



WTC 2025

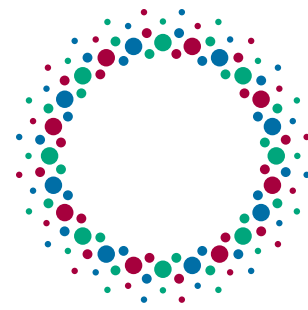
World Transplant Congress

San Francisco, USA | August 2-6



WTC 2025 (World Transplant Congress) Brand Style Guide

Edition 20240508



WTC 2025

World Transplant Congress
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Introduction

This document is intended for use as design guidelines by the WTC 2025 internal design team and external vendors. Adhering closely to these rules will ensure that the WTC 2025 visual assets are used in a manner that upholds our aesthetic standards, maintaining brand consistency and professionalism across all collateral.





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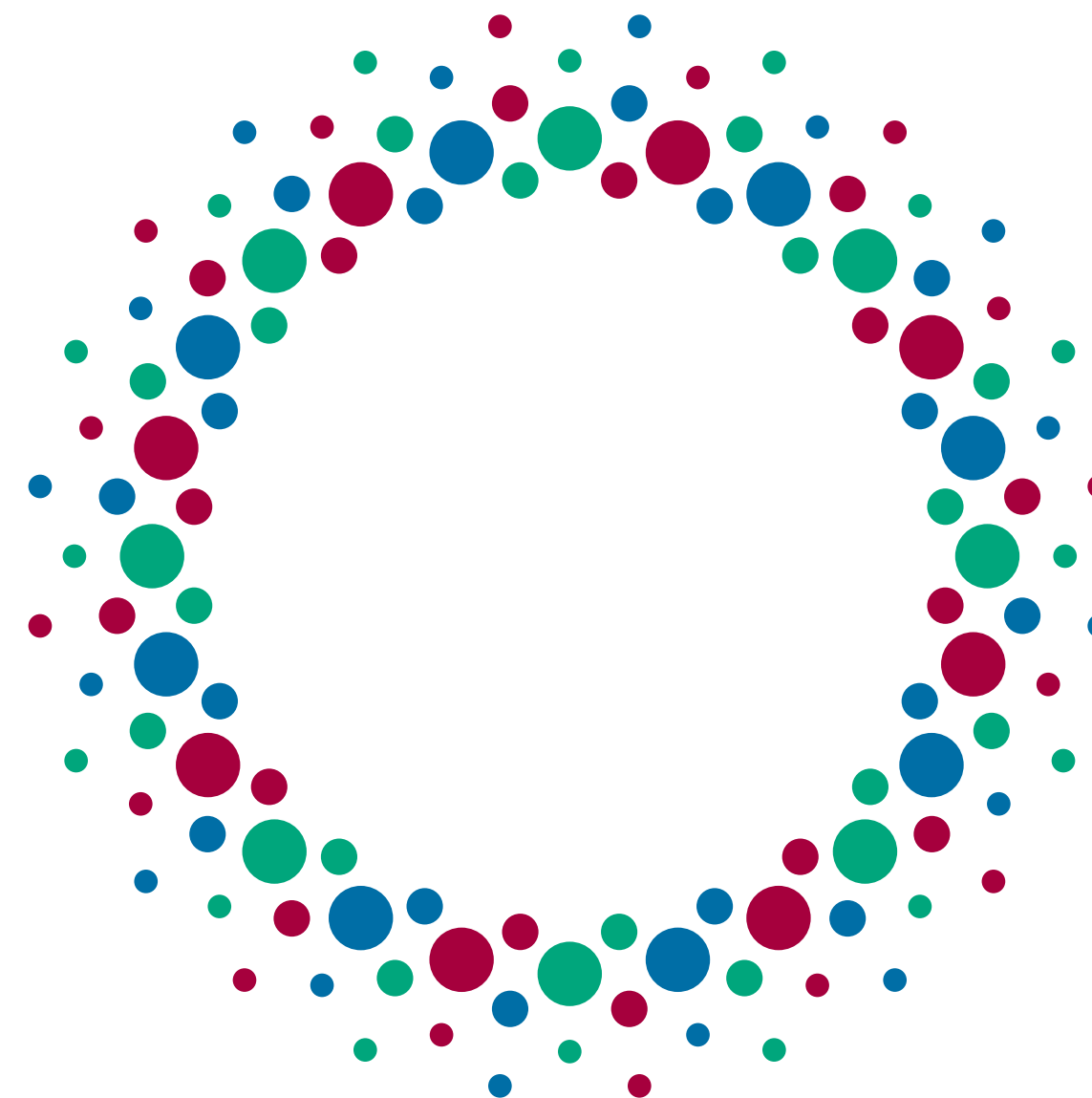
AST
AMERICAN SOCIETY OF
TRANSPLANTATION

ASTS
AMERICAN SOCIETY OF
TRANSPLANT SURGEONS

TTS
TRANSPLANT TRANSITION
SOCIETY

Logo Concept

The logo mark was meticulously designed to symbolize the dynamism and international scope of this premier event in the transplant field. The colors are derived from the three host organizations—AST, ASTS, and TTS—reflecting their collaborative spirit. The dots within the logo represent the diverse assembly of brilliant minds from around the globe, coming together to share knowledge and drive innovation at this global event.





Primary Logo Options

Within the brand standards, the WTC 2025 logo must always include the logos of the three host organizations. This ensures that the complete logo is used, effectively promoting the event to the target audience.



Primary Logo - Stacked



Primary Logo - Horizontal



Secondary Logo Options

If a colored background is preferred, any of the three primary colors may be used. Additionally, a reversed logo should be applied.



Reversed Logo on Primary Blue - Stacked



Reversed Logo on Primary Green - Stacked



Reversed Logo on Primary Red - Stacked



Tertiary Logo Option

A gradient background option and a black background are also included in the brand package to add excitement when communicating brand messages for the congress.



Reversed Logo on Brand Gradient - Stacked



Reversed Logo on Black - Stacked



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Color Palette

All marketing materials must use only the colors defined in the brand style guide. Adhering to this guideline ensures brand consistency and creates a stronger impact within the community. Primary colors should be used for main messages, secondary colors for backgrounds, and accent colors to highlight information or create visual contrast, making the message stand out.

Primary Colors



#006EA6
RGB (0, 111, 166)
CMYK (91, 53, 13, 1)



#00A67C
RGB (0, 166, 124)
CMYK (81, 9, 67, 0)



#A6003D
RGB (166, 0, 61)
CMYK (25, 100, 68, 16)

Secondary Colors



#00354C
RGB (0, 53, 76)
CMYK (99, 73, 47, 42)



#004C36
RGB (0, 76, 54)
CMYK (90, 43, 81, 45)

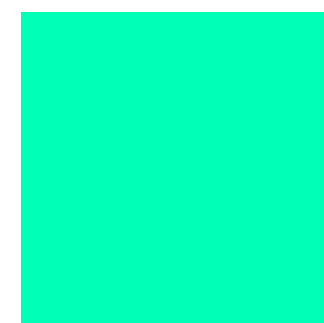


#49001C
RGB (73, 0, 28)
CMYK (47, 89, 63, 66)

Accent Colors



#00B0FF
RGB (0, 176, 255)
CMYK (66, 17, 0, 0)



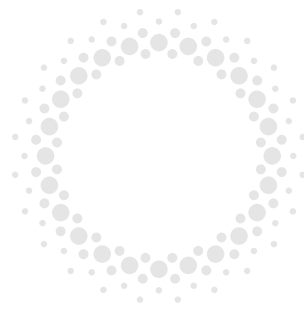
#00FFB5
RGB (0, 255, 181)
CMYK (56, 0, 49, 0)



#FF0062
RGB (255, 0, 98)
CMYK (0, 99, 41, 0)

Brand Gradient





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Typography Rules

The typography standards outline all the fonts that can be used for WTC 2025 marketing materials. These standards apply to both digital and print assets.

Titles / Headings: Noto Sans Bold

Sub-heading: Noto Sans Medium

Regular Body Text: Noto Sans Regular

Call to Action Text: **Noto Sans Bold**

Save the Date

Connect. Discover. Innovate.

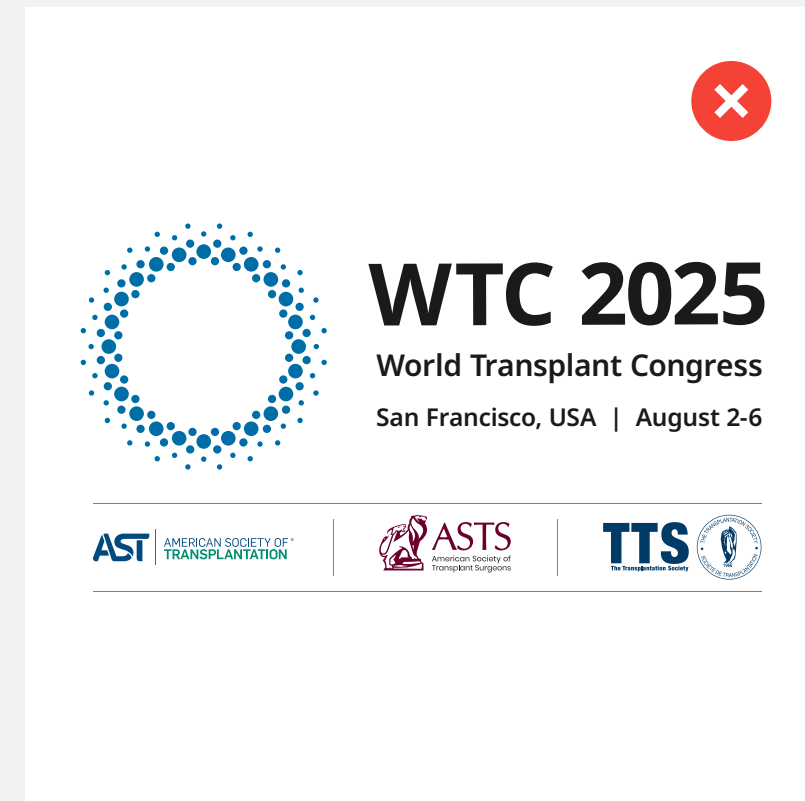
Join us in the heart of innovation, San Francisco, USA, from August 2-6, 2025, for the World Transplant Congress. This premier event will unite transplant professionals from across the globe, offering a unique platform to share knowledge, network, and uncover the latest breakthroughs in the field. Don't miss the opportunity to connect with experts, learn about cutting-edge advancements, and be part of shaping the future of transplantation.

Register Today!

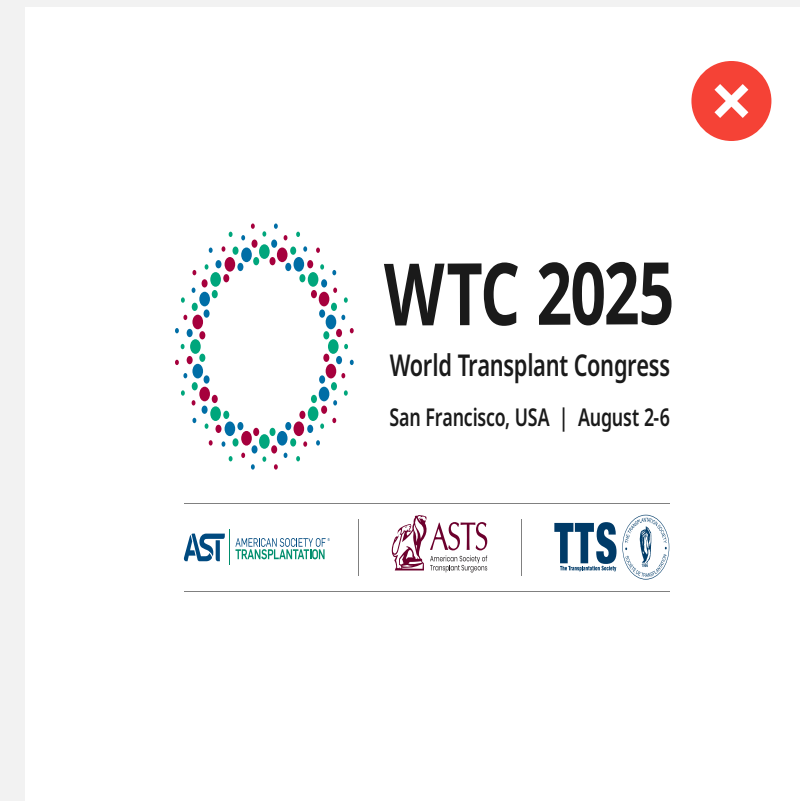


Unacceptable Logo Usage

Examples of improper logo usage.



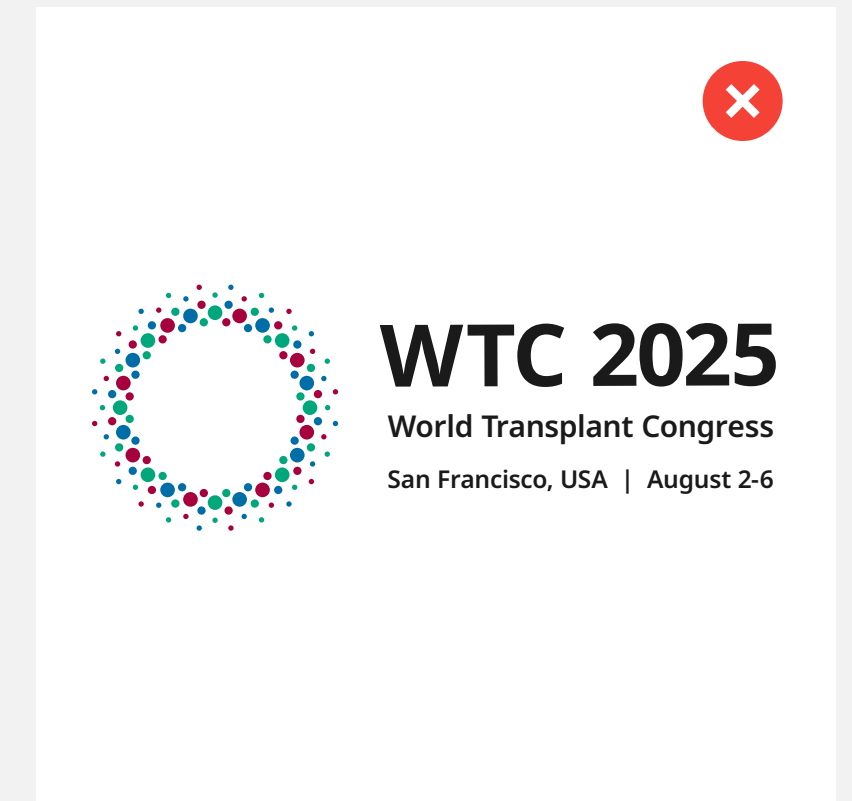
Do not alter colors for the logo



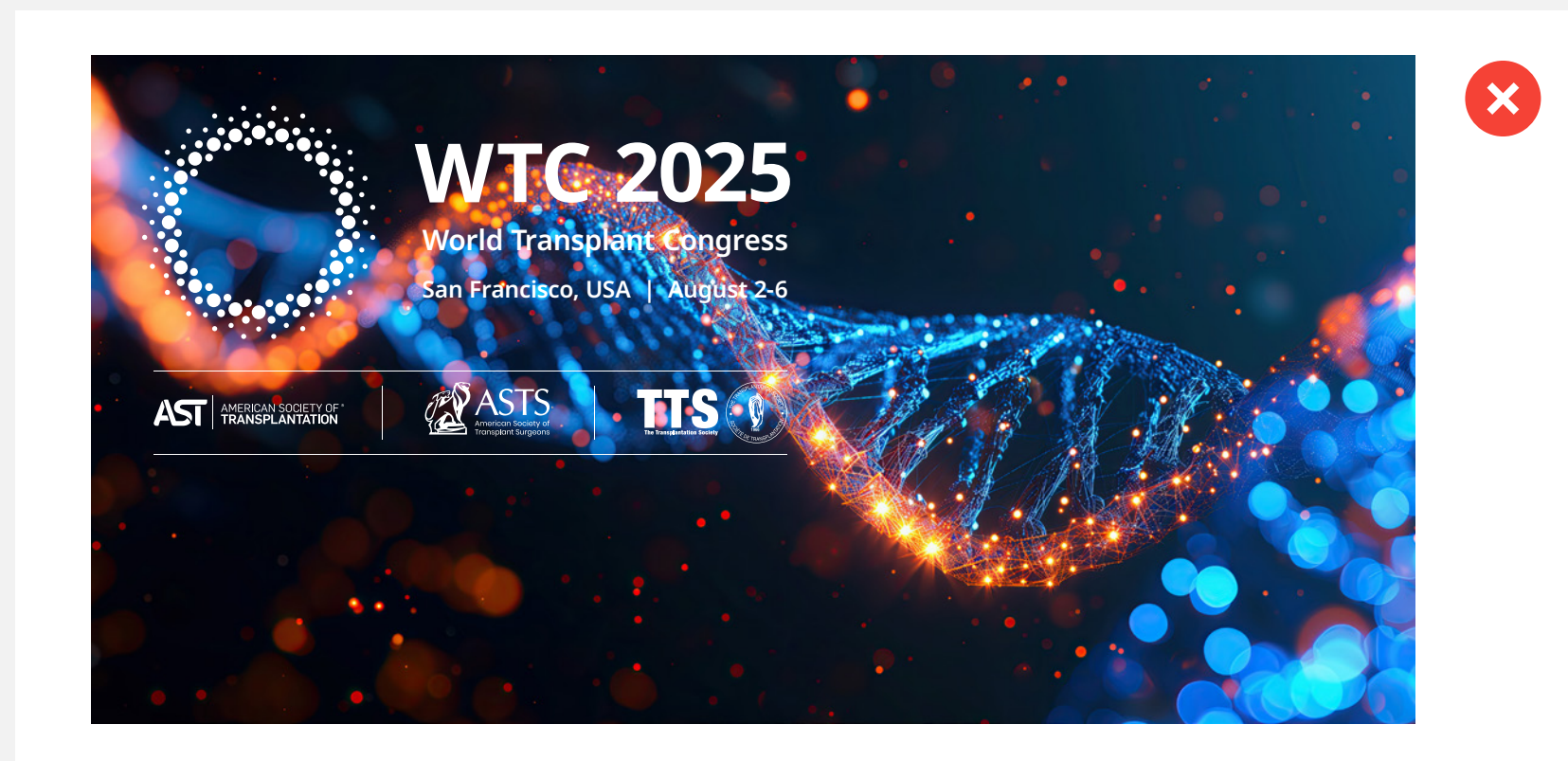
Do not distort the logo



Do not rearrange the elements



Do not remove any elements



Do not apply the logo on busy background

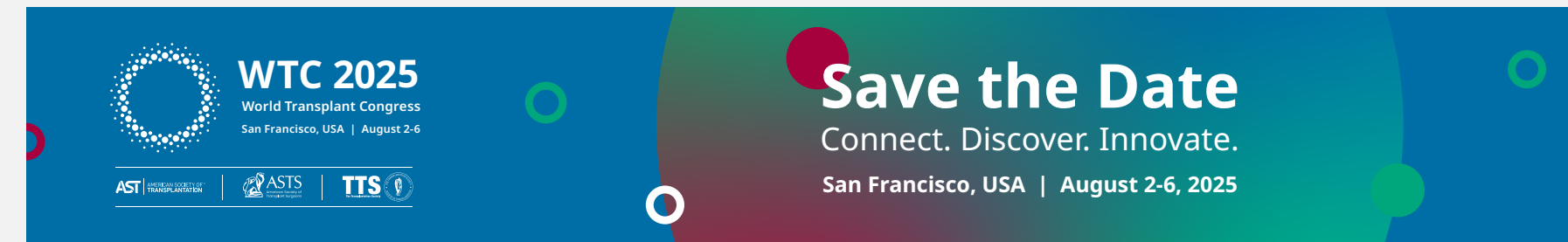


Do not apply drop shadow directly to the logo



Creative Assets

Examples of WTC 2025 brand assets in real-life applications.



Registration Portal Banner - 1000px X 150px



Save-the-Date Promotion



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Contact Details

For any brand using inquiries, please
contact:

wtc2025-marketing@icsevents.com

