**OBJECTIVE**

The MMS Brand and Identity Guidelines are the basis for promoting a distinctive and consistent graphic identity for all visual communications of the MMS brand. As the MMS branding system continues to develop, this document will expand to include additional guidelines for specific executions throughout MMS products, communications, and initiatives.

The MMS Brand and Identity Guidelines are meant to help coordinate the customer-facing communications and usage of the MMS identity throughout the organization. Since these materials are often the first contact someone has with the MMS, it is important that these communications remain consistent in their presentation of the MMS brand.

**IDENTITY**

The MMS identity is composed of one mark (also known as the MMS logo or the MMS seal) and one signature treatment of the society name. Each signature is composed of specific letterforms created expressly for the MMS brand identity.

The MMS identity should be used in a consistent and prominent way on all materials, websites, and communications.

**STANDARD IDENTITY**

An identity lock-up is a consistent relationship between the mark and the signature.

Two standard identity lock-ups have been developed: one vertical and one horizontal.

Unless designated in the branding guidelines for tagline identity, letterhead, envelopes, sub-branding, or co-branding, variation from these two lock-ups is not permitted. **The MMS seal should not be used without a signature of the society name.**

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**Note:** As the MMS Branding System continues to develop, this document will be updated to include additional guidelines for specific executions throughout MMS products, communications, and initiatives. Please check website for latest version available.
MMS BRAND AND IDENTITY GUIDELINES

STANDARD IDENTITY ~ CONTINUED

SMALLEST RECOMMENDED WEB SIZE
The smallest recommended Web height for the logo is 58 pixels.

SMALLEST RECOMMENDED PRINT SIZE
The smallest recommended print height for the logo is 3p0 (0.5 inches).

SIGNATURE
The signature is a type configuration of the Society name using specific letterforms created expressly for the MMS brand identity.

For situations where space does not allow the use of a full identity, the use of a signature alone may be a viable alternative.

CLEAR ZONE
A protected area proportionate to the identity itself has been determined for each version of the MMS identity. This area should be clear of any other elements. More space should be used when possible to give the identity the most visual impact.

Except as designated in the guidelines for tagline identity, letterhead, envelopes, sub-branding, and co-branding, no other elements or type (such as an address block) should be “attached” to the MMS identity.

CLEAR ZONE — VERTICAL STANDARD IDENTITY
x = the height of the uppercase “M”

CLEAR ZONE — HORIZONTAL STANDARD IDENTITY
x = the height of the small cap “e”

Note: As the MMS Branding System continues to develop, this document will be updated to include additional guidelines for specific executions throughout MMS products, communications, and initiatives. Please check website for latest version available.
TAGLINE IDENTITY

A tagline is meant to capture the essence of a company’s organizational mission in a concise and memorable phrase.

The MMS tagline, “Every physician matters, each patient counts,” has been incorporated into both vertical and horizontal versions of the tagline identity lock-ups (see right column).

Because of the tagline’s power to build and reinforce the organizational brand, it is highly recommended that the tagline identity be used on all external communications where an identity is required, except when its size or other circumstances compromise its legibility. When using the tagline as promotional copy separate from the identity, the MMS identity (without the tagline) should be included on the same page.

Please contact your project coordinator with questions regarding the use of the Society tagline and tagline identity.

CLEAR ZONE

The clear zone is larger for the tagline identity in order to ensure readability and visual impact.

CLEAR ZONE — VERTICAL TAGLINE IDENTITY

x = the height of the uppercase “M”

CLEAR ZONE — HORIZONTAL TAGLINE IDENTITY

x = the height of the small cap “e”
MMS BRAND AND IDENTITY GUIDELINES

TAGLINE IDENTITY ~ CONTINUED

SMALLEST RECOMMENDED WEB SIZE
For legibility of the tagline, the smallest recommended Web height for the vertical tagline identity is 133 pixels. A larger size should be used when possible.
The smallest recommended Web height for the horizontal tagline identity is 74 pixels.

SMALLEST RECOMMENDED PRINT SIZE
The smallest recommended print height for the vertical tagline identity is 8p9 (1.458 inches).
The smallest recommended print height for the horizontal tagline identity is 4p2 (0.694 inches).

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IMPROPER USAGE

The identity should never be altered from any of its four lock-ups.

Neither the identity nor the logo should be used as design elements. Examples of improper usage include the following:

- Cropping the identity over a fold or off the edge of a page
- Skewing or distorting the mark or signature
- Changing the proportions between the mark and the signature
- Using the mark on its own outside an identity lock-up
- Cropping or screening the mark
- Placing the mark behind text
- Placing the mark or identity over a pattern or image
- Using any piece or part of the mark as a separate element
- Tombstoning: repeating the identity in several places on a single page
- 3-dimensional or drop-shadow treatments
- Angling the identity; the identity should always appear at 180°
- Outlining the identity
- Repeating the identity as a pattern
- Using the identity, logo, or signature in any color other than the MMS blue, black, or white reversed on a solid, approved color (See Color Palette on page 6 for exact PMS, CMYK, RGB, and hexadecimal specifications.)
COLOR

A company’s graphic identity will be more memorable if its colors can be consistently identified. The MMS identity is two-color and should be used as such, with the exception of a black-and-white application. It should always be presented and/or specified in the appropriate MMS color and black, or black and white in the exact color specifications shown in the table at right. Other color treatments for the MMS identity are unacceptable.

ONE-COLOR TREATMENT

Situations may arise where only one color is available. In such cases, the elements of the identity should be converted to solid black.

ONE-COLOR TREATMENT KNOCKOUT

For maximum recognizability, it is preferred that the MMS identity appear on a white background whenever possible. When a black or color background needs to be used, the elements of the identity should be knocked out to white. The background should be a solid hue only, and dark enough to promote a strong contrast and clear readability of the identity.

PRIMARY COLOR PALETTE

<table>
<thead>
<tr>
<th>PANTONE</th>
<th>PROCESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNCOATED</td>
<td></td>
</tr>
<tr>
<td>PMS 308 U</td>
<td>C 100, M 10, Y 8, K 46</td>
</tr>
<tr>
<td>COATED</td>
<td></td>
</tr>
<tr>
<td>PMS 308 C</td>
<td></td>
</tr>
<tr>
<td>WEB</td>
<td>MULTIMEDIA</td>
</tr>
<tr>
<td>006892</td>
<td>R 0, G 104, B 146</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PANTONE</th>
<th>PROCESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>C 0, M 0, Y 0, K 100</td>
</tr>
<tr>
<td>WEB</td>
<td>MULTIMEDIA</td>
</tr>
<tr>
<td>000000</td>
<td>R 0, G 0, B 0</td>
</tr>
</tbody>
</table>

The colors displayed in this document may not be accurately represented due to varying monitor, printer, hardware, and software configurations. (PMS codes are registered trademarks of Pantone, Inc.) For accurate PANTONE™ color standards, refer to the current edition of the PANTONE™ Color Formula Guide.

Note: As the MMS Branding System continues to develop, this document will be updated to include additional guidelines for specific executions throughout MMS products, communications, and initiatives. Please check website for latest version available.
EXPANDED CORPORATE COLOR PALETTE

As with a company’s graphic identity, a company’s overall brand identity will be more memorable if its colors can be consistently identified.

The expanded color palette shows additional colors that serve as a compliment to and extension of the primary color palette. These colors may be used in a secondary and tertiary capacity to enhance the brand signature in print and Web applications.

When printing on other types of materials such as ceramic, plastic, or fabric, exact matching colors are not always available. In such cases, strive for the closest possible match.

The colors displayed in this document may not be accurately represented due to varying monitor, printer, hardware, and software configurations. (PMS codes are registered trademarks of Pantone, Inc.) For accurate PANTONE™ color standards, refer to the current edition of the PANTONE™ Color Formula Guide.
RECOMMENDED CORPORATE TYPOGRAPHY
(FONTS AND TEXT)

In order to maintain a consistent brand identity, it is recommended that the following fonts be utilized in all customer-facing materials.

The recommended primary serif font for the MMS brand is Adobe Jenson Pro.

Times New Roman or another version of Times is an acceptable replacement for use in word processing, Web, and multimedia when Adobe Jenson Pro is not available.

The recommended primary sans serif font for the MMS brand is Myriad Pro.

Verdana is an acceptable replacement for use in word processing, Web, and multimedia when the primary sans serif font is not available.

WHEN TO USE THESE FONTS

Font consistency is an important visual cue that reinforces an organization's brand. These fonts should always be used for customer-facing materials (brochures, presentations, letters, etc.) when the intent of a piece is to promote the organization or a goal is to reinforce the MMS brand.

EXCEPTION:

Web pages should continue to use standard Web fonts (e.g., Arial) due to issues of font legibility in Web browsers.

Examples here do not show all variations available in each font family.

Note: As the MMS Branding System continues to develop, this document will be updated to include additional guidelines for specific executions throughout MMS products, communications, and initiatives. Please check website for latest version available.
MMS BRAND AND IDENTITY GUIDELINES

SUB-BRANDING

Sub-branding guidelines apply to a group or association owned or governed by the MMS.

SUB-BRANDING IDENTITIES

TYPE 1 — DEPARTMENTS/COMMITTEES

Includes: all MMS and Publishing Division departments, MMS committees and task forces, officers, the BOT, HOD, and member sections

No separate identity is allowed. All must follow the branding system established for internal sub-branding. (See example at right.)

EXCEPTIONS:

MINS — previously established separate identity is grandfathered.

TYPE 2 — SUBSIDIARIES/DISTRICTS

Includes: subsidiaries, district medical societies, MMS Alliance, PHS, PIAM, MMS & Alliance Charitable Foundation, etc.

Subsidiaries may develop their own graphic identities, but may not incorporate the MMS seal directly into them. Subsidiaries may, however, utilize the MMS graphic identity fonts, and may include a text reference to their affiliation with the MMS (e.g., “A component of the Massachusetts Medical Society”).

Any text reference to the Massachusetts Medical Society must be spelled out (not abbreviated).

Subsidiaries may also incorporate the MMS identity elsewhere in an ad, page, or screen in such a way that is distinct from the subsidiary’s identity. (See examples at right.)

EXCEPTIONS:

MMS Alliance — current logo is grandfathered.
MMS & Alliance Charitable Foundation — current logo is grandfathered.

SUB-BRAND IDENTITY — TYPE 1 EXAMPLE

MASSACHUSETTS
MEDICAL SOCIETY
WEST CENTRAL REGIONAL OFFICE

When you need options, choose PIAM.

Insurance
- Medical Malpractice (representing multiple carriers)
- Business Insurance
- Health Insurance & Medigap Programs

Financial Services
- Life, Disability, Business Overhead
- Financial & Retirement Planning
- Discounted Long Term Care Insurance

Medical Services Division
- Discounted Office Supplies
- Healthcare Laundry Services

800.522.7426 • www.piam.com

Note: As the MMS Branding System continues to develop, this document will be updated to include additional guidelines for specific executions throughout MMS products, communications, and initiatives. Please check website for latest version available.
SUB-BRANDING ~ CONTINUED

TYPE 3 — PROJECT AND PRODUCT IDENTITIES

Examples: MassMedNet, HealthQuest, Campaign Against Violence, Physician Focus, MMS Institute, MMS Index, PPRC, MSAR

All separate project and product identities are allowed. If a separate identity is established, a text reference to their affiliation to the MMS (e.g., “Sponsored by the Massachusetts Medical Society”) may be included. Any text reference to the Massachusetts Medical Society must be spelled out (not abbreviated).

If a separate project identity is used in conjunction with the MMS identity, guidelines set for co-branding will apply.

Note: As the MMS Branding System continues to develop, this document will be updated to include additional guidelines for specific executions throughout MMS products, communications, and initiatives. Please check website for latest version available.
CO-BRANDING

Co-branding guidelines apply to a group or association not owned by or affiliated with the MMS who wishes to use its identity in association with the MMS.

All graphic identity guidelines apply. External organizations may not incorporate the MMS graphic identity into their graphic identity. When utilized in marketing and communications materials, the graphic identities of each organization must be distinct from each other. (See examples at right.)

Please contact Laura Whipple at ext. 7297 with questions regarding guidelines for co-branding.