

# Patient Care Services Logo Usage

## Specifications and Use

The logo suite contains the Patient Care Services logo in EPS, TIF, JPG and PNG formats for Black, White and Color options.

Use the EPS file whenever possible. JPG and TIF files are provided in high resolution (300 dpi). PNG files have a transparent background, and are ideal for PowerPoint or Word usage. JPG or PNG formats are best for web.

**Example 1** — MGH Patient Care Services Logo in reverse format (*PatientCareServices\_White*)



Example 1. MGH Patient Care Services Logo, White

**Example 2** — MGH Patient Care Services Logo in 2 color: PMS 633 and PMS 432 (*PatientCareServices\_PMS*) or CMYK equivalents (*PatientCareServices\_CMYK*).



Example 2. MGH Patient Care Services Logo, PMS 633 and 432

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



Example 3. MGH Patient Care Services Logo, Black

**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 1.75" from the left edge of the shield to the right edge of the MGH, resulting in a line weight of 0.25 pt. This translates to a maximum reduction, using the provided files, to 62%. Needs for smaller use, such as for premium items (pens, etc.) should be discussed with the MGH Marketing Department.



Example 4. MGH Patient Care Services Logo, Area of Non-Encroachment