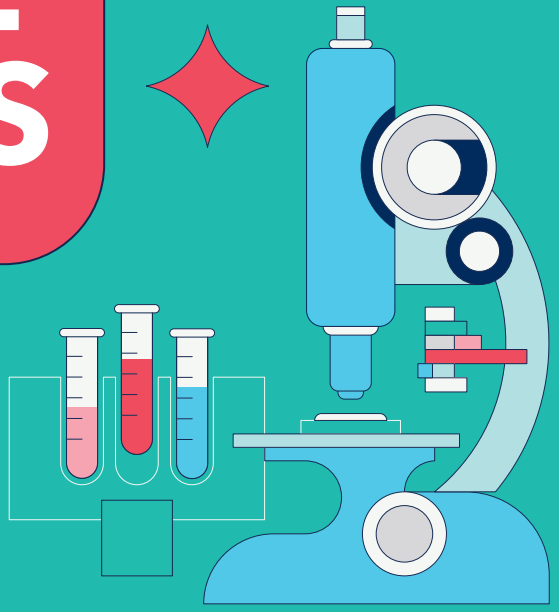
ACC.27 TOGETHER WITH WCC

APRIL 10 – 12, 2027 | HOUSTON, TX

LOGO AND LANGUAGE GUIDELINES





AMERICAN COLLEGE of CARDIOLOGY

WORLD HEART FEDERATION

TRANSFORMING CARDIOVASCULAR CARE FOR ALL

As of November 2026.

PROMOTIONAL USAGE

All promotional materials referencing a company's presence at ACC.27 Together With WCC (ACC.27-WCC) including announcements, signage, invitations, emails, websites, advertisements, posters and flyers, must be approved by ACC prior to printing or use. Final versions of materials should be submitted for approval by March 19, 2027. Submissions should be sent via email to *promotional@acc.org*. Please allow a minimum of five business days for approval.

Noncompliance with these guidelines will result in the loss of ACC.27-WCC priority points by the exhibiting company. Management reserves the right to determine what, if any, additional penalty will be imposed. The exhibit may be closed based on the severity of the violation.

The ACC logo, name, insignia and other identifying marks may not be used on any exhibitor marketing, promotional or booth materials, either inside or outside the exhibit area. No endorsement by ACC of the exhibitor or its products or services, expressed or implied, is permitted or intended. The name of the association may not be included in any advertising for meetings sponsored by another organization or group without written permission from ACC. Furthermore, the fact that an exhibitor or its goods or services were exhibited at ACC.27-WCC cannot be used in advertisements or promotional activities by the exhibitor.

ACC will grant a limited, non-exclusive, non-transferable license to ACC.27-WCC exhibitors and advertisers to use the ACC.27-WCC name and logo in an appropriate manner in conjunction with their advertisements and other materials promoting that exhibitor's or advertiser's participation at ACC.27-WCC. The exhibitor shall utilize the ACC.27-WCC logo in a manner consistent with these usage guidelines.

THE LOGO

The ACC.27-WCC logo is a visual translation of the brand attributes of the American College of Cardiology's 76th Annual Scientific Session Together With the World Heart Federation's World Congress of Cardiology. It is a visual signature that should always adhere to these standard guidelines. Because of the complexity and nature of the exhibit environment, controlling exposure of the logo is vital.

When displaying the ACC.27-WCC logo, please maintain consistency with its established configuration and the way in which it is displayed. **DO NOT stretch, cut apart, recolor, change or alter the logo in any manner.** Choice and usage of lockup is dependant on where logo is being placed, however the Standard lockup is preferred.

If the logo is on a web page or within an e-mail, we strongly encourage companies to link the logo to ***www.accscientificsession.org*****.**

Logos are available for download at *www.expo.acc.org* (login required).

	1. Stacked	2. Horizontal	3. Simplified *no date/location*	4. Simplified Horizontal *no date/location*
Color				
White				

LOGO CLEAR SPACE

Clear space is defined as the designated space around the widest points of the logo that must be maintained at all times in all applications.

The height and width of X is defined as the aperture of the letter C in the logo lockup (the space between the top and bottom of the opening in the letter).





LANGUAGE GUIDELINES

Please refer to the examples below for acceptable language to be used on any ACC.27-WCC marketing, promotional or booth materials.

Use one of the following formats to refer to the meeting:

- ACC.27 Together With WCC (ACC.27-WCC on secondary reference)
- ACC's 76th Annual Scientific Session Together With WHF's World Congress of Cardiology
- American College of Cardiology's 76th Annual Scientific Session Together With World Heart Federation's World Congress of Cardiology
- #ACC27 #WCCardio

The following language can be used for all Industry Events:

- "Event/Session Name," sponsored by Company Name
- "Event/Session Name," presented by Company Name
- "Event/Session Name," a/an Learning Destination Name presentation, sponsored by Company Name

The following disclaimer is required on promotional materials for all Industry Events including Attendee Meetings and Non-Certified Education Events:

This event is not part of ACC.27 Together With WCC, as planned by its Program Committee, and does not qualify for continuing medical education (CME), continuing nursing education (CNE) or continuing education (CE) credit.

The following disclaimer is required on promotional materials for all Independent Certified Sessions:

This educational activity is not part of ACC.27 Together With WCC; however, the content was reviewed and approved by the ACC.27-WCC Program Committee.