENGOT LIGHT BLUE

C100 / M15 / Y0 / K5
R0 / G147 / B212
0093D4

ENYGO MARRON

C18 / M80 / Y63 / K0
R206 / G79 / B81
CD4F50
P 7418 C

ENYGO OCHRE

C0 / M50 / Y100 / K0
R243 / G146 / B0
F39200
P 144 C

ESGO WE CARE GREEN

C64 / M9 / Y100 / K0
R110 / G170 / B106
6EAA2E

ESGO

TYPOGRAPHY

Owners is from Adobe Font family. A combination of expressive and technical solutions resulting in excellent design proportions, great readability and an expanded range of uses beyond standard fonts. Don't forget to **play** with a light and **bold** cut to create a **graphic contrast**. **CAPITALS** are very suitable for headlines or bold messages. Combining Owners and Owners Narrow opens other design possibilities.

Aa
Owners
Narrow

Prefer **Owners Narrow** for **short headlines** and **messages**, which you want to be stressed.

LIGHT
REGULAR
MEDIUM
BOLD

Aa
Owners

Prefer **Owners** for **body copy** and **long texts**.

Light
Regular
Medium
Bold

BRAND
GUIDELINES

Aa

Arial
Narrow

Prefer **Arial Narrow** for **short headlines**
and **messages**, which you want to be
stressed. Spacing -20

REGULAR
BOLD

Aa

Arial

Prefer **Arial** for **body copy**
and **long texts**. Spacing -25

Regular
Bold

Approvals.

01. Download official assets

Please do not screenshot logos from our website. Always use the high-resolution files provided on the Brand Resources page of our website.:

Format Guide:

- **Print (banners, posters):**
Use vector **EPS** files.
- **Digital (web, socials):**
Use high-resolution **PNG** files.

02. The brand approval process all materials using the ESGO brand must be approved before use.

- Design your materials strictly following the rules outlined in this document.
- Send a final PDF proof or a staging link to the ESGO Marketing and Communications team.
- Please allow **5 business days** for our team to review and provide approval or requested changes.

03. Contact us for all brand approvals, asset requests, and design inquiries. Please contact ESGO at **adminoffice@esgo.org**.



**Download
official
assets**



thank you.