2024

ESO Brand Guidelines

These guidelines are crafted to embody the ESO brand, reflecting our heritage and dedication to innovation and enhancing human life through science. The system balances consistency with flexibility to ensure maximum impact in every application. Much like our research, there are parameters to respect, but these boundaries do not constrain the exceptional; instead, they define and elevate it.

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1 INTRODUCTION

5 Welcome
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INTRODUZIONE

WELCOME

The new brand identity of the European School of Oncology marks a significant evolution, designed to reflect its unwavering commitment to oncology education on an international scale. Founded in 1982 by Umberto Veronesi, the school has always been a benchmark for training oncologists in Europe, with a particular focus on Central, Eastern Europe, and the Balkans.

The visual redesign embodies the values of excellence, innovation, and accessibility while preserving a strong connection to its tradition. The new, modern, and distinctive design aims to strengthen the institution's global presence, highlighting its role in promoting interdisciplinary collaboration and advancing cancer care worldwide.

VISION

The new brand identity is built on a vision centered on relevance and innovation, reflecting the European School of Oncology's role as a leader in global oncology education. Contemporary in its content and methodologies, it embraces multimedia as a tool to expand access to training and foster continuous connections among professionals.

Looking to the future, the new visual identity embodies a forward-thinking vision of medicine, where research and care merge to improve patients' lives. The school's institutional value remains at the core, serving as a pillar of excellence, credibility, and a point of reference for the international oncology community, with the goal of continuing to shape the future of cancer care.

MISSION

The mission of the new brand identity is to merge respect for tradition with a modern, future-oriented vision, adapting consistently to diverse contexts of use, from social media to editorial materials. Every expression of the brand reflects the values of authority and innovation, maintaining a clear, accessible, and contemporary visual and communicative language.

On digital platforms, the identity evolves to be dynamic and engaging, while in editorial contexts it retains an institutional tone, emphasizing the brand's solidity and credibility.

In every form, the new identity aims to strengthen the connection with the global oncology community, driving progress through knowledge.

2 MASTERBRAND

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10 Modular Construction
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12 Minimum Dimensions
13 Colored Backgrounds
14 Monochrome Logo
15 Photographic Backgrounds
16 Usage Guide

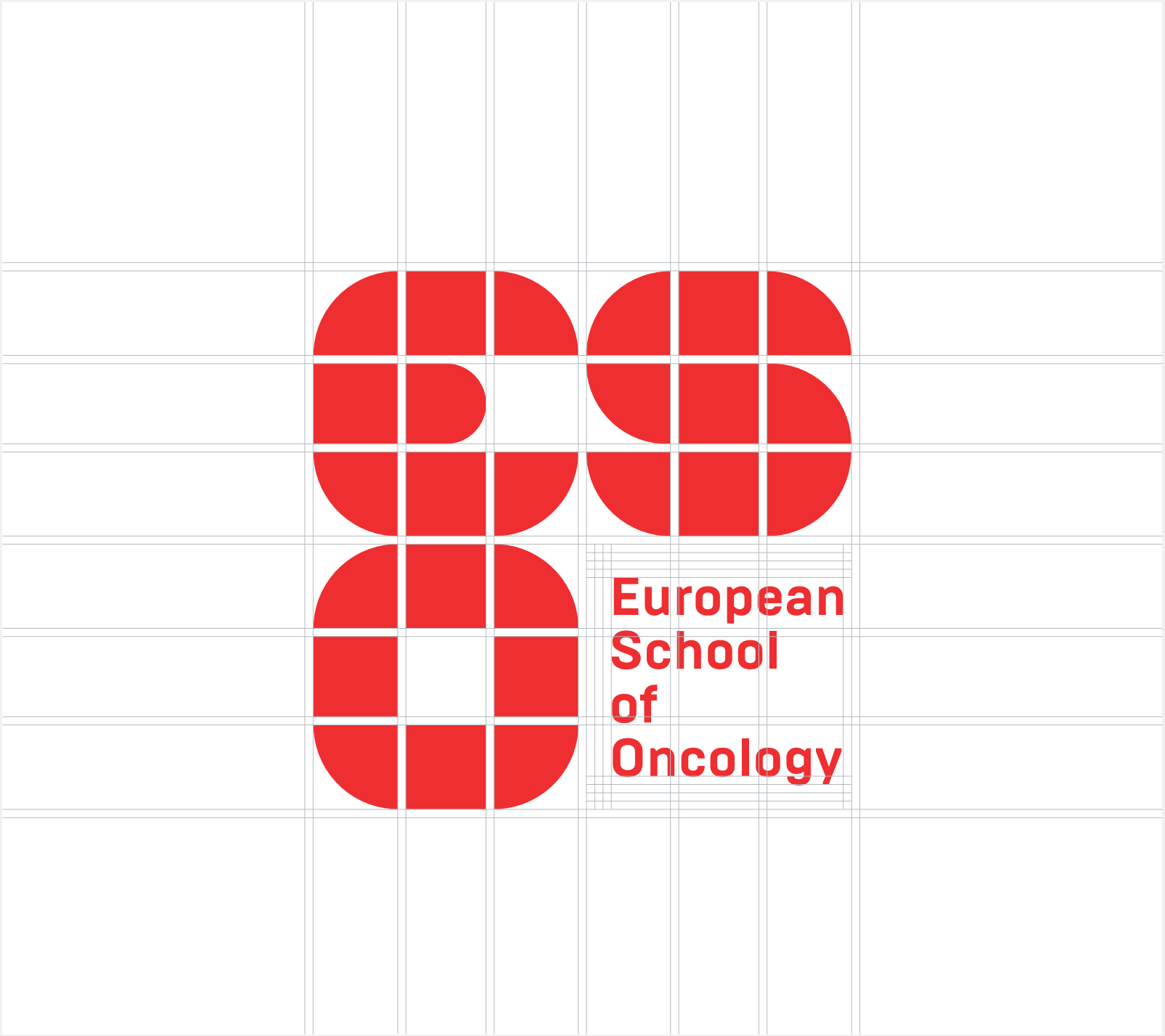
LOGO ESO

The new logo of the European School of Oncology has been modernized compared to the previous version, while remaining faithful to the historical shapes and styles that have characterized the brand. The graphic revision preserves the recognizability of the original visual identity, but with a contemporary touch reflected in the use of cleaner and more linear geometric shapes.

This redesign respects the school's visual heritage, updating the design to make it more current and versatile, without losing its connection to tradition and institutional values. The result is a symbol that strongly represents the evolution and innovation of ESO, while maintaining its solid identity.

MODULAR COSTRUCTION

We have refined the logo's geometry while maintaining close fidelity to the previous version. This process involved careful optimization of proportions and angles to ensure greater precision and visual clarity, while preserving the distinctive elements and the identity of the original design. The geometric update aims to enhance the logo's effectiveness across various formats and applications, ensuring consistency and recognizability without compromising the historical essence of the brand.



CLEAR SPACE

The clear space areas are designated zones around the logo that ensure its visibility and integrity. These areas prevent visual interference from other graphic elements, text, or images, keeping the logo clear and legible in every context. Respecting these protective zones is essential to preserve the logo's impact and recognizability, ensuring it always appears consistent and professional. This principle helps maintain the quality and effectiveness of the design, reinforcing the brand's identity.

MINIMUM DIMENSION

The minimum dimensions of the logo are established to ensure clarity and legibility across all applications. This minimum size ensures that all elements of the logo remain visible and recognizable, even when the logo is scaled down to smaller sizes.
Adhering to the minimum dimensions prevents distortion or loss of detail, preserving the visual impact and brand consistency.
It is essential to follow these dimensions to maintain the integrity and effectiveness of the logo design in all situations and formats.

16 mm

45 px

COLOR BACKGROUND

When the logo is used on colored backgrounds, it is crucial to ensure that the contrast between the logo and the background maintains its visibility and impact. Using logo versions that adequately contrast with the background color is essential to ensure the design remains legible and recognizable.

It is recommended to select background colors that provide sufficient contrast with the logo, avoiding combinations that could compromise clarity. For applications on complex backgrounds, it may be necessary to use adapted versions of the logo or add protective elements to preserve its visual integrity.

MONOCHROME LOGO

The monochrome logo is a version of the design that uses a single color, maintaining its recognizability and visual impact even without the use of gradients or color variations. This version is particularly useful for applications on complex backgrounds or in situations where multi-color printing is not possible.

By ensuring that the monochrome logo adheres to contrast and visibility guidelines, we guarantee that it remains clear and distinctive in all its applications. It is important to use monochrome versions that preserve the quality of the original design, ensuring the brand's consistency and professionalism.

PHOTO BACKGROUND

When the logo is applied to photographic backgrounds, it is essential to ensure that it remains clearly visible and recognizable, despite the complexity of the background images. To achieve this, it is important to ensure sufficient contrast between the logo and the photograph. In some cases, it may be necessary to add a subtle outline or a semi-transparent background to the logo to enhance its legibility.

Even on photographic backgrounds, the logo must maintain a clear space around it. This space protects the design from being overwhelmed by the intricate details of the photo, ensuring that the logo remains clear and easily distinguishable. In particularly challenging situations, it may be helpful to use adapted versions of the logo, such as monochrome variants or logos with borders, to preserve the brand's legibility.

Finally, it is always advisable to test the logo on various photographic images to ensure that the design remains legible and professional in different contexts. This approach guarantees that the logo continues to represent the brand effectively and consistently.

USAGE GUIDE

To ensure the correct use of the logo, it is essential to carefully follow the provided guidelines. Respect the clear space and minimum dimensions to maintain the legibility and integrity of the design. Ensure that the logo has adequate contrast with the background, whether photographic or colored. Avoid distortions and unauthorized modifications of the logo. By following these directives, you will help preserve the brand's visual identity and avoid mistakes that could compromise its effectiveness and recognizability.

Non utilizzare colori non autorizzati.

Non utilizzare ombre.

Non utilizzare caratteri alternativi.

Non ruotare.

Non modificare.

Non deformare.

Non utilizzare gradienti.

Non utilizzare effetti.

Non utilizzare tracce.

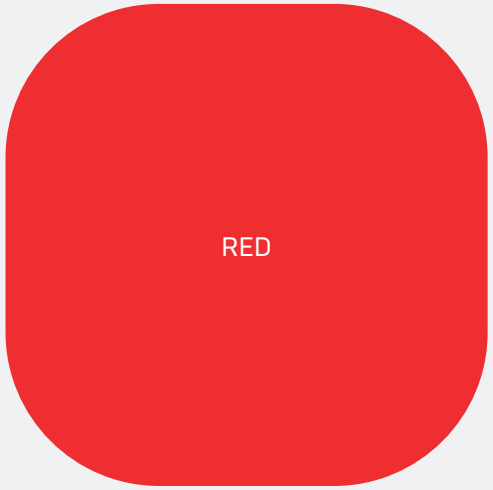
3 COLOR PALETTE

18 Primary Colors
19 Secondary Colors
20 Color Pairings
21 Usage Guide

PRIMARY COLOR

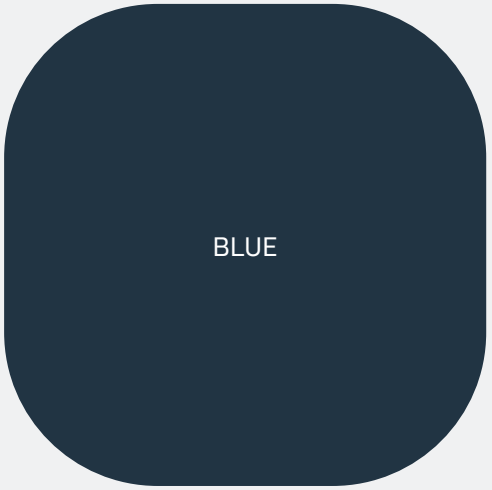
The color palette we present consists of three distinct tones, each chosen to enhance and harmonize the brand's visual identity. Pantone Bright Red C (#E42929) is a vibrant red that adds energy and visual impact, ideal for attracting attention and conveying dynamism. Pantone 432 C (#2E3845) offers a dark gray tone with blue accents, providing elegance and professionalism, perfect for supporting elements and text. Finally, pure white (#FFFFFF) completes the palette, offering a clean and bright background that ensures clarity and contrast.

This color combination is designed to maintain a strong visual identity and ensure consistency across all brand applications.

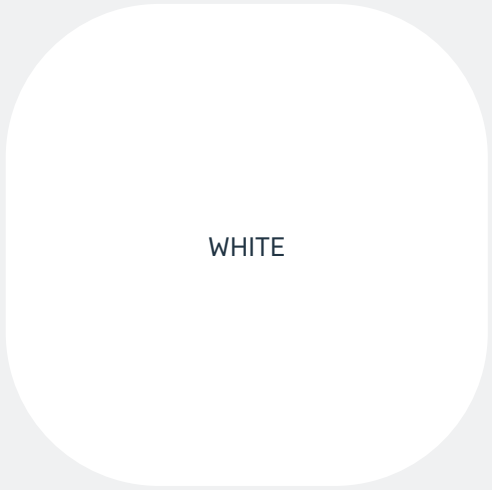


Pantone	Bright Red C
HEX	E42929
RGB	228, 41, 41
CMYK	0, 90, 78, 0

Main Color



Pantone	432 C
HEX	2E3845
RGB	46, 56, 69
CMYK	87, 67, 48, 52



Pantone	000 C
HEX	FFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0

SECONDARY COLOR

The secondary colors complement and enrich the primary palette, offering additional opportunities to diversify and accentuate the design. Used for details, accents, and gradients, these colors support and amplify the brand's message while maintaining visual consistency and appeal. Their strategic application helps create visual balance and enhances interaction with the audience, ensuring that the design remains dynamic and engaging without compromising the brand's identity.

Light Blue 1

Pantone	2121 C
HEX	94B0DA
RGB	148, 176, 218
CMYK	51, 21, 2, 0

Light Blue 2

Pantone	2717 C
HEX	DCEDFF
RGB	220, 237, 255
CMYK	18, 1, 0, 0

Gray 1

Pantone	5285 C
HEX	8F91A2
RGB	143, 145, 162
CMYK	48, 38, 25, 7

Gray 2

Pantone	7443 C
HEX	D8D9E6
RGB	216, 217, 230
CMYK	18, 13, 6, 0

Light Red 1

Pantone	178 C
HEX	FF5454
RGB	255, 84, 84
CMYK	0, 78, 55, 0

Light Red 2

Pantone	177 C
HEX	FF7E7E
RGB	255, 126, 126
CMYK	0, 53, 43, 0

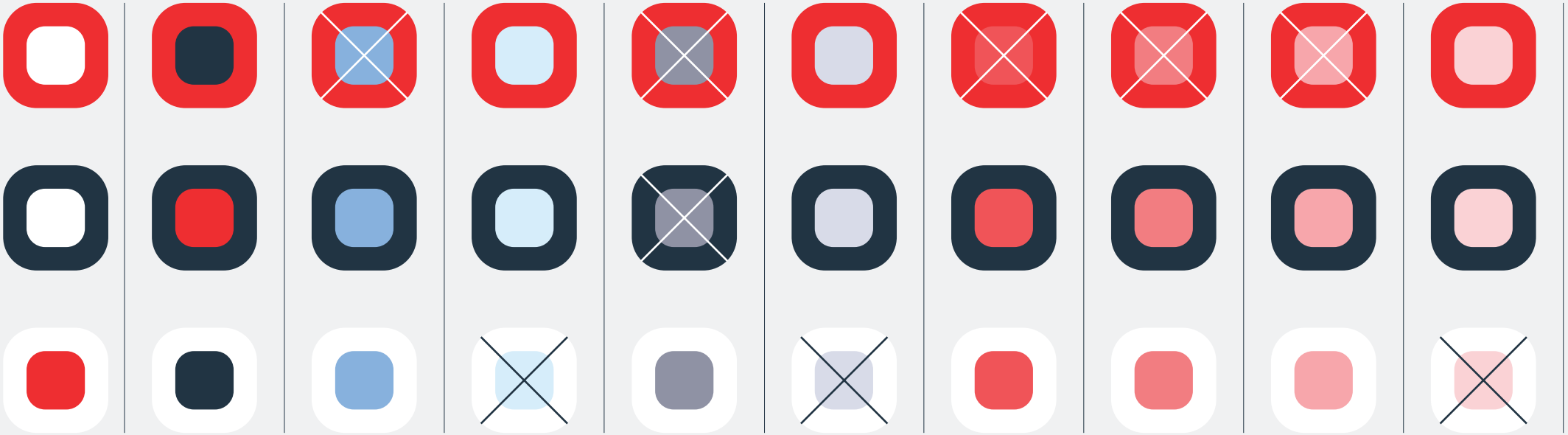
Light Red 3

Pantone	169 C
HEX	FFA9A9
RGB	255, 169, 169
CMYK	0, 35, 29, 0

Light Red 4

Pantone	176 C
HEX	FFD4D4
RGB	255, 212, 212
CMYK	0, 18, 15, 0

PARIAGE



USAGE GUIDE

For effective color use, it is essential to pair shades that harmonize without creating visual conflicts. Use the primary colors as a base and the secondary colors for accents and details. Ensure there is good contrast between text and background to guarantee readability. Consistency is key: apply the palette uniformly across all brand materials. Test the colors on different devices and under various lighting conditions to ensure they remain true and visually effective.

Using primary colors to fill a design

Using red for elements on white designs

Only titles can appear in red on blue.

Do not use secondary colors to fill a design.

Do not apply colors to titles on backgrounds with low contrast.

Do not combine colors in ways that are not recommended.

4 LOGO SYSTEM

23 Layouts
24 Construction and Clear Space
25 Flexibility
26 Colorations
27 Usage Guide
28 Labels

DISPOSITIONS

For the new logo, the horizontal version is designed to optimize visibility and visual impact. In this version, the logo is horizontally aligned, with the graphic elements and text arranged on a single line. This configuration is ideal for applications such as website headers, documents, and marketing materials where a wide and linear space is required.

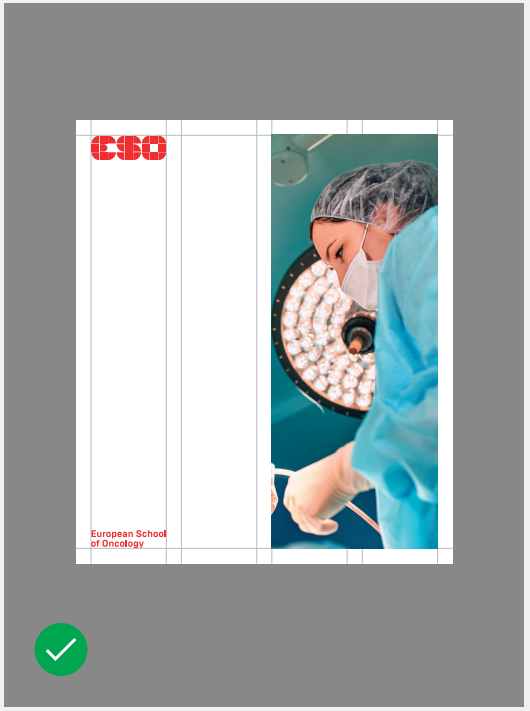
CONSTRUCTION AND CLEAR SPACE

The new horizontal logo version features significant updates in geometry and clear space areas to ensure optimal and consistent use. The new geometric elements have been refined to improve alignment and visual balance, while still maintaining the recognizability of the original design.

The clear space areas have been expanded to ensure the logo remains clear and legible even in complex contexts. These areas must be strictly respected to avoid interference with other visual elements, ensuring the logo retains its integrity and visual impact. Using the horizontal version with attention to these details will guarantee consistency and professionalism across all brand applications.

FLEXIBILITY

The logo and the name must be aligned within the lines of a grid. There must always be an equal relationship in width or height. No objects, such as photos, illustrations, or text, should be placed in the space between the logo and the name.



COLORATIONS

All versions of the two layouts are available in color and black and white. The preferred version is the red on white color variant.

USAGE GUIDE

Alterations to the layout and respective alignments are not allowed in any way.

Do not create new combinations.

In the stacked horizontal version, the logo must never be placed below the name.

In the extended horizontal version, the name must never precede the logo.

The horizontal versions may allow the use of blue for the name, only in the positive variant.

In the stacked horizontal version, the name must never be placed on more than one line.

In the extended horizontal version, the name must always be placed on exactly two lines.

LOGO SYSTEM

ALTERNATIVE

Labels can be used for specific services or participations.

5 TYPOGRAPHY

30 Primary Typeface
31 Secondary Typeface

PRIMARY FONT

Brutal Type is a sans-serif typeface with a strong, masculine character. It is based on the shapes of the DIN font but radically reimagined. Despite the apparent simplicity and straightforwardness of its forms, Brutal Type's design is original and fresh. This font is universal and familiar to everyone, yet exciting and captivating at the same time.

Brutal Type

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! ? $ % &

Thin

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Light

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Regular

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Medium

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Bold

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Black

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SECONDARY FONT

Lato means “summer” in Polish and is a sans-serif type family with characteristics that allow it to appear “transparent” when used in body text but also showcase original traits when used at larger sizes. The classic proportions, particularly in uppercase, give the letterforms a harmonious and elegant feel, blending with a stylish and contemporary treatment without being trendy. The semi-circular details convey warmth, while the underlying structure provides stability and seriousness.

Lato

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! ? $ % &

Thin

Lorem ipsum dolor sit amet, consectetur adipiscing elit, do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Light

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Regular

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Medium

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Bold

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Black

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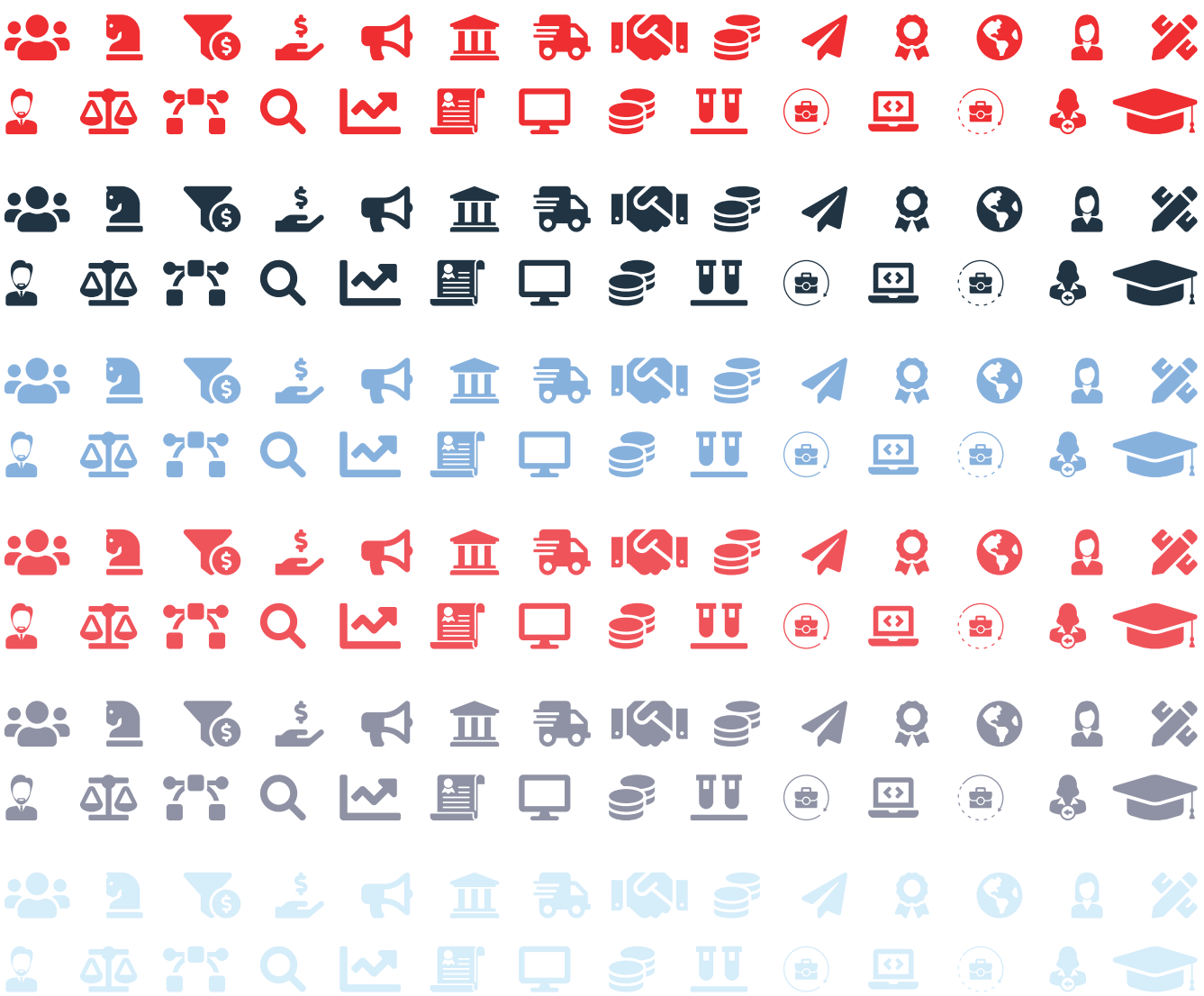
6 VISUAL LANGUAGE

33 Pictograms
34 Infographics
35 Photography
36 Applications

PICTOGRAMS



INFOGRAPHIC

Contratti di lavoro
a tempo indeterminato

2
Sedi

MILANO

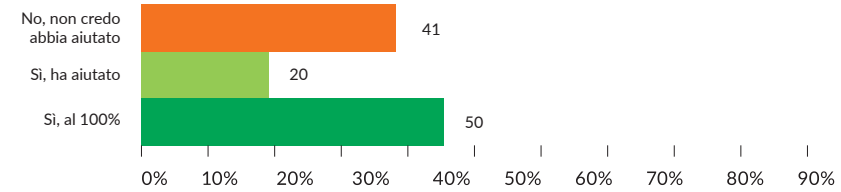
BELLINZONA

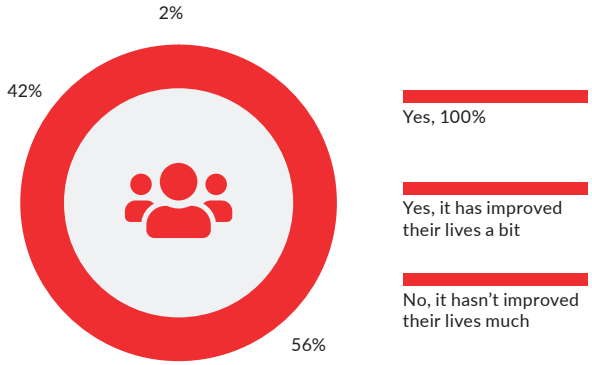
3,9/4

Punteggio attribuito
alla qualità e al contributo
dell'offerta formativa

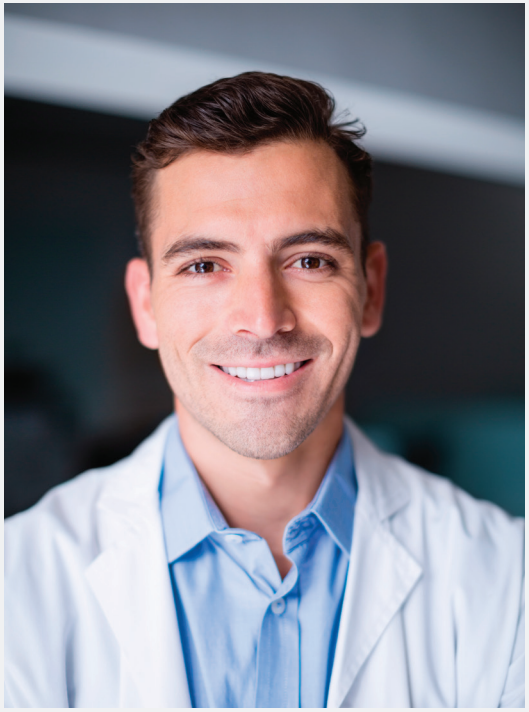
Totale dei proventi

€2.48 milioni





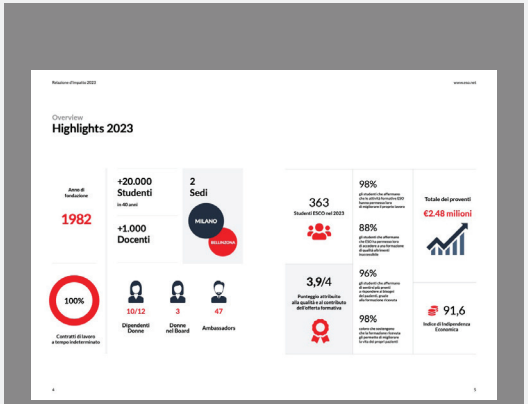
PHOTOGRAPHY



APPLICATIONS

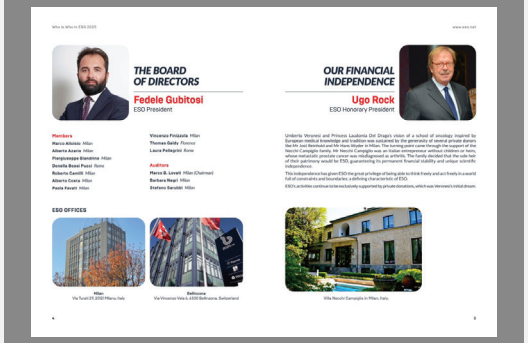
7 LAYOUT

38 Documents
39 Presentations
40 Certificates
41 Social Media


Overview
Highlights 2023
Anno di fondazione
1982
+20.000 Studenti
in 40 anni
+1.000 Docenti
2 Sedi
MILANO
BELLINZONA
100%
Contratti di lavoro a tempo indeterminato
10/12
Dipendenti Donne
3
Donne nel Board
47
Ambassadors
363
Studenti ESOO nel 2023
98%
88%
96%
98%
3,9/4
Punteggio attribuito alla qualità e al contributo dell'offerta formativa
Totale dei proventi
€2.48 milioni
91,6
Indice di Indipendenza Economica

Lettera agli stakeholder
Fedele Gubitosi
Presidente ESO

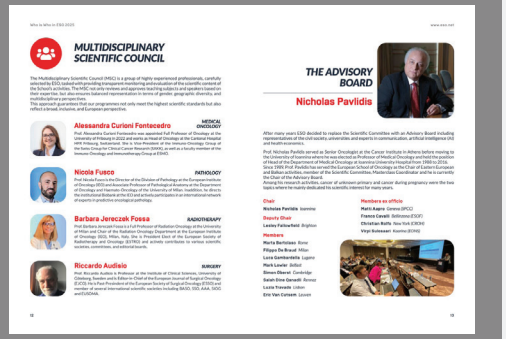
L'impatto di ESO
CAREER DEVELOPMENT
CARE
UNBIASED CONTENT
PARTNERSHIP
MISSION
OBIETTIVI
RISULTATI
IMPATTO
Career Development
Care
Unbiased Content
Partnership


THE BOARD OF DIRECTORS
Fedele Gubitosi
ESO President
OUR FINANCIAL INDEPENDENCE
Ugo Rock
ESO Honorary President
Members
Auditors
ESO OFFICES

L'impatto di ESO
Care
Credi che la formazione ricevuta in ESO ti abbia aiutato a sentirti maggiormente pronto a rispondere ai bisogni dei pazienti?
Quanto ti trovi in accordo con questa affermazione: ESO fornisce formazione che permette di mettere al centro il benessere del paziente, rendendolo parte attiva del proprio percorso di cura
Credi che la formazione offerta da ESO ti abbia permesso di migliorare la vita dei tuoi pazienti?
Quanto ti trovi in accordo con questa affermazione: grazie alla formazione ricevuta in ESO, è più facile per me vedere il paziente come un soggetto attivo del percorso di cura e non come semplice oggetto passivo

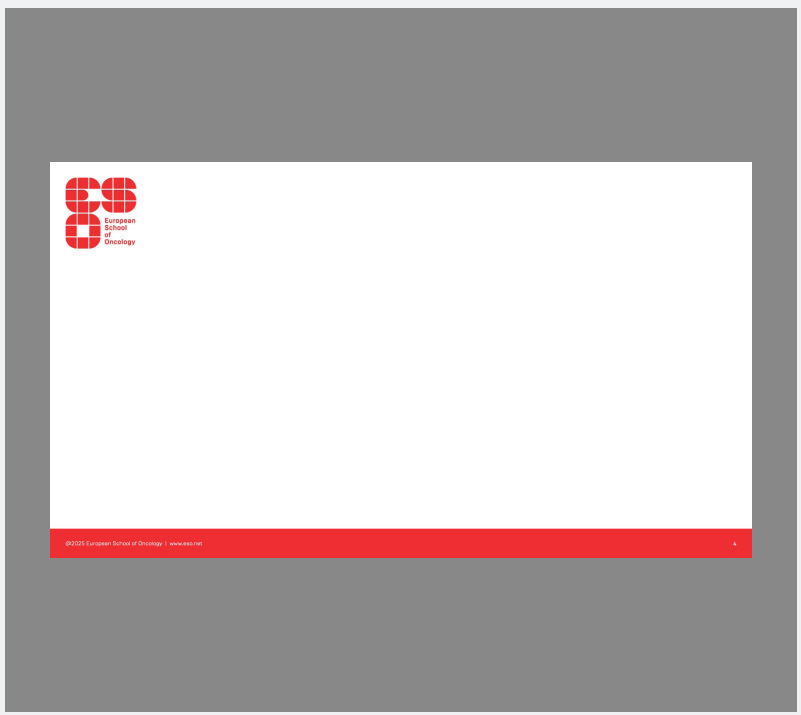
L'impatto di ESO
Partnership
European Society of Gynecological Oncology – ESGO
International Society for Geriatric Oncology – SIOG
European Society of Surgical Oncology – ESSO
European Society for Radiotherapy and Oncology – ESTRO
European Society for Medical Oncology – ESMO
European Association for Nuclear Medicine – EANM
European Association of Urology – EAU
European Cancer Organization – ECO
Union for International Cancer Control – UICC
European Oncology Nursing Society – EONS
International Society of Paediatric Oncology – SIOPE

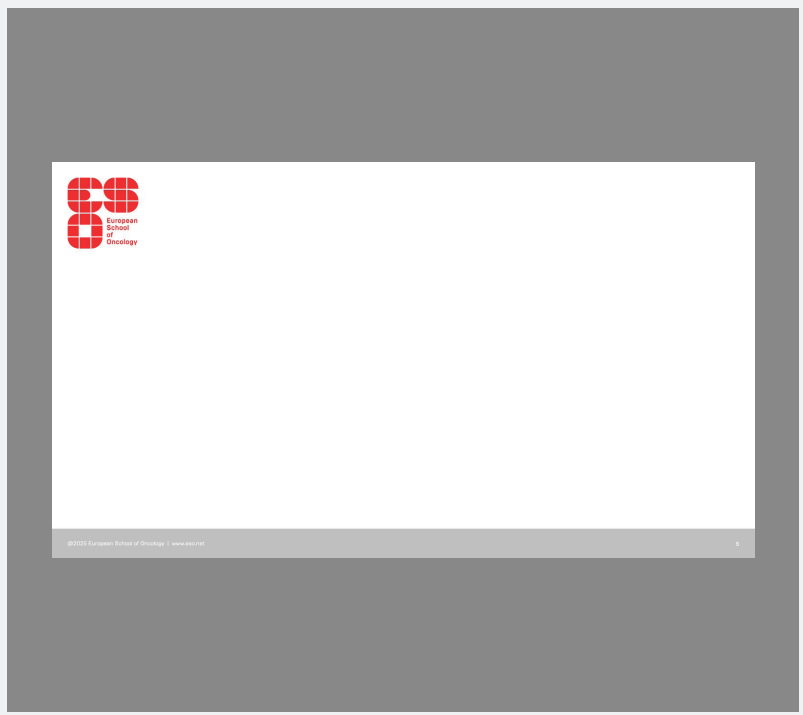
OUR VISION
OUR MISSION
EDUCATIONAL PATHWAY
ESO Educational Pathway
A STORY OF VISION AND GENEROSITY
Umberto Veronesi
Founder
CO-FOUNDERS
Laudomia Del Drago
Honorary President


MULTIDISCIPLINARY SCIENTIFIC COUNCIL
Alessandra Curioni Fontecedro
MEDICAL ONCOLOGY
Nicola Fusco
PATHOLOGY
Barbara Jereczek Fossa
RADIOTHERAPY
Riccardo Audisio
SURGERY
THE ADVISORY BOARD
Nicholas Pavlidis
Chair
Deputy Chair
Members
Members ex officio

ESO BOUNDARIES: A SPECIFIC MISSION
2025
ESO TEAM
COLLABORATORS

PRESENTATIONS

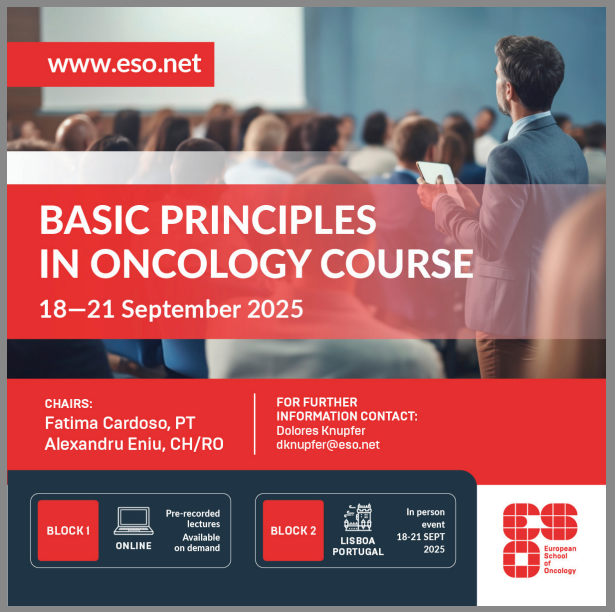


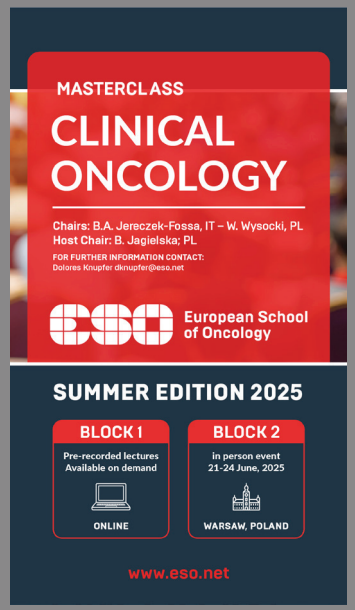


CERTIFICATES

LAYOUT

SOCIAL MEDIA





ADVERTISING

European School of Oncology

CONTACTS

MILAN OFFICE
Via Turati 29
20121 Milano, Italia

Bellinzona OFFICE
Via Vincenzo Vela 6
6500 Bellinzona, Switzerland

@ESOncology
European School of Oncology

eso@eso.net
www.eso.net