



 **CRT 26**

MARCH 07 - 10, 2026
WASHINGTON HILTON | WASHINGTON, DC

**BRAND
GUIDELINES**

PRIMARY COLOR PALETTE

Be sure to use our CRT 2026 specific CMYK and RGB values below.
The PANTONE® numbers provide a quick reference for color matching.

Primary

These fundamental colors ought to dominate the palette across all marketing materials. As a general guideline, they should comprise roughly half of the overall composition.



CMYK 83 91 37 31
RGB 63 42 86
HEX #3F2A56



CMYK 100 34 0 2
RGB 0 129 198
HEX #0081c6

Secondary

Our supporting palette introduces vibrant accents and deep hues to complement the primary colors. Use the supporting colors conservatively, covering about 25% of the space to maintain balance and focus.



CMYK 5 86 63 0
RGB 228 76 85
HEX #e44c55



CMYK 32 86 0 0
RGB 201 47 191
HEX #C92FBF



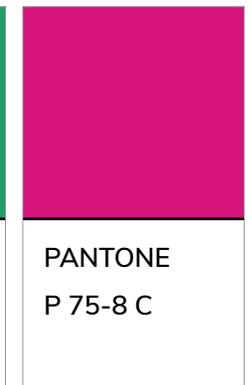
CMYK 54 69 0 0
RGB 144 99 205
HEX #9063CD



CMYK 3 34 98 0
RGB 244 175 35
HEX #F4AF23



CMYK 80 13 76 1
RGB 36 158 107
HEX #249E6B



CMYK 13 100 17 0
RGB 213 19 123
HEX #D5137B

BRAND & LOGO

Our logo represents the essence of our brand and should be used consistently across all platforms. Ensure it is always clearly visible and maintains its integrity by following these guidelines:

Orientation

Primary (preferred)



Secondary



Third



BRAND & LOGO

Color and Background

Color Variations: Use the logo in its primary colors whenever possible. Refrain from altering the colors outside the brand palette.

Full-Color Positive (preferred)



Full-Color reverse (preferred)



Full-Color Positive reverse



Full-Color reverse



One-Color Solid Positive



One-Color Solid Positive reverse

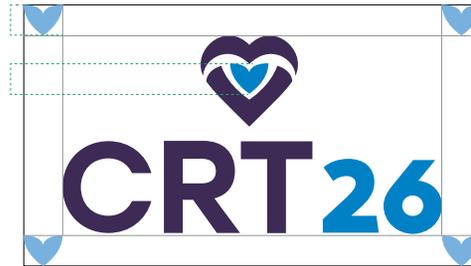


[Download Logo Here](#)

LOGO CLEAR SPACE

Utilizing the CRT "♥" creates a protective area around the logo. This ensures sufficient space to maintain the logo's integrity while allowing close placement to layout elements for dynamic compositions.

Note: Entities and service lines should never appear locked up with the logo.



Minimum Size

Regardless of the logo orientation, the minimum approved size for any CRT logo is determined by the heart element, which should never be smaller than 36px (or 0.5in). While the heart is used for measurement, it's essential to remember that the heart and text mark must always be scaled proportionately to each other.



FONT TYPEFACE

Our primary typeface is Muli. It should be used for all headings, subheadings, and body text to ensure consistency and readability across all brand materials.

Muli Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

Muli Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

Muli Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

Muli ExtraBold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

Muli Black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

Headlines
Muli Black
All Caps

**EM. EPRA CON
REMQUI TE DIT
DOLUPIDIT
AUT AUT**

22pt
26.4 leading

Subheads
Muli ExtraBold
No Caps

**Em. Epra con remqui te dit
dolupidit aut autRoma,Octum**

12pt
14.4 leading

Body Copy
Muli Regular
No Caps

Em. Epra con remqui te dit
dolupidit aut autNequia iuremqui
ut doluptatur, ut volupta et
perum elestia imagnisimi, suntiunt
vit que diatium des amenis
maximEonscesse fac oporum et,
conihillaris bontem, C. Rit.

9.75pt
14 leading

[Download Assets Here](#)

PROMOTIONAL TOOLKIT

Join Cardiovascular Research Technologies at **#CRT2026!**

We're excited to invite you to share the social media assets — along with your own friendly and personal message — to inspire your network to register and join us at **CRT 2026!**

This is more than just a conference — it's where Cardiovascular Research Technologies and the global heart health community come together to connect, collaborate, and drive the future of cardiovascular care.

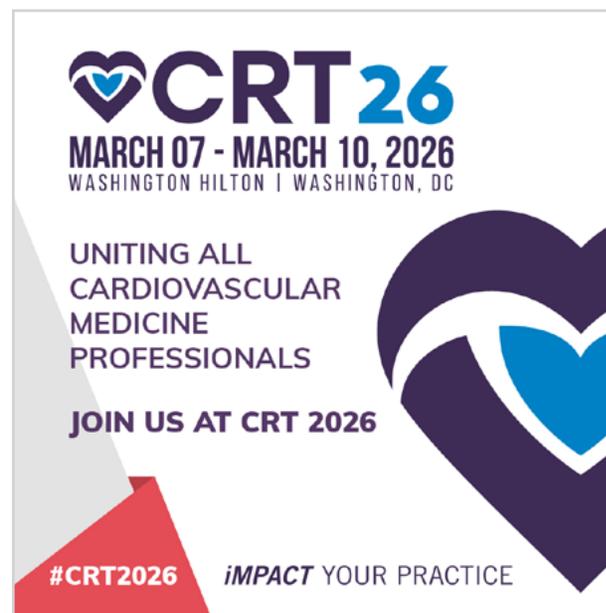
CRT 2026 creates unparalleled opportunities to engage with world-renowned cardiologists, explore groundbreaking science, and discover the latest innovations shaping the field.

Tell your network why **CRT 2026** matters to you — whether it's the cutting-edge research, the inspiring community, or the chance to exchange ideas across specialties and borders. Your personal story can help others see the value of attending.

Here's how you can help spread the word:

- Use the official hashtag **#CRT2026**
- Tag your colleagues and fellow heart health professionals around the world
- Encourage shares and retweets to expand awareness and build momentum

Let's grow our global cardiovascular network — and make **#CRT2026** the most impactful event yet!



[Download Marketing Assets Here](#)