

MASSACHUSETTS GENERAL HOSPITAL

- Interim branding solutions and guidelines
- Special programs

Logo Development and Identity Guidelines



Gastroenterology Identity Guidelines

MASSACHUSETTS GENERAL HOSPITAL
GASTROENTEROLOGY

MGH Gastroenterology Logo

Specifications and Use

This CD contains the Gastroenterology logo in EPS, TIF, JPG and GIF formats for Black, White, and Color options.

Example 1 — MGH Gastroenterology Logo in reverse format (Gastro_White)

Example 2 — MGH Gastroenterology Logo in 3 color: PMS 633, PMS 432 and PMS 302 (Gastro_PMS) or CMYK equivalents (Gastro_CMYK)

Example 3 — When only one color is available, reproduce in black (Gastro_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 reproducible 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%.

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

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

- Title** — Univers Condensed 18/22 knocking out of the solid color. Type is a single line, centered across the page, top aligned .375" from the head trim.
- Band** — Prints in 100% of PMS 302 or other color from the approved palette. Bleeds top, right and left, and is 1" deep.
- Main Visual Element** — This gray box indicates the area designated for the primary image, and should contain an interaction, consultation or medical procedure image in keeping with the guidelines described on page 4. It is 3.25" tall, and bleeds to the left.
- GI Visual Element** — This box is designated for the "GI Man" image when producing physician materials. It is 2" tall and bleeds to the right.
- Color Block** — The color block is 100% of the color used for the band at the top of the piece.
- Subtitle/Subhead Text** — Univers Condensed Light 11/16, left aligned, upper/lower. Color is 50% black. This text block appears .375" from left edge.
- Background Color** — The background color is always white.
- Gastroenterology Logo** — Position a 3.375" wide logo .375" from the left edge and 2" from the bottom edge. Take care to maintain non-encroachment area around logo.

MassGeneral for ChildrenSM

MassGeneral for ChildrenSM
at NSMC North Shore Children's

MassGeneral Hospital
for ChildrenSM

MassGeneral for ChildrenSM
at Newton-Wellesley Hospital

Banner

A GUIDE TO
WORLD CLASS MEDICAL CARE
for Players, Coaches and Their Families

MASSACHUSETTS
GENERAL HOSPITAL

617.726.7500

Health Partnership Materials

A TRADITION OF EXCELLENCE

Massachusetts General Hospital has a rich heritage of clinical excellence, research and teaching. Established in 1811, Mass General was the first and still is the largest teaching hospital affiliated with Harvard Medical School and has the largest hospital-based research program in the United States. We are known worldwide for advancing medicine, developing promising, innovative treatments and pioneering research endeavors.

U.S. News & World Report, Annual Guide to America's Best Hospitals consistently names Massachusetts General Hospital among the elite of American hospitals... an indicator of what makes the highest and best standards of diagnosis and treatment available... a magnet for the best and brightest researchers and clinicians... and makes the hospital and its affiliated services among the top places in the country and in medical specialty programs in the top 1% in the nation.

617.726.7500

Compassion and Innovation in Cancer Care

A PATIENT'S GUIDE
to the Cancer Center

MASSACHUSETTS GENERAL HOSPITAL
CANCER CENTER

Cancer Center Brochure & Inserts

Options for Off-site Blood Labs

Bring your blood work requisitions (forms) with you each time you have your blood drawn. Please call the lab prior to your visit to check the hours they are open. The times listed below may have changed.

<p>MGH-BACK BAY HEALTH CENTER (617) 385-1422 388 Commonwealth Avenue, Boston Lab hours: Mon-Fri, 8:30 a.m.–5 p.m.</p>	<p>MGH-REVERE HEALTH CENTER (617) 405-6182 300 Ocean Avenue, Revere Lab hours: Mon-Thursday, 8:30 a.m.–8 p.m. Fri, 8:30 a.m.–5:30 p.m. Sat, 8:30 a.m.–12:30 p.m.</p>
<p>MGH-CHARLESTOWN HEALTH CENTER (617) 724-8170 73 High Street, Charlestown Lab hours: Mon, Tues, Thurs, Fri, 8:30 a.m.–5 p.m. Wed, 8:30 a.m.–8 p.m. Sat, 8:30 a.m.–noon</p>	<p>MASS GENERAL WEST (WALTHAM) (781) 522-9000 40 Second Avenue, 4th floor Suite 400, Waltham Lab hours: Mon-Fri, 9 a.m.–6:30 p.m. daily (closed 12:30 p.m.–1:30 p.m. daily)</p>
<p>MGH-CHELSEA HEALTH CENTER (617) 889-8025 151 Everett Avenue, first floor, Chelsea Lab hours: Mon-Thursday, 8 a.m.–8 p.m. Fri, 8 a.m.–5 p.m. Sat, 8 a.m.–noon</p>	<p>NORTH END COMMUNITY HEALTH CENTER (617) 642-8011 332 Hanover Street, Boston Lab hours: Mon, Wed, Fri, 8:30 a.m.–4:45 p.m. Tue, Thurs, 8:30 a.m.–7:45 p.m.</p>

MASSACHUSETTS GENERAL HOSPITAL
CANCER CENTER

MASSACHUSETTS GENERAL HOSPITAL

• Branding for Vascular Center

Cardiology/Vascular Medicine Cardiac Surgery Neurology Neurology Neurosurgery Vascular Radiology Vascular and Endovascular Surgery

MASSACHUSETTS GENERAL HOSPITAL
VASCULAR CENTER

85 Fruit Street
Boston, MA 02114
www.massgeneral.org/vascularcenter

MASSACHUSETTS GENERAL HOSPITAL
VASCULAR CENTER

85 Dunster Street, 9th Floor
Boston, MA 02114

Cardiology/Vascular Medicine Cardiac Surgery Neurology Neurology Neurosurgery Vascular Radiology Vascular and Endovascular Surgery

Stationery

Save the Date: November 3-5, 2005

Presented by
MASSACHUSETTS GENERAL HOSPITAL
VASCULAR CENTER

**Massachusetts General Hospital Vascular Center
Comprehensive Update on Vascular Disease
for the Primary Care and Specialty Provider**

The Conference Center at Waltham Woods, Waltham, Massachusetts

Sponsored by
Complete Conference Management

MASSACHUSETTS GENERAL HOSPITAL
85 Fruit Street
Boston, MA 02114

NOVA PRINCE 100
U.S. POSTAGE
PAID
MASSACHUSETTS
GENERAL HOSPITAL

COURSE DIRECTORS

Kenneth Rosenfield, M.D. Lecturer in Medicine Harvard Medical School Director of Cardiac and Vascular Diagnostic Services Massachusetts General Hospital Boston, MA	Michael Joff, D.O. Instructor in Medicine Harvard Medical School Medical Director of the Vascular Diagnostic Laboratory Massachusetts General Hospital Boston, MA
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For complete program information and to register,
visit www.ccmcm.com.

Physician Event Save-the-Date Postcard

MASSACHUSETTS GENERAL HOSPITAL
VASCULAR CENTER

**Comprehensive Update on Vascular Disease
for the Primary Care and Specialty Provider
November 3-5, 2005**

REGISTRATION FEES
Attendees can choose to attend all three days of the conference or just the sessions that address their areas of interest.

Physicians
\$350 for 3 days, \$150 per day

Nurse Practitioners, Physician Assistants, Nurses, Fellows
\$250 for 3 days, \$100 per day

THE CENTER
The Massachusetts General Hospital Vascular Center is a fully integrated, multidisciplinary center of excellence created to provide comprehensive diagnosis and management of patients with vascular disorders. The multidisciplinary center is represented by seven clinical disciplines, including cardiology/vascular medicine, vascular and endovascular surgery, vascular radiology, neurology, neurosurgery, cardiac surgery, and nephrology. The team closely collaborates to ensure that patients are provided with an unparalleled level of sophistication in managing the entire spectrum of vascular disease.

THE SYMPOSIUM
The goal of this symposium is to increase awareness of the relevance of vascular disease and to provide practitioners with an update on the current approaches to diagnosis, prevention and management of vascular disease, with both medical therapy and intervention. The topics covered will be of interest to primary care practitioners and allied health personnel, as well as specialists in the fields of cardiology, neurology, radiology, vascular surgery, nephrology, endocrinology, hematology, rheumatology and pediatrics. This symposium will provide attendees with the information they need to better serve patients who present any of the wide range of symptoms associated with vascular disease. The format allows individuals to come for all three days or only to the one day that pertains to a specific area of interest.

QUESTIONS?
Complete Conference Management
Toll Free: 800-324-7495
Phone: 305-279-2253 | Fax: 305-279-8223

For complete program information and to register, visit www.ccmcm.com.

SESSION OUTLINE

Thursday, November 3
8:00 a.m. – 5:00 p.m.
Session I:
Peripheral Arterial Disease
Session II:
Aortic Aneurysm Disease
5:30 – 7:30 p.m.
Public Forum:
What is PAD and should I be screened for it? How can I live longer and avoid heart attack, stroke, leg pain and other vascular problems?

Friday, November 4
8:00 a.m. – 5:00 p.m.
Session III:
Neurovascular Disease/Stroke
5:30 – 8:30 p.m.
Attendee and Faculty Reception

Saturday, November 5
8:00 a.m. – 5:00 p.m.
Session IV:
Vessel Thrombotic Disease
Session V:
Renal and Mesenteric Vascular Disease

Physician Event Invitation

**Comprehensive Update on Vascular Disease
for the Primary Care and Specialty Provider**

November 3-5, 2005
The Conference Center at Waltham Woods

Presented by
MASSACHUSETTS GENERAL HOSPITAL
VASCULAR CENTER

Providing an integrated, multidisciplinary approach for the evaluation, treatment and follow-up of the full spectrum of vascular diseases.

MASSACHUSETTS GENERAL HOSPITAL
VASCULAR CENTER

Brochures - Patient Audience

PERIPHERAL ARTERIAL DISEASE

CEREBRAL VASCULAR DISEASE

AORTIC ANEURYSMS

RENAL ARTERY DISEASE

MASSACHUSETTS GENERAL HOSPITAL
VASCULAR CENTER

Providing an integrated, multidisciplinary approach for the evaluation, treatment and follow-up of the full spectrum of vascular diseases.

MASSACHUSETTS GENERAL HOSPITAL
VASCULAR CENTER

Brochures - Physician Audience

Peripheral Arterial Disease

Cerebral Vascular Disease

Aortic Aneurysms

Renal Artery Disease

MASSACHUSETTS GENERAL HOSPITAL
VASCULAR CENTER

Title 54 pt Unvers Cond Bold, Two Line Maximum

70 pt Unvers Light Cond Ital Acctive, Preserve Name/Date

MASSACHUSETTS GENERAL HOSPITAL
VASCULAR CENTER

Slide Headline, 36 pt Palatino with Two Line Maximum

Subhead Four Unvers Condensed Bold/Italic 28 pt

- First level text is 28 pt Unvers Condensed Light Italic.
- There is few spacing of one line.
- There is few spacing of 0.2 lines after paragraphs.
- Second level, indented text is the same size.
- Text should not be sized at less than 28 pt to ensure readability.

MASSACHUSETTS GENERAL HOSPITAL
VASCULAR CENTER

PowerPoint Templates

MASSACHUSETTS GENERAL HOSPITAL

• Branding for Heart Center

Cardiovascular Disease Prevention Center Booklet

Stop Heart Disease Before It Starts

U.S. News & World Report consistently names the Massachusetts General Hospital Heart Center among the top in the nation.

Heart disease is a leading cause of death in the United States, and the number one killer of women. If you or someone you love develops heart disease, you can have confidence in the cardiac experts at the Massachusetts General Hospital Heart Center. Our Heart Center physicians are international leaders in their fields, and they treat and manage heart disease, developing and using the most advanced treatments.

Take action now to maintain your heart health

Statistics show that cardiovascular disease is America's leading health problem, yet a focus on prevention can limit or eliminate your risk for heart disease. Consider these statistics released by the American Heart Association (AHA):

- At least 61 million people in this country suffer from some form of heart disease.
- One person in five suffers from some form of cardiovascular disease.
- 50 million people have high blood pressure.
- 12.8 million people suffer from coronary heart disease.
- 6.4 million people have angina pectoris.
- 7.5 million people have had a heart attack.
- 4.8 million people have experienced a stroke.

Congenital cardiovascular affects 1 million people.

Congestive heart failure affects close to 4.4 million.

More than 2,000 Americans die of cardiovascular disease each day, an average of one death every 23 seconds.

Take control of your heart health now and make lifestyle changes that promote heart health and reduce your risk of developing many of these conditions, or prevent existing conditions from becoming more severe. Our prevention programs could reduce your risk of heart disease by as much as 25%.

Visit www.mghheartprevention.com or call 617-726-7642 and learn how you can take control of your heart health. You can also email us at mghprevention@partners.org

A confidential, personalized, thorough assessment of any existing or potential cardiovascular problems.

Cardiovascular Health Evaluation Program

The Cardiovascular Health Evaluation Program at Massachusetts General Hospital Heart Center

One appointment. One day. All the answers.

Among the best hospitals in the world, Massachusetts General Hospital has an unparalleled reputation for cardiac care. And now we've created a unique way for you to gain access to our leading doctors through the Cardiovascular Health Evaluation Program. One call will provide you with access to a thorough assessment of any existing or potential cardiovascular problems. Your multi-faceted examination will take place in one location—usually in one day.

One easy and effective process.

Once you make an appointment, our team of medical specialists will guide you through the process, step by step. You will always be treated as an individual and we welcome comments and suggestions regarding your care.

- First, forward any relevant medical records.
- Next, a Heart Center cardiologist will review your records and you will be contacted by phone to plan your specific evaluation process.
- We will schedule all necessary tests and make hotel and transportation arrangements for those arriving from out-of-town. The full evaluation will be conducted on-site (usually in less than one day).
- Your cardiologist will review all findings from your evaluation, and discuss these findings in light of your cardiovascular history and current lifestyle. He or she will then work jointly with you to develop a program to maximize your cardiovascular health.
- Within two weeks, a narrative summary of the consultation, including computerized data and test images, will be provided to you on a CD. We will also send the information to any physicians you specify.
- Finally, we usually suggest that your personal physician review our recommendations and begin your implementation plan. We can also correspond with your personal physician, if desired.

Core services for all participants.

- A review of your prior cardiovascular health data, including family history, prior cardiac diseases, prior testing and possible symptoms.
- A comprehensive cardiovascular physical examination.
- A resting electrocardiogram to evaluate for signs of problems with heart rhythm or active heart muscle disease.
- Cholesterol measurements (including total cholesterol, LDL—or bad—cholesterol, and HDL—or good—cholesterol), high sensitivity C-reactive protein, plasma homocysteine, lipoprotein(a) and glucose measurements will be taken. These blood tests will allow your cardiologist to assess your cardiovascular risk.
- An exercise stress test with EKG monitoring and nuclear imaging. This test will evaluate for reduced blood flow in the coronary arteries, which may occur due to cholesterol narrowing of the arteries.
- Discussion of the use of new technologies, such as 64-slice CT angiography, which may identify the presence of vulnerable plaques in cardiac arteries that could rupture. This technology provides images of the arteries that previously only invasive procedures could provide.
- Additional testing and referral based on the results of the core evaluation.
- An exercise prescription, stress reduction techniques and heart healthy diet recommendations.
- Evaluation of cardiac rhythm with continuous monitoring and/or an event monitor, as needed.

Additional services as needed.

- If a patient is identified as high-risk based on the history provided or the standard tests, additional services may be needed to identify the source of the problem or to rule out certain conditions.
- 64-slice multidetector CT imaging for measurement of coronary calcifications.
- 64-slice multidetector CT angiography for non-invasive identification of coronary artery stenoses.
- Diagnostic cardiac catheterization.
- Intracoronary testing for plaque vulnerability (when technology is validated).
- Evaluation of carotid and peripheral artery stenoses.
- Cardiac evaluation by MRI.
- PEE-CT evaluation of the cerebral arteries.
- Medical procedures such as angioplasty, stenting of coronary artery stenoses, coronary artery bypass grafting and treatment of cardiac abnormalities detected during the evaluation.

"Our program provides seamless access to the Massachusetts General Hospital Heart Center staff and to the innovations, resources and medical specialists of the entire hospital."

James L. Januzzi, MD
Medical Director, Cardiovascular Health Evaluation Program

Cardiovascular Health Evaluation Program Brochure

Providing an integrated, multidisciplinary approach for the evaluation, treatment and follow-up of patients with complex thoracic aortic diseases

Providing an integrated, multidisciplinary approach for the evaluation, treatment and follow-up of patients with complex thoracic aortic diseases

Name of Event for Invitation

Weekday
Month 00, 2005

Physician Event Invitation Template

CONGESTIVE HEART FAILURE

CONGENITAL HEART DISEASE

CORONARY HEART DISEASE

VALVULAR DISEASE

Brochures - Patient Audience

Congestive Heart Failure

Congenital Heart Disease

Coronary Heart Disease

Valvular Disease

Brochures - Physician Audience

Massachusetts General Hospital is pleased to announce the appointment of a

New Physician at the Center Name Here

Physician Announcement

KORZENOWSKI DESIGN

Graphic Design & Marketing Communications

MASSACHUSETTS GENERAL HOSPITAL VASCULAR CENTER

The opening of a new Vascular Center location necessitated a variety of materials from pre-opening promotion to event-day literature and signage.

For the opening of the new Waltham location of the Massachusetts General Hospital Vascular Center, communications were developed for two distinct audiences: physicians and consumers.

Utilizing the identity and graphic system we had already designed for the Vascular Center, new stationery, envelopes and appointment cards were developed.

A billboard (1) announcing the new location was designed and installed, generating interest in the community ahead of additional advertising.

For physicians, an invitation to a ribbon-cutting ceremony (2) was designed, as well as an overview brochure (3) to be distributed at the event.

For consumers, posters (4) and a direct mail postcard (5) were developed to draw attendance at an open house for the community.

A consumer-targeted informational brochure (7) was developed to give to consumers who attended the event, providing information about MGH and the Vascular Center.

All materials reinforce the MGH brand, strongly present the Vascular Center and its offerings, and coordinate with existing materials.

The event was so successful, advertising was pulled two weeks ahead of the event because screenings were already scheduled at 200% above expectations.



You work to perfect your stroke.
We work to prevent it.

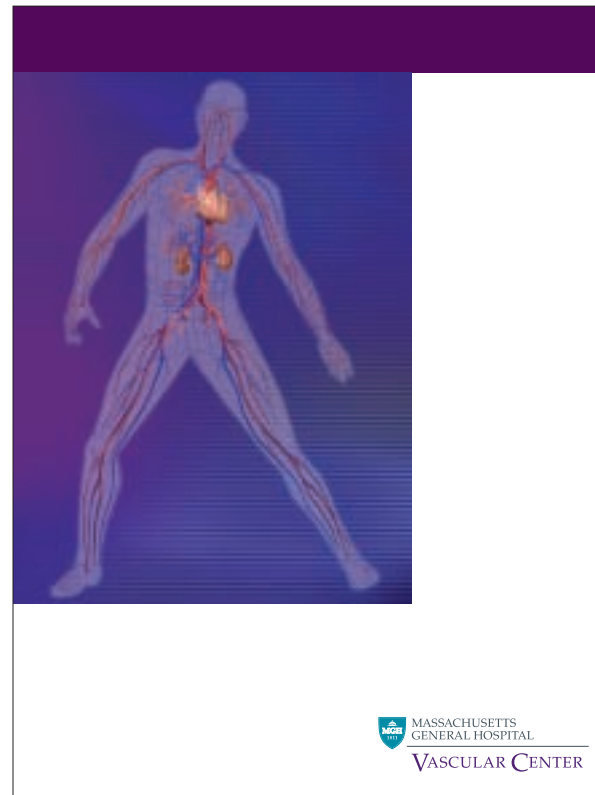


MASSACHUSETTS
GENERAL HOSPITAL

VASCULAR CENTER

BOSTON AND NOW IN WALTHAM

1



2



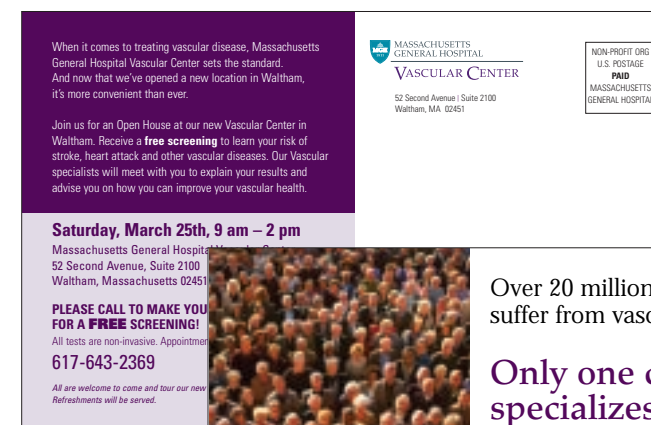
4



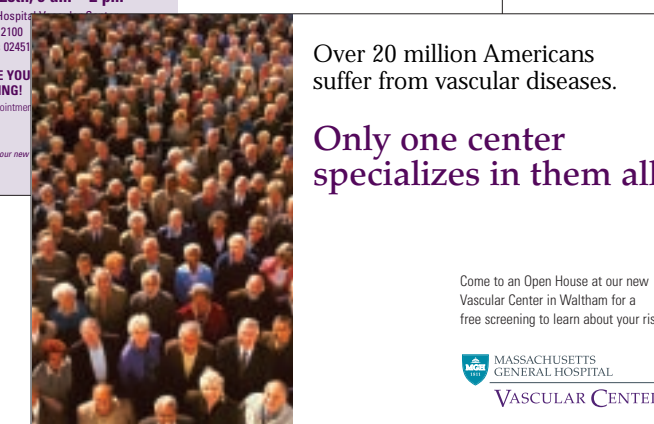
3



7



5



KORZENOWSKI DESIGN

Graphic Design & Marketing Communications