

RESPECT AND  
GRATITUDE WHICH  
IS THEIR DUE;  
I WILL PRACTICE MY  
PROFESSION WITH  
CONSCIENCE AND  
DIGNITY;  
THE HEALTH OF MY  
PATIENT WILL BE  
MY FIRST





Washington DC is indeed a vital city.

Politically, socially, academically, and professionally, our Nation's Capital is home to decision makers and game-changers whose actions profoundly impact every aspect of the medical community.

Vitality is defined as the capacity for survival or for the continuation of a meaningful or purposeful existence. It is the power to live or grow.

At this vital time in the history of medicine in the United States, it is fitting that ACC meet in Washington in 2014: The Vital City.

SOLEMNLY PLEDGE  
OF THE  
AMERICAN COLLEGE  
OF CARDIOLOGY  
I WILL RESPECT AND  
GRATITUDE WHICH  
IS THEIR DUE  
I WILL PRACTICE MY  
PROFESSION WITH  
CONSCIENCE AND  
DIGNITY  
THE HEALTH OF  
MY PATIENT WILL  
BE MY FIRST  
CONSIDERATION



ACC.14

I WILL RESPECT THE  
SECRETS WHICH ARE  
CONFIDED IN ME.  
I WILL MAINTAIN BY  
ALL THE MEANS IN MY  
POWER, THE HONOUR  
AND THE NOBLE  
TRADITIONS OF THE  
MEDICAL PROFESSION:  
MY COLLEAGUES WILL  
BE MY BROTHERS  
AND SISTERS  
I WILL NOT ENGAGE IN  
CONTESTATIONS OF  
RELIGION,  
NATIONALITY, RACE,  
GENDER, POLITICS,

ACC.14

SOCIOECONOMIC  
STANDING OR SEXUAL  
ORIENTATION  
I WILL MAINTAIN THE  
HIGHEST RESPECT  
FOR HUMAN LIFE,  
EVEN UNDER THREAT.  
I WILL NOT USE MY  
SPECIAL KNOWLEDGE  
OR SKILL TO THE  
DAMAGE OF HUMANITY.  
I SOLEMNLY  
PLEDGE AND UPHOLD  
MY HONOUR



entrance unit



Registration



VITAL SCIENCE

VITAL INNOVATION

VITAL EDUCATION

Registration



The power to live and grow.

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registration

Registration



VITAL  
SCIENCE

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VITAL  
INNOVATION

ACC.14



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VITAL  
EDUCATION

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Regis



The power to live and grow.

VITAL  
DCITY

registration detail



# VITAL SCIENCE

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VITAL DC CITY

The power to live and grow.

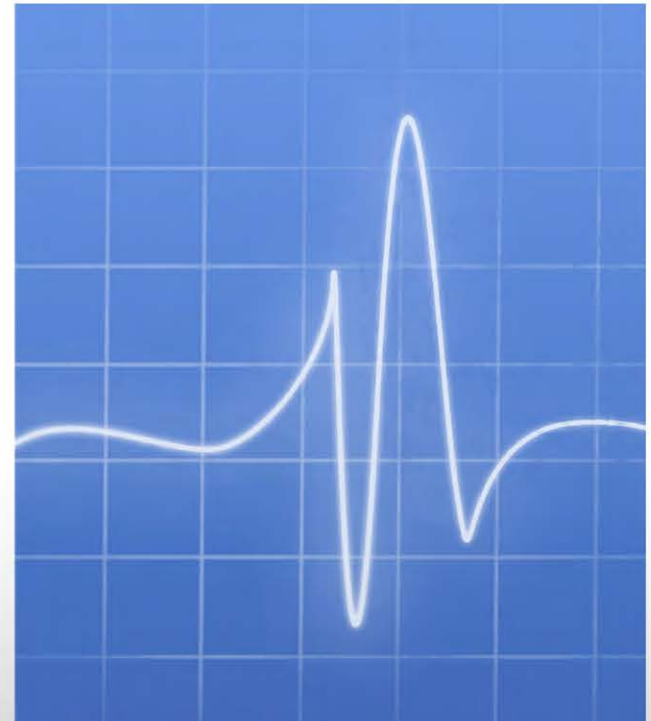


# VITAL INNOVATION

ACC.14

VITAL DC CITY

The power to live and grow.



# VITAL EDUCATION

ACC.14

VITAL DC CITY

The power to live and grow.



**banner concepts**



aisle signs



ACC.14

**VITAL  
EDUCATION**

**VITAL  
DC CITY**

*The power to live and grow.*

This banner features a dark red background with a pattern of overlapping circles. On the left, a white oval with a blue and orange border contains the text 'ACC.14'. To its right, the words 'VITAL EDUCATION' are written in large, bold, white capital letters. Further right, the 'VITAL DC CITY' logo is displayed, consisting of a red diamond shape with 'VITAL' in white above 'DC CITY' in white, with a white heartbeat line at the bottom.

ACC.14

**VITAL  
RESEARCH**

**VITAL  
DC CITY**

*The power to live and grow.*

This banner features a gold and brown background with a pattern of overlapping circles. On the left, a white oval with a blue and orange border contains the text 'ACC.14'. To its right, the words 'VITAL RESEARCH' are written in large, bold, white capital letters. Further right, the 'VITAL DC CITY' logo is displayed, consisting of a red diamond shape with 'VITAL' in white above 'DC CITY' in white, with a white heartbeat line at the bottom.



**web banner | horizontal banner concepts**