



# 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  
MEDICAL SOCIETY

### 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.

## MMS BRAND AND IDENTITY GUIDELINES

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### 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"

58 pixels



3p0

0.5 inches



#### SIGNATURE

MASSACHUSETTS  
MEDICAL SOCIETY

#### SIGNATURE — SINGLE LINE

MASSACHUSETTS MEDICAL SOCIETY

#### CLEAR ZONE — VERTICAL IDENTITY



#### CLEAR ZONE — HORIZONTAL IDENTITY



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## MMS BRAND AND IDENTITY GUIDELINES

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### 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"

### TAGLINE IDENTITY — VERTICAL



MASSACHUSETTS  
MEDICAL SOCIETY

*Every physician matters,  
each patient counts.*

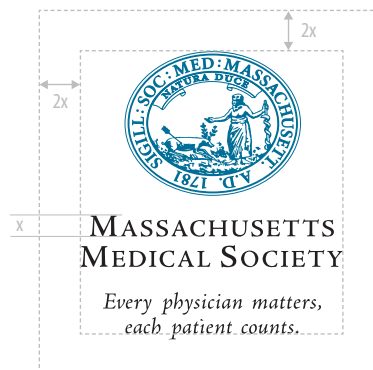
### TAGLINE IDENTITY — HORIZONTAL



MASSACHUSETTS  
MEDICAL SOCIETY

*Every physician matters, each patient counts.*

### CLEAR ZONES — TAGLINE IDENTITY



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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).

133 pixels



MASSACHUSETTS  
MEDICAL SOCIETY

*Every physician matters,  
each patient counts.*

74 pixels



MASSAC  
MEDICA

*Every physician ma*

8p9

1.458 inches



MASSACHUSETTS  
MEDICAL SOCIETY

*Every physician matters,  
each patient counts.*

4p2

0.694 inches



MASSACHUS  
MEDICAL SO

*Every physician matters, each*

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## MMS BRAND AND IDENTITY GUIDELINES

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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:

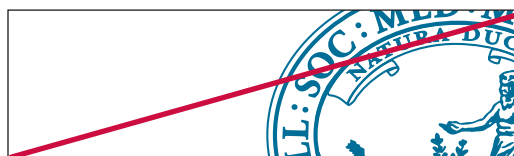
- Cropping the identity over a fold or off the edge of a page
- Skewing or distorting the mark or signature
- Changing the proportions between the mark and the signature
- Using the mark on its own outside an identity lock-up
- Cropping or screening the mark
- Placing the mark behind text
- Placing the 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.)



CHANGING COLOR



CHANGING THE PROPORTIONS



CROPPING OVER A FOLD OR OFF THE EDGE OF A PAGE



PLACING THE MARK OVER AN IMAGE



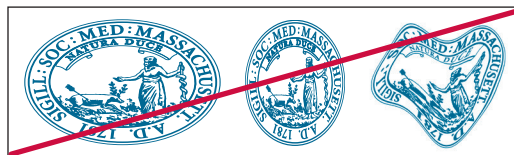
PLACING THE MARK BEHIND TEXT; SCREENING



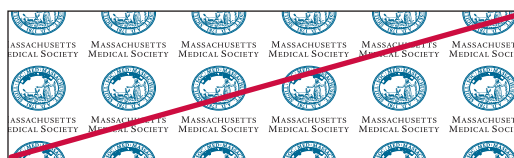
DROP SHADOW



ANGLING



DISTORTING



REPEATING THE IDENTITY AS A PATTERN

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## MMS BRAND AND IDENTITY GUIDELINES

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### 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

	PANTONE	PROCESS
	PMS 7705 C / SOLID	PMS 7705 CP PROCESS
		C 100 M 13 Y 5 K 41
	WEB	MULTIMEDIA
	006892	R 0 G 104 B 146
	PANTONE	PROCESS
	Black	C 0 M 0 Y 0 K 100
	WEB	MULTIMEDIA
	000000	R 0 G 0 B 0

*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.*

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## MMS BRAND AND IDENTITY GUIDELINES

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### 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.*

### EXPANDED COLOR PALETTE

#### PRIMARY:



PMS 7705  
CMYK: 100, 13, 5, 41  
RGB: 0, 104, 146  
HEX: 006892



BLACK  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
HEX: 000



WHITE  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: FFF

#### SECONDARY:



PMS 3425  
CMYK: 93, 13, 85, 44  
RGB: 0, 102, 67  
HEX: 006643



PMS 2425  
CMYK: 40, 100, 10, 26  
RGB: 125, 0, 99  
HEX: 7D0063



PMS 2617  
CMYK: 84, 99, 0, 12  
RGB: 73, 14, 111  
HEX: 490E6F



PMS 144  
CMYK: 0, 51, 100, 0  
RGB: 233, 131, 0  
HEX: E98300



PMS 1685  
CMYK: 11, 82, 100, 48  
RGB: 131, 56, 32  
HEX: 833820



PMS 485  
CMYK: 0, 95, 100, 0  
RGB: 213, 43, 30  
HEX: D52B1E

#### TERTIARY:



PMS 405  
CMYK: 26, 31, 35, 72  
RGB: 95, 87, 79  
HEX: 5F574F



PMS 455  
CMYK: 23, 38, 89, 70  
RGB: 101, 85, 28  
HEX: 65551C



PMS 7448  
CMYK: 67, 79, 24, 59  
RGB: 74, 54, 81  
HEX: 4A3651



PMS 367  
CMYK: 41, 0, 68, 0  
RGB: 165, 216, 103  
HEX: A5D867



PMS 653  
CMYK: 94, 57, 4, 18  
RGB: 33, 87, 138  
HEX: 21578A



PMS 207  
CMYK: 5, 100, 48, 22  
RGB: 167, 2, 64  
HEX: A70240

#### NEUTRALS:



PMS 427  
CMYK: 7, 3, 5, 8  
RGB: 209, 212, 211  
HEX: D1D4D3



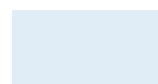
PMS 454  
CMYK: 11, 5, 29, 8  
RGB: 208, 209, 180  
HEX: D0D1B4



PMS 664  
CMYK: 5, 8, 0, 3  
RGB: 220, 216, 226  
HEX: DCD8E2



PMS 7499  
CMYK: 1, 2, 24, 0  
RGB: 237, 232, 196  
HEX: EDE8C4



PMS 649  
CMYK: 10, 3, 1, 0  
RGB: 215, 223, 230  
HEX: D7DFE6



PMS 691  
CMYK: 0, 14, 5, 1  
RGB: 233, 211, 215  
HEX: E9D3D7

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## 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.*

### ADOBE JENSON PRO REGULAR

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890-=[ ]';/.,!@#\$\$%^&\*()\_+

### ADOBE JENSON PRO ITALIC

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890-=[ ]';/.,!@#\$\$%^&\*()\_+

### ADOBE JENSON PRO BOLD

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890-=[ ]';/.,!@#\$\$%^&\*()\_+

### ADOBE JENSON PRO BOLD ITALIC

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890-=[ ]';/.,!@#\$\$%^&\*()\_+

### MYRIAD PRO LIGHT

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890-=[ ]';/.,!@#\$\$%^&\*()\_+

### MYRIAD PRO LIGHT ITALIC

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890-=[ ]';/.,!@#\$\$%^&\*()\_+

### MYRIAD PRO SEMIBOLD

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890-=[ ]';/.,!@#\$\$%^&\*()\_+

### MYRIAD PRO SEMIBOLD ITALIC

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890-=[ ]';/.,!@#\$\$%^&\*()\_+

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

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## MMS BRAND AND IDENTITY GUIDELINES

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### 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

### SUB-BRAND IDENTITY — TYPE 2 EXAMPLES



a subsidiary of the Massachusetts Medical Society



**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](http://www.piam.com)**



MASSACHUSETTS  
MEDICAL SOCIETY



a subsidiary of the Massachusetts Medical Society

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## 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.

### SUB-BRAND IDENTITIES — TYPE 3 EXAMPLES



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## MMS BRAND AND IDENTITY GUIDELINES

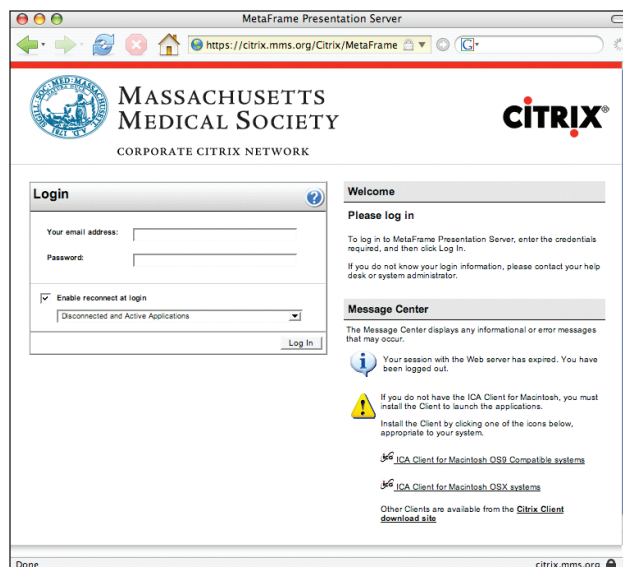
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### CO-BRANDING

**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.



MMS HEADQUARTERS



### SAVE THE DATE... FEB 16, 2007

The 2nd Annual Women's Cardiac Health Conference, Preventing the Preventable: Women and Heart Disease, will be held on Friday, February 16, 2007, at the Massachusetts Medical Society Headquarters in Waltham. This event begins at 8:00 a.m. and adjourns at 2:30 p.m.

SAVE THE DATE... This important and timely conference will focus on the prevention of heart disease in women and will provide an overview of the latest advances in the field of preventive cardiovascular medicine. Attendees will be given tools to guide patients toward practical risk-reduction strategies. Participants will be able to earn up to 5.0 AMA PRA Category 1 Credits™ (1.5 RM).

More information can be found at [www.massmed.org](http://www.massmed.org) or by contacting the MMS Department of Continuing Education and Certification at (800) 322-2303, ext. 7306.

This program is sponsored by the Massachusetts Medical Society and its Committee on Women in Medicine in collaboration with the American Heart Association.

MASSACHUSETTS MEDICAL SOCIETY      love your heart American Heart Association

WALTHAM, MA

**2ND ANNUAL WOMEN'S CARDIAC HEALTH CONFERENCE**

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