# Heart Center
# Identity
# Guidelines

MASSACHUSETTS
GENERAL HOSPITAL

HEART CENTER

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# MGH Heart Center Logo

## Specifications and Use

The Heart Center logo in available in EPS, TIF, JPG and GIF formats for Black, White, and Color options.

**Example 1** — MGH Heart Center Logo in reverse format (*Heart_White*)

**Example 2** — MGH Heart Center Logo in 3 color: PMS 633, PMS 432 and PMS 187 (*Heart_PMS*) or CMYK equivalents (*Heart_CMYK*).

**Example 3** — When only one color is available, reproduce in black (*Heart_K*).

**Example 4** — An area of non-encroachment around every logo defines a visual buffer. Logos may be resized, but should NEVER be cropped.

*Always use reproductive art available through the Mass General Marketing Department.*

**MINIMUM SIZE** — The minimum acceptable measurement is a width of 1.125" from the left edge of the shield to the right edge of the word Hospital, resulting in a line weight of 0.25 pt. This translates to a maximum reduction, using the enclosed files, to 36%.
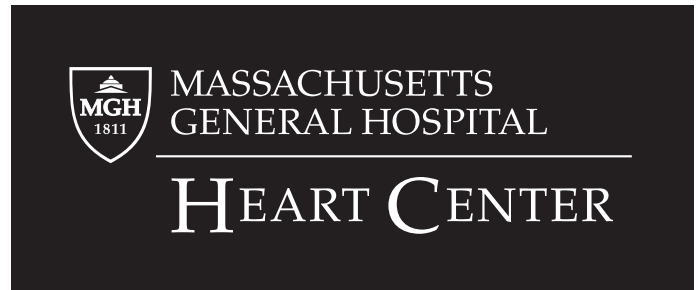


*Example 1. MGH Heart Center Logo, White*



*Example 2. MGH Heart Center Logo, PMS 633, 432 and 187*



*Example 3. MGH Heart Center Logo, Black*



*Example 4. MGH Heart Center Logo, Area of Non-Encroachment*

# Typeface Usage

Consistent use of typography and sizing within the collateral unifies the overall system.

**Univers Condensed** is the primary typestyle for Gastroenterology. This is a sans serif typeface that remains legible in very small sizes and is widely available.

The **Palatino** family of typefaces is the secondary typestyle. A classic serif typeface, Palatino is distinctive and widely available.

Because they are contrasting typefaces, Univers Condensed and Palatino can appear together successfully in printed collateral.

## Usage

The specific names of Univers and Palatino may vary with manufacturers. To ensure visual consistency, match examples shown below; **_not all weights and sizes are indicated here_**.

## Univers Condensed

Univers Condensed Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*Univers Condensed Light Oblique*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*

Univers Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*Univers Condensed Oblique*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*

**Univers Condensed Bold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

**_Univers Condensed Bold Oblique_**
**_ABCDEFGHIJKLMNOPQRSTUVWXYZ_**
**_abcdefghijklmnopqrstuvwxyz_**

## Palatino

Palatino Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*Palatino Italic*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*

Palatino Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*Palatino Medium Italic*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*

**Palatino Bold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

*Palatino Bold Italic*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*

# Color Palette & Usage

**Mass General Primary Colors:** PMS 633 ｜ PMS 432
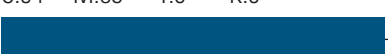
The primary color palette has been selected for use in the majority of 2-color collateral pieces. The Pantone® and CMYK equivalents are shown below. Screened percentages of these colors are acceptable. An 80% screen of black may be substituted for PMS 432.

**Heart Center Primary Color:** PMS 187 has been selected as the primary color for Heart Center. Individual division colors are indicated below.

**Mass General Secondary Colors**

PMS 7403 ｜ PMS 7411 ｜ PMS 7413 ｜ PMS 180 ｜ PMS 209 ｜ PMS 2622 ｜ PMS Violet ｜ PMS 2736 ｜ PMS 302 ｜ PMS 626

The secondary color palette integrates with the primary color palette. The Pantone® and CMYK equivalents are shown.
Screened percentages of these colors are acceptable for use on interior spreads.

| | PMS Colors | CMYK Equivalents | Section/Division Colors |
|---|---|---|---|
| Mass General Primary Colors | PMS 633 | C:91  M:0  Y:15  K:27 | Cardiovascular Disease Prevention Program |
| | PMS 432 | C:23  M:0  Y:0  K:79 | |
| Heart Ctr Primary Color | PMS 187 | C:0  M:91  Y:72  K:23 | Congenital Heart Disease |
| Secondary Colors | PMS 7403 | C:0  M:10  Y:50  K:0 | |
| | PMS 7411 | C:0  M:35  Y:69  K:0 | |
| | PMS 7413 | C:0  M:53  Y:100  K:4 | Cardiac Resynchronization Therapy |
| | PMS 456 | C:0  M:19  Y:100  K:43 | |
| | PMS 180 | C:0  M:76  Y:83  K:11 | Congestive Heart Failure |
| | PMS 209 | C:0  M:83  Y:34  K:51 | Coronary Heart Disease |
| | PMS 2622 | C:72  M:94  Y:0  K:27 | Valvular Heart Disease |
| | PMS Violet | C:94  M:91  Y:0  K:0 | |
| | PMS 2736 | C:94  M:83  Y:0  K:0 | Thoracic Aortic Disease |
| | PMS 302 | C:100  M:18  Y:0  K:51 | Cardiovascular Health Evaluation Program |
| | PMS 626 | C:76  M:0  Y:60  K:69 | Cardiac Arrhythmia Service |

*Pantone® is a registered trademark of Pantone Inc.*

# Photography & Illustration Guidelines

## Selection

The images selected for each brochure must be consistent with the brand and image of Mass General while reflecting and maintaining the quality of the institution in an innovative way. To choose appropriate images, consideration should be given to overall design of the standardized pieces contained in this manual for consistent appearance. The general guideline for selection is imagery which evokes "Approachable Authority." Both photography and illustration are acceptable.

## Style

In terms of style, please consider the following guidelines. Imagery should:

• Look natural, not posed.

• Be human-focused, with visible emotion.

• Involve action or interaction between people, rather than subjects simply smiling at each other or the camera.

• Provide a new view of a typical situation, or be shot from an interesting or unusual angle.

• Portray physicians and patients in a *consultative* environment — whether physician to physician, physician to patient or patients within an office/center.

## Types of Collateral

There are two distinct categories of collateral which should be designed in a consistent manner following the same grid structure as provided in these standards (see collateral covers, etc.) The images should be selected relative to the category of communication which includes:

• **Physician to Physician Communications.** Always use the official Heart Center image as the main visual. When using descriptive interior images, use imagery that is realistic, scientific and high-tech. Photos should feature MGH physicians whenever possible, along with actual technology in use, i.e., MRI, CT scanning, echocardiogram, etc. These pieces introduce new concepts to the audience and should therefore provide a visual connection for the physician.

• **Patient Communications.** Use imagery that is warm and welcoming, approachable. Photographs and illustrations should provide a level of comfort and a sense of security. Avoid imagery that might make the reader uncomfortable; photographs featuring surgery, trauma or difficult situations would not be suitable. The official Heart Center image is never used for patient communications.

Recommended photographers and illustrators can be provided by the Mass General Marketing Department.

# Maintaining a Consistent Style

**Return Address**

When placing a return address on a collateral mailing panel (stationery is treated individually), it should appear below the Massachusetts General Hospital logo in the following format:

<span style="color:red">Service Center</span>
Building, Floor
100 Street Address
Boston MA, 02114

Service center is Univers Condensed 9/11, left aligned, upper/lower, space after paragraph is .035".
Address is Univers Condensed Light 9/11, left aligned, upper/lower. Color is black.

**Signature**

When placing a signature on the back cover of a brochure or other collateral,
 it should contain the following items in the following order:

1. Massachusetts General Hospital logo

2. Service/center/line name

3. Division name

4. Street address (including building if needed)

5. Telephone number (optional)

6. Fax number (optional)

7. Web site (optional)

*(Section and division name are Univers Condensed 8/10, left aligned, upper/lower, color, space after paragraph .062"; Street address, telephone and fax numbers, and Web site are Univers Condensed Light 8/10, left aligned, upper/lower, black, space after paragraph .062". Used to separate items on the same line, a "|" appears in Univers Condensed 6/10, baseline shift of 1.25 pt in the same color as the Section. (This character appears on the keyboard above the backslash, and is achieved by pressing SHIFT BACKSLASH.)*

**MGH 1811 — MASSACHUSETTS GENERAL HOSPITAL**

<span style="color:red">Cardiac Resynchronization Therapy
Massachusetts General Hospital
Heart Center</span>

Building | Floor
55 Fruit Street
Boston, MA 02114

Tel: 1-866-MGH-8910 (1-877-644-8910)
Fax: 000-000-0000

massgeneral.org/heartcenter

**Phone numbers**

The appropriate format for phone numbers is 000-000-0000. The area code is not set off in parentheses. When listing a toll-free phone number, a "1" may be used in front of the number: 1-000-000-0000. When both a phone number and fax number are shown, the abbreviations "Tel:" and "Fax:" should be used before the numbers:

Tel: 000-000-0000
Fax: 000-000-0000

**Spacing**

Use only <u>one</u> space following colons or periods, not two.

# Printing Guidelines

## Printing Recommendations

The recommended printing of collateral materials is offset printing, 4-color process with a spot gloss varnish on color bands and photography/illustrations, and a dull varnish on everything else.

When budgets are limited, 2-color printing with an overall dull varnish is acceptable.

## Size and Paper Stock

Listed below are the standard size formats and paper stock specifications:

**9" x 12" Folders**
100 lb. or 120 lb. cover stock
Centura Silk paper preferred

**8.5" x 11" Brochures**
80 lb. cover stock for the cover and 80 lb. text for the interior pages
Centura Silk paper preferred

**3.875" x 9" Brochures**
80 lb. cover stock for the cover and 80 lb. text for the interior pages
Cover stock may be used for all pages when the interior pages number 8 or less.
Centura Silk paper preferred

**3.75" x 9" Inserts**
80 lb. cover stock
Centura Silk paper preferred

**5" x 7" Announcements or Invitations**
80 lb. cover stock
Centura Silk paper preferred

**Stationery**
70 lb. text stock
Cougar Opaque Smooth preferred

# Front Cover Grid – Physician Audience (9" x 12" folder or brochure w/pocket)

Use this grid for all 9" x 12" folders or brochures. The example shows a design aimed at a physician audience, and indicates size and placement for cover elements. Formatted templates are available.
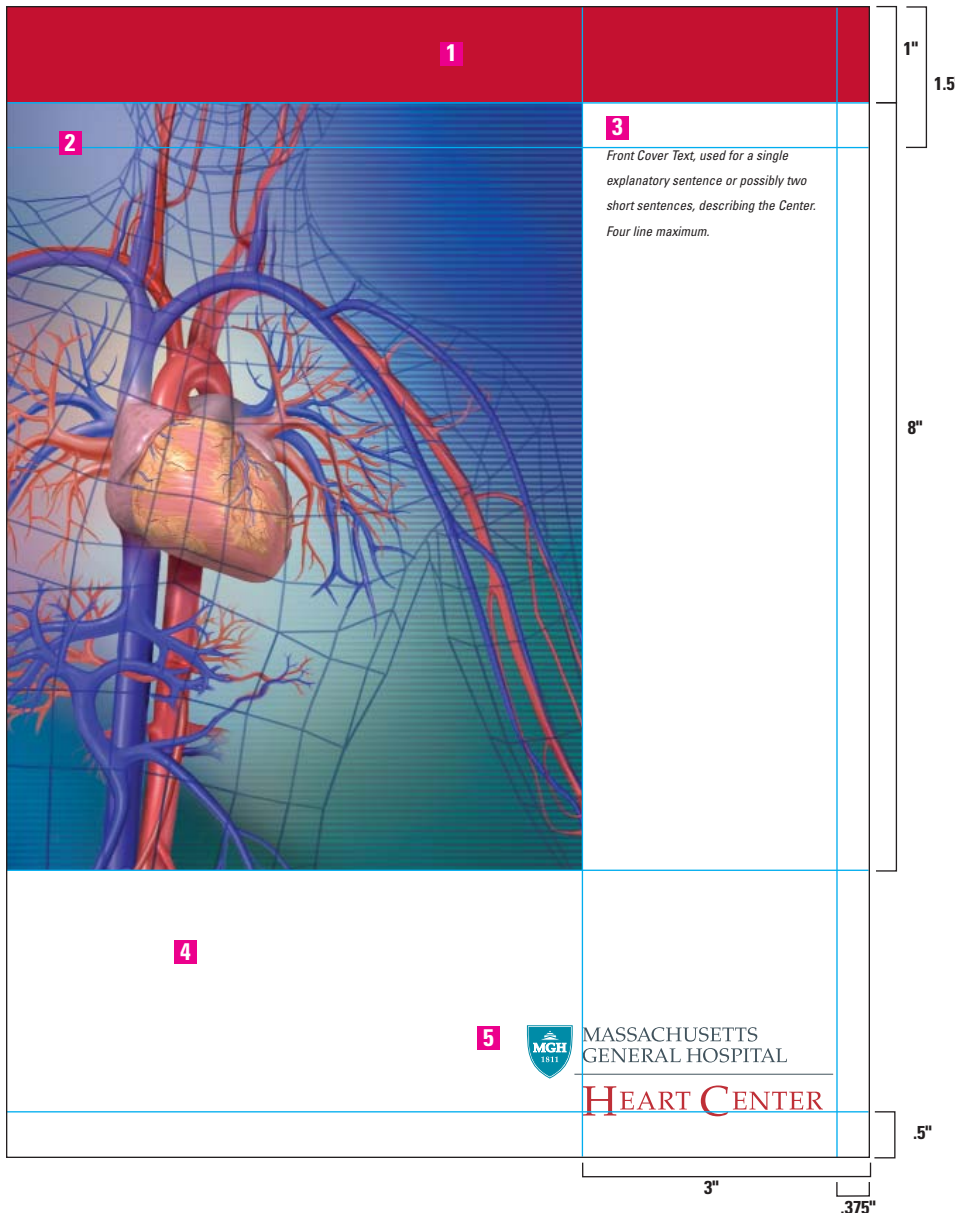
**1** — **Band** — Physician version prints in 100% of PMS 187 or CMYK equivalent. See below for Section color assignments. Bleeds top, right and left, and is 1" deep.

**2** — **Visual Element** — This box is designated for the official Heart Center image ONLY on physician audience materials. It is 6" wide, 8" tall and bleeds to the left.

**3** — **Front Cover Text** — Univers Condensed Italic 10/19, left aligned, upper/lower. Color is black. This text block appears 1.5" from the top and 6.25" from left edge.

**4** — **Background Color** — The background color is always white.

**5** — **Heart Center Logo** — Position a 3.2" wide logo .375" from the right edge and the baseline .5" from the bottom edge. Take care to maintain non-encroachment area around logo.

*Front Cover Text, used for a single explanatory sentence or possibly two short sentences, describing the Center. Four line maximum.*

MASSACHUSETTS GENERAL HOSPITAL
HEART CENTER

**SECTION / DIVISION COLORS**

| | |
|---|---|
| Congestive Heart Failure: | PMS 180 |
| Congenital Heart Disease: | PMS 187 |
| Coronary Heart Disease: | PMS 209 |
| Valvular Heart Disease: | PMS 2622 |
| Thoracic Aortic Disease: | PMS 2736 |
| Cardiovascular Health Evaluation Program: | PMS 302 |
| Cardiac Arrhythmia Service: | PMS 626 |
| Cardiovascular Disease Prevention Program: | PMS 633 |
| Cardiac Resynchronization Therapy: | PMS 7413 |

# Front Cover Grid – Consumer Audience (9" x 12" folder or brochure w/pocket)

Use this grid for all 9" x 12" folders or brochures. The example shows a design aimed at a consumer audience, and indicates size and placement for cover elements. Formatted templates are available.



**1** Front Cover Text, used for a single explanatory sentence or possibly two short sentences, describing the Center. Four line maximum.

MASSACHUSETTS GENERAL HOSPITAL
H EART C ENTER
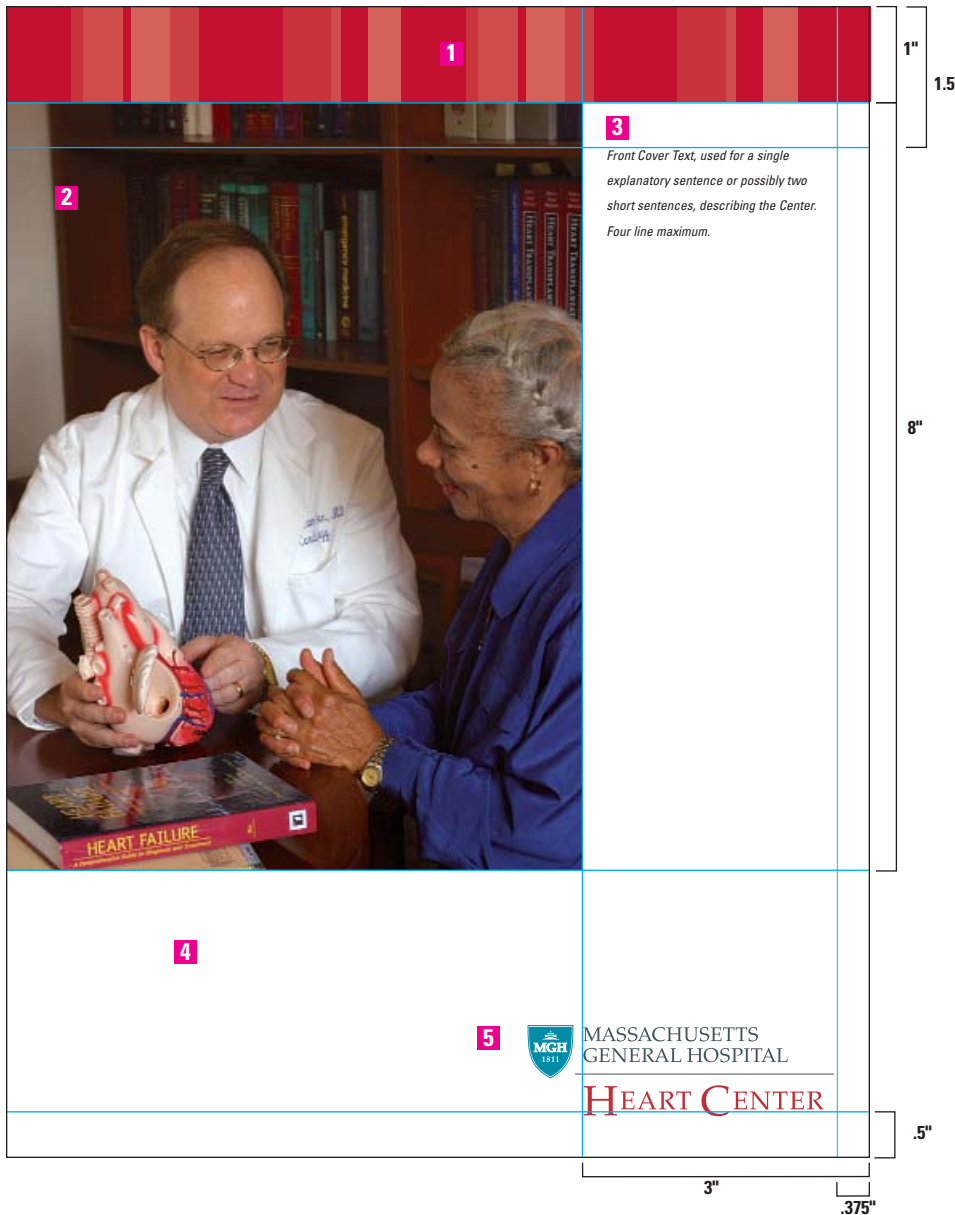
**1** **Band** — Consumer version (left) uses a multitinted band in shades of PMS 187 or CMYK equivalent. See below for Section color assignments. Bleeds top, right and left, and is 1" deep.

**2** **Visual Element** — This box is designated for appropriate photography. It is 6" wide, 8" tall and bleeds to the left.

**3** **Front Cover Text** — Univers Condensed Italic 10/19, left aligned, upper/lower. Color is black. This text block appears 1.5" from the top and 6.25" from left edge.

**4** **Background Color** — The background color is always white.

**5** **Heart Center Logo** — Position a 3.2" wide logo .375" from the right edge and the baseline .5" from the bottom edge. Take care to maintain non-encroachment area around logo.

**SECTION / DIVISION COLORS**

| | |
|---|---|
| Congestive Heart Failure: | PMS 180 |
| Congenital Heart Disease: | PMS 187 |
| Coronary Heart Disease: | PMS 209 |
| Valvular Heart Disease: | PMS 2622 |
| Thoracic Aortic Disease: | PMS 2736 |
| Cardiovascular Health Evaluation Program: | PMS 302 |
| Cardiac Arrhythmia Service: | PMS 626 |
| Cardiovascular Disease Prevention Program: | PMS 633 |
| Cardiac Resynchronization Therapy: | PMS 7413 |

# Front Cover Grid – Physician Audience (8.5" x 11" brochure)

Use this grid for all 8.5" x 11" brochures. The example shows a design aimed at a physician audience, and indicates size and placement for cover elements. Formatted templates are available.

**1** **Band** — Physician version prints in 100% of PMS 187 or CMYK equivalent. See below for Section color assignments. Bleeds top, right and left, and is 1" deep.

**2** **Visual Element** — This box is designated for the official Heart Center image ONLY on physician audience materials. It is 5.5" wide, 8" tall and bleeds to the left.

**3** **Front Cover Text** — Univers Condensed Italic 10/19, left aligned, upper/lower. Color is black. This text block appears 1.5" from the top and 6.25" from left edge.

**4** **Background Color** — The background color is always white.

**5** **Heart Center Logo** — Position a 3.2" wide logo .375" from the right edge and the baseline .5" from the bottom edge. Take care to maintain non-encroachment area around logo.

*Front Cover Text, used for a single explanatory sentence or possibly two short sentences, describing the Center. Four line maximum.*

MASSACHUSETTS GENERAL HOSPITAL
HEART CENTER

**SECTION / DIVISION COLORS**

| | |
|---|---|
| Congestive Heart Failure: | PMS 180 |
| Congenital Heart Disease: | PMS 187 |
| Coronary Heart Disease: | PMS 209 |
| Valvular Heart Disease: | PMS 2622 |
| Thoracic Aortic Disease: | PMS 2736 |
| Cardiovascular Health Evaluation Program: | PMS 302 |
| Cardiac Arrhythmia Service: | PMS 626 |
| Cardiovascular Disease Prevention Program: | PMS 633 |
| Cardiac Resynchronization Therapy: | PMS 7413 |

# Front Cover Grid – Consumer Audience (8.5" x 11" brochure)

Use this grid for all 8.5" x 11" brochures. The example shows a design aimed at a consumer audience, and indicates size and placement for cover elements. Formatted templates are available.

**1** Band — Consumer version (left) uses a multitinted band in shades of PMS 187 or CMYK equivalent. See below for Section color assignments. Bleeds top, right and left, and is 1" deep.

**2** Visual Element — This box is designated for appropriate photography. It is 5.5" wide, 8" tall and bleeds to the left.

**3** Front Cover Text — Univers Condensed Italic 10/19, left aligned, upper/lower. Color is black. This text block appears 1.5" from the top and 6.25" from left edge.

**4** Background Color — The background color is always white.

**5** Heart Center Logo — Position a 3.2" wide logo .375" from the right edge and the baseline .5" from the bottom edge. Take care to maintain non-encroachment area around logo.

*Front Cover Text, used for a single explanatory sentence or possibly two short sentences, describing the Center. Four line maximum.*

MASSACHUSETTS GENERAL HOSPITAL
HEART CENTER

## SECTION / DIVISION COLORS

| | |
|---|---|
| Congestive Heart Failure: | PMS 180 |
| Congenital Heart Disease: | PMS 187 |
| Coronary Heart Disease: | PMS 209 |
| Valvular Heart Disease: | PMS 2622 |
| Thoracic Aortic Disease: | PMS 2736 |
| Cardiovascular Health Evaluation Program: | PMS 302 |
| Cardiac Arrhythmia Service: | PMS 626 |
| Cardiovascular Disease Prevention Program: | PMS 633 |
| Cardiac Resynchronization Therapy: | PMS 7413 |

# Back Cover Grid (9" x 12" and 8.5" x 11")

The example shows the back cover grid, and indicates size and placement for back cover elements.
The covers for Consumer and Physician audiences are the same with the exception of the Band.
Formatted templates are available.

**1** PHYSICIAN AUDIENCE

**1** CONSUMER AUDIENCE

**2** Massachusetts General Hospital
Heart Center

55 Fruit Street
Boston, MA 02114

866-MGH-8910
massgeneral.org/heartcenter

**3**

**4**

**5**

MASSACHUSETTS
GENERAL HOSPITAL
1811

HEART CENTER

PARTNERS
HEALTHCARE

1"    1"    1.5"    .5"

.5"    2.875"    1.25"    .5"

**1** **Band** — Physician version uses a band in 100% of the color used for the Band on the front cover. Consumer version uses a multi-tinted band in the same color used for the Band on the front cover. Bleeds top, right and left, and is 1" deep.

**2** **Section/Division Name and Address** — Text block is positioned .5" from left edge and 1.5" from top. Section/Division Name is Univers Condensed 8/10, left aligned, upper/lower, color to match band. Space after paragraph is .062". Address is Univers Condensed Light 8/10, left aligned, upper/lower. Color is Black. Address, phone and Web site are separate paragraphs; space after paragraph is .062".

**3** **Background Color** — The background color is always white.

**4** **Heart Center Logo** — Position a 3.2" wide logo .375" from the right edge and the baseline .5" from the bottom edge. Take care to maintain non-encroachment area around logo.

**5** **Partners Logo** — Position a 1.25" logo .5" from the bottom and right edges.

# Brochure Interior Page Grids (8.5" x 11")

Use a three-column grid for 8.5" x 11" brochure interior spreads. The large example shows a design aimed at a consumer audience, and indicates size and placement for cover elements. **The grid for physician audiences is exactly the same except for the Band** — it uses a band in 100% solid PMS 187. Formatted templates are available.



PHYSICIAN AUDIENCE

CONSUMER AUDIENCE

**2** Massachusetts General Hospital
**Heart Center** **3**

**4** First paragraph, Palatino 14/18. Si meliora dies, ut vina, poemata reddit, scire velim, charris pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens et postera respuat aetas? Iste quidem.

**5** SUBHEAD
**6** Body Text. Si meliora dies, ut vina, poemata reddit, scire velim, charris pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel anno.

SUBHEAD MULTIPLE WORDS SPREAD ON TWO LINES
Body Text. Si meliora dies, ut vina, poemata reddit, scire velim, charris pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel anno.
- Bullet text
- Est vetus atque
- Veteresque
- Poemata
- Pretium quotus arroget
- Inter perfectos veteresque
- Scriptor abhinc annos centum

CALL OUT BOX
**8** Callout. Si meliora dies, ut vina, poemata reddit, scire velim, charris pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel anno.

**9**

**2** Subtitle Level 1

**7** Lead In, Univers 67 Condensed Bold 10.5/14. Si meliora dies, ut vina, poemata reddit, scire velim, charris pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens et postera respuat aetas? Iste quidem.

SUBHEAD
Body Text. Si meliora dies, ut vina, poemata reddit, scire velim, charris pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel anno.

SUBHEAD MULTIPLE WORDS SPREAD ON TWO LINES
Body Text. Si meliora dies, ut vina, poemata reddit, scire velim, charris pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel.

Quid, qui deperiit minor:
- Bullet text
- Est vetus atque
- Veteresque
- Poemata
- Pretium quotus arroget
- Inter perfectos veteresque
- Scriptor abhinc annos centum

SUBHEAD
Body Text. Si meliora dies, ut vina, poemata reddit, scire velim, charris pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel.

Body Text. Si meliora dies, ut vina, poemata reddit, scire velim, charris pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel anno.

Body Text. Si meliora dies, ut vina, poemata reddit, scire velim, charris pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel anno.

1"
1"
2"
.5"
.5"

.5"  2.367"  .2"  2.367"  .2"  2.367"  .5" .5"  2.367"  .2"  2.367"  .2"  2.367"  .5"

**1** **Band** — Prints the same as the band used at the top of the front cover. Bleeds top, right and left, and is 1" deep.

**2** **Subtitle Level 1** — Univers Condensed Light 28/30, left aligned, upper/lower. Color is PMS 7413.

**3** **Subtitle Level 2** — Univers Condensed Light 38/40, left aligned, upper/lower. Color is PMS 506.

**4** **First Paragraph** — Palatino 14/18, left aligned, upper/lower. Color is black.

**5** **Subhead** — Univers Condensed Bold 10.5/14, left aligned, all caps, track +20. Color is PMS 506. Space before paragraph is .125"; space after paragraph is .035".

**6** **Body Text** — Univers Condensed Light 10.5/14, left aligned, upper/ lower. Color is black. Space after paragraph is .125".

**7** **Lead-In** — Univers Condensed Bold 10.5/14, left aligned, upper/ lower. Color is black. Space after paragraph is .062".

**8** **Callout** — Univers Condensed Bold Italic 10/15, left aligned, upper/ lower. Color is black. Space after paragraph is .062".

**9** **Visual Element** — The grey boxes indicate areas designated for imagery. Imagery is bounded by the inside margin, and can bleed to the outside. When used, imagery should appear at the top of the page, with text beneath, spaced .5" away from image.

# Brochure Front Cover — Consumer Audience (3.875" x 9")

Use this grid for 3.875" x 9" rack brochure front covers for a consumer audience.
The example indicates size and placement of elements. A formatted template is available.

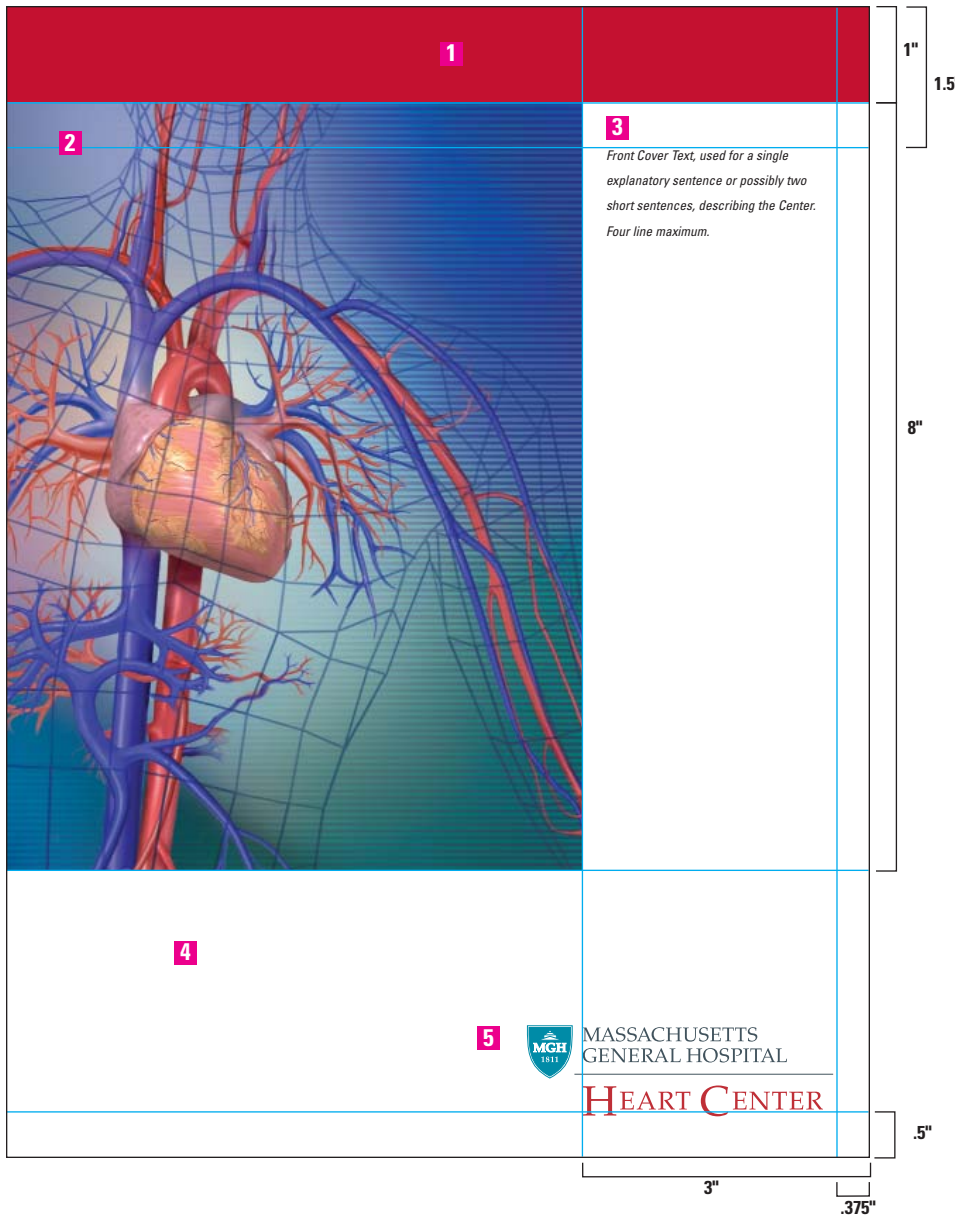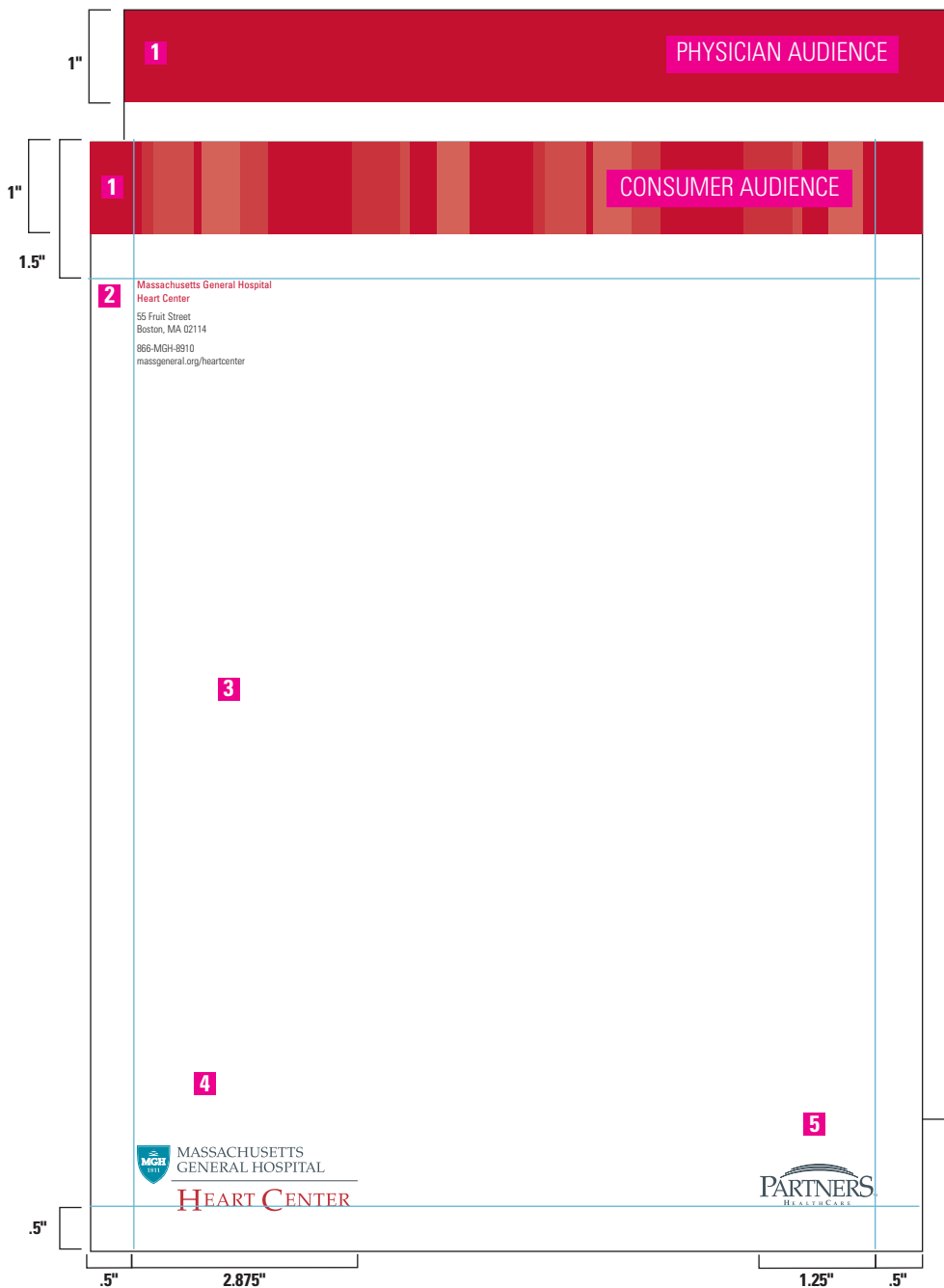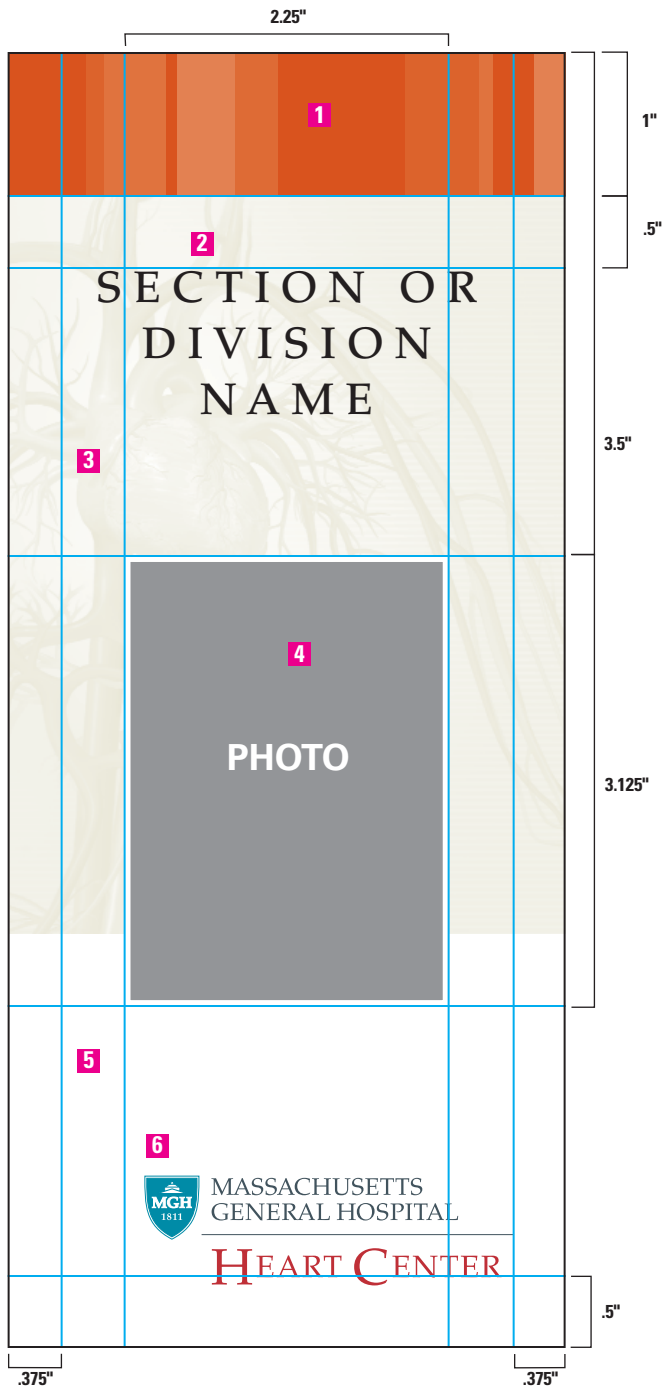**1 Band** — Prints as a multitinted band in shades of PMS 187 or CMYK equivalent. See below for Section color assignments. Bleeds top, right and left, and is 1" deep.

**2 Section/Division Name** — Palatino Medium 22/28 track +50, black, centered across the page, top aligned 1.5" from the head trim.

**3 Background Visual** — This box always contains the screened back version of the official Heart Center image, colored with PMS 454 at 100%. It is 5.125" tall, and bleeds to the left and right.

**4 Main Photo** — This grey box indicates the area designated for the primary image, and should contain an "interaction" image indicative of the intended audience in terms of gender, age, etc. in keeping with the guidelines described on page 4. It is 3.125" tall and 2.25" wide, bordered with a 3 pt white line.

**5 Background Color** — The background color is always white.

**6 Heart Center Logo** — Position a 2.552" wide logo .375" from the right edge and .5" from the bottom edge. Take care to maintain non-encroachment area around logo. Template was created using the standard Heart Center logo at 70%.

**SECTION / DIVISION COLORS**

| | |
|---|---|
| Congestive Heart Failure: | PMS 180 |
| Congenital Heart Disease: | PMS 187 |
| Coronary Heart Disease: | PMS 209 |
| Valvular Heart Disease: | PMS 2622 |
| Thoracic Aortic Disease: | PMS 2736 |
| Cardiovascular Health Evaluation Program: | PMS 302 |
| Cardiac Arrhythmia Service: | PMS 626 |
| Cardiovascular Disease Prevention Program: | PMS 633 |
| Cardiac Resynchronization Therapy: | PMS 7413 |

SECTION OR DIVISION NAME

PHOTO

MASSACHUSETTS GENERAL HOSPITAL

HEART CENTER

# Brochure Front Cover — Physician Audience (3.875" x 9")

Use this grid for 3.875" x 9" rack brochure front covers for a physician audience.
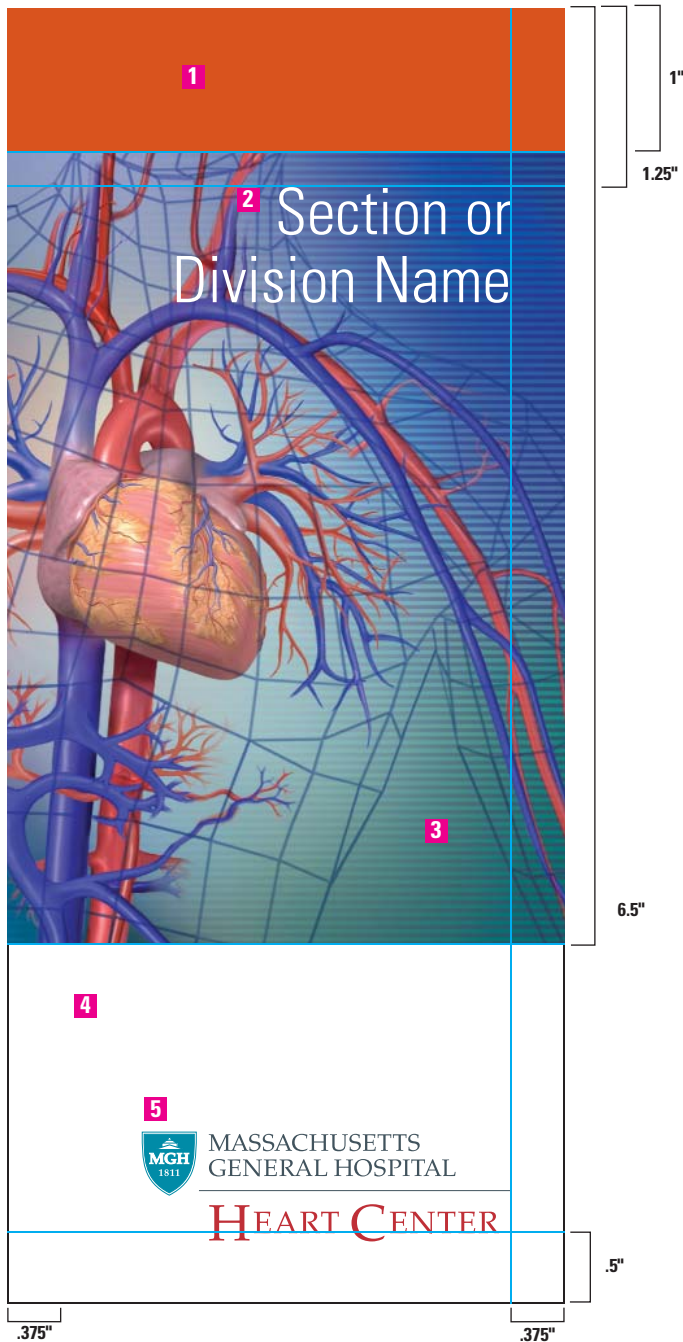The example indicates size and placement of elements. A formatted template is available.



1" 

1.25" 

6.5" 

.5" 

.375"     .375"

[1] **Band** — Prints in 100% of PMS 187 or CMYK equivalent. See below for Section color assignments. Bleeds top, right and left, and is 1" deep.

[2] **Section/Division Name** — Univers Condensed Light 32/34, white, right aligned, 1.25" below the top trim.

[3] **Visual Element** — This box is designated for the official Heart Center image ONLY. It is 5.5" tall and bleeds to the left and right.

[4] **Background Color** — The background color is always white.

[5] **Heart Center Logo** — Position a 2.552" wide logo .375" from the right edge and .5" from the bottom edge. Take care to maintain non-encroachment area around logo. Template was created using the standard Heart Center logo at 70%.

**SECTION / DIVISION COLORS**

| | |
|---|---|
| Congestive Heart Failure: | PMS 180 |
| Congenital Heart Disease: | PMS 187 |
| Coronary Heart Disease: | PMS 209 |
| Valvular Heart Disease: | PMS 2622 |
| Thoracic Aortic Disease: | PMS 2736 |
| Cardiovascular Health Evaluation Program: | PMS 302 |
| Cardiac Arrhythmia Service: | PMS 626 |
| Cardiovascular Disease Prevention Program: | PMS 633 |
| Cardiac Resynchronization Therapy: | PMS 7413 |

# Brochure Back Cover  (3.875" x 9")

Use this grid for 3.875" x 9" rack brochure back covers for both consumer and physician audiences. The examples indicate size and placement of elements; they are the same with the exception of the Band. Formatted templates are available.

PHYSICIAN AUDIENCE **1**

CONSUMER AUDIENCE **1**

1"

1"

1.5"

**2**

**3**

MASSACHUSETTS
GENERAL HOSPITAL

HEART CENTER

**4** Name of Section/Division

**5** 100 Address Street | Suite 123
Boston, MA 02114

Tel: 123-456-7890
Fax: 123-456-7890

webaddress.com

**6** CODE08/05

.5"

.25"

.375"
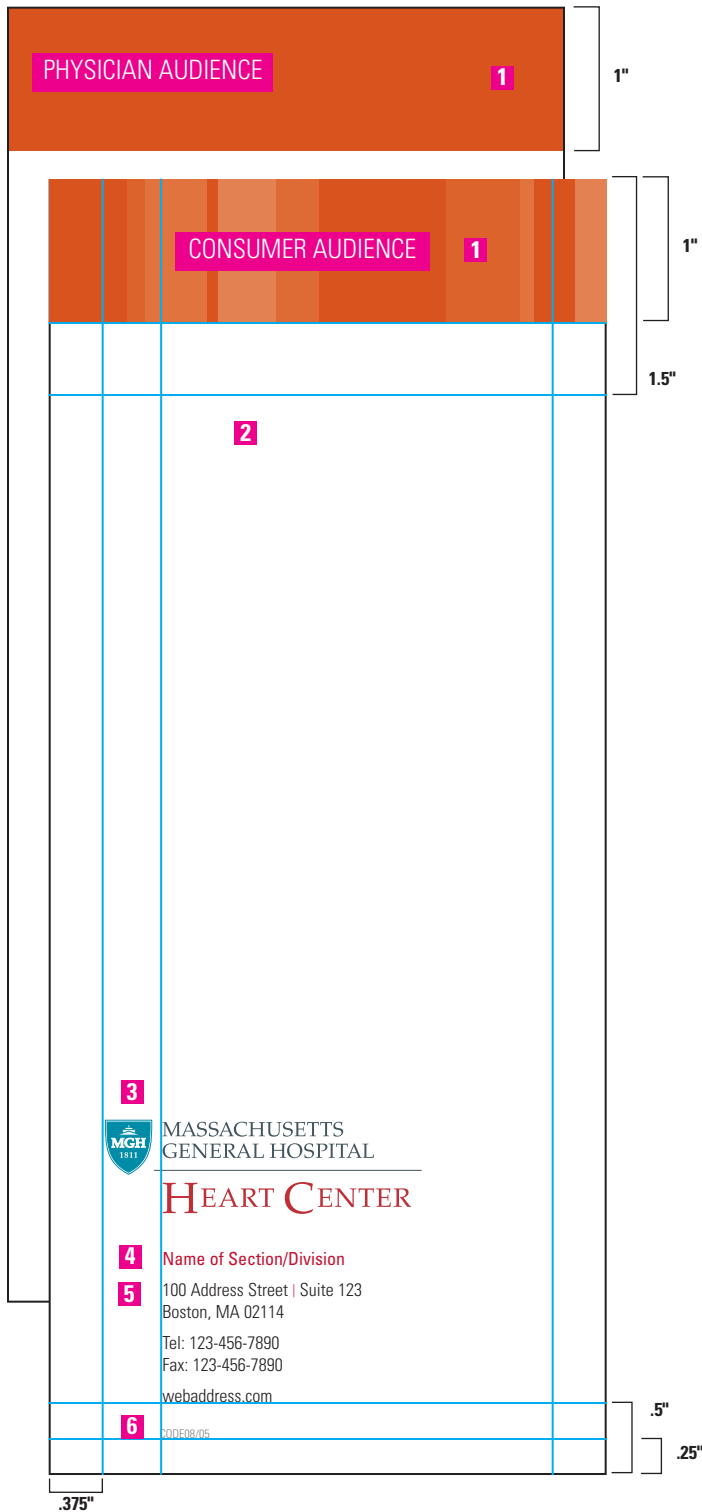
**1** **Band** — Consumer version prints as a multi-tinted band in shades of the color used for the Band on the front cover. Physician version prints in 100% of the color used for the Band on the front cover. Bleeds top, right and left, and is 1" deep.

**2** **Background Color** — The background color is always white.

**3** **Heart Center Logo** — Position a 2.552" wide logo .375" from the right edge and .25" above top of Section/Division Name. Take care to maintain non-encroachment area around logo. Template was created using the standard Heart Center logo at 60%.

**4** **Section/Division Name** — Univers Condensed 8/10, left aligned, upper/lower, aligned with logo text. Color to match band. Space after paragraph is .062".

**5** **Address** — Baseline of address is .5" from bottom edge. Univers Condensed Light 8/10, left aligned, upper/lower. Color is black. Separate elements on the same line with a 6 pt "|" in band color, baseline shift 1.25 pt. *(This character appears on the keyboard above the backslash, and is achieved by pressing SHIFT BACKSLASH.)* Space after paragraph is .062".

**6** **Print Code** — Univers Condensed Light 6/8, right aligned, upper/lower. Color is 60% black. Position .25" from bottom edge, aligned with logo text.

# Brochure Interior Page Grids (3.875" x 9")

Use this grid for 3.875" x 9" rack brochure interior spreads. The large example shows a design aimed at a consumer audience, and indicates size and placement of elements. A smaller example, for physician audiences, is shown below. *They are the same except for the Band.* Formatted templates are available.

.375"   3.125"   .375"   .375"   3.125"   .375"

**1**

1"

1.25"

**2 SUBHEAD**

**3** Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel anno.

**4 PHOTO**
**Centered or bleed to outside edge**

.5"

**SUBHEAD**

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel anno.

**SUBHEAD**

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel anno.

**SUBHEAD MULTIPLE WORDS**

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor:

- Bullet Text, 0.125" hanging indent
- Bullet itself is 7 pt
- Veteresque
- Poemata
- Pretium quotus arroget
- Inter perfectos veteresque
- Scriptor abhinc annos centum

**SUBHEAD MULTIPLE WORDS**

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor:

- Bullet Text, 0.125" hanging indent
- Bullet itself is 7 pt
- Veteresque
- Poemata
- Pretium quotus arroget
- Inter perfectos veteresque
- Scriptor abhinc annos centum

.5"

CONSUMER AUDIENCE

**1 Band** — Prints the same as the band used at the top of the front cover. Bleeds top, right and left, and is 1" deep.

**2 Subhead** — Univers Condensed Bold 9/12, left aligned, all caps, track +20. Color is PMS 506. Space after paragraph is .035".

**3 Body Text** — Univers Condensed Light 10/13, left aligned, upper/lower. Color is black. Space after paragraph is .125".

**4 Visual Element** — The grey box indicates the area designated for an image. Imagery is bounded by the inside margin, and can bleed to the outside. When used, imagery should appear at the top of the page, with text beneath, spaced .5" away from image.

PHYSICIAN AUDIENCE

# Optional Approaches for Inside Front Cover and Opening Page (3.875" x 9")

These options are included as master pages in the template files, and are shown here to illustrate possibilities, dependent on available space.



IFC Text, Palatino 15/22. Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens et postera respuat aetas? Iste quidem.

si Meloria dies
ut Vina Poema

First Page Text, Palatino 11/18. Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel anno.



## Massachusetts General
## Heart Center

**Lead In, Univers Condensed Bold, 10/14. Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos?**

Body text is Univers Condensed Light, 10/13. Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno." Utor permisso, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione ruentis acervi, qui redit in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina sacravit.

*Callout, Palatino Italic, 7/10. Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens et postera respuat aetas uno mense vel anno?*

Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia Pythagorea. Naevius in manibus non est et mentibus haeret paene recens? Adeo sanctum est vetus omne poema. ambigitur quotiens, uter utro sit prior, aufert Pacuvius docti famam senis.

**SUBHEAD IS UNIVERS COND BOLD, 9/12**

Hos ediscit et hos arto stipata theatro spectat Roma potens; habet hos numeratque poetas ad nostrum tempus Livi scriptoris ab aevo.

Interdum volgus rectum videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et Iova iudicat aequo.

**PHOTO**
**Centered or bleed to outside edge**

**SUBHEAD**

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel anno.

**SUBHEAD MULTIPLE WORDS**

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor:

- Bullet Text, 0.125" hanging indent
- Bullet itself is 7 pt
- Veteresque
- Poemata
- Pretium quotus arroget
- Inter perfectos veteresque
- Scriptor abhinc annos centum

## Inside Front Cover

This panel uses a full bleed background in 100% of the color used for the Band at the top of the front cover. Bleeds all sides. A small version of the official Heart Center image notches into the text. Text is Palatino 15/22, left aligned, white. Text is a main statement about the center or its capabilities.

## IFC Facing/Gate

A primary image dominates the page, overlapped by title text. Introductory text appears below with a brief introduction to the center or service which is the focus of the brochure.

## First Page Alt

Shown on the left, offers an alternative opening page (inside front cover) when space is limited.

# Doctor List Insert for Rack Brochure (3.75" x 9")

Use this grid for 3.75" x 9" single page rack brochure inserts. The example indicates size and placement of insert elements. A formatted template is available.
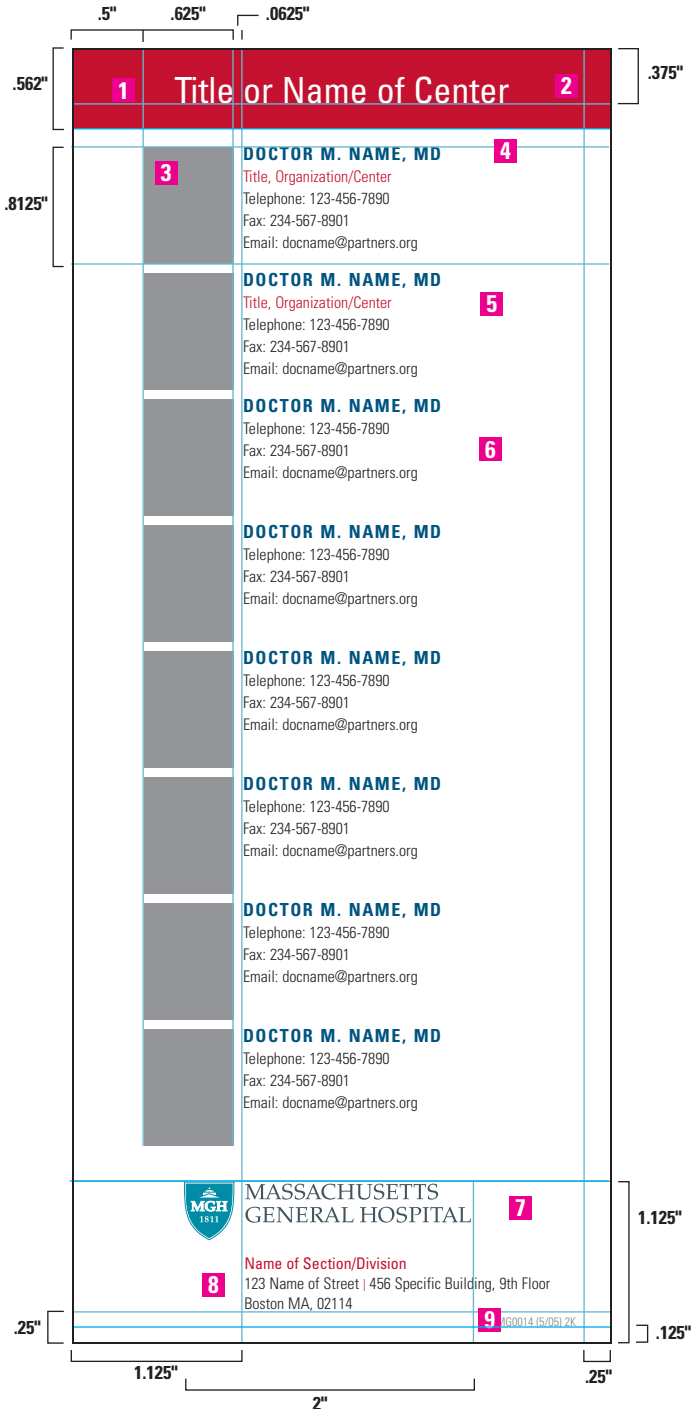
**[1] Title** — Univers Condensed 18/22 knocking out of the solid color. Type is a single line, centered across the page, with the baseline 0.375" from the top trim.

**[2] Band** — Prints in 100% of PMS 187 or CMYK equivalent. Bleeds top, right and left, and is .562" deep.

**[3] Photographs** — When only one color is available, reproduce in black. Photographs should be placed a minimum of .0625" apart.

**[4] Doctor Name** — Univers Condensed Bold 9/11, left aligned, track +20, all upper case. Color is PMS 302. This text block aligns with the top of the photograph.

**[5] Doctor Title** — Used only where necessary to set apart directors or co-directors. Univers Condensed Light 8/11, left aligned, upper/lower. Color is PMS 187.

**[6] Doctor Contact Information** — Univers Condensed Light 8/11, left aligned, upper/lower. Color is black.

**[7] MGH Logo** — Position a 2" wide logo 0.75" from the left edge and 1.125" from the bottom edge. The text position of the logo should left align with the other text on the page. Take care to maintain non-encroachment area around logo.

**[8] Address** — Center name is Univers Condensed 8/10, left aligned, upper/lower. Color is PMS 187. Address is Univers Condensed Light 8/10. Color is black. Separate elements on the same line with a 6 pt "|" in PMS 187. *(This character appears on the keyboard above the backslash, and is achieved by pressing SHIFT BACKSLASH.)*

**[9] Print Code** — Univers Condensed Light 6/8, right aligned, upper/lower. Color is 60% black. Position .125" from bottom edge, .25" from edge.

# Physician Announcement Exterior
# (14" x 5" flat; 7" x 5" folded)
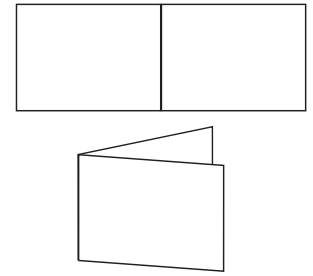
Use this grid for the exterior of Physician Announcements. The example indicates size and placement of elements. A formatted template is available.

## Mailing Panel



## Front Cover
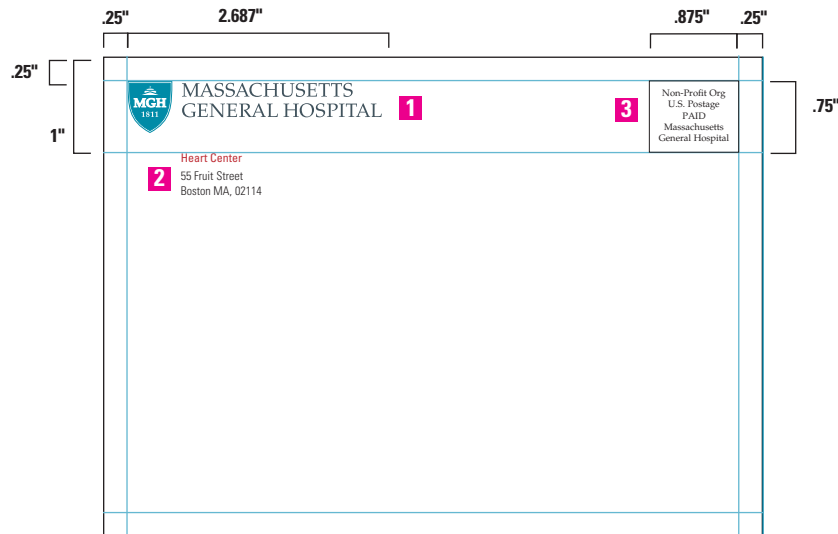


**1**  **Mass General Logo** — Position a 2.687" wide logo 0.25" from the top and left edges. Take care to maintain non-encroachment area all around logo.

**2**  **Return Address** — Section/Division is Univers Condensed 8/10, left aligned, upper/lower, color to match band; space after paragraph is .035". Address is Univers Condensed Light 8/10, left aligned, upper/lower. Color is black. Align text block on left with logo text. Separate elements on the same line with a 6 pt "|" in band color, baseline shifted 1.25 pt. *(This character appears on the keyboard above the backslash, and is achieved by pressing SHIFT BACKSLASH.)*

**3**  **Mailing Indicia** — Box is .875" wide by .75" high, bordered by a .5 pt black rule. Text is Palatino 7/8.5, centered.
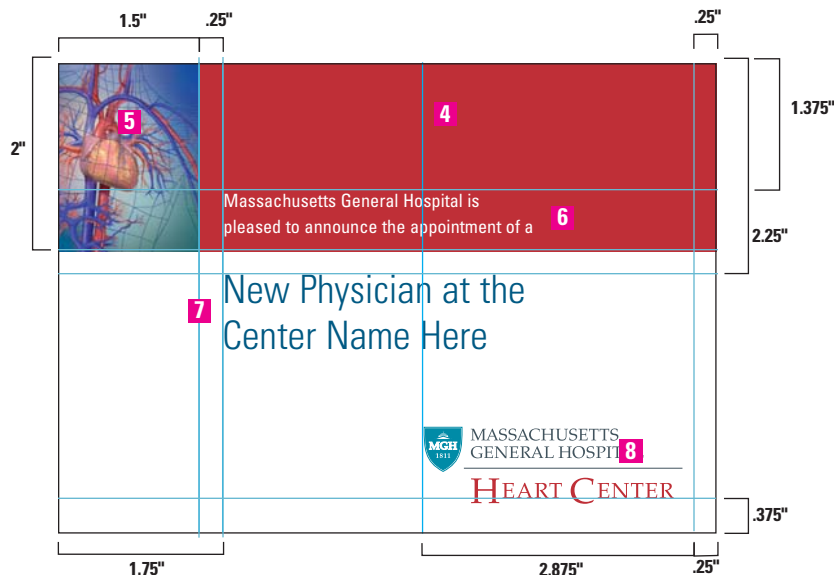
**4**  **Band** — Prints in 100% of PMS 187 or other appropriate Section/Division color. Bleeds top, right and left, and is 2" deep.

**5**  **Heart Center Visual** — This box is designated for the official Heart Center image. It is 2" tall, 1.5" wide and bleeds to the top and left.

**6**  **Intro Text** — Univers Condensed 15/20, left aligned, upper/lower, white.

**7**  **Announcement Text** — Univers Condensed Light 30/35, left aligned, upper/lower. Color is PMS 456.

**8**  **Heart Center Logo** — Position a 2.75" wide logo 3.125" from the left edge. Position baseline of Heart Center text .375" from bottom edge. Take care to maintain non-encroachment area all around logo.

# Physician Announcement Interior
## (14" x 5" flat; 7" x 5" folded)
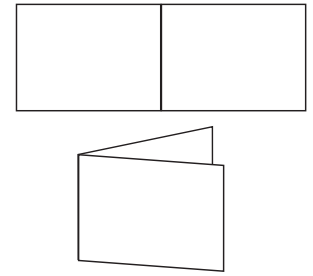
Use this grid for the interior of Physician Announcements. The example indicates size and placement of elements. A formatted template is available.

## Left Panel

.5"    5.75"    .75"

**1**

1.312"

**2**

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens et postera respuat aetas? "Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno." Utor permisso, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione ruentis acervi, qui redit in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina sacravit.
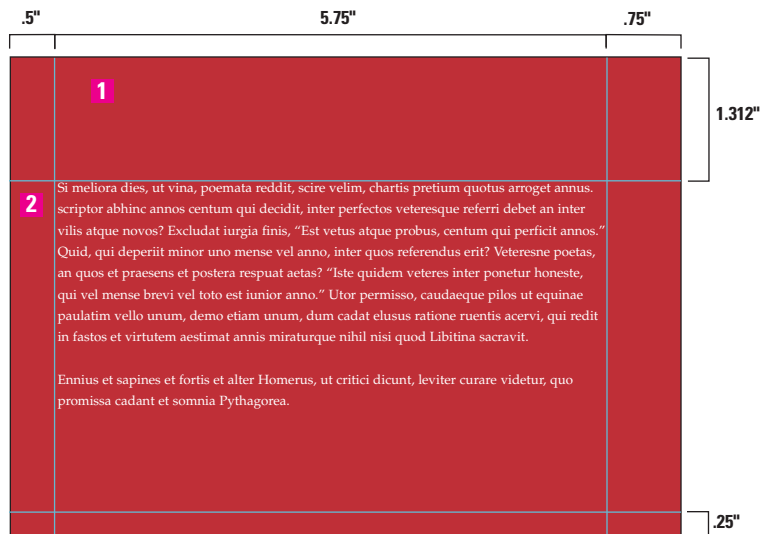
Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia Pythagorea.

.25"

## Right Panel

.5"  1.38"  .25"  1.38"  .25"  1.38"  .25"  1.38"  .25"

**3**

.5"

1.312"

**4**

**Doctor M. Name, MD**    **5**
*Doctor Title, Area of Service*
Phone (123) 456-789 | Fax (234) 567-8901    **6**

1.75"

1.5"

**7**

Experience Category
Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus, 1995

Experience Category
Excludat iurgia finis, Est vetus atque probus, Centum qui perficit annos, qui deperiit, Date 1995 to Date 1997

**8**   Excludat iurgia finis, Est vetus atque probus, Centum qui perficit annos, qui deperiit, Date 1995 to Date 1997

Experience Category
Excludat iurgia finis, Est vetus atque probus, Centum qui perficit annos, qui deperiit, Date 1995 to Date 1997

Experience Category
Quidem veteres

Experience Category
Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit. Veteresne poetas, an quos et praesens et postera respuat aetas.

.25"

.25"

---

**1**  **Background Color** — The background is 100% of the color used for the band on the front cover, and bleeds on all sides.

**2**  **About Text** — This text block gives information about the specific Section or Division. It is Palatino 10/16, upper/lower, white reversed out of the background color.

**3**  **Band** — Prints in 100% of the color used for the front cover band. Bleeds top, right and left, and is 1.312" deep.

**4**  **Doctor Photo** — Photo is 1/38" wide by 1.75" high, and is placed .5" from the top and left edges.
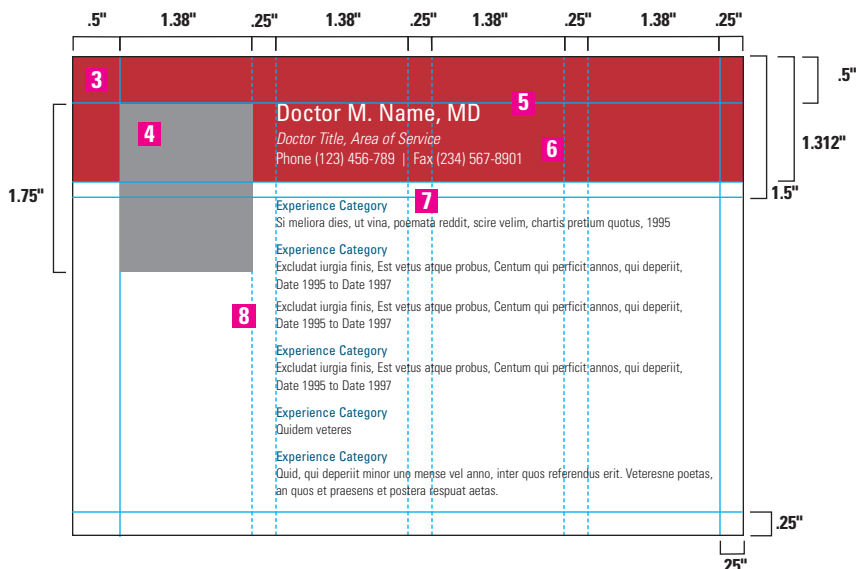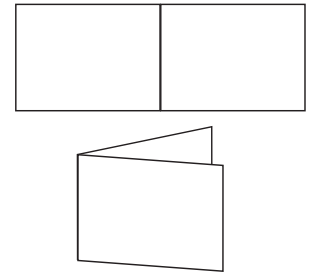
**5**  **Doctor Name** — Univers Condensed 18/24, left aligned, upper/lower, white. Space after paragraph is .02". Appears .5" from top edge.

**6**  **Doctor Title & Phone** — Title is Univers Condensed Light Italic 12/15, left aligned, upper/lower, white. Phone numbers are Univers Condensed Light 12/15, left aligned, upper/lower, white, and are separated by a 10 pt "|" baseline shifted 1.25 pt.

**7**  **Experience Categories** — Univers 57 Condensed 10/13, left aligned, upper/lower, PMS 456. Space before paragraph is .05". Appears 1.5" from top.

**8**  **Experience Information** — Univers Condensed Light 10/13, left aligned, upper/lower, black. Space after paragraph is .05".

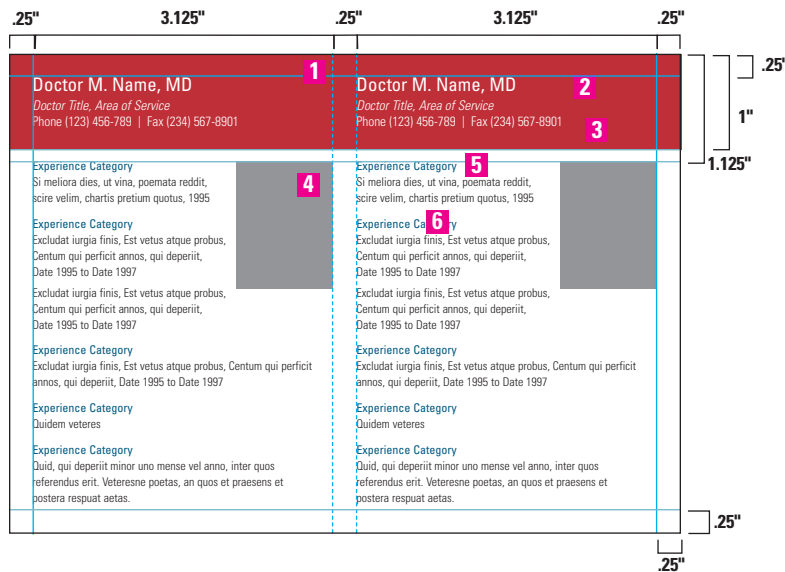# Physician Announcement Interior — Multiple Physicians

Use this grid for an alternate interior of Physician Announcements, where multiple physicians must be listed on one panel. The example indicates size and placement of elements. A formatted template is available.

The Physician Announcement may also be formatted with more than two panels as necessary, to accommodate additional information or physician listings. This can be accomplished by increasing the size of the Announcement to six panels instead of four, making the size 21" x 5" flat, 7" x 5" folded, as shown here:

## Multiple Physicians



**Doctor M. Name, MD**
*Doctor Title, Area of Service*
Phone (123) 456-789  |  Fax (234) 567-8901

**Doctor M. Name, MD**
*Doctor Title, Area of Service*
Phone (123) 456-789  |  Fax (234) 567-8901

**Experience Category**
Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus, 1995

**Experience Category**
Excludat iurgia finis, Est vetus atque probus, Centum qui perficit annos, qui deperiit, Date 1995 to Date 1997

Excludat iurgia finis, Est vetus atque probus, Centum qui perficit annos, qui deperiit, Date 1995 to Date 1997

**Experience Category**
Excludat iurgia finis, Est vetus atque probus, Centum qui perficit annos, qui deperiit, Date 1995 to Date 1997

**Experience Category**
Quidem veteres

**Experience Category**
Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit. Veteresne poetas, an quos et praesens et postera respuat aetas.
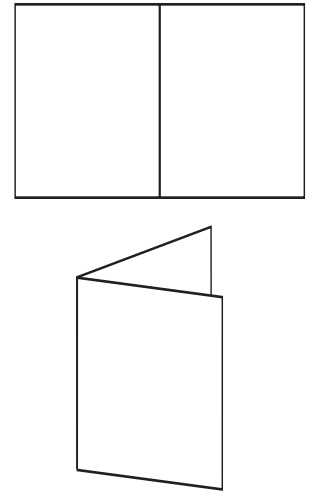
1. **Band** — Prints in 100% of the color used for the front cover band. Bleeds top, right and left, and is 1" deep.

2. **Doctor Photo** — Photo is 1.325" wide by 1" high, and is placed 1.125" from the top edge aligned to the left side of the column.

3. **Doctor Name** — Univers Condensed 16/20, left aligned, upper/lower, white. Space after paragraph is .05".

4. **Doctor Title & Phone** — Title is Univers Condensed Light Italic 10/12, left aligned, upper/lower, white. Phone numbers are Univers Condensed Light 10/12, left aligned, upper/lower, white, and are separated by a 9 pt "|" baseline shifted 1.25 pt.

5. **Experience Categories** — Univers Condensed 9/12, left aligned, upper/lower, PMS 456. Space before paragraph is .05".

6. **Experience Information** — Univers Condensed Light 9/12, left aligned, upper/lower, black. Space after paragraph is .05".
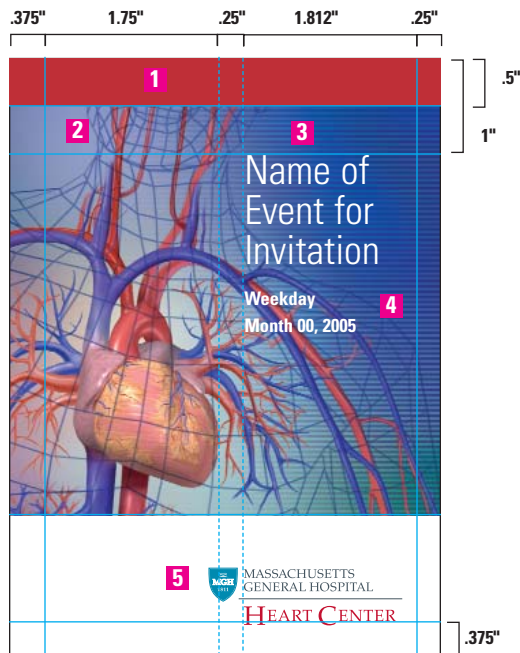
# Invitation Template Exterior
## (9" x 6.25" flat; 4.5" x 6.25" folded)

Use this grid for the exterior of Invitations. The example indicates size and placement of elements. A formatted template is available.

## Front Cover

.375"  1.75"  .25"  1.812"  .25"

1  .5"
.5"  1"

1  Name of Event for Invitation

2  3

Weekday
Month 00, 2005

4

5  MASSACHUSETTS
GENERAL HOSPITAL
HEART CENTER

.375"

## Back Cover

.375"  1.75"  .25"  1.75"  .375"

1  .5"
.5"  1"

6  Information about Heart Center
Si meliora dies, ut vina, poemata red-dit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens et postera respuat aetas?

1-617-726-5544
massgeneral.org/heartcenter

7  MASSACHUSETTS
GENERAL HOSPITAL

.25"

8  Heart Center
55 Fruit Street
Boston, MA 02114  9

.375"

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1  **Band** — Prints in 100% of PMS 187 or other appropriate Section/Division color. Bleeds top, right and left, and is 0.5" deep.

2  **Heart Center Visual** — This area is designated for the official Heart Center image. It is 4.25" tall, 4.5" wide.

3  **Event Name** — Palatino 30/30, left aligned, upper/lower, white. Space after paragraph is .2".

4  **Event Date** — Univers Condensed Bold 14/20, left aligned, upper/lower, white.

5  **Heart Center Logo** — Position a 2" wide logo .25" from the left edge and .375" from bottom edge. Take care to maintain non-encroachment area all around logo.

6  **About Info** — Univers Condensed Light, 9/11, left aligned, information about the Heart Center with a phone number and Web address.
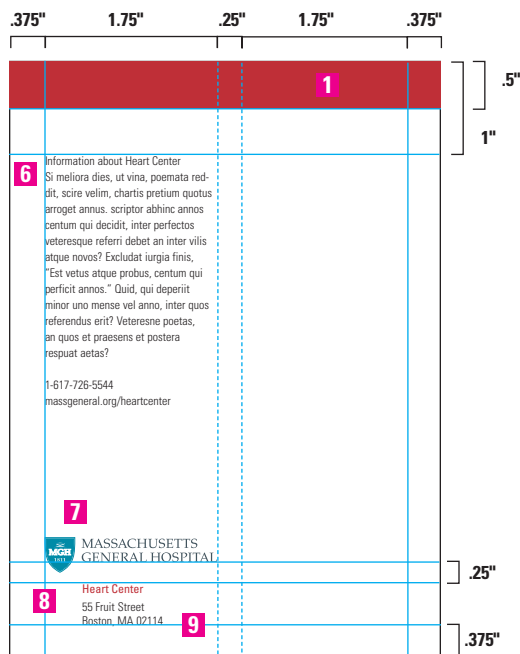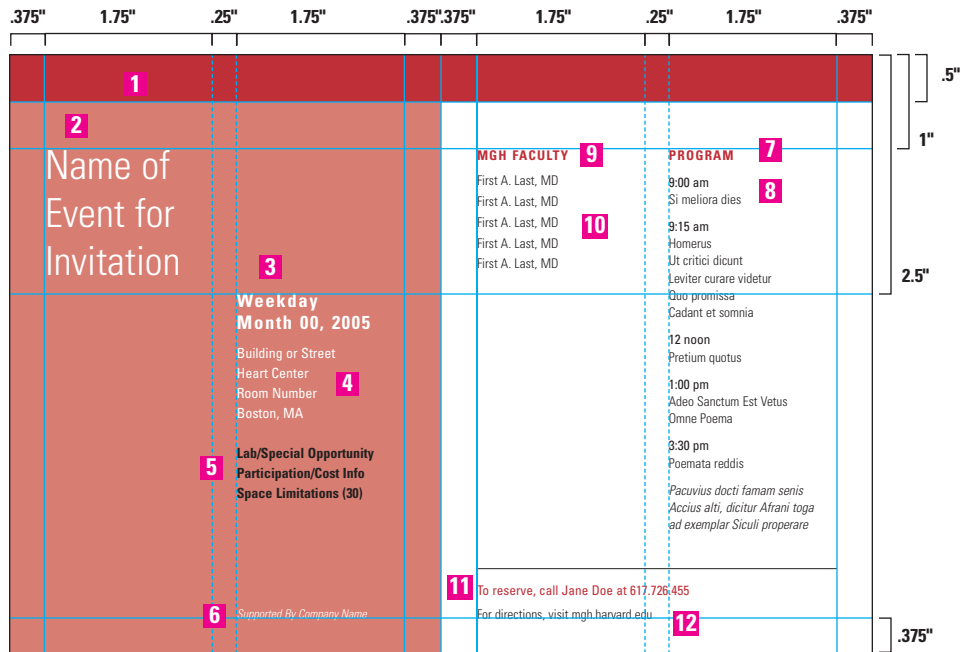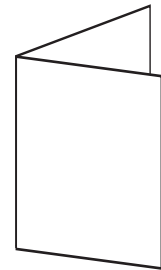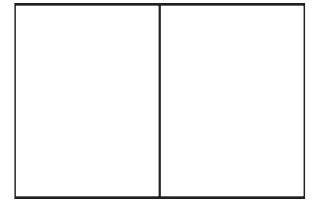
7  **Mass General Logo** — Position a 2.687" wide logo .25" above the address block and .325" from the left edge. Take care to maintain non-encroachment area all around logo.

8  **Section/Division Name** — Univers Condensed 9/11, left aligned, upper/lower, PMS 187. Space after paragraph is .035".

9  **Address** — Bottom of text block sits .375 from bottom edge. Univers Condensed Light 8/10, left aligned, upper/lower, black. Individual elements of the address on the same line are separated by a 6 pt "|" baseline shifted 1.25 pt. *(This character appears on the keyboard above the backslash, and is achieved by pressing SHIFT BACKSLASH.)*

# Invitation Template Interior
## (9" x 6.25" flat; 4.5" x 6.25" folded)

Use this grid for the interior of Invitations. The example indicates size and placement of elements. A formatted template is available.

**.375"   1.75"   .25"   1.75"   .375".375"   1.75"   .25"   1.75"   .375"**

**1**

**2**

Name of Event for Invitation

**3**

.5"

1"

2.5"

**MGH FACULTY** **9**
First A. Last, MD
First A. Last, MD
First A. Last, MD **10**
First A. Last, MD
First A. Last, MD

**PROGRAM** **7**
9:00 am **8**
Si meliora dies

9:15 am
Homerus
Ut critici dicunt
Leviter curare videtur
Quo promissa
Cadant et somnia

12 noon
Pretium quotus

1:00 pm
Adeo Sanctum Est Vetus
Omne Poema

3:30 pm
Poemata reddis

*Pacuvius docti famam senis*
*Accius alti, dicitur Afrani toga*
*ad exemplar Siculi properare*

**Weekday**
**Month 00, 2005**

Building or Street
Heart Center
Room Number **4**
Boston, MA

**Lab/Special Opportunity**
**Participation/Cost Info**
**5** **Space Limitations (30)**

**11** To reserve, call Jane Doe at 617.726.455
For directions, visit mgh.harvard.edu **12**

**6** *Supported By Company Name*

.375"

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**1** **Band** — Prints in 100% of the color used for the front cover band. Bleeds top, right and left, and is .5" deep.

**2** **Event Name** — Univers Condensed, 30/36, left aligned, white reversed out of a 60% tint of PMS 187, upper/lower.

**3** **Date** — Univers Condensed Bold, 14/16, track +20, left aligned, white reversed out of a 60% tint of PMS 187, upper/lower, space after paragraph is .1".

**4** **Location** — Univers Condensed, 10.5/15, left aligned, white reversed out of a 60% tint of PMS 187, upper/lower.

**5** **Details** — Univers Condensed, 10.5/15, left aligned, black, upper/lower.

**6** **Sponsorship** — Universe Condensed Light Italic, 9/13; left aligned, upper/lower, white. This text aligns .375" from bottom edge.

**7** **Program Heading** — Univers Condensed Bold 10/11, all caps, track +20, PMS 187. Space after paragraph is .1".

**8** **Time/Program Listing** — Time is Univers Condensed Bold 10/13, Programs are Univers Condensed Light 10/13; left aligned, upper/lower. Space after paragraph is .1". Additional program information appears in Univers Condensed Italic, 10/13.

**9** **MGH Faculty Subhead** — Univers Condensed Bold 10/12, all caps, track +20, PMS 187. Space after paragraph is .1".

**10** **Doctor Names** — Univers Condensed Light 10/12, upper/lower, black. Space after paragraph is .05".

**11** **RSVP Info** — Univers Condensed Light 10/18; left aligned, upper/lower, PMS 187.

**12** **Directions** — Univers Condensed Light 10/18; left aligned, upper/lower, black.

# A7 Envelope for Invitation or Announcement (7.25" x 5.25")

Use this grid for envelopes for both Physician Announcements and Invitations. The example indicates size and placement of elements. A formatted template is available.
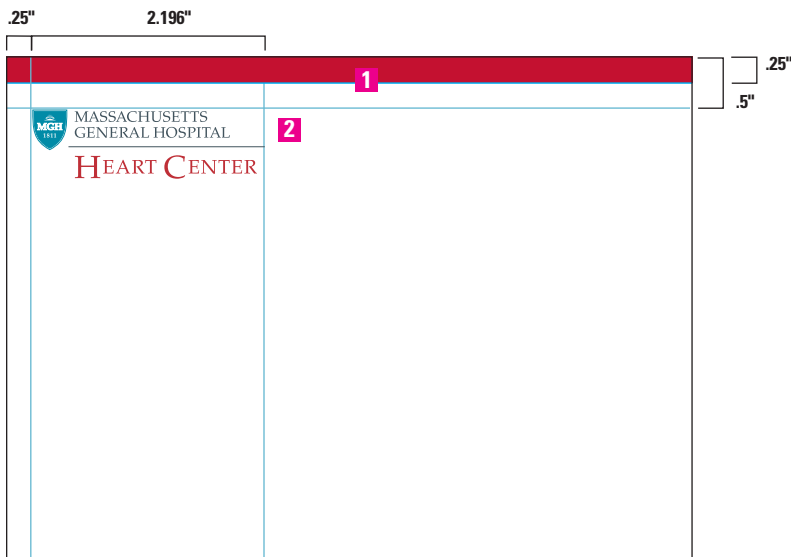


**1**   **Band** — Prints in 100% of PMS 187 or CMYK equivalent. Bleeds top, right and left, and is 0.25" deep on front.

**2**   **Heart Center Logo** — Position a 2.196" wide logo 0.25" from the left edge and 0.5" from the top edge. Take care to maintain non-encroachment area all around logo.
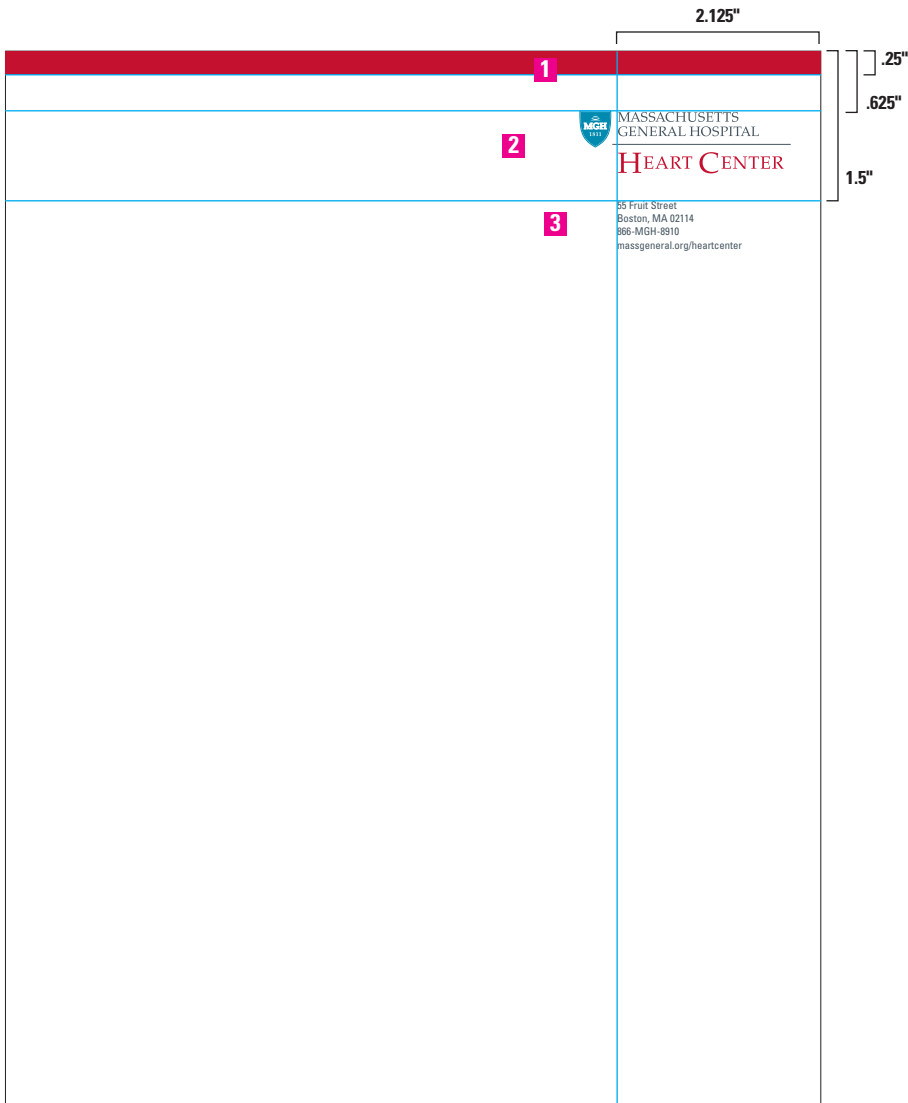
**3**   **Section/Division Name** — Univers Condensed Bold 10/13, centered, upper/lower, track +2, white. Space after paragraph is 0.035". Appears 1" from top edge.
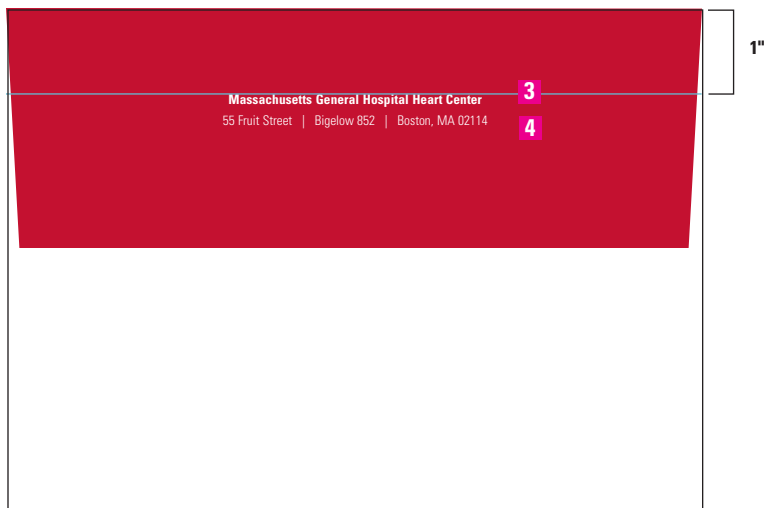
**4**   **Address** — Univers Condensed 10/13, centered, upper/lower, white. Individual elements of the address are separated by an 8 pt "|" baseline shifted 1.25 pt with two spaces on either side. *(This character appears on the keyboard above the backslash, and is achieved by pressing SHIFT BACKSLASH.)*
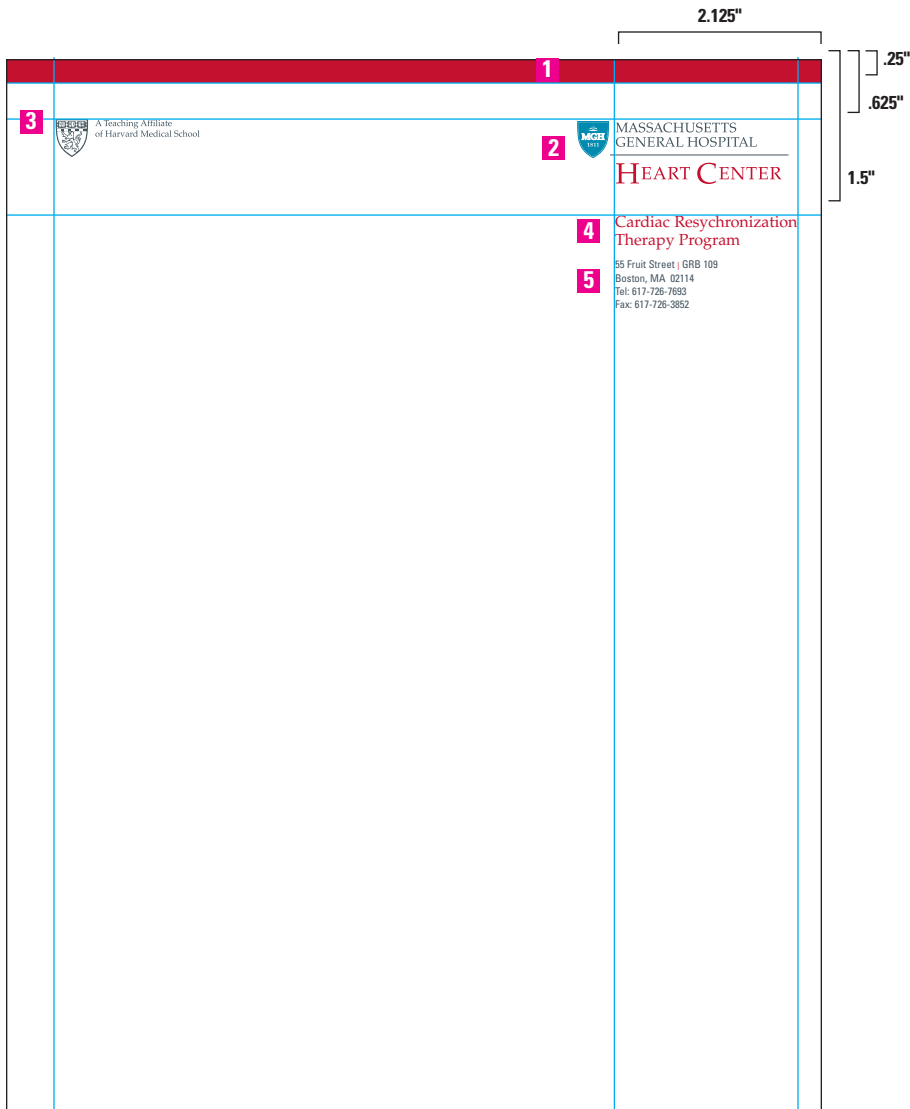
# Heart Center Letterhead (8.5" x 11")

Use this grid for 8.5" x 11" letterhead. The example indicates size and placement of elements. A formatted template is available.

**2.125"**

**1**

**.25"**
**.625"**

MASSACHUSETTS
GENERAL HOSPITAL

HEART CENTER

**2**

**1.5"**

55 Fruit Street
Boston, MA 02114
866-MGH-8910
massgeneral.org/heartcenter

**3**

**1** **Band** — Prints in 100% of PMS 187 or CMYK equivalent. Bleeds top, right and left, and is .25" deep.

**2** **Heart Center Logo** — Position a 2.2" wide logo 2.525" from the right edge and .625" from the top edge. Logo text aligns 2.125" from right edge. Take care to maintain non-encroachment area around logo.

**3** **Address** — Univers Condensed 8/10. Contact Information appears 1.5" from the top and aligns on the left with the logo text, 2.125" from the right edge. Separate elements on the same line with a 6 pt "|" in band color, baseline shift 1.25 pt. *(This character appears on the keyboard above the backslash, and is achieved by pressing SHIFT BACK-SLASH.)*

# Section/Division Letterhead (8.5" x 11")

Use this grid for 8.5" x 11" letterhead. The example indicates size and placement of elements. A formatted template is available.
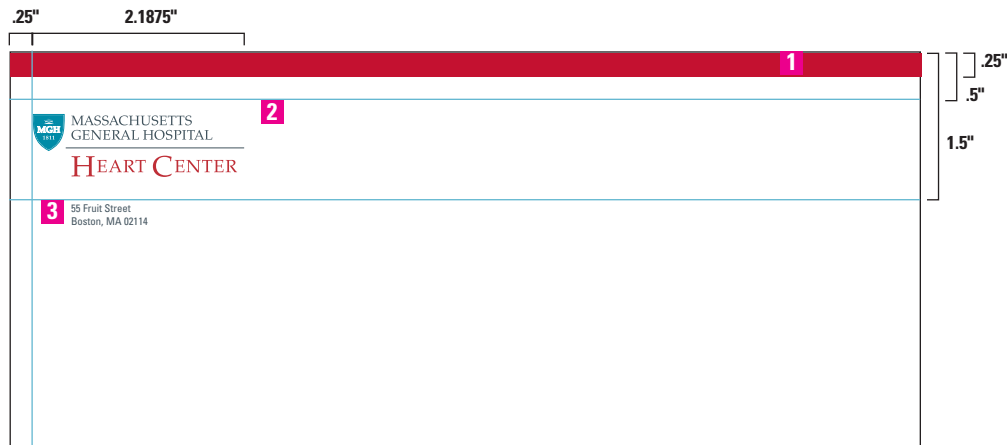
**2.125"**

**1**

**3** A Teaching Affiliate
of Harvard Medical School

**2** MASSACHUSETTS
GENERAL HOSPITAL

HEART CENTER

**.25"**

**.625"**

**1.5"**

**4** Cardiac Resychronization
Therapy Program

**5** 55 Fruit Street | GRB 109
Boston, MA 02114
Tel: 617-726-7693
Fax: 617-726-3852

**1** **Band** — Prints in 100% of PMS 187 or CMYK equivalent. Bleeds top, right and left, and is .25" deep.

**2** **Heart Center Logo** — Position a 2.2" wide logo 2.525" from the left edge and .625" from the top edge. Logo text aligns 2.125" from right edge. Take care to maintain non-encroachment area around logo.

**3** **Harvard Logo** — Position a 1.5" wide logo .5" from the left edge and .625" from the top edge. Color is PMS 432.

**4** **Section/Division Name** — Palatino 12/14, PMS 187. Appears 1.625" from the top and aligns on the left with the logo text, 2.125" from the right edge. Space after paragraph is .1".

**5** **Address** — Univers Condensed 8/10. Contact Information appears 0.1" below the Section/Division Name and aligns on the left with the logo text, 2.125" from the right edge. Separate elements on the same line with a 6 pt "|" in band color, baseline shift 1.25 pt. *(This character appears on the keyboard above the backslash, and is achieved by pressing SHIFT BACKSLASH.)*

# Heart Center #10 Envelope

Use these grids for #10 envelopes. The examples indicate size and placement of elements. A formatted template is available.

## Front

.25"  2.1875"

**1**

.25"
.5"
1.5"

MASSACHUSETTS
GENERAL HOSPITAL
**2**
HEART CENTER

**3**  55 Fruit Street
Boston, MA 02114

## Back

**1**

1"

2"

## Alternate With No Bleeds

.25"  2.1875"

MASSACHUSETTS
GENERAL HOSPITAL
**1**
HEART CENTER

.25"

1.25"

**2**  55 Fruit Street
Boston, MA 02114

### Front

**1** **Band** — Prints in 100% of PMS 187 or CMYK equivalent. Bleeds top, right and left, and is .25" deep.

**2** **Heart Center Logo** — Position a 2.1875" wide logo .5" from the top and .25" from the left. Take care to maintain non-encroachment area around logo.

**3** **Return Address** — Univers Condensed 8/10, PMS 432, appearing 1.5" from the top and aligns on the left with the logo text, .662" from the left edge. Separate elements on the same line with a 6 pt "|" in band color, baseline shift 1.25 pt. *(This character appears on the keyboard above the backslash, and is achieved by pressing SHIFT BACKSLASH.)*
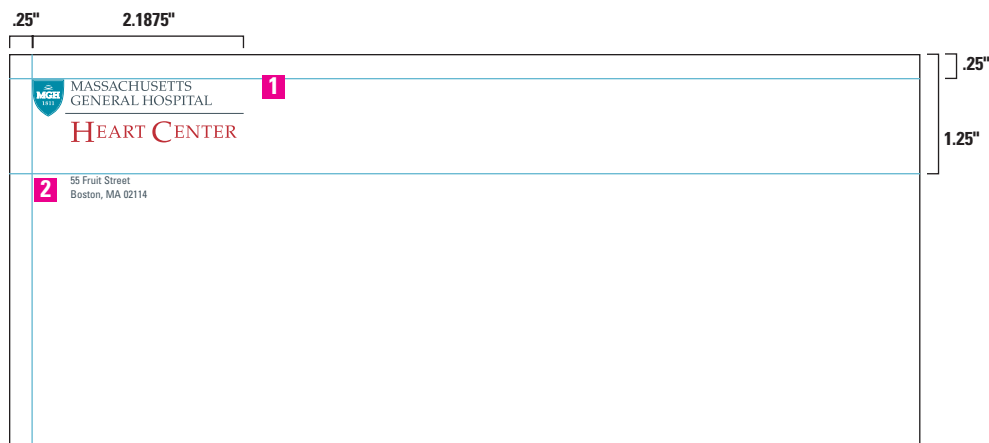
### Back

**1** **Band** — Prints in 100% of PMS 187 or CMYK equivalent. Bleeds top, right and left, and is 2" deep.
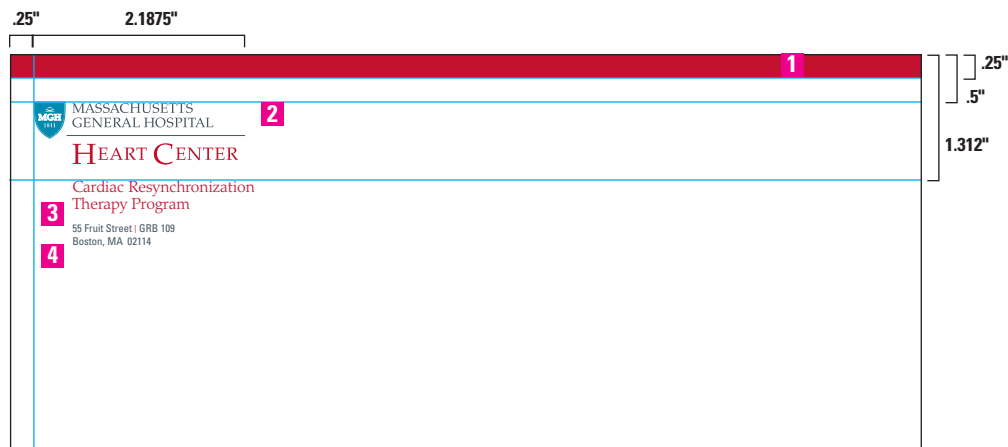
### Alternate, No Bleeds

**1** **Heart Center Logo** — Position a 2.1875" wide logo .25" from the top and .25" from the left. Take care to maintain non-encroachment area around logo.

**2** **Return Address** — Univers Condensed 8/10, PMS 432, appearing 1.25" from the top and aligns on the left with the logo text, .662" from the left edge. Separate elements on the same line with a 6 pt "|" in band color, baseline shift 1.25 pt. *(This character appears on the keyboard above the backslash, and is achieved by pressing SHIFT BACKSLASH.)*

# Section/Division #10 Envelope

Use these grids for #10 envelopes. The examples indicate size and placement of elements. A formatted template is available.
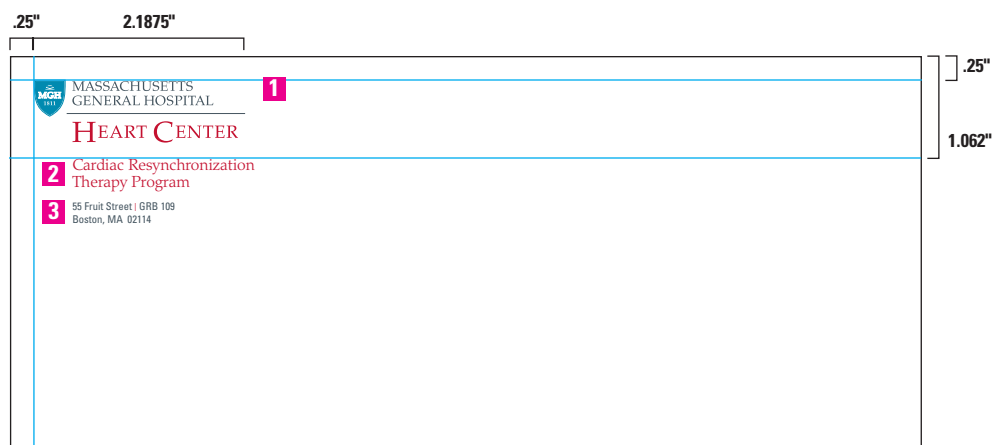
## Front

.25"      2.1875"

| 1 |

MASSACHUSETTS
GENERAL HOSPITAL

| 2 |

HEART CENTER

Cardiac Resynchronization
Therapy Program

| 3 |

55 Fruit Street | GRB 109
Boston, MA  02114

| 4 |

.25"
.5"
1.312"

## Back

| 1 |

1"
2"

## Alternate With No Bleeds

.25"      2.1875"

MASSACHUSETTS
GENERAL HOSPITAL

| 1 |

HEART CENTER

| 2 | Cardiac Resynchronization
Therapy Program

| 3 | 55 Fruit Street | GRB 109
Boston, MA  02114

.25"
1.062"

**[1] Band** — Prints in 100% of PMS 187 or CMYK equivalent. Bleeds top, right and left, and is .25" deep.

**[2] Heart Center Logo** — Position a 2.1875" wide logo .5" from the top and .25" from the left. Take care to maintain non-encroachment area around logo.

**[3] Section/Division Name** — Palatino 12/14, PMS 187, appearing 1.312" from the top and aligns on the left with the logo text, .65" from the left edge. Space after paragraph is .1".

**[4] Return Address** — Univers Condensed 8/10, PMS 432, appearing .1" below the Section/Division Name and aligns on the left with the logo text, .65" from the left edge.
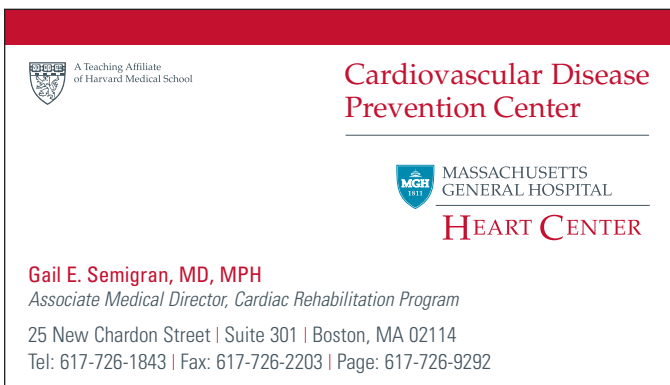
### Back

**[1] Band** — Prints in 100% of PMS 187 or CMYK equivalent. Bleeds top, right and left, and is 2" deep.

### Alternate, No Bleeds

**[1] Heart Center Logo** — Position a 2.1875" wide logo .25" from the top and .25" from the left.

**[2] Section/Division Name** — Palatino 12/14, PMS 187, appearing 1.062"" from the top and aligns on the left with the logo text, .65" from the left edge. Space after paragraph is .1".

**[3] Return Address** — Univers Condensed 8/10, PMS 432, appearing .1" below the Section/Division Name and aligns on the left with the logo text, .65" from the left edge.
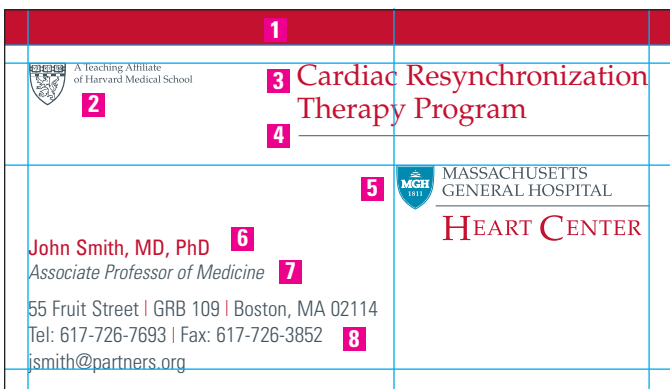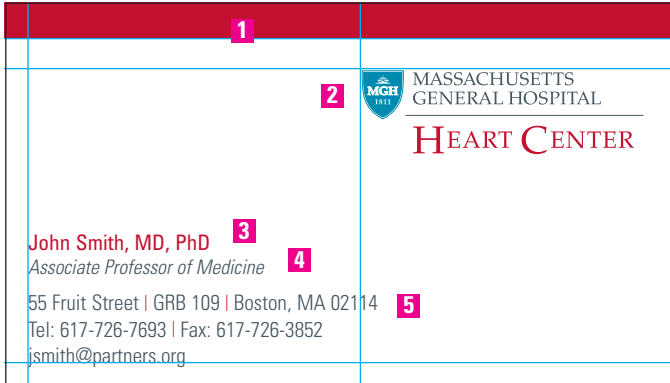
28

# Business Cards

Use these grids for business cards. The examples indicates size and placement of elements.
A formatted template is available.

**Card 1 (Heart Center Business Card)**

[1]

MASSACHUSETTS GENERAL HOSPITAL
[2]
HEART CENTER

John Smith, MD, PhD [3]
*Associate Professor of Medicine* [4]

55 Fruit Street | GRB 109 | Boston, MA 02114 [5]
Tel: 617-726-7693 | Fax: 617-726-3852
jsmith@partners.org

**Card 2 (Cardiac Resynchronization Therapy Program)**

[1]

A Teaching Affiliate of Harvard Medical School
[2]
Cardiac Resynchronization [3]
Therapy Program [4]

[5] MASSACHUSETTS GENERAL HOSPITAL
HEART CENTER

John Smith, MD, PhD [6]
*Associate Professor of Medicine* [7]

55 Fruit Street | GRB 109 | Boston, MA 02114
Tel: 617-726-7693 | Fax: 617-726-3852 [8]
jsmith@partners.org

**Card 3 (Cardiovascular Disease Prevention Center)**

A Teaching Affiliate of Harvard Medical School

Cardiovascular Disease Prevention Center

MASSACHUSETTS GENERAL HOSPITAL
HEART CENTER

Gail E. Semigran, MD, MPH
*Associate Medical Director, Cardiac Rehabilitation Program*

25 New Chardon Street | Suite 301 | Boston, MA 02114
Tel: 617-726-1843 | Fax: 617-726-2203 | Page: 617-726-9292

*The "|" character appears on the keyboard above the backslash, and is achieved by pressing SHIFT BACKSLASH.)*

## Heart Center Business Card

**[1] Band** — Prints in 100% of PMS 187 or CMYK equivalent. Bleeds top, right and left, and is .187" deep.

**[2] Heart Center Logo** — Position a 1.477" wide logo .375" from the top and 1.644" from the right. Take care to maintain non-encroachment area around logo. Template was created using the standard logo at 40%.

**[3] Name** — Univers Condensed Light 8/10, PMS 187, left aligned, upper/lower, .125" from the left edge.

**[4] Title** — Univers Condensed Light Italic 7.5/9, PMS 432, left aligned, upper/lower, .125" from the left edge, space after paragraph .05".

**[5] Address/Phone/Email** — Univers Condensed Light 8/10, PMS 432, left aligned, upper/lower, .125" from the left edge. Entire text block should base align .125" from bottom edge. Address should appear on one line; phone numbers on one line; email address on one line. Separate elements on the same line with a 6 pt "|" in PMS 187.

## Section/Division Business Card

**[1] Band** — Prints in 100% of PMS 187 or CMYK equivalent. Bleeds top, right and left, and is .187" deep. Template was created using the standard logo at 40%.

**[2] Harvard Logo** — Position a .847" wide logo .281" from the top and .125" from the left.

**[3] Section/Division Name** — Palatino 11/12.4, PMS 187, left aligned, upper/lower, longest line .14" from the right edge.

**[4] Line** — .25 pt, PMS 432, extending under the entire Section/Division name .661" from top trim.

**[5] Heart Center Logo** — Position a 1.329" wide logo .812" from the top and 1.469" from the right. Take care to maintain non-encroachment area around logo. Template was created using the standard logo at 36%.

**[6] Name** — Univers Condensed Light 8/10, PMS 187, left aligned, upper/lower, .125" from the left edge.

**[7] Title** — Univers Condensed Light Italic 7.5/9, PMS 432, left aligned, upper/lower, .125" from the left edge, space after paragraph .05".

**[8] Address/Phone/Email** — Univers Condensed Light 8/10, PMS 432, left aligned, upper/lower, .125" from the left edge. Entire text block should base align .125" from bottom edge. Address should appear on one line; phone numbers on one line; email address on one line. Separate elements on the same line with a 6 pt "|" in PMS 187.

# Advertising

Use these samples as the basis for print advertising. The examples indicate size and placement of elements. A formatted template is available.

## With Photography

**2** Lorem ipsum dolor sit amet, consectetuer auris ornare com modo nequeadipiscing elit. **1**

**3** Lorem ipsum dolor sit amet, consectetuer adipiscing elit ullam velit. Curabitur tempus. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. In rhoncus, justo in tempus accumsan, lectus sem vestibulum nunc, sed porta diam mauris ut felis. Etiam at metus vitae mauris dignissim tempus. Proin elit. Donec posuere:

**4** ▪ *Aliquam eleifend, dui a luctus dictum* **5**
▪ *Urna sit amet metus roin aliquet lectus vitae ipsum*
▪ *Morbi eget arcu Donec tincidunt sodales dui* **9**

**6** *Lorem ipsum dolor sit amet, consectetuer adipiscing elit ullam velit. Curabitur tempus. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. In rhoncus.*

**8** HEART CENTER 55 Fruit Street | Boston, MA 02114
1-617-726.5544 | www.massgeneral.org/heartcenter

**7** MASSACHUSETTS GENERAL HOSPITAL
HEART CENTER

## Without Photography

**1**

**2** Lorem ipsum dolor sit amet consectetuer auris ornare com modo nequeadipiscing elit.

**3** Lorem ipsum dolor sit amet, consectetuer adipiscing elit ullam velit. Curabitur tempus. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. In rhoncus, justo in tempus accumsan, lectus sem vestibulum nunc, sed porta diam mauris ut felis. Etiam at metus vitae mauris dignissim tempus Proin elit.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit ullam velit. Curabitur tempus. Lorem ipsum.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit ullam velit. Curabitur tempus. Lorem ipsum dolor sit amet, consectetuer adipiscing elits:

**4** ▪ *Aliquam eleifend, dui a luctus dictum* **5**
▪ *Urna sit amet metus roin aliquet lectus vitae ipsum*
▪ *Morbi eget arcu Donec tincidunt sodales dui* **9**
▪ *Oliquam eleifend, dui a luctus dictus*

**8** HEART CENTER 55 Fruit Street | Boston, MA 02114
1-617-726.5544 | www.massgeneral.org/heartcenter

**7** MASSACHUSETTS GENERAL HOSPITAL
HEART CENTER

**1** **Band** — A solid black band appears at the top of the ad, and contains the headline.

**2** **Headline** — Univers Condensed Light 26/26, left aligned, upper/ lower, white knocking out of band.

**3** **Body Text** — Univers Condensed Light 11/14, left aligned, upper/ lower, black. Space after .125".

**4** **Bullet** — Zapf Dingbats "n", 7 pt, black.

**5** **Bullet Text** — Univers Condensed Light Italic 11/14, left aligned, upper/ lower, black. Space after .062".

**6** **Caption** — Univers Condensed Light Italic 8/10, left aligned, upper/ lower, black.

**7** **Heart Center Logo** — Position a logo in the lower right corner of the ad. Take care to maintain non-encroachment area around logo. Template was created using the standard logo at 55%.

**8** **Signature** — Heart Center is Univers Condensed 8/10, left aligned, all caps, black; Remainder of Signature is Univers Condensed Light 8/10. Address is separated from Heart Center by two spaces. Phone number and Web address are on a second line. Separate elements on the same line with a 6 pt "|", baseline shift 1.25 pt. *(This character appears on the keyboard above the backslash, and is achieved by pressing SHIFT BACKSLASH.)*

**9** **Border** — .5 pt black.