Gastroenterology
Identity
Guidelines

MASSACHUSETTS
GENERAL HOSPITAL

GASTROENTEROLOGY

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MGH Gastroenterology Logo

Specifications and Use

Example 1 — MGH Gastroenterology Logo in reverse format.

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

Examples 3 — When only one color is available, reproduce in black.

Example 4 — An area of non-encroachment around every logo defines a visual buffer.

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.

Example 1. MGH Gastroenterology Logo, Reverse

Example 2. MGH Gastroenterology Logo, PMS 633, PMS 432 and PMS 302

Example 3. MGH Gastroenterology Logo, Black

Example 4. MGH Gastroenterology 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.

Gastroenterology Primary Color: PMS 302 has been selected as the primary color for the Division of Gastroenterology.

Mass General Secondary Colors

PMS 7403 | PMS7411 | PMS 7413 | PMS 180 | PMS 187 | 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

Mass General Primary Colors

PMS 633 — C:91 M:0 Y:15 K:27

PMS 432 — C:23 M:0 Y:0 K:79

Gastro Primary Color

PMS 302 — C:100 M:18 Y:0 K:51

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

PMS 456 — C:0 M:19 Y:100 K:43

PMS 180 — C:0 M:76 Y:83 K:11

PMS 187 — C:0 M:91 Y:72 K:23

PMS 209 — C:0 M:83 Y:34 K:51

PMS 2622 — C:72 M:94 Y:0 K:27

PMS Violet — C:94 M:91 Y:0 K:0

PMS 2736 — C:94 M:83 Y:0 K:0

PMS 626 — C:76 M:0 Y:60 K:69

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 "GI Man" image, either as the main visual or along with other imagery. When using descriptive images, use imagery that is realistic, scientific and high-tech. 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 "GI Man" 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:

Service Center
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)

(Service center/line name 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 Service center. (This character appears on the keyboard above the backslash, and is achieved by pressing SHIFT BACKSLASH.)

MASSACHUSETTS
GENERAL HOSPITAL

Advanced Endoscopy Service
Massachusetts General Hospital
Division of Gastroenterology

Building | Floor
55 Fruit Street
Boston, MA 02114

Tel: 1-877-MGH-ENDO (1-877-644-3636)
Fax: 000-000-0000

massgeneral.org/gastro

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, like so:

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

Folder Front Cover Grid (9" x 12")

Use this grid for all 9" x 12" folders. The example indicates size and placement for cover elements.
A formatted template is available.
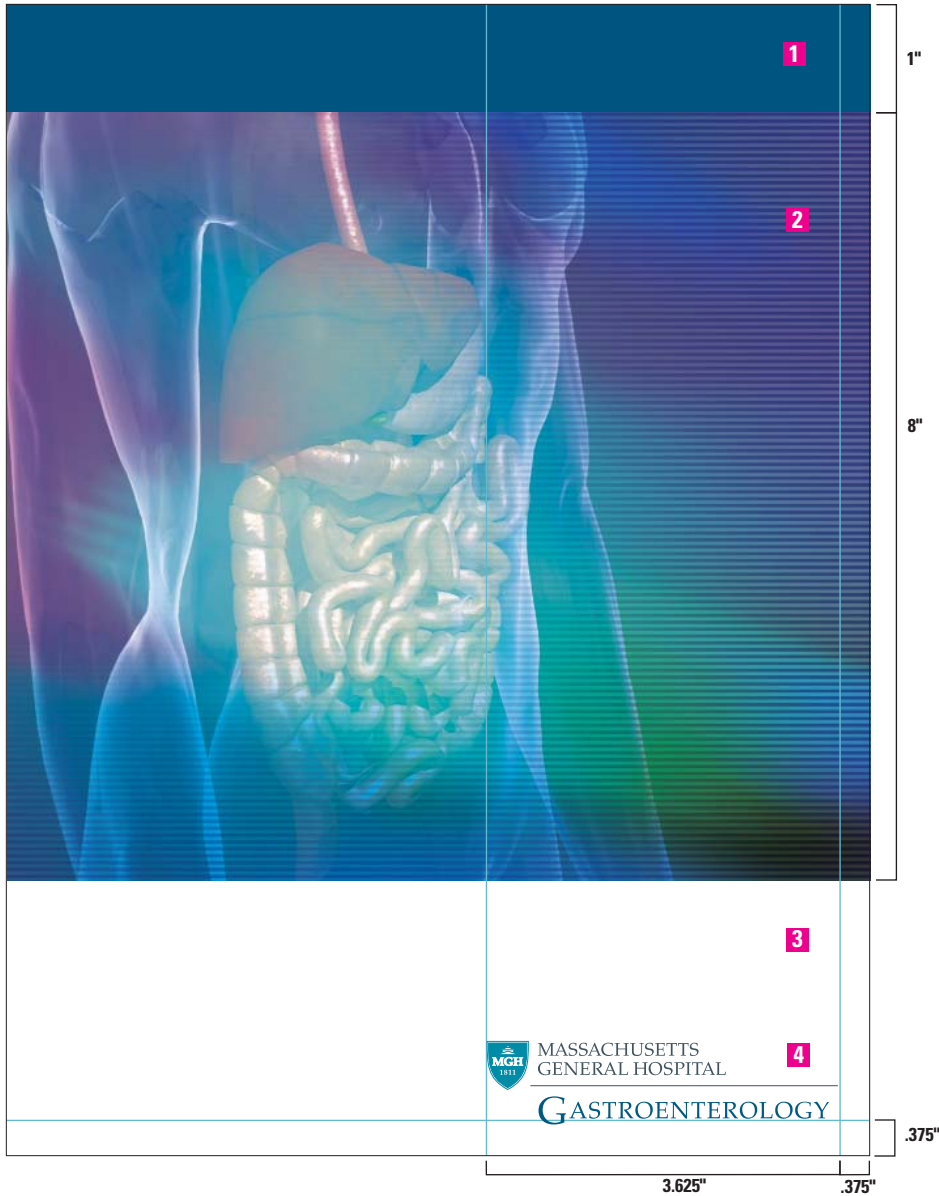
1 — 1"

2 — 8"

3

4 MASSACHUSETTS GENERAL HOSPITAL GASTROENTEROLOGY

.375"

3.625"   .375"

1 **Band** — Prints in 100% of PMS 302 or CMYK equivalent. Bleeds top, right and left, and is 1" deep.

2 **Visual Element** — This box is designated for the "GI Man" image. It is 8" tall and bleeds to the left and right.

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

4 **Gastroenterology Logo** — Position a 3.625" wide logo 4" from the right edge and .375" from the bottom edge. Take care to maintain non-encroachment area around logo. *Sample was developed using GASTRO_CMYK.eps logo file at 80% and positioning non-encroachment box in lower right corner.*

Folder Back Cover Grid (9" x 12")

The example indicates size and placement for back cover elements. A formatted template is available.

1 — 1"

1.625"

2
Massachusetts General Hospital
55 Fruit Street
Boston, MA 02114
(617) 726-2000 phone
(617) 726-2001 fax

www.massgeneral.org

3

4

MASSACHUSETTS
GENERAL HOSPITAL
GASTROENTEROLOGY

.375"

.5"   **3.625"**
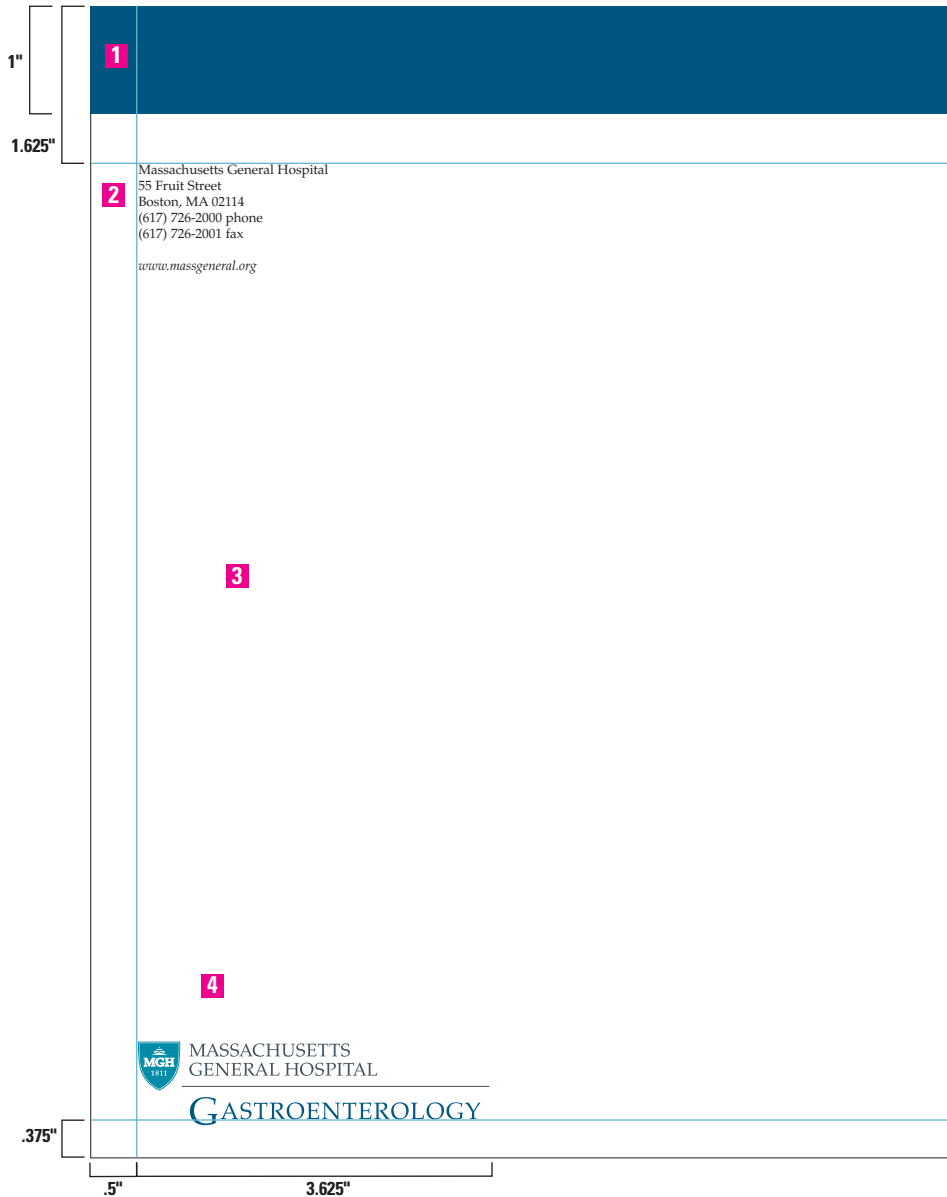
1 **Band** — Prints in 100% of PMS 302 or CMYK equivalent. Bleeds top, right and left, and is 1" deep.

2 **Address** — The address should be in Palatino 10/12. The Web site appears in Palatino Italic 10/12. Contact Information appears 1.625" from the top and .5" from the left edge, printing in black.

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

4 **Gastroenterology Logo** — Position a 3.625" wide logo .5" from the left edge and .375" from the bottom edge. Take care to maintain non-encroachment area around logo. *Sample was developed using MGH_PMS.eps logo file at 80% and positioning non-encroachment box along the bottom edge.*

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

1"
1.5"
8"
.5"
3"
.375"

MASSACHUSETTS
GENERAL HOSPITAL

GASTROENTEROLOGY
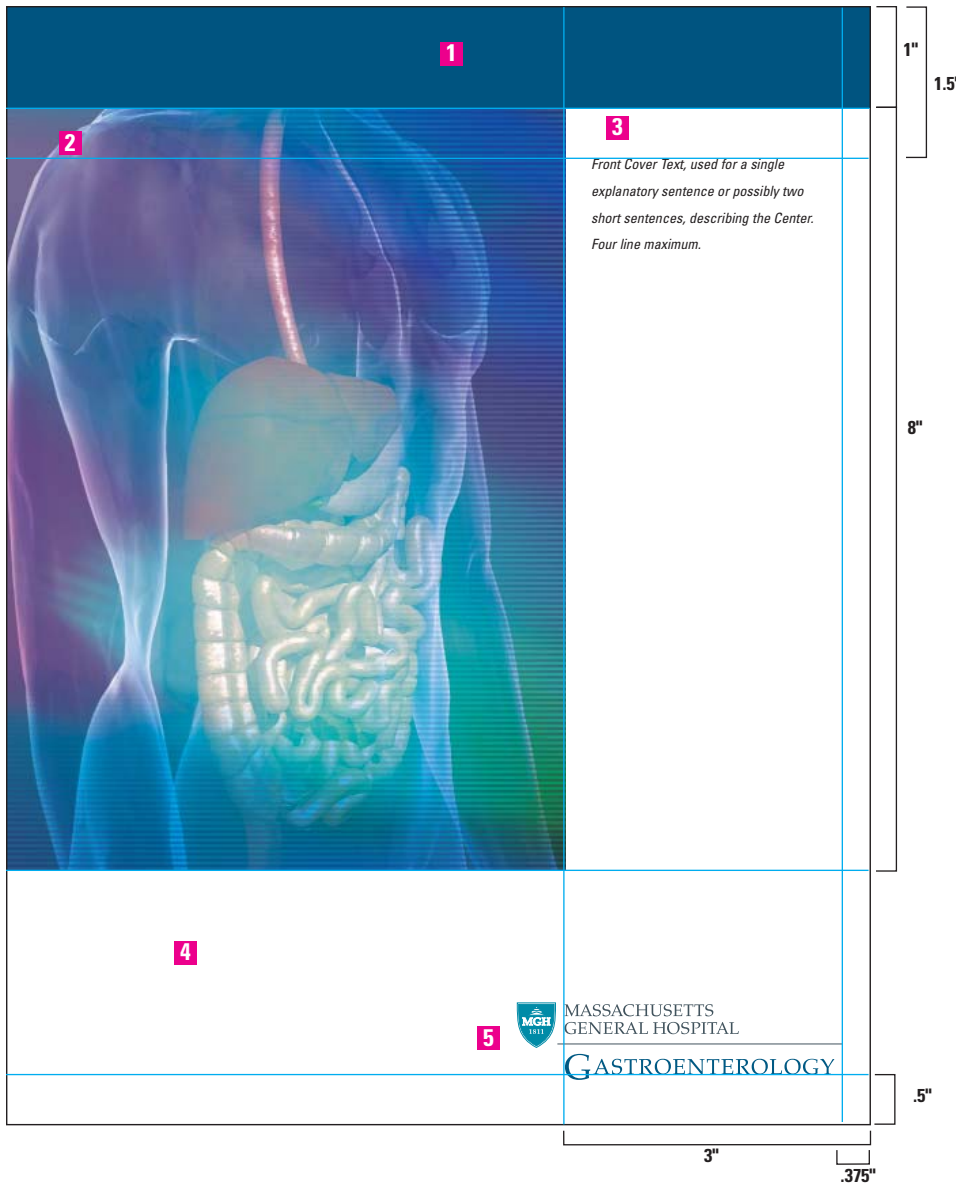
1 **Band** — Physician version prints in 100% of PMS 302 or CMYK equivalent. Bleeds top, right and left, and is 1" deep.

2 **Visual Element** — This box is designated for the GI Man 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 **Gastroenterology Logo** — Position a 3.2" wide logo .312" from the right edge and the baseline .5" from the bottom edge. Take care to maintain non-encroachment area around logo.

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

1"

1.5"

2

3

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

PHOTO

8"

4

MASSACHUSETTS
GENERAL HOSPITAL

5

GASTROENTEROLOGY

.5"

3"

.312"
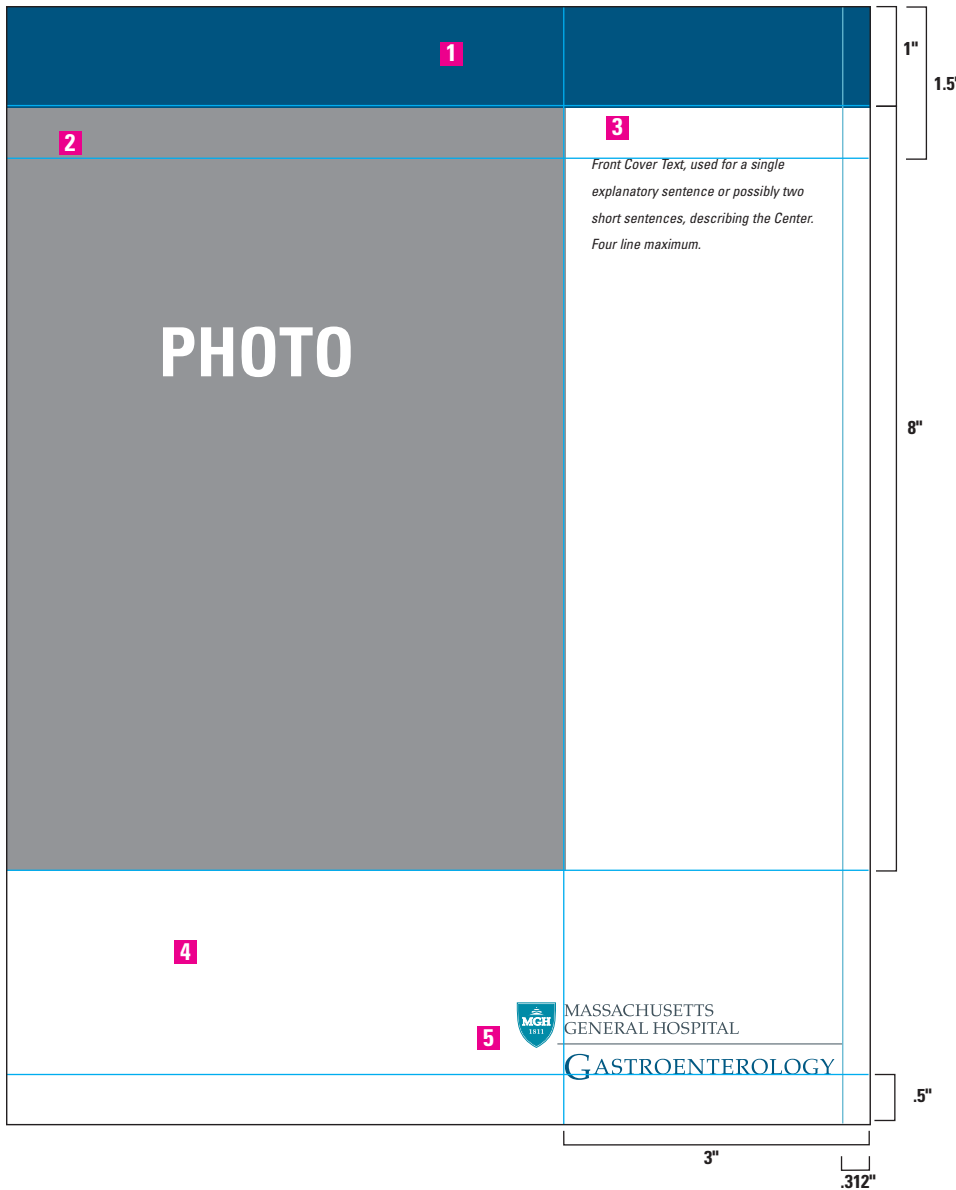
1 **Band** — Consumer version (left) uses a multitinted band in shades of PMS 302 or CMYK equivalent. Bleeds top, right and left, and is 1" deep.

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 **Gastroenterology Logo** — Position a 3.2" wide logo .312" from the right edge and the baseline .5" from the bottom edge. Take care to maintain non-encroachment area around logo.

Back Cover, All Audiences (8.5" x 11" brochure)

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. Formatted templates are available.

1"

1.5"

2

Massachusetts General Hospital
Gastroenterology

55 Fruit Street
Boston, MA 02114
Tel: 617-726-2000
Fax: 617-726-2001
massgeneral.org/gastro

3

4 MASSACHUSETTS
GENERAL HOSPITAL
GASTROENTEROLOGY

5 PARTNERS
HEALTHCARE

.5"

.5"   **3.5"**   **1.25"**   **.5"**
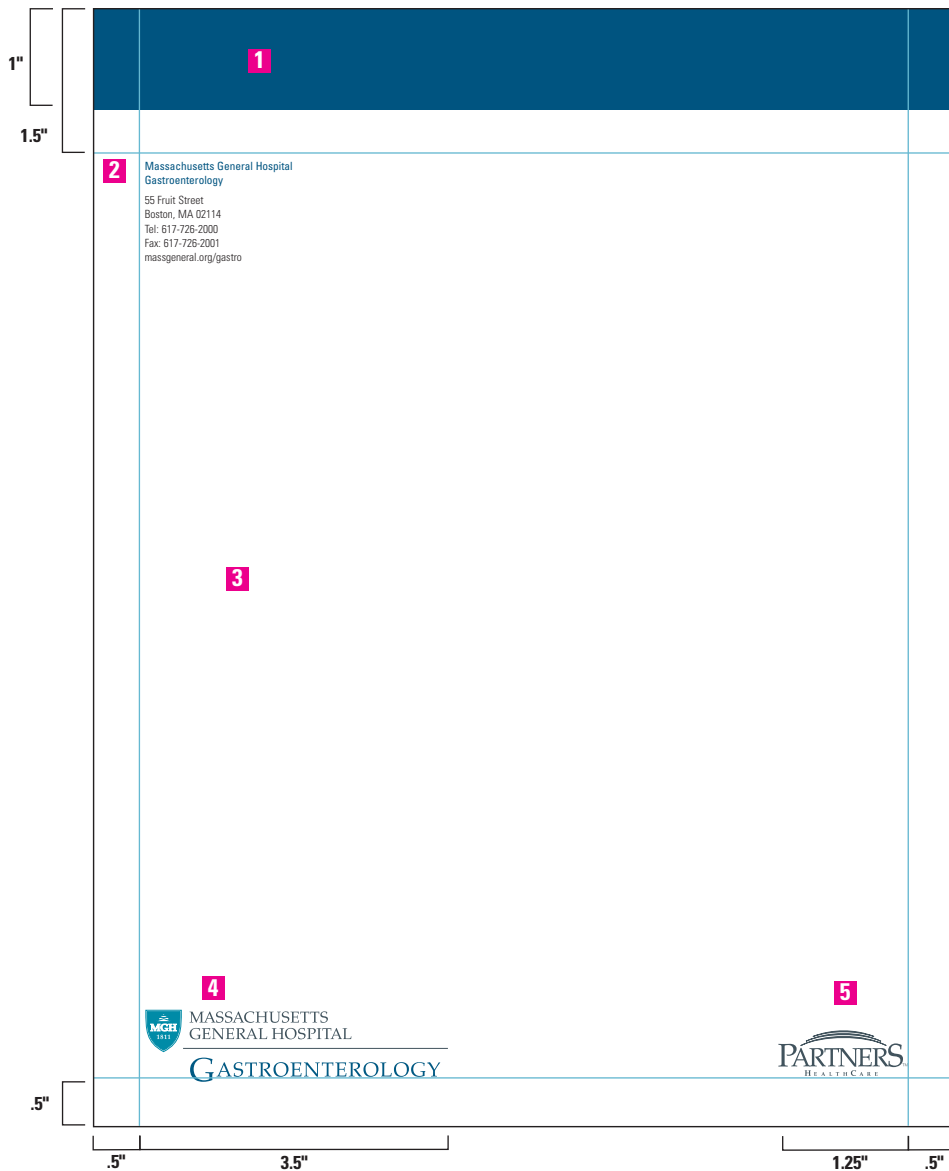
1 **Band** — Physician version uses a band in 100% of CMYK 302. Bleeds top, right and left, and is 1" deep.

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 **Gastroenterology Logo** — Position a 3.5" 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.

Interior Page Grids, All Audiences (8.5" x 11")

Use a three-column grid for 8.5" x 11" brochure interior spreads. Formatted templates are available.

Diagram labels and measurements:

1

2 Massachusetts General Hospital
Gastroenterology **3**

4 First paragraph, Palatino 14/18. 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, inter quos referendus erit? Veteresne poetas, an quos et praesens et postera respuat aetas? Iste quidem.

9

5 **SUBHEAD**
6 Body Text. 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.

CALL OUT BOX
8 Callout. 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 SPREAD ON TWO LINES
Body Text. 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.
- Bullet text
- Est vetus atque
- Veteresque
- Poemata
- Pretium quotus arroget
- Inter perfectos veteresque
- Scriptor abhinc annos centum

9

Subtitle Level 1 **2**
7 Lead In, Univers 67 Condensed Bold 10.5/14. 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? 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, 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 SPREAD ON TWO LINES
Body Text. 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
- 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, 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.

Body Text. 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.

Body Text. 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.

Margins (right): 1", 2", .5", .5"

Column widths (bottom): .5", 2.367", .2", 2.367", .2", 2.367", .5", .5", 2.367", .2", 2.367", .2", 2.367", .5"

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1 **Band** — Prints in CMYK 302. 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 456.

3 **Subtitle Level 2** — Univers Condensed Light 38/40, left aligned, upper/lower. Color is PMS 302.

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 302. 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 — Patient Audience (3.875" x 9")

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

.0625"
2.594"   1.219"
.375"
Title or Name of Center 1
1"
2
.0625"
3   4
2"
3.25"
.0625"
5
1.1875"
4.625"
6 *Siemelior agust plethorimus expurdis agiuaz settenterlus mimimum distantia emendata facit si lova poetas.*
7
8 MASSACHUSETTS GENERAL HOSPITAL
GASTROENTEROLOGY
.5"
.375"   3.5"
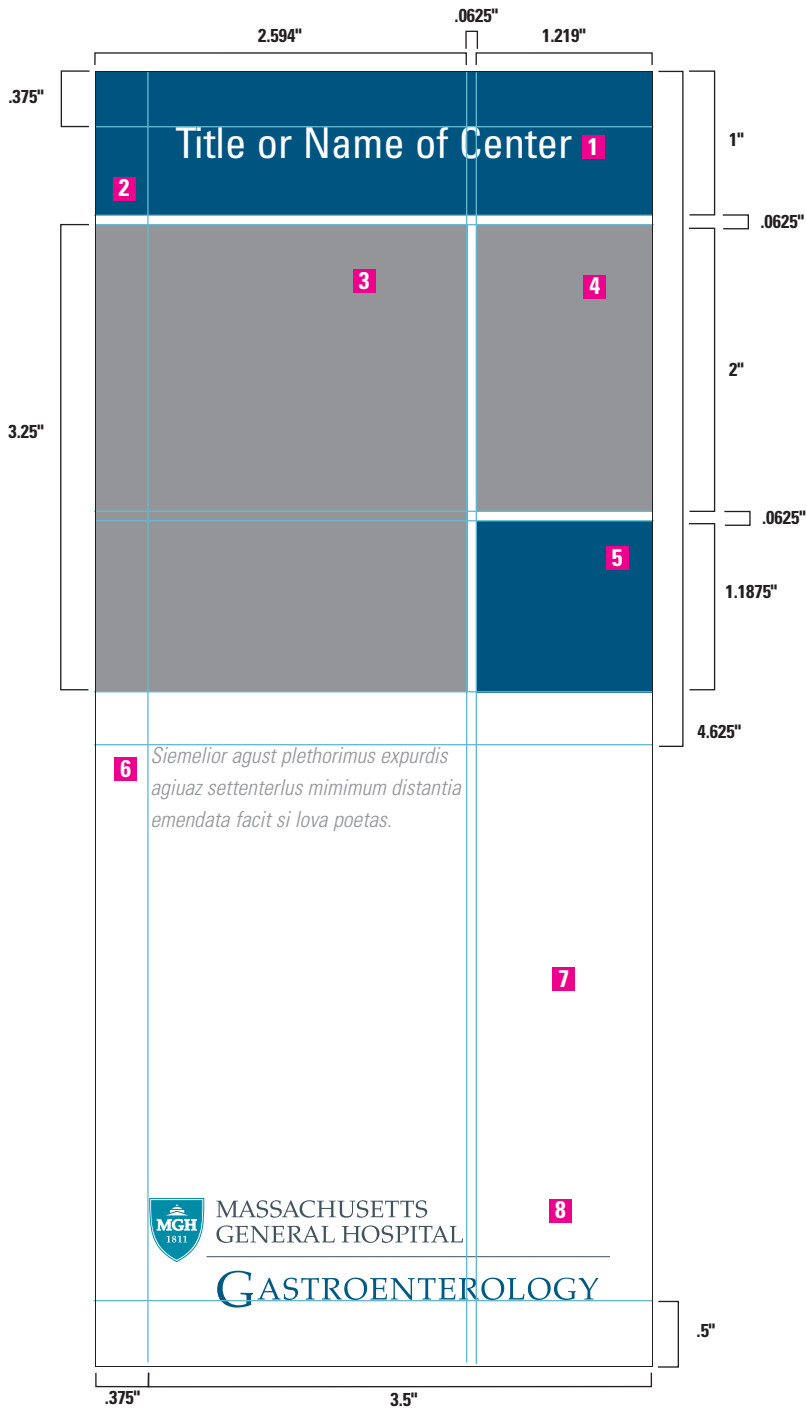
1 Title — Univers Condensed 20/24 knocking out of the solid color. Type is a single line, centered across the page, top aligned .375" from the head trim.

2 Band — Prints in 100% of PMS 302 or other color from the approved palette. Bleeds top, right and left, and is 1" deep.

3 Main Visual Element — This grey box indicates the area designated for the primary image, and should contain an "interaction" image in keeping with the guidelines described on page 4. It is 3.25" tall, and bleeds to the left.

4 Secondary Visual Element — This grey box indicates the area designated for the secondary image, and should contain an image indicative of the intended audience in terms of gender, age, etc. It is 2" tall and bleeds to the right.

5 Color Block — The color block is 100% of the color used for the band at the top of the piece.

6 Subtitle/Subhead Text — Univers Condensed Light Italic 11/16, left aligned, upper/lower. Color is 50% Black. This text block appears 4.625" from the top and .375" from the left.

7 Background Color — The background color is always white.

8 Gastroenterology Logo — Position a 3.375" wide logo .375" from the left edge and .5" from the bottom edge. Take care to maintain non-encroachment area around logo.

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.

Title or Name of Center 1

2

3   4

5

Siemelior agust plethorimus expurdis agiuaz settenterlus mimimum distantia emendata facit si lova poetas. 6

7

8

MGH MASSACHUSETTS GENERAL HOSPITAL

GASTROENTEROLOGY
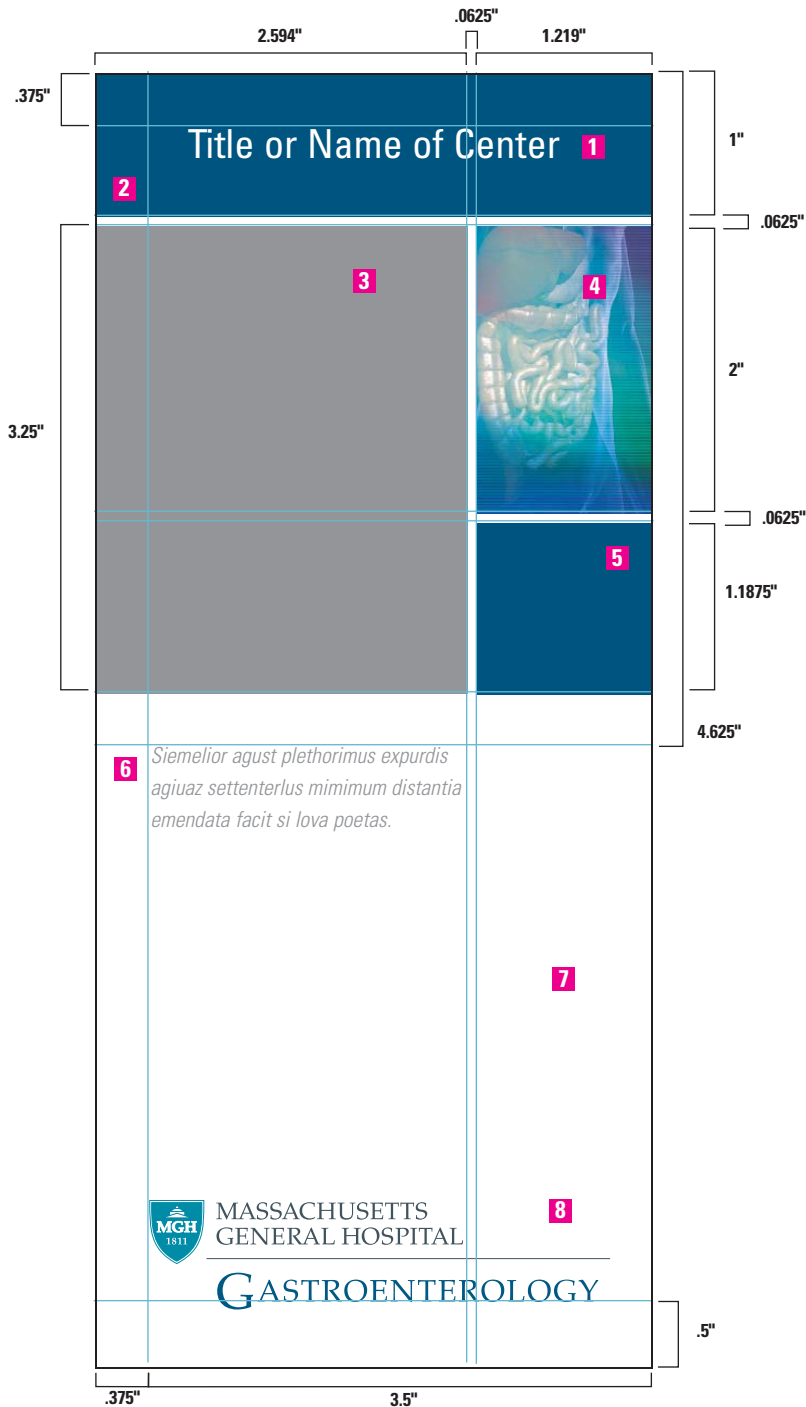
1 **Title** — Univers Condensed 18/22 knocking out of the solid color. Type is a single line, centered across the page, top aligned .375" from the head trim.

2 **Band** — Prints in 100% of PMS 302 or other color from the approved palette. Bleeds top, right and left, and is 1" deep.

3 **Main Visual Element** — This grey 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.

4 **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.

5 **Color Block** — The color block is 100% of the color used for the band at the top of the piece.

6 **Subtitle/Subhead Text** — Univers Condensed Light Italic 11/16, left aligned, upper/lower. Color is 50% black. This text block appears .375" from left edge.

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

8 **Gastroenterology Logo** — Position a 3.375" wide logo .375" from the left edge and .5" from the bottom edge. Take care to maintain non-encroachment area around logo.

Brochure Back Cover, All Audiences (3.875" x 9")

Use this grid for 3.875" x 9" rack brochure back covers for both consumer and physician audiences. The example indicates size and placement of elements. Formatted templates are available.
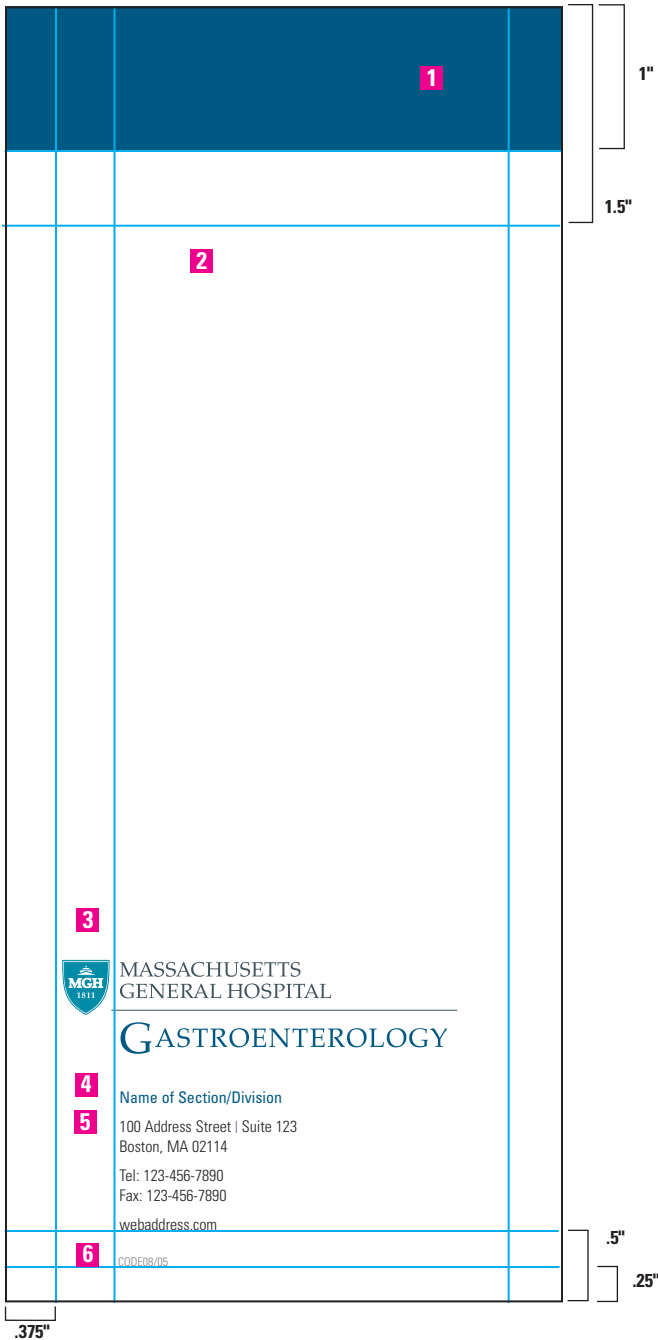
1 — **Band** — Prints in 100% of CMYK 302. Bleeds top, right and left, and is 1" deep.

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

3 — **Gastroenterology Logo** — Position a 2.75" 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 Gastroenterology 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 BACK-SLASH.)* 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.

MASSACHUSETTS GENERAL HOSPITAL

GASTROENTEROLOGY

Name of Section/Division

100 Address Street | Suite 123
Boston, MA 02114

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

webaddress.com

CODE08/05

1"
1.5"
.5"
.25"
.375"

Brochure Interior Page Grid (3.875" x 9")

Use this grid for 3.875" x 9" rack brochure interior spreads. The example shows a design for both audiences, and indicates size and placement of elements. 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

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

.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 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"

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 456. 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.

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.

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

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.

Subtitle Level 1
Subtitle Level 2

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 edisct 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 lova 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:

- Excludat iurgia finis
- Est vetus atque
- 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 GI Man image notches into the text. Text is Palatino 15/22, left aligned, white. Text is a main statement about the center or its capabilities.
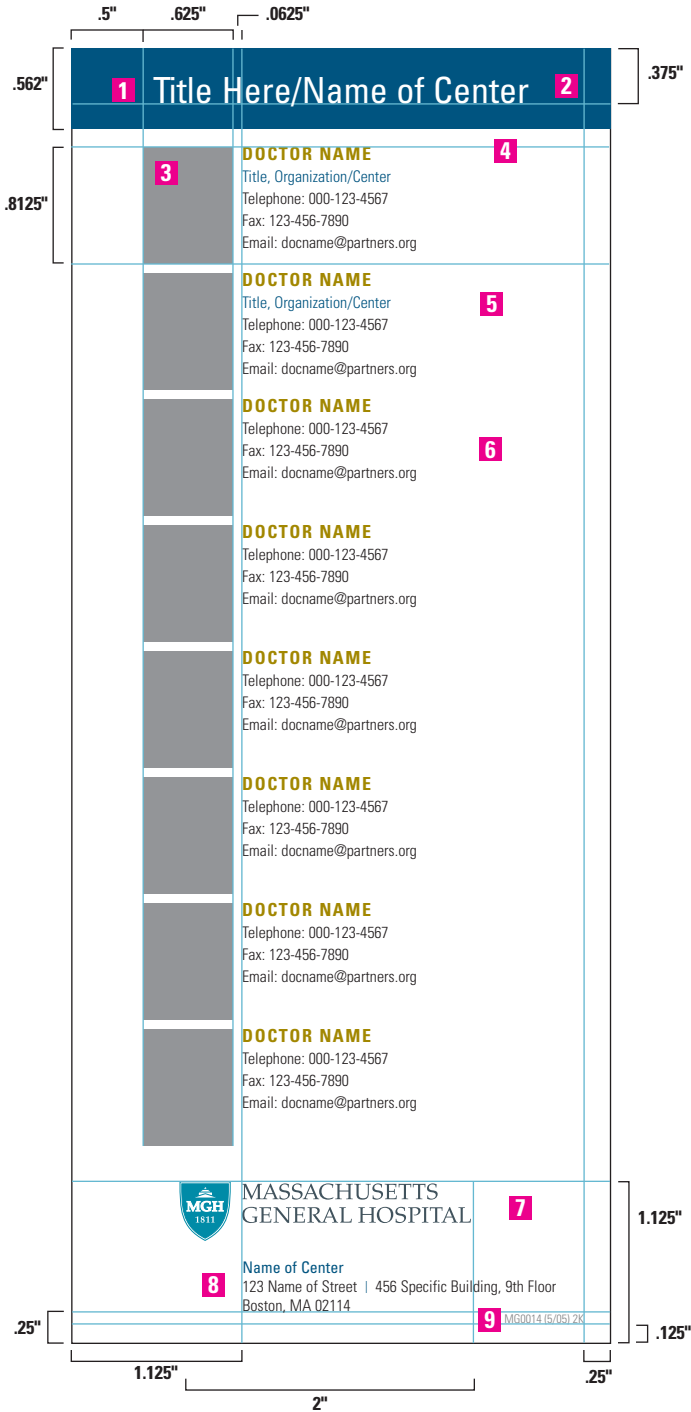
IFC Facing/Gate

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.

Title Here/Name of Center

[3] DOCTOR NAME
Title, Organization/Center
Telephone: 000-123-4567
Fax: 123-456-7890
Email: docname@partners.org

DOCTOR NAME
Title, Organization/Center
Telephone: 000-123-4567
Fax: 123-456-7890
Email: docname@partners.org

DOCTOR NAME
Telephone: 000-123-4567
Fax: 123-456-7890
Email: docname@partners.org

DOCTOR NAME
Telephone: 000-123-4567
Fax: 123-456-7890
Email: docname@partners.org

DOCTOR NAME
Telephone: 000-123-4567
Fax: 123-456-7890
Email: docname@partners.org

DOCTOR NAME
Telephone: 000-123-4567
Fax: 123-456-7890
Email: docname@partners.org

DOCTOR NAME
Telephone: 000-123-4567
Fax: 123-456-7890
Email: docname@partners.org

DOCTOR NAME
Telephone: 000-123-4567
Fax: 123-456-7890
Email: docname@partners.org

MASSACHUSETTS
GENERAL HOSPITAL

Name of Center
123 Name of Street | 456 Specific Building, 9th Floor
Boston, MA 02114

MG0014 (5/05) 2K

[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 302 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 456. 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 302.

[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 302. Address is Univers Condensed Light 8/10. Color is black. Separate elements on the same line with a 6 pt "|" in PMS 302.

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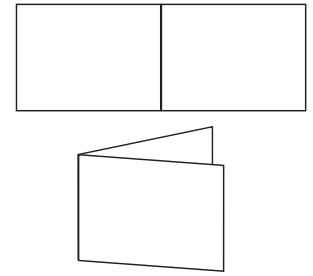
Use this grid for the exterior of Physician Announcements. The example indicates size and placement of elements. A formatted template is available.

Mailing Panel

.25" 2.687" .875" .25"

.25"

1"

MASSACHUSETTS
GENERAL HOSPITAL **1**

3 Non-Profit Org
U.S. Postage
PAID
Massachusetts
General Hospital

.75"

Crohn's and Colitis Center
2 100 Charles River Plaza | 9th Floor
Boston MA, 02114

Front Cover

1.5" .25" .25"

2"

5 **4**

1.375"

Massachusetts General Hospital is
pleased to announce the appointment of a **6**

2.25"

7 New Physician at the
Crohn's and Colitis Center

MASSACHUSETTS
GENERAL HOSPITAL **8**
GASTROENTEROLOGY

.375"

1.75" 3.1875" .25"

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** — Service center is Univers Condensed 9/11, left aligned, upper/lower, color to match band; space after paragraph is .035". Address is Univers Condensed Light 9/11, left aligned, upper/lower. Color is black. Align text block on left with logo text. Separate elements on the same line with a 7 pt "|" in band color, baseline shifted 1.25 pt.

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 302 or other color from palette. Bleeds top, right and left, and is 2" deep.

5 **GI Visual Element** — This box is designated for the "GI Man" 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 **Gastroenterology Logo** — Position a 3.1875" wide logo .25" from the left edge. Position baseline of Gastroenterology text .375" from bottom edge. Take care to maintain non-encroachment area all around logo.

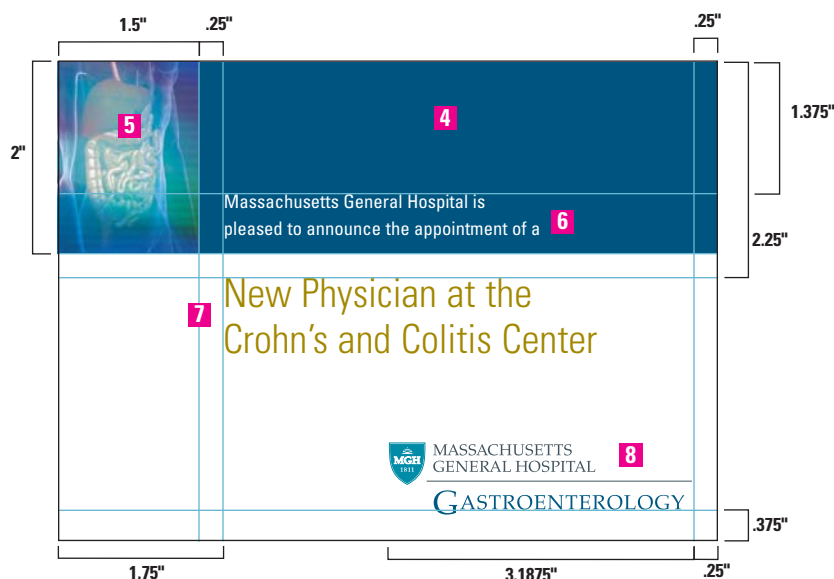# Physician Announcement Interior
(14" x 5" flat; 7" x 5" folded)

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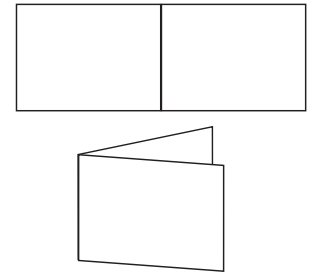
Left Panel

.5" | 5.75" | .75"

1.312"

1

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.

Orbilium dictare; sed emendata videri pulchraque et exactis minimum distantia miror. Inter quae verbum emicuit si forte decorum, et si versus paulo concinnior unus et alter, iniuste totum ducit venditque poema.

.25"

Right Panel

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

3
.5"

4

5 Doctor M. Name, MD
Co-Director, Foot and Ankle Service
Phone (123) 456-7890 | Fax (234) 567-8901 **6**

1.312"

1.5"

1.75"

7 Education
Medical Degree: State University of New York at Buffalo, 1995

Residency
University of Rochester, Strong Memorial Hospital, Rochester, NY, General Surgery, June 1995 to June 1997

8 University Hospitals of Cleveland, Case Western Reserve University, Cleveland, OH, Orthopaedic Surgery, July 1997 to July 2001

Fellowship
The Hospital for Special Surgery, Cornell University, New York, NY, Foot and Ankle Surgery, August 2001 to July 31, 2002

Board Certification
Board Eligible

Clinical Interests
Adult foot deformities, degenerative conditions of the foot and ankle, diabetes related foot problems, injuries to the foot and ankle

.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 center or service line. 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.

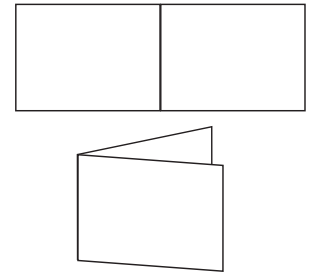**4** **Doctor Photo** — Photo is 1/38" wide by 1.75" high, and is placed .5" from the top and left edges.
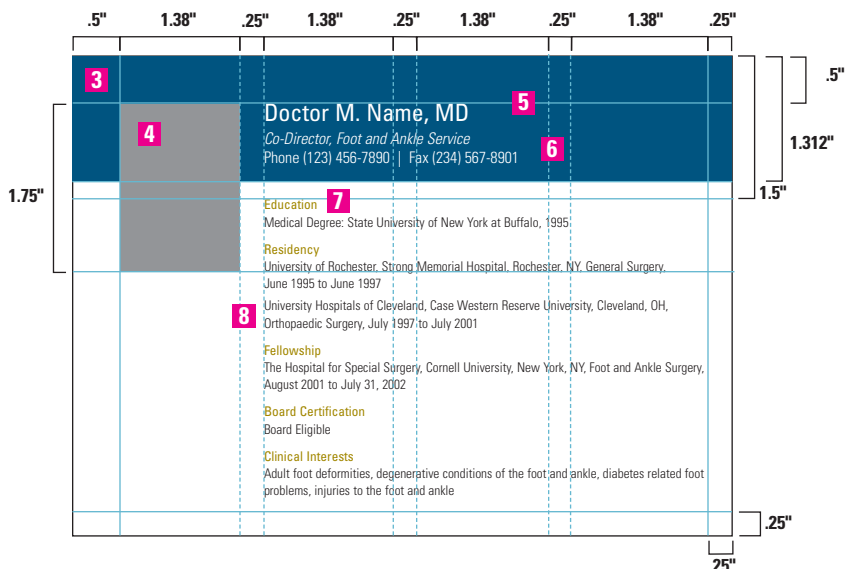
5 **Doctor Name** — Univers Condensed 18/24, left aligned, upper/lower, white. Space after paragraph is .02". Appears .5" from top edge.

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

.25" **3.125"** **.25"** **3.125"** **.25"**

Doctor M. Name, MD [1]
Co-Director, Foot and Ankle Service
Phone (123) 456-7890 | Fax (234) 567-8910

Doctor S. Name, MD [2]
Co-Director, Foot and Ankle Service
Phone (234) 567-8901 | Fax (345) 678-9012 [3]

.25"
1"
1.125"

Education [4]
Medical Degree: State University of New
York at Buffalo, 1995

Residency
University of Rochester, Strong Memorial
Hospital, Rochester, NY, General Surgery,
June 1995 to June 1997

University Hospitals of Cleveland, Case
Western Reserve University, Cleveland, OH, Orthopaedic Surgery,
July 1997 to July 2001

Fellowship
The Hospital for Special Surgery, Cornell University, New York, NY,
Foot and Ankle Surgery, August 2001 to July 31, 2002

Board Certification
Board Eligible

Clinical Interests
Adult foot deformities, degenerative conditions of the foot and
ankle, diabetes related foot problems, injuries to the foot and ankle

Education [5]
Medical Degree: State University of New
York at Buffalo, 1995

Residency [6]
University of Rochester, Strong Memorial
Hospital, Rochester, NY, General Surgery,
June 1995 to June 1997

University Hospitals of Cleveland, Case
Western Reserve University, Cleveland, OH, Orthopaedic Surgery,
July 1997 to July 2001

Fellowship
The Hospital for Special Surgery, Cornell University, New York, NY,
Foot and Ankle Surgery, August 2001 to July 31, 2002

Board Certification
Board Eligible

Clinical Interests
Adult foot deformities, degenerative conditions of the foot and
ankle, diabetes related foot problems, injuries to the foot and ankle

.25"
.25"

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

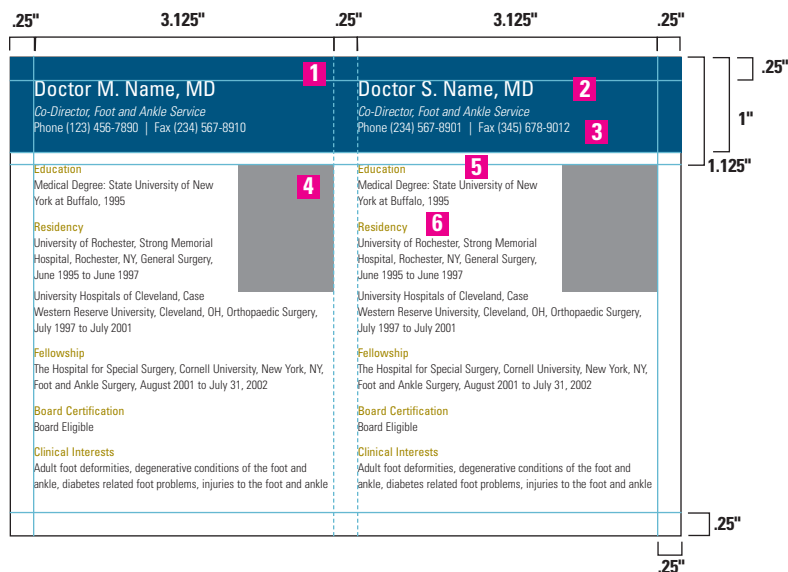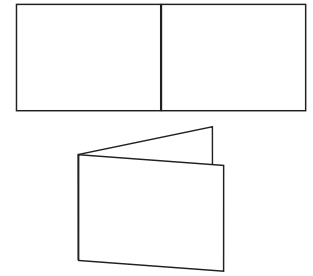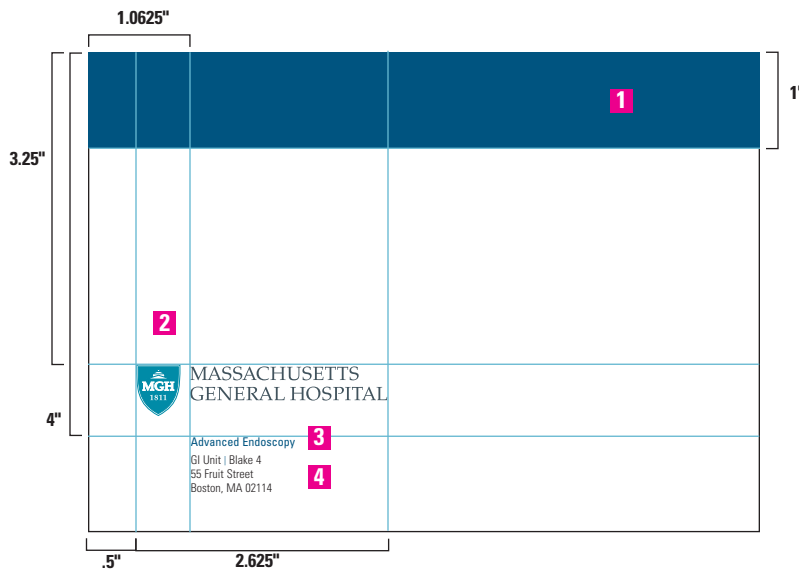[2] **Doctor Photo** — Photo is 1.325" wide by 1" high, and is placed 1.125" from the top edge aligned to the left side of the column.

[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 (14" x 5" flat; 7" x 5" folded)

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

Back Cover

1.0625"

3.25"

1"

1

2

4"

MASSACHUSETTS
GENERAL HOSPITAL

Advanced Endoscopy
GI Unit | Blake 4
55 Fruit Street
Boston, MA 02114

3

4

.5"   2.625"

Front Cover

1.75"

2.5"

1"

1.25"

1

.0625"

5

2.5"

Name of Event for Invitation

WEEKDAY, MONTH 00, 2005

7

8

Building or Street Address
Medical Unit
Room Number
Boston, MA

9

.0625"

1.375"

6

MASSACHUSETTS
GENERAL HOSPITAL

GASTROENTEROLOGY

10

1"

3"   .25"

---

1 **Band** — Prints in 100% of PMS 302 or other color from palette. Bleeds top, right and left, and is 1" deep.

2 **Mass General Logo** — Position a 2.687" wide logo 3.25" from the top and .5" from the left edge. Take care to maintain non-encroachment area all around logo.

3 **Service Line/Center Name** — Text block starts 4" from top edge, and 1.0625" from left edge. Univers Condensed 9/11, left aligned, upper/lower, PMS 302. Space after paragraph is .035".

4 **Address** — Univers Condensed Light 9/11, left aligned, upper/lower, black. Individual elements of the address on the same line are separated by a 7 pt "|" baseline shifted 1.25 pt.
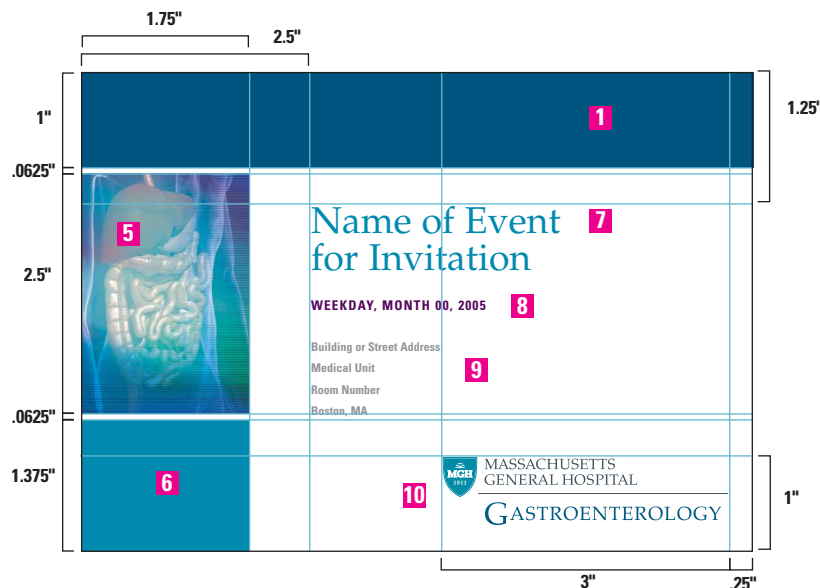
5 **GI Visual Element** — This box is designated for the "GI Man" image. It is 2.5" tall, 1.75" wide.

6 **Color Block** — The color block is 100% of PMS 633. It is 1.375" tall and 1.75" wide.

7 **Event Name** — Palatino 28/28, left aligned, upper/lower, PMS 633. Space after paragraph is .2".

8 **Event Date** — Univers Condensed Bold 10/16, left aligned, upper/lower, PMS 2622, track +20. Space after paragraph is .2".
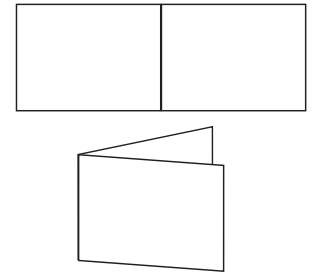
9 **Event Location** — Univers Condensed Bold 9/16, left aligned, upper/lower, 50% black.

10 **Gastroenterology Logo** — Position a 3" wide logo .25" from the left edge and 1" from bottom edge. Take care to maintain non-encroachment area all around logo.
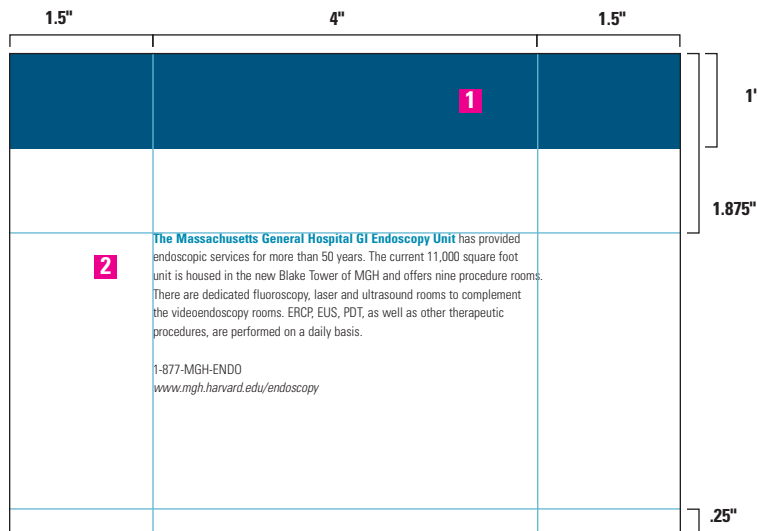
Invitation Template Interior
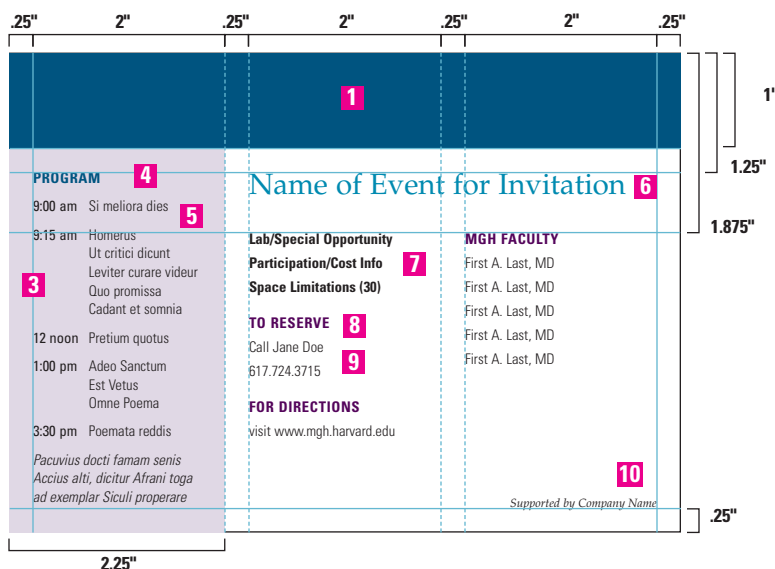# 14" x 5" flat; 7" x 5" folded

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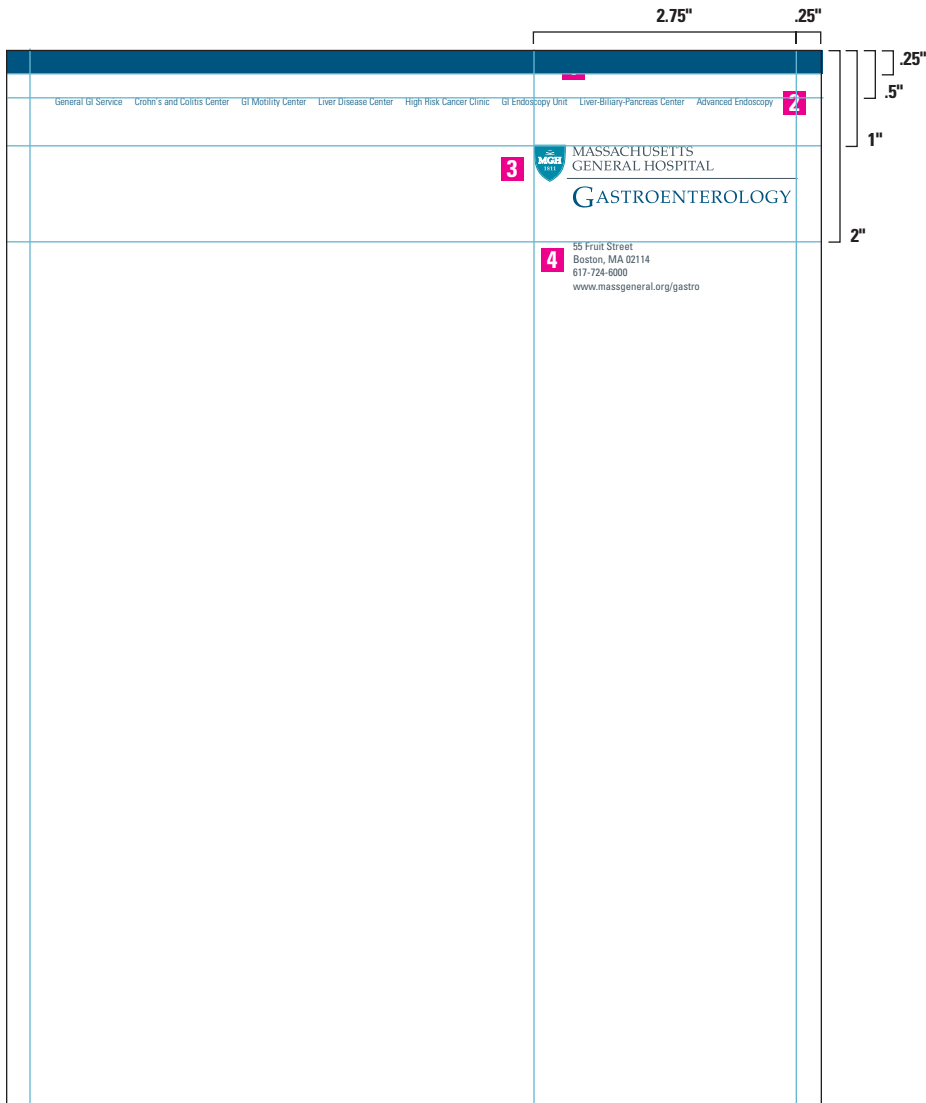
Left Panel

1.5"	4"	1.5"

1 — 1"

— 1.875"

The Massachusetts General Hospital GI Endoscopy Unit has provided endoscopic services for more than 50 years. The current 11,000 square foot unit is housed in the new Blake Tower of MGH and offers nine procedure rooms. There are dedicated fluoroscopy, laser and ultrasound rooms to complement the videoendoscopy rooms. ERCP, EUS, PDT, as well as other therapeutic procedures, are performed on a daily basis.

2

1-877-MGH-ENDO
www.mgh.harvard.edu/endoscopy

.25"

Right Panel

.25"	2"	.25"	2"	.25"	2"	.25"

1 — 1"

— 1.25"

— 1.875"

PROGRAM **4**   Name of Event for Invitation **6**

9:00 am   Si meliora dies **5**

9:15 am   Homerus   **Lab/Special Opportunity**   **MGH FACULTY**
          Ut critici dicunt   **Participation/Cost Info** **7**   First A. Last, MD
          Leviter curare videur **Space Limitations (30)**   First A. Last, MD
3   Quo promissa   First A. Last, MD
          Cadant et somnia   **TO RESERVE** **8**   First A. Last, MD

12 noon   Pretium quotus   Call Jane Doe   First A. Last, MD
1:00 pm   Adeo Sanctum   617.724.3715 **9**
          Est Vetus
          Omne Poema   **FOR DIRECTIONS**
3:30 pm   Poemata reddis   visit www.mgh.harvard.edu

Pacuvius docti famam senis
Accius alti, dicitur Afrani toga   **10**
ad exemplar Siculi properare

                                                Supported by Company Name

.25"

2.25"

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1 **Band** — Prints in 100% of PMS 302 or other color from palette. Bleeds top, right and left, and is 1" deep.

2 **About Text** — This text block gives information about the specific center or unit hosting the event. It is Univers Condensed Light 10/14, upper/lower, black; space after paragraph is .2". Center or Unit name appears in Univers Condensed Bold 10/14, PMS 633. Web address appears in Univers Condensed Light Italic 10/14.

3 **Tint Color Block** — A tinted color block, 10% of PMS 2622, appears behind the program information. It is 2.25" wide and 4" tall.

4 **Program Heading** — Univers Condensed Bold 11/14, all caps, track +10, PMS 302. Space after paragraph is .1".

5 **Time/Program Listing** — Time is Univers Condensed Bold 11/14, Programs are Univers Condensed Light 11/14; left aligned, upper/lower, .125" tab space between, black. Space after paragraph is .1". Additional program information appears in Univers Condensed Italic, 11/14.

6 **Event Name** — Palatino 22/28, left aligned, PMS 633, upper/lower.

7 **Participation Info** — Univers Bold Condensed, 11/18, upper/lower, black.

8 **Subhead** — Univers Condensed Bold 11/14, all caps, track +10, PMS 2622. Space after paragraph is .1".

9 **Invitation Info** — Univers Condensed Light 11/18; left aligned, upper/lower, 0.125", black. Space after paragraph is .1".

10 **Sponsorship** — Palatino Italic, 9/11; right aligned, upper/lower, black. This text aligns .25" from bottom and right edges.

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.
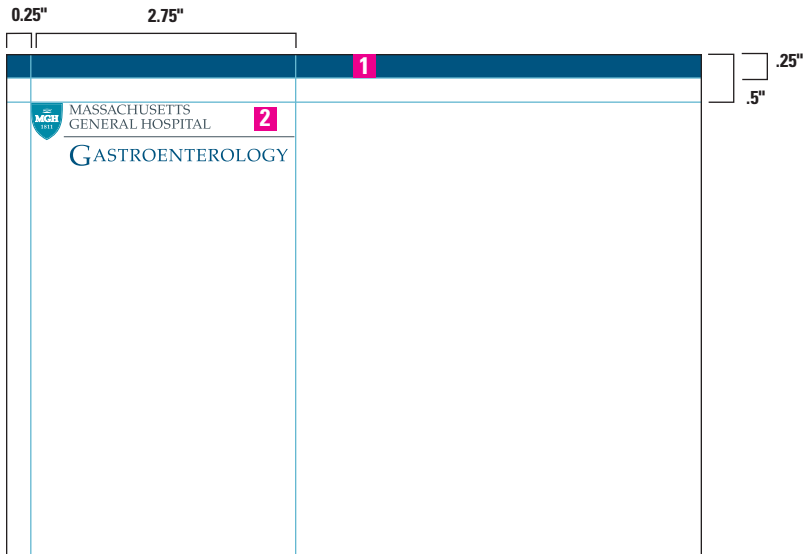
1 **Band** — Prints in 100% of PMS 302 or CMYK equivalent. Bleeds top, right and left, and is 0.25" deep on front.

2 **Gastroenterology Logo** — Position a 2.75" 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 **Service Center 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 a 9 pt "|" baseline shifted 1.25 pt with two spaces on either side.

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.
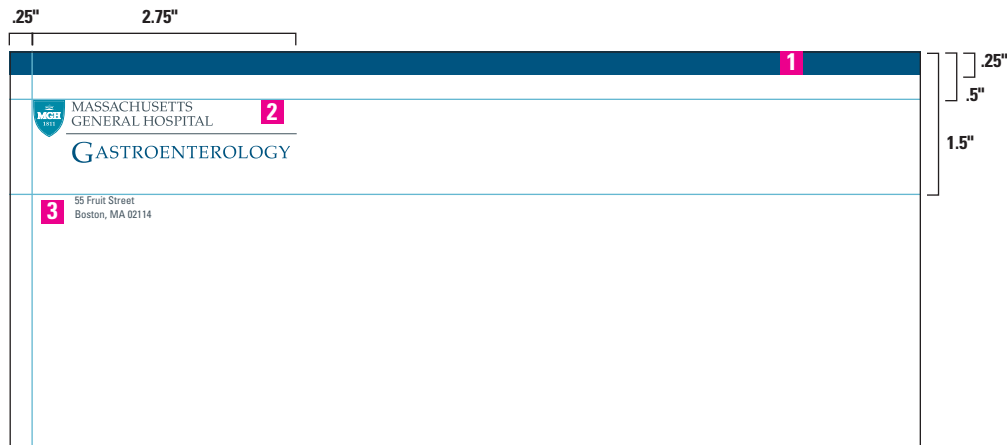
2.75"　　　**.25"**

General GI Service　Crohn's and Colitis Center　GI Motility Center　Liver Disease Center　High Risk Cancer Clinic　GI Endoscopy Unit　Liver-Biliary-Pancreas Center　Advanced Endoscopy

MASSACHUSETTS GENERAL HOSPITAL

GASTROENTEROLOGY

55 Fruit Street
Boston, MA 02114
617-724-6000
www.massgeneral.org/gastro

.25"
.5"
1"
2"

1 **Band** — Prints in 100% of PMS 302 or CMYK equivalent. Bleeds top, right and left, and is .25" deep.

2 **Service Lines** — Univers Condensed Light 7.5 pt, centered, upper/lower. Color to match band. Appears .5" from top edge.

3 **Gastroenterology Logo** — Position a 2.75" wide logo .25" from the left edge and 1" from the top edge. Take care to maintain non-encroachment area around logo.

4 **Address** — Univers Condensed 8/10. Contact Information appears 2" from the top and aligns on the left with the logo text, 2.594" from the right edge.

#10 Envelope

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

Front

.25"   2.75"

| 1 |
.25"
.5"

MASSACHUSETTS
GENERAL HOSPITAL
| 2 |
GASTROENTEROLOGY

1.5"

| 3 | 55 Fruit Street
Boston, MA 02114

Back

| 1 |
1"

| 2 | Cardiology/Vascular Medicine   Cardiac Surgery   Nephrology   Neurology   Neurosurgery   Vascular Radiology   Vascular and Endovascular Surgery
2"

Alternate With No Bleeds

.25"   2.75"

MASSACHUSETTS
GENERAL HOSPITAL
| 1 |
GASTROENTEROLOGY

.25"

1.25"

| 2 | 55 Fruit Street
Boston, MA 02114

Front

☐1 **Band** — Prints in 100% of PMS 302 or CMYK equivalent. Bleeds top, right and left, and is .25" deep.

☐2 **Gastroenterology Logo** — Position a 2.75" 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.
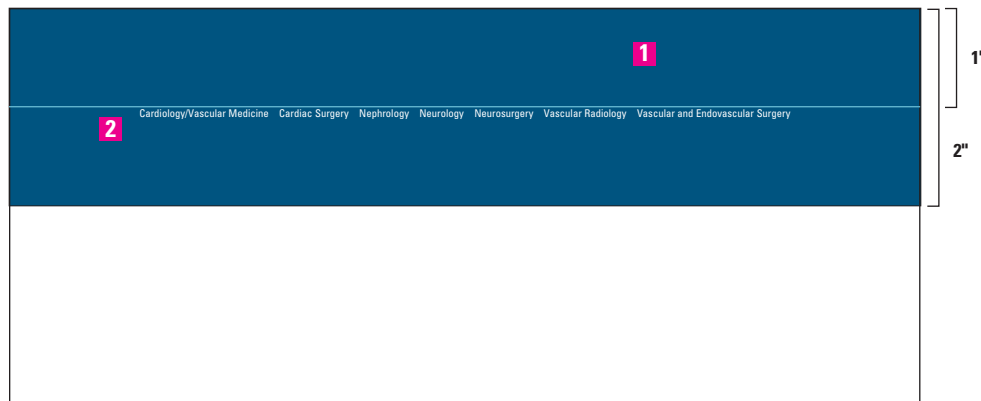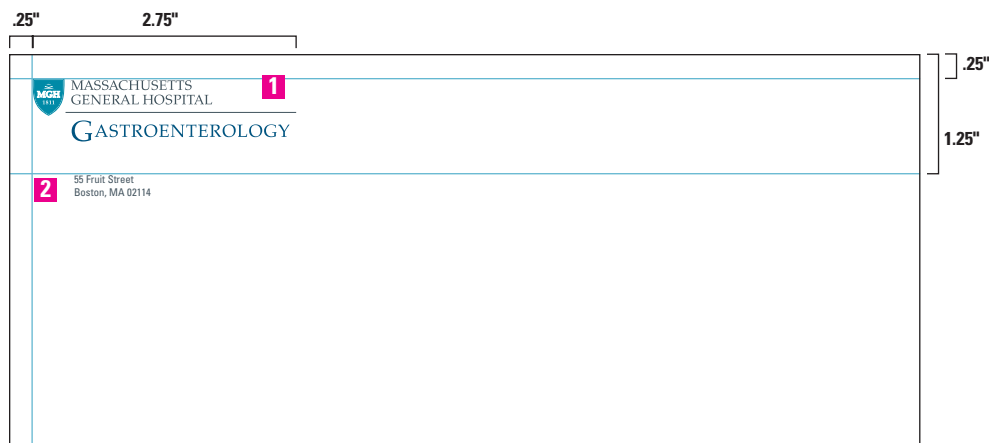
Back

☐1 **Band** — Prints in 100% of PMS 302 or CMYK equivalent. Bleeds top, right and left, and is 2" deep.

☐2 **Service Lines** — Univers Condensed 8/13, centered with 3 spaces between each, upper/lower, white, appearing 1" from the top edge.
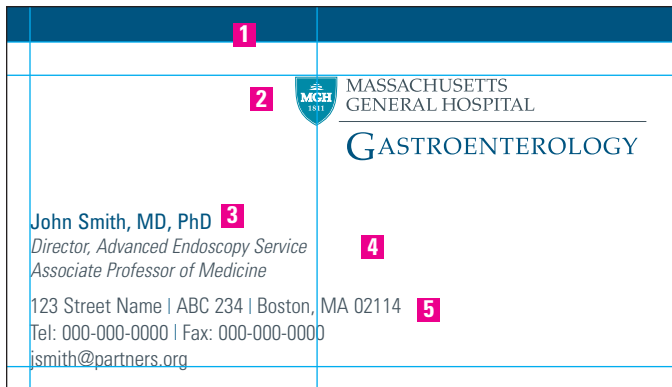
Alternate, No Bleeds

☐1 **Gastroenterology Logo** — Position a 2.75" 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.

Business Cards

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

MASSACHUSETTS
GENERAL HOSPITAL

GASTROENTEROLOGY

John Smith, MD, PhD
Director, Advanced Endoscopy Service
Associate Professor of Medicine

123 Street Name | ABC 234 | Boston, MA 02114
Tel: 000-000-0000 | Fax: 000-000-0000
jsmith@partners.org

1   **Band** — Prints in 100% of PMS 302 or CMYK equivalent. Bleeds top, right and left, and is .187" deep.

2   **Gastroenterology Logo** — Position a 1.875" wide logo .375" from the top and 2" 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 302, 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 302. *(This character appears on the keyboard above the backslash, and is achieved by pressing SHIFT BACKSLASH.)*

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.*

7 MGH MASSACHUSETTS GENERAL HOSPITAL
GASTROENTEROLOGY

8 GASTROENTEROLOGY 55 Fruit Street | Boston, MA 02114
1-617-000-0000 | massgeneral.org/gastro

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*

7 MGH MASSACHUSETTS GENERAL HOSPITAL
GASTROENTEROLOGY

8 GASTROENTEROLOGY 55 Fruit Street | Boston, MA 02114
1-617-000-0000 | massgeneral.org/gastro

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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 **Gastroenterology 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** — Gastroenterology is Univers Condensed 8/10, left aligned, all caps, black; Remainder of Signature is Univers Condensed Light 8/10. Address is separated from Gastroenterology 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.