



7TH ANNUAL CONGRESS
Liquid Biopsy
November 1 - 3, 2025 | Orlando, USA

BRAND STYLE GUIDE



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Primary Logo Options



Primary Logo

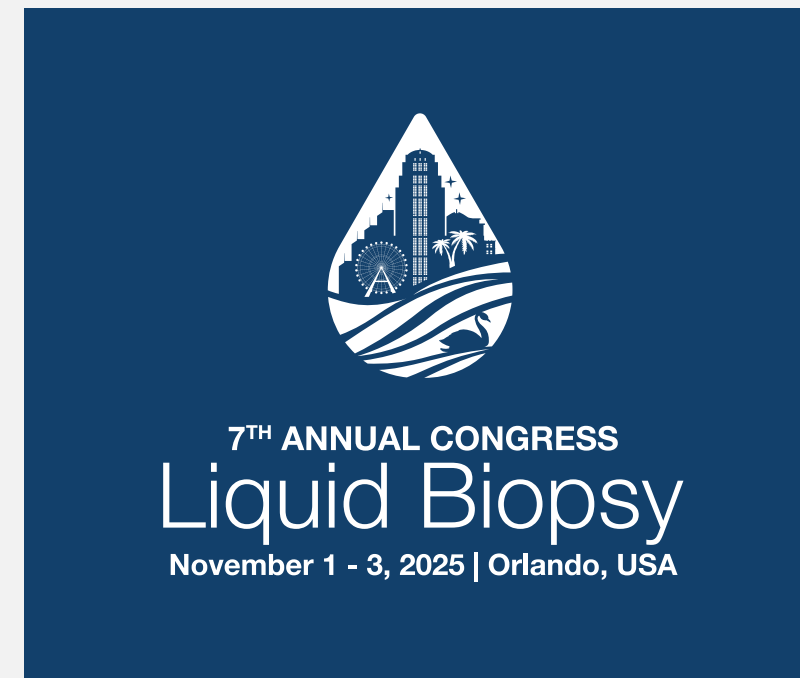


Stacked Version

Logo Variations



Logo Variations



Color Palette

Primary Colors

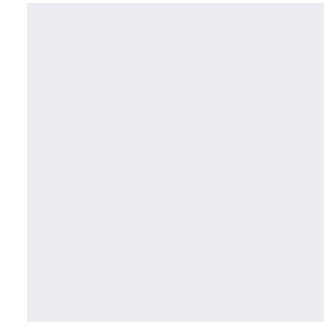


#12406B
RGB (18, 64, 107)
CMYK (100, 79, 33, 20)



#F16522
RGB (241, 101, 34)
CMYK (1, 74, 99, 0)

Secondary Color



#EBEDF3
RGB (235, 237, 243)
CMYK (6, 4, 2, 0)

Tertiary Colors



#26B89A
RGB (38, 184, 154)
CMYK (73, 0, 52, 0)



#FBB116
RGB (251, 177, 22)
CMYK (1, 34, 100, 0)



#ED1D24
RGB (237, 29, 36)
CMYK (0, 99, 97, 0)

Gradient



#26B89A #027F9D



#F16522 #FBB116



#26B89A #6BF2D2

Typography Rules

Titles / Headings: Helvetica Bold

Sub-heading: Helvetica Bold

Regular Body Text: Helvetica Regular

Call to Action Text: Helvetica Regular

Save the Date

Connect. Discover. Innovate.

Join us for the ISLB 2025 7th Annual Congress on Liquid Biopsy in Orlando, USA, from November 1-3, 2025. This event brings together experts, researchers, and industry leaders to explore the latest advancements in liquid biopsy. Featuring in-depth discussions, case studies, and workshops, this is a unique opportunity to collaborate and drive innovation in this cutting-edge field.

Register Today!

Save the Date

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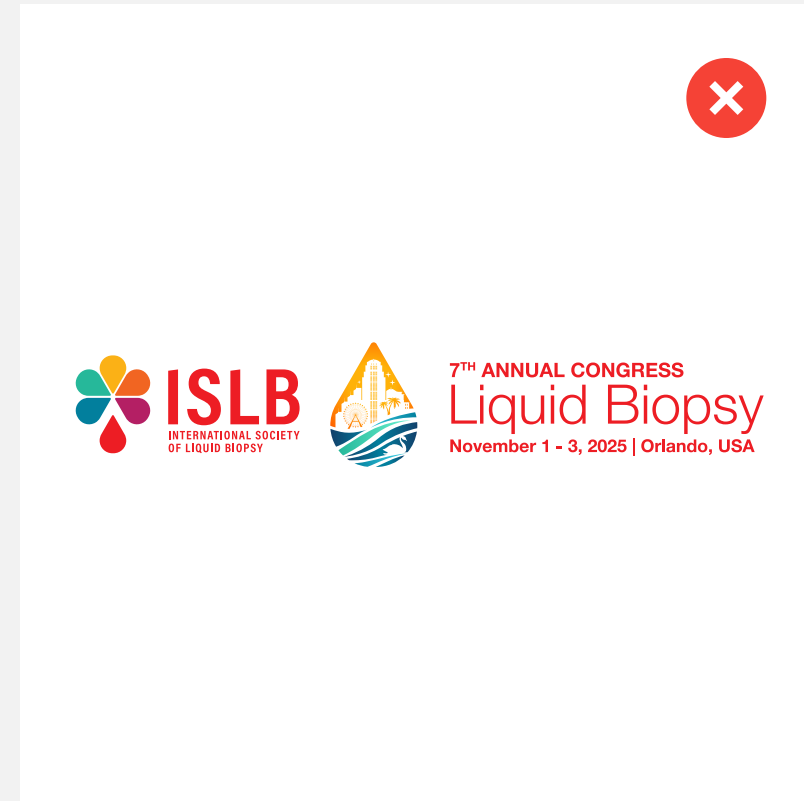
Save the Date

Connect. Discover. Innovate.

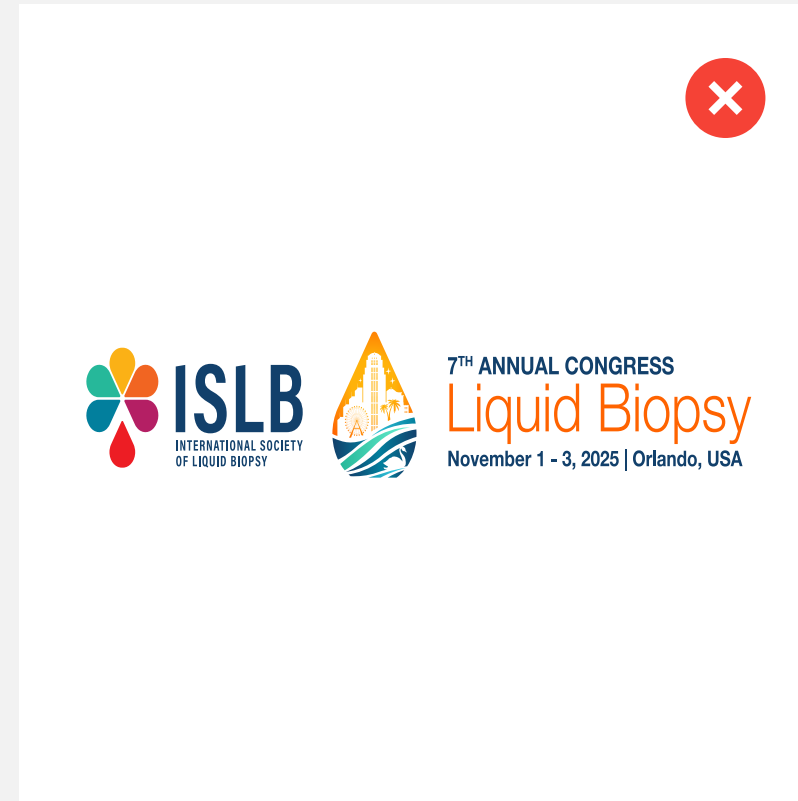
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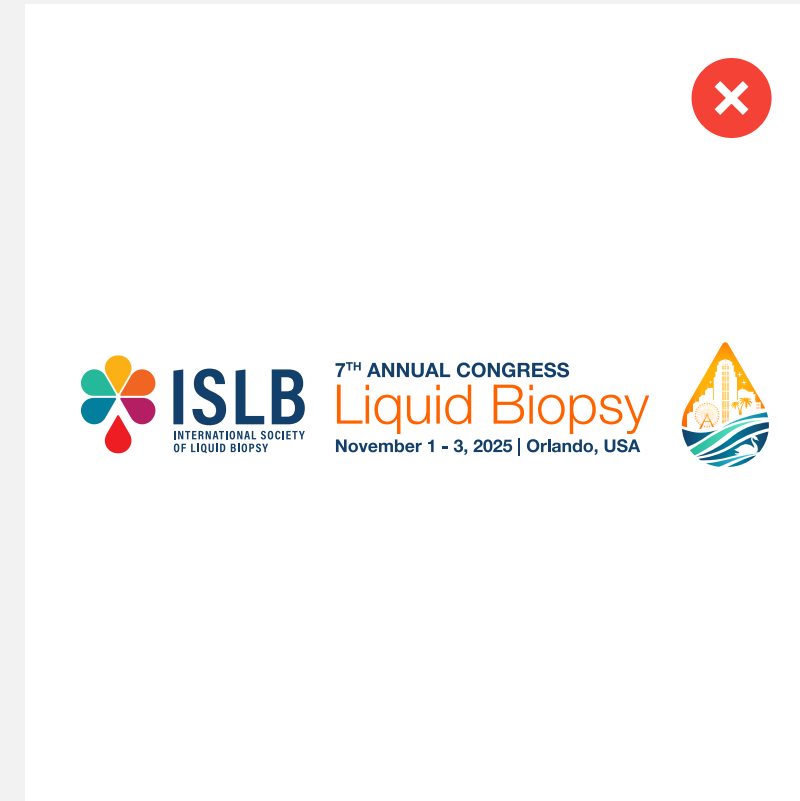
Unacceptable Logo Usage



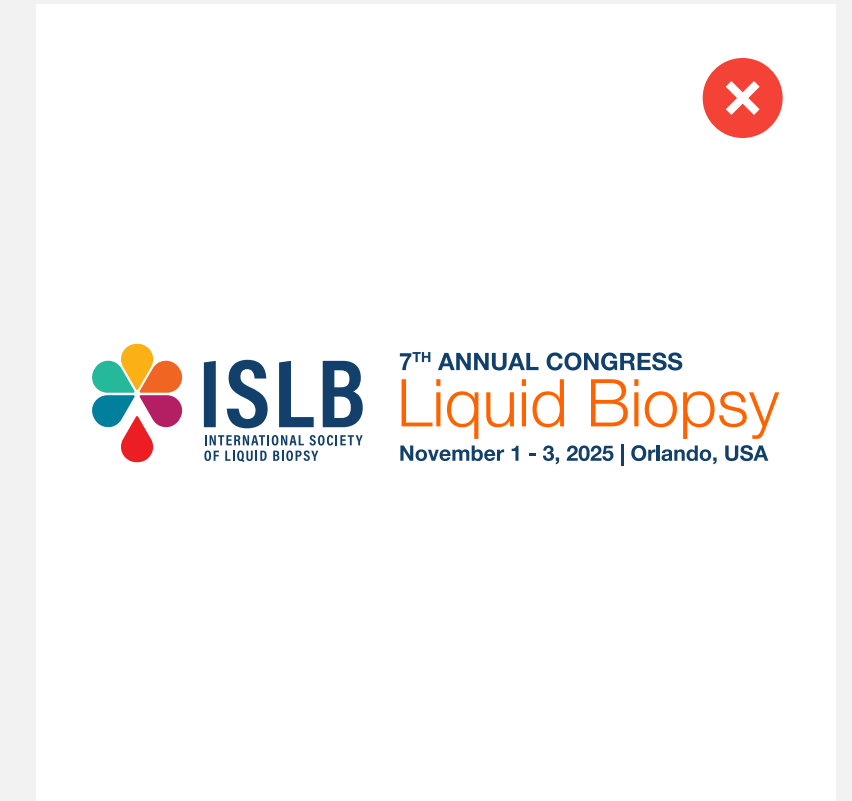
Do not alter colors for the logo



Do not distort the logo



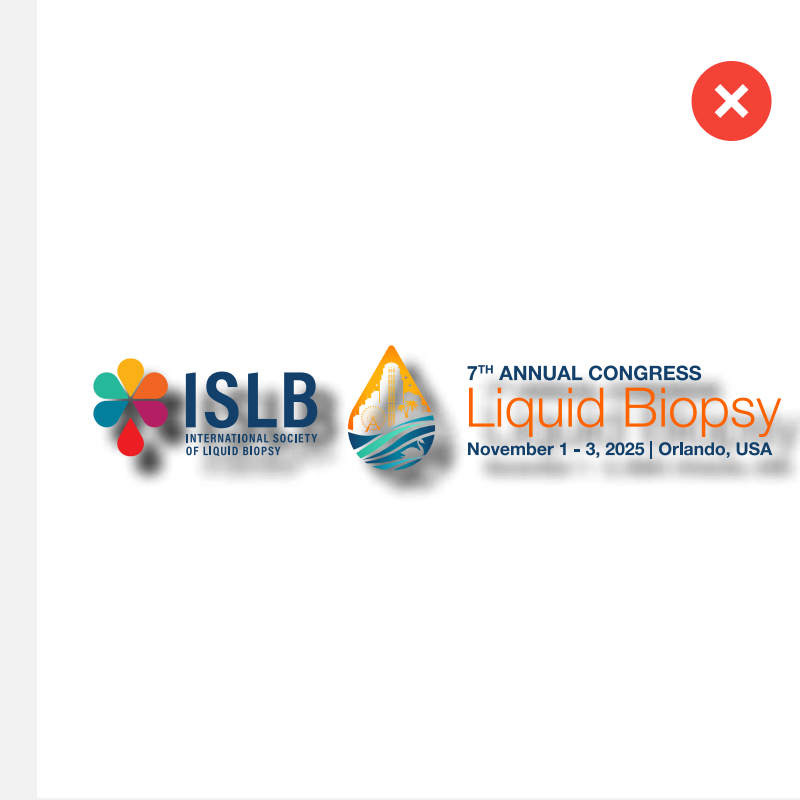
Do not rearrange the elements



Do not remove any elements



Do not apply the logo on busy background



Do not apply drop shadow directly to the logo

Creative Assets



Registration Portal Banner



Save-the-Date Promotion

