
OFFICIAL LOGOMARK OF BSP CONGRESS

The anchor –
main symbol of the
host city (Odessa)



The laryngoscope –
main symbol of
anesthesiology

OFFICIAL BRANDMARK OF BSP CONGRESS

Full version, english



BLACK SEA PEARL

INTERNATIONAL CONGRESS OF ANAESTHESIOLOGISTS

OFFICIAL BRANDMARK OF BSP CONGRESS

Full version, russian



BLACK SEA PEARL

МЕЖДУНАРОДНЫЙ КОНГРЕСС АНЕСТЕЗИОЛОГОВ

OFFICIAL BRANDMARK OF BSP CONGRESS

Compact version



OFFICIAL LOGOMARK OF BSP CONGRESS



OFFICIAL LOGOMARK OF
BSP CONGRESS

Circle version



OFFICIAL COLORS OF BSP CONGRESS

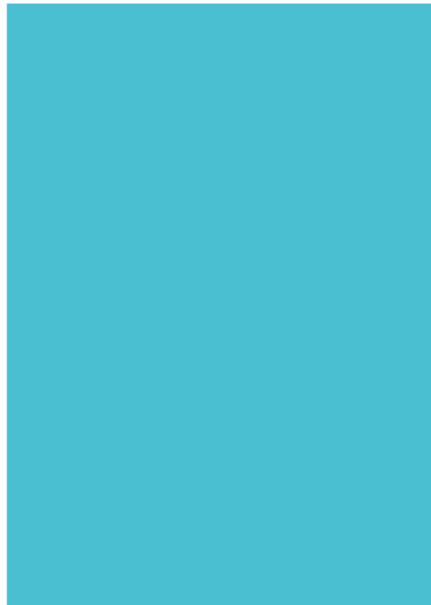


RGB

28:26:88

HEX

1C1A58



RGB

77:191:210

HEX

4DBFD2



RGB

183:8:7

HEX

B70807

OFFICIAL COLORS OF BSP CONGRESS

COLORS
as part of design system

CALM
RESPECTABLE
ACTION

COLORS
as metaphor

PREPARE
ANESTHESIA
WAKE UP

OFFICIAL COLORS OF
BSP CONGRESS

MAIN COLOR

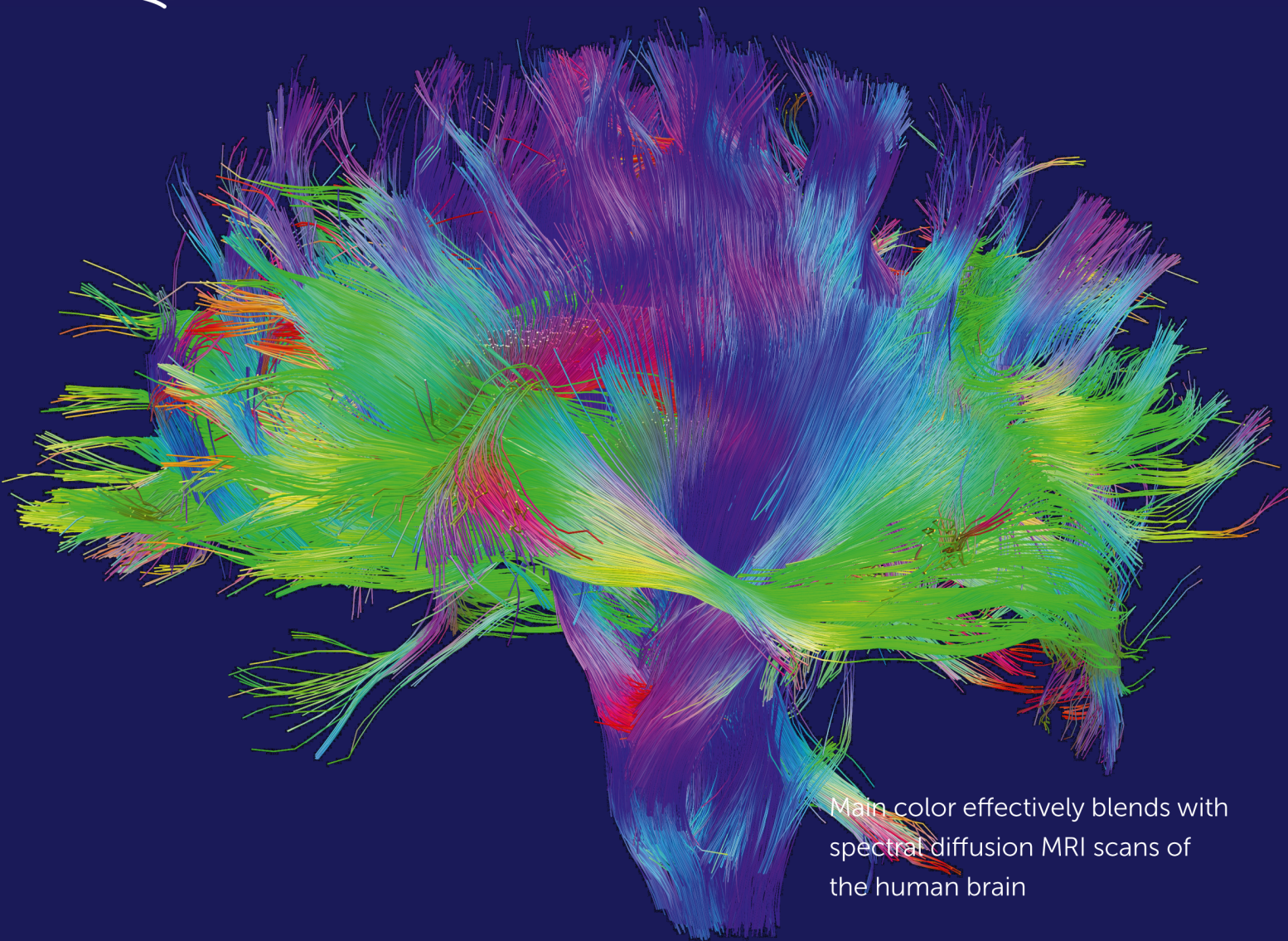
DEEP AND CALM
LIKE A DREAM UNDER
ANESTHESIA





BLACK SEA PEARL

INTERNATIONAL
CONGRESS OF
ANAESTHESIOLOGISTS



Main color effectively blends with
spectral diffusion MRI scans of
the human brain

OFFICIAL COLORS OF BSP CONGRESS



Red serves as accentual color for graphic accents, headings, call-to-action buttons

OFFICIAL COLORS OF BSP CONGRESS



RED AS A
COLOR OF LIFE

OFFICIAL COLORS OF BSP CONGRESS

Sea waves / Calm breathing





BLACK SEA PEARL

INTERNATIONAL
CONGRESS OF
ANAESTHESIOLOGISTS

UKRAINE • ODESSA • 2019





BLACK SEA PEARL

МЕЖДУНАРОДНЫЙ КОНГРЕСС АНЕСТЕЗИОЛОГОВ

Принять участие

CONFERENCE BAG



CONFERENCE BAG

alternative design
with circle logo



CONFERENCE PIN BADGE



CONFERENCE ID CARD

The ribbon is attached to the
anchor – BSP Congress logo

