Massachusetts
Medical Society

BRAND AND IDENTITY GUIDELINES

IDENTITY, TYPOGRAPHY, AND COLOR GUIDELINES

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**.

LOGO

STANDARD IDENTITY — VERTICAL

Massachusetts
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STANDARD IDENTITY — HORIZONTAL

Massachusetts Medical Society

***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.*