



MASSACHUSETTS  
EYE AND EAR

## Logo Usage Guidelines

These logo guidelines are confidential and are to be used only by Mass. Eye and Ear personnel and approved vendors.

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## Acceptable Logo Formats

The standard and preferred version of the logo is in a **horizontal** format, with the icon on the left and the name of the organization on the right.

If space prohibits use of the standard logo, the **vertical** version may be used instead.

### HORIZONTAL



MASSACHUSETTS  
EYE AND EAR

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### VERTICAL



MASSACHUSETTS  
EYE AND EAR

## Logo Colors

The logo can be used:

- (1) in **full color** on a white background,
- (2) in **black** on a white background,
- (3) or **reversed** out of a solid black or Partners blue background.



### Pantone 633

C:98 M:6 Y:10 K:29  
R:0 G:138 B:176  
#008ab0



### Pantone 432

C:23 M:2 Y:0 K:77  
R:69 G:85 B:96  
#455560

### FULL COLOR



MASSACHUSETTS  
EYE AND EAR

**Symbol:** Pantone 633

**Letters:** Pantone 432

**Background:** White

### BLACK



MASSACHUSETTS  
EYE AND EAR

**Symbol:** 100% Black

**Letters:** 100% Black

**Background:** White

### REVERSED - PREFERRED REVERSED VERSION



MASSACHUSETTS  
EYE AND EAR

**Symbol:** White

**Letters:** White

**Background:** 100% Partners Blue

### ON A LIGHT BACKGROUND



MASSACHUSETTS  
EYE AND EAR

**Symbol:** Pantone 633

**Letters:** Pantone 432

**Background:** 10% Partners Blue

## Clear Space Requirements

Clear space is the margin around a logo that is kept free of text, imagery, or graphic elements to give the logo maximum visibility.

The space around the logo should equal the height of the letters.



# Minimum Size Requirements

Minimum size requirements along with the use of clear space give the logo maximum visibility. The logo should never be used at a size smaller than indicated here.

When used at the minimum size, the text in the logos is 6 point. Any smaller and the text starts to become illegible.

## HORIZONTAL



When using a location specific logo, the text is smaller than in the original size. Use the sizes below for those circumstances,

## HORIZONTAL



## VERTICAL



When using the reversed logo, do not allow the text to get smaller than 7 point. If using for print, check with the vendor if there is a minimum size for white copy.

## HORIZONTAL



## Typography

The text in the logo is set in **Palatino Roman, all caps**. No other weight or style of Palatino should be used.



MASSACHUSETTS  
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### PALATINO ROMAN

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

## How NOT to Use the Logo

Always use the logo's original artwork. Never rebuild, re-draw, re-create, or distort the logo.

**DO NOT** distort



**DO NOT** change any colors



**DO NOT** change the typeface



**DO NOT** show the logo with department/  
specialty under the line or rule



**DO NOT** rearrange elements



**DO NOT** place on a busy background



**DO NOT** place on a white background  
over another solid background



## File Types & When to Use Them

This section outlines when and where to use the various file types of the logo.

### **.EPS/.AI**

The .eps/.ai file of the logo should be used for all professionally printed materials (ads, brochures, signs, etc). This file format is based on vector points, not pixels, and can be scaled up or down as much as desired without loss of resolution. An .eps/.ai file cannot be opened unless you have the appropriate design software.

### **.PNG**

The .png file of the logo should be used for web projects only. This file has a transparent background and is optimized for web usage. This file cannot be scaled up without losing resolution.

### **.JPG**

The .jpg file of the logo should be used for Word, PowerPoint, or other templates. This file does not have a transparent background, and also cannot be scaled up without losing resolution.

**CMYK** - CMYK logos should be used for print use only.

**RGB** - RGB logos should be used for web and display use only.



# Brand Family

MASS. EYE AND EAR DEPARTMENT/SPECIALTY

MASSACHUSETTS EYE AND EAR



MASSACHUSETTS EYE AND EAR DEPARTMENT EXAMPLE



MASS. EYE AND EAR LOCATION

MASSACHUSETTS EYE AND EAR SUBURBAN SITE EXAMPLE



INSTITUTIONAL PARTNERSHIPS

MASSACHUSETTS EYE AND EAR AND HARVARD MEDICAL SCHOOL TEACHING HOSPITAL



HARVARD MEDICAL SCHOOL DEPARTMENT OF OPHTHALMOLOGY



HARVARD MEDICAL SCHOOL DEPARTMENT OF OTOLARYNGOLOGY



MEMBER OF PARTNERS HEALTHCARE

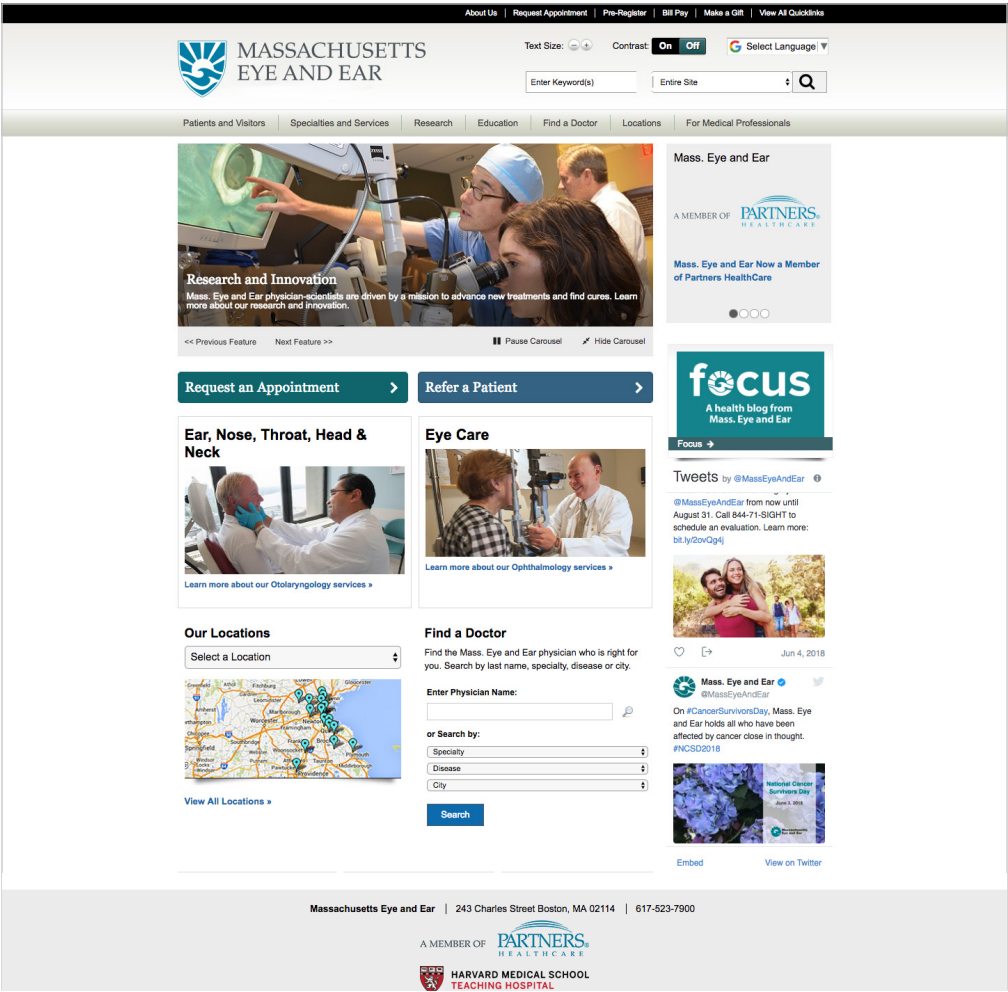
MEMBER OF PARTNERS HEALTHCARE EXAMPLE



# Examples - Digital

This section outlines how to use the logo for digital.

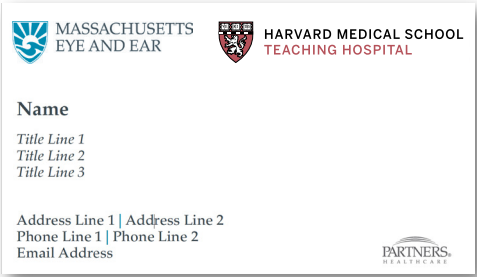
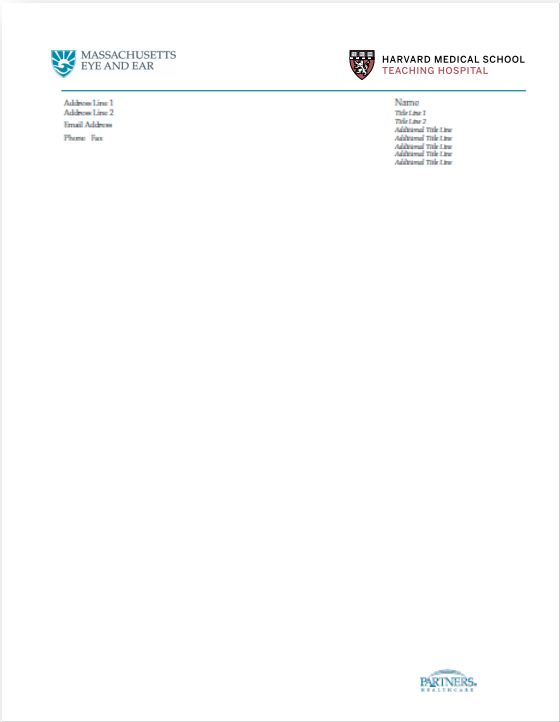
## WEBSITE



# Examples - Print

This section outlines one example of how to use the logo for business cards and stationery.

## STATIONERY AND BUSINESS CARDS



This section shows several examples of how to use the logo for print purposes.

This section shows several examples of how to use the logo for print purposes.

## PRINT EXAMPLES

## ☐ I know about other help I need at home.

### Ask:

- When I get home, what kind of help or care will I need?
- Should someone be with me all the time?
- Will I need help eating, bathing, or going to the bathroom? For how long?
- Will I need any equipment? Where do I get it? Who pays for it? How do I use it?

## ☐ My doctors or nurses answered all of my questions.

You may have other questions or concerns that are not in this checklist. Please ask us your questions. Make sure you have your answers before you leave.

## Tips for Going Home

Mass. Eye and Ear wants you to use the tips in this brochure to help you get ready to go home:

Write down what your doctors and nurses say.

- Ask questions until you understand and get the answers you need.
- Make lists of what needs to be done, who can do it, and who can help.
- Talk with someone who has been in your situation to help you prepare and know what to expect.
- Talk to other people in the hospital, such as social workers, chaplains, and staff about your care or other help you may need.

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## Be Prepared To Go Home Your Checklist

Before you leave the hospital, the **Nursing Staff of the Ambulatory Surgical Unit** want to make sure you feel ready to go home and care for yourself. During your Mass. Eye and Ear stay, your doctors and nurses make every effort to answer your questions and talk to you about your concerns. We want you to have all the information you need.

Use this checklist to see what information you still need from us as you or your family member prepare to go home. If you cannot check a box, use the questions listed to ask your doctor or nurse about the information you need.

AAO-HNS

American Academy of Otolaryngology-Head and Neck Surgery

Guide to Patient and Family Engagement

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MassEyeAndEar.org/Careers

BY U.S. News & World Report

We've spent a lifetime mastering the senses,  
so you can get the most out of life.

Visit [MassEyeAndEar.org](http://MassEyeAndEar.org)

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A MEMBER OF **PARTNERS  
HEALTHCARE**