



**ISN**

INTERNATIONAL SOCIETY  
OF NEPHROLOGY

FEBRUARY 6-9, 2025 | NEW DELHI, INDIA

W | C | N '25

Hosted by





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INTERNATIONAL SOCIETY  
OF NEPHROLOGY

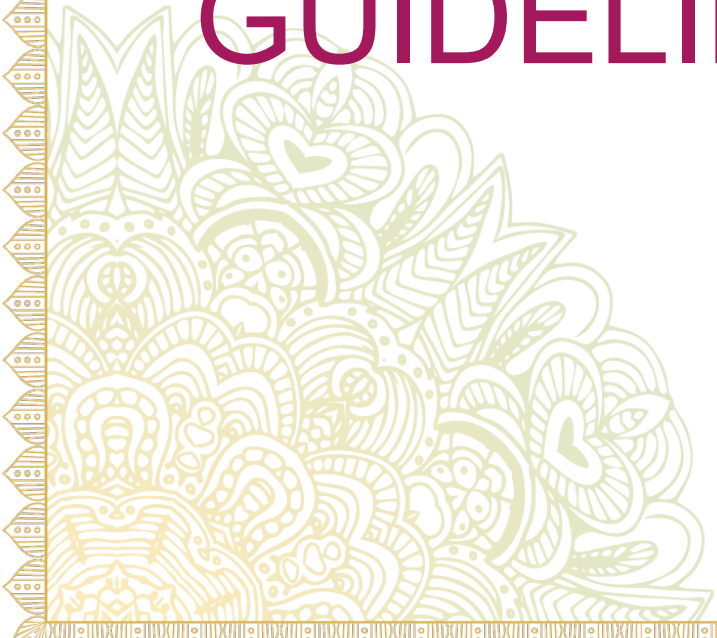


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# WCN'25 PROMOTIONAL MATERIAL GUIDELINES





# DIFFERENT WAYS TO PROMOTE THE EVENT

## ☞ Place the event information on your website:

*“World Congress of Nephrology 2025*

*Location: New Delhi (India)*

*Dates: February 6-9, 2025*

*Website: <https://www.theisn.org/wcn>”*

## ☞ Share the message with your audience through different channels:

**Email:** Adapt the marketing emails the ISN shares and resend them to your database. Subscribe to receive WCN emails here: [I want to receive WCN updates - World Congress of Nephrology 2025 \(theisn.org\)](#)

**Social media:** Use the below text:

*“Save the date for the 2025 World Congress of Nephrology from February 6 to 9, 2025, in New Delhi, India. Official hashtag #ISNWCN”*

☞ Follow WCN on ISN's official social media channels and engage with us on [Facebook](#), [LinkedIn](#), [X](#), [Instagram](#), and [WhatsApp](#) using the official hashtag **#ISNWCN**

## ☞ Download WCN'25 materials to engage with your audience:

Visuals for social media [Promotional materials - World Congress of Nephrology 2025 \(theisn.org\)](#)

Ready-made videos: [Promotional materials - World Congress of Nephrology 2025 \(theisn.org\)](#)

# DIFFERENT WAYS TO PROMOTE THE EVENT

## ☞ Are you attending an event or relevant meeting?

- ❖ Print some flyers or posters to display and give away
- ❖ Include in your presentations a promotional slide
- ❖ Display posters or flyers at your hospital / institutions (we can provide the posters to be printed locally)
- ❖ Share flyers within your national societies, professional and personal networks (we can provide the flyers to be printed locally)



## VISUALS AVAILABILITY

- ☞ All visuals are accessible following this link: [Promotional materials - World Congress of Nephrology 2025 \(theisn.org\)](https://www.theisn.org/Promotional-materials-World-Congress-of-Nephrology-2025)
- ☞ In case you need a specific design or specific dimensions, reach out to [cdetiege@theisn.org](mailto:cdetiege@theisn.org)
- ☞ For Social Media, reach out to [farce@theisn.org](mailto:farce@theisn.org)





# THE LOGO

There are two versions of the logo



Long logo



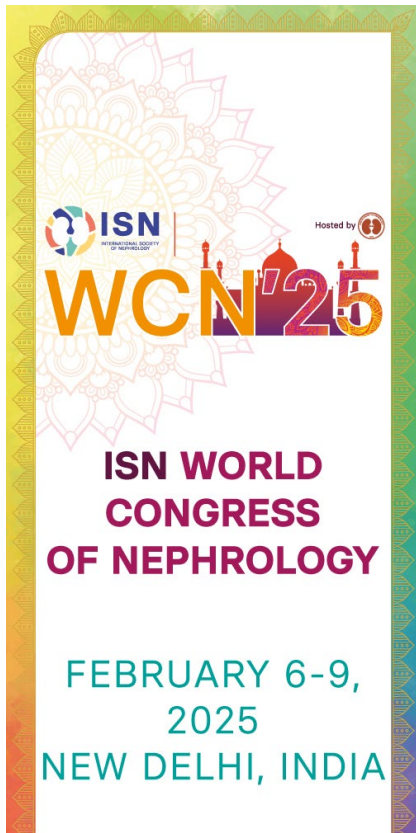
Condensed logo

- Use the logo most adapted to the available space



# LOGO VARIATIONS – LOGOS WITHOUT DATES

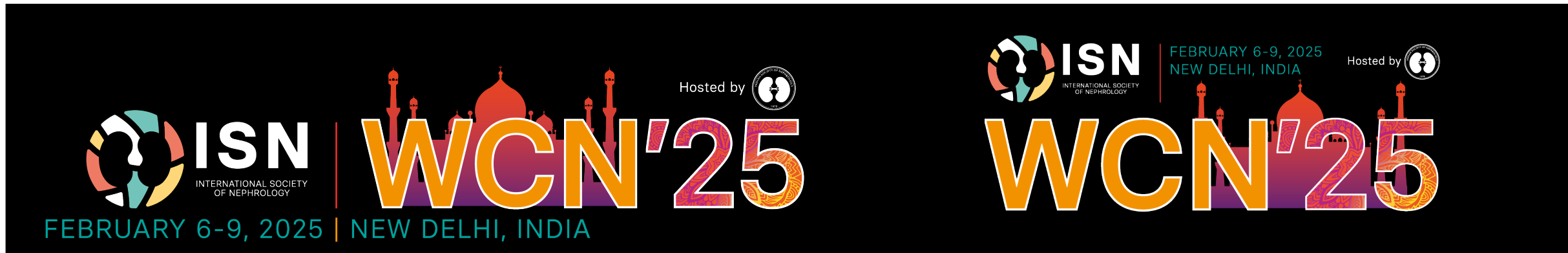
☞ If the dates are repeated next to or below the logo, you may use the logo without dates





## LOGO VARIATIONS – LOGOS ON A DARK BACKGROUND

☞ Use a white background as much as possible. If you cannot and if the background is dark, use white logo.





# COLORS

<b>1 PINK</b> C: 0 R: 242 M: 53 G: 151 Y: 5 B: 186 K: 0 #f297ba	<b>2 LIGHT ORANGE</b> C: 0 R: 252 M: 25 G: 203 Y: 50 B: 141 K: 0 #fccb8d	<b>3 SAND</b> C: 7 R: 240 M: 14 G: 220 Y: 37 B: 176 K: 0 #f0dcb0	<b>4 GOLD</b> C: 16 R: 213 M: 32 G: 169 Y: 82 B: 64 K: 5 #d5a940	<b>5 DARK GOLD</b> C: 20 R: 201 M: 40 G: 150 Y: 96 B: 26 K: 7 #c9961a	<b>6 YELLOW</b> C: 9 R: 245 M: 0 G: 231 Y: 90 B: 25 K: 0 #f5e719	<b>7 BRIGHT ORANGE</b> C: 0 R: 250 M: 33 G: 180 Y: 100 B: 0 K: 0 #fab400
<b>8 ORANGE</b> C: 0 R: 243 M: 50 G: 146 Y: 100 B: 0 K: 0 #f39200	<b>9 ORANGE RED</b> C: 0 R: 232 M: 84 G: 68 Y: 91 B: 34 K: 0 #e84422	<b>10 STRAWBERRY</b> C: 23 R: 193 M: 89 G: 57 Y: 67 B: 69 K: 2 #c13945	<b>11 EGGPLANT</b> C: 51 R: 97 M: 99 G: 21 Y: 34 B: 65 K: 46 #611541	<b>12 DARK BURGUNDY</b> C: 35 R: 81 M: 99 G: 8 Y: 34 B: 42 K: 69 #51082a	<b>13 PURPLE RED</b> C: 35 R: 163 M: 100 G: 25 Y: 35 B: 91 K: 10 #a3195b	<b>14 MAGENTA</b> C: 0 R: 231 M: 91 G: 45 Y: 21 B: 117 K: 0 #e72d75
<b>15 PURPLE</b> C: 55 R: 141 M: 96 G: 41 Y: 0 B: 134 K: 0 #8d2986	<b>16 VIOLET</b> C: 73 R: 102 M: 100 G: 37 Y: 16 B: 114 K: 5 #662572	<b>17 LIGHT VIOLET</b> C: 48 R: 153 M: 73 G: 91 Y: 0 B: 161 K: 0 #995ba1	<b>18 LIGHT BLUE</b> C: 77 R: 27 M: 26 G: 148 Y: 11 B: 196 K: 1 #1b94c4	<b>19 INDIGO</b> C: 97 R: 17 M: 70 G: 75 Y: 25 B: 125 K: 10 #114b7d	<b>20 GREYISH BLUE</b> C: 81 R: 62 M: 63 G: 82 Y: 35 B: 112 K: 22 #3e5270	<b>21 SKY BLUE</b> C: 71 R: 81 M: 39 G: 135 Y: 13 B: 182 K: 1 #5187b6
<b>22 BABY BLUE</b> C: 51 R: 131 M: 0 G: 205 Y: 11 B: 226 K: 0 #83cde2	<b>23 TURQUOISE</b> C: 90 R: 0 M: 2 G: 161 Y: 46 B: 155 K: 0 #00a19b	<b>24 LIGHT GREEN</b> C: 38 R: 179 M: 0 G: 205 Y: 92 B: 47 K: 0 #b3cd2f	<b>25 GREEN</b> C: 51 R: 144 M: 18 G: 167 Y: 92 B: 57 K: 3 #90a739	The red highlighted colors are the main ones. Others are secondary, Do not change the colors of the logo and/or the name and date/location of the event.		