

CIMIT[®]

Center for Integration of Medicine
& Innovative Technology



CIMIT Brand Guidelines



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PART 1: POSITIONING

CIMIT, the Center for the Integration of Medicine and Innovative Technology, is the premier multidisciplinary, translational research center in the nation. To best reflect our distinct positioning and maintain our leading edge, we must all do our part to preserve our brand identity. The following guidelines are provided to ensure its proper use and therefore, maintain its brand equity.

Mission and Vision

Mission Statement

To improve patient care by facilitating collaboration among scientists, engineers, and clinicians. To catalyze the discovery, development, and implementation of innovative technologies, emphasizing minimally invasive approaches.

Vision Statement

At the epicenter of one of the world's most vibrant intellectual communities, CIMIT fosters and nurtures interdisciplinary collaboration among world-class experts in medicine, science, and engineering, in concert with industry and the government, to rapidly improve patient care. Equally important, CIMIT provides innovators with the resources they need to explore, develop, and implement novel technological solutions for today's most urgent, complex healthcare problems.

"CIMIT connects the champions who understand the clinical problems with the technologists who can provide the solutions in a world where that doesn't happen on its own."

-John Parrish, MD

Positioning Keywords

CIMIT's organizational culture can be described by the following core values:

- » Innovation
- » Collaboration
- » Integrity
- » Entrepreneurialism
- » Excellence

Positioning Language

Use the following language to describe CIMIT's:

Processes

- » Clinical convergences
- » Cross-training
- » Blended procedures
- » Catalyst for convening
- » Versatile, low-acuity settings

Benefits

- » Groundbreaking procedures
- » Innovative medicine
- » Collaborative medical research
- » Transforming technology for healthcare

Consortium Members, Hierarchy and Treatment

CIMIT Consortium Members comprise a distinct group of Boston-based institutions. These institutions provide clinicians, scientists, and researchers to lead and manage CIMIT's scientific programs.

Hierarchy

When presenting Consortium Members in CIMIT collateral or communications, list the Members alphabetically without using abbreviations in part or whole of any Member name. In respect to the Consortium Members as distinct institutions, please allow only one Member name per line and provide at least one line space between Member names. Remember to treat the Consortium Member organization as a proper noun, capitalizing 'Member' and/or 'Consortium' when referring to the group. See the CIMIT Positioning Brochure for visual reference.

Founding Members

Founding Members of the Consortium must be designated by bold type and an asterisk immediately following the title of each Founding Member. Explanation of the asterisk must immediately follow the Member listing.

Member Logo Usage

Consortium Member logos may be used in place of the Member listing, but only in rare occasion when representing collaboration between 2-3 Members. The CIMIT logo must have priority over the Member logos, while the Member logos must share an equal presence to each other. When using Member logos in place of the Member listing, group the logos under the headings 'Founders' and 'Members,' and sort the logos alphabetically. Use of Consortium Member logos must comply with each Member's brand identity and logo usage guidelines.

For a current listing of Consortium Members, please contact the Strategic Communications & Marketing Director at (617) 643-3830.

Target Audience

The audiences we serve are comprised of medical, engineering, business and technology communities in several capacities. The table on the opposite page outlines our core audiences, and the CIMIT teams which target these audiences—Primary, Secondary and Tertiary.

Our core messages to our audiences concern:

1. Communicating the importance of collaboration between disciplines and organizations
2. Encouraging funding and donations
3. Attracting experts in engineering and medicine to programs
4. Inviting partnerships between CIMIT and industry partners / institutions

It is paramount that communications originating from our organization be cohesive and representative of the programs and services we provide, to build brand equity and recognition across the breadth of our audiences.

CIMIT TARGET AUDIENCES

Audience	Programs	Awards	ILP	Development	Education
Patients	T	T	T	T	T
Investigators	P	P	S		S
Business & Industry	S		P	S	S
Consortium Leadership	P	P			S
Department of Defense/ Government Agencies	P	S	S		P
Foundations/ Philanthropists	S		S	P	S
CIMIT Friends	S		T	P	S
Clinicians	P	P	S		P
Engineers	P	P			P
Scientists	P	P			P
Healthcare Providers	S	T		S	P

P Primary S Secondary T Tertiary

How to Use this Information

We are all stewards of the CIMIT brand and identity. When using the information provided in these guidelines, we ask that you keep a close eye on how we present our organization and communications from an overall strategic standpoint.

This means our communications should always seek to be:

- ▶ **Meaningful**—to a broad range of CIMIT’s audiences and interests
- ▶ **Credible**—because our organization is based on the credibility and soundness of our programs and operations
- ▶ **Sustainable**—so that all communications build lasting equity for our organization and with our audiences
- ▶ **Compatible**—with CIMIT’s Consortium Members and industry partners
- ▶ **Cohesive**—between CIMIT’s sub-brands, departments, and programs

PART 2: STYLE GUIDELINES

The CIMIT brand identity has been created with specific visual attributes that reflect a balanced system of color, typography and graphics. These elements have been designed to create a professional, contemporary, and technological appearance which conveys the tenants of the CIMIT brand. It is important that our communications, both internal and external, maintain this balance to visually communicate the essence of our organization in a consistent manner.

The CIMIT Brand Logo

The CIMIT brand logo is important to the organization's image in several key ways.

- ▶▶ By being a symbol unique to CIMIT, it acts as the company's signature—authenticating programs and communications
- ▶▶ As a distinct visual element—it represents the organization in a graphic way
- ▶▶ The brand logo communicates the essence of what CIMIT is

Thus the brand logo should never be redrawn, modified or distorted in any way. Always use a logo from the official downloadable files.

Logo Integrity

To maintain the integrity of the mark, the logo can be used in 2-color, 4-color, 1-color, or reversed out to white treatment.

The logo should only appear in the official corporate colors, never in any other color variation or combination. See the Corporate Color Palette for more information.

2-color brand logo



4-color brand logo



1-color brand logo



Reversed out brand logo



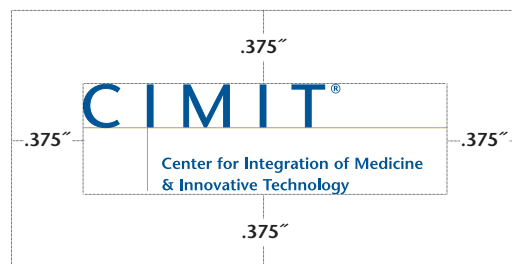
The CIMIT Brand Logo: Use Within Layouts

The brand logo requires a .375" of clearance space around it—its bounding box. The logo should always be horizontal; it is not meant to be placed vertically or to be distorted in any way.

The CIMIT brand logo appears best when shown against a white background. In situations where there is a background color behind the logo, the background should be no darker than a 20% value. If the background is darker than a 20% value, the reversed out logo should be used.

In addition the brand logo is best shown at sizes larger than 1.75". This allows maximum readability and maintains the integrity of the tagline and rules.

Bounding Box



Reversed brand logo



Minimum logo size



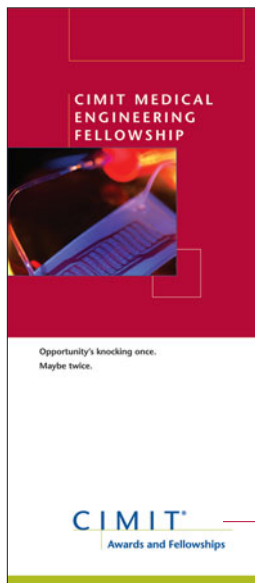
Background color value at 20%



The CIMIT Brand Logo: Sub-brand Logos

The CIMIT sub-brand logos are to be used in place of the CIMIT brand logo when communications originate from and solely represent a particular CIMIT department. When a CIMIT sub-brand logo is employed as the primary logo, the CIMIT brand logo should be used as a secondary, or support logo. In this case, the CIMIT brand logo should be used on the back cover or backside of a brochure or piece of collateral, for instance.

The CIMIT sub-brand logos are recommended for use on report covers, the web site and program brochures.



Brochure

Sub-brand Logo Treatment

SUB-BRAND LOGO

CIMIT[®]
Programs

CIMIT[®]
Awards and Fellowships

CIMIT[®]
Education

CIMIT[®]
Facilitation Core Services

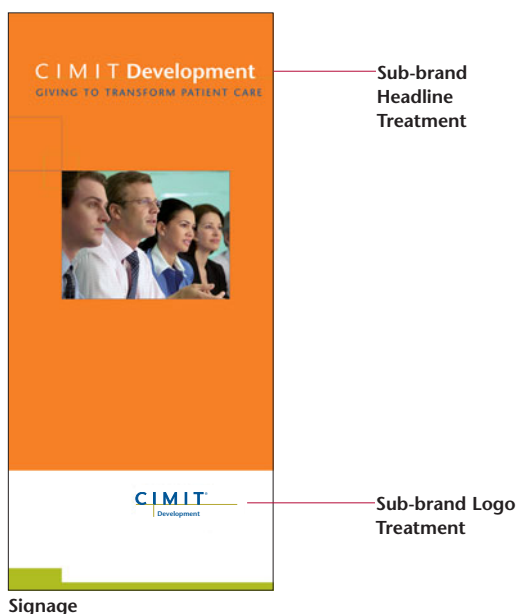
CIMIT[®]
Industry Liaison Program

CIMIT[®]
Development

The CIMIT sub-brand headline treatments should act as a masthead or title in instances where communications target a specific audience. These audiences should have a relationship with the respective CIMIT department, and the use of the sub-brand headline treatment should convey a sense of familiarity.

When employing a CIMIT sub-brand headline, use the CIMIT brand logo as a secondary, or support logo. It is not recommended to use a department's sub-brand logo and headline treatment within close proximity to each other.

The CIMIT sub-brand headline treatments are recommended for use on signage and newsletters. The CIMIT sub-brand headline treatments should not be used as a letterhead.



SUB-BRAND HEADLINE TREATMENT

C I M I T Programs

C I M I T Awards and Fellowships

C I M I T Education

CONVENING TO ADVANCE HEALTHCARE

C I M I T Facilitation

ACCELERATING THE PROCESS FROM
BENCH TO BEDSIDE

C I M I T Industry Liaison Program

COLLABORATING TO ADVANCE
HEALTHCARE

C I M I T Development

GIVING TO TRANSFORM PATIENT CARE

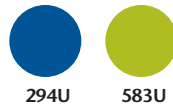
The CIMIT Brand: Color Palette

Color is a very important communication tool. When used correctly it unifies CIMIT's brand and creates continuity. The chosen colors are meant to play various roles within the system:

- » Corporate colors
- » Accent colors

All colors in the system are meant to work with one another and are harmonious as a palette.

Corporate colors

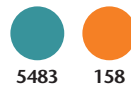


CIMIT's corporate colors are PMS 294U and 583U. (Note: The U stands for uncoated paper and the C stands for coated.) These are the logo colors and thus are CIMIT's official corporate colors.

CIMIT accent colors

CIMIT's accent colors are used to further enhance the brand. They are also used to help distinguish sub-brands within CIMIT. The sub-brands are represented by individual colors. These colors help to distinguish departments/programs as well as enhance and complement the CIMIT corporate color palette. The result is a symbiotic relationship which allows a department/program color to be shown primarily on its corresponding collateral material. When choosing colors it is recommended to choose the corporate colors when ever possible and start with the Primary accent colors as the first choice.

Primary accent colors





Secondary accent colors



Use this chart to specify colors for print and electronic communications.

CORPORATE COLORS

	Pantone Matching System (PMS)		CMYK	RGB	HEX#
	CIMIT Blue				
	294U	294C	C100 M82 Y27 K19	R0 G53 B128	003580
	CIMIT Green				
	583U	583C	C40 M19 Y100 K0	R171 G180 B0	ABB400

ACCENT COLORS AND SUB-BRAND COLORS

	Programs				
	5483U	5483C	C100 M20 Y20 K10	R79 G141 B151	4F8D97
	Development				
	158U	158C	C9 M71 Y100 K0	R233 G107 B16	E96B10
	Awards and Fellowships				
	7427U	7427C	C26 M100 Y82 K24	R157 G16 B45	9D102D
	Facilitation Core Services				
	2727U	2727C	C78 M55 Y0 K0	R56 G120 B219	3878DB
	Education				
	512U	512C	C59 M100 Y26 K11	R126 B34 B113	7E2271
	Industry Liaison Program				
	377U	377C	C49 M36 Y100 K12	R136 G134 B0	888600

U=uncoated C=coated

The CIMIT Brand: Typography

CORPORATE FONTS

Typography creates a professional look for the brand in all visual communications. Thus, consistently using only the corporate typefaces ensures and strengthens the CIMIT brand. The fonts have all been chosen carefully for their contemporary style and legibility in various applications and at various sizes. Fonts should not be distorted in any way.

Examples of usage:

Text

Black, no smaller than 9pt.

Subheads

Semibold or bold, CIMIT Blue, same size as text.

HEADLINE OPTION 1

All Caps, no smaller than 12pt, 30pt kerning, CIMIT Accent color 5483.

Headline Option 2

Semibold or bold, CIMIT Blue, no smaller than 14pt.

Stone Sans

Stone Sans is the main corporate typeface and should be used predominantly in any and all print applications. Stone Sans is a contemporary font that was chosen for its legibility at all sizes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789
abcdefghijklmnopqrstuvwxyz

Stone Sans

Stone Sans Italic

Stone Sans Semibold

Stone Sans Semibold Italic

Stone Sans Bold

Stone Sans Bold Italic

Stone Serif

Stone Serif is designed to complement Stone Sans. It was chosen as a font that contrasts the CIMIT Sans Serif logo font. It can be used for correspondence or as an accent font on collateral material.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789
abcdefghijklmnopqrstuvwxyz

Stone Serif

Stone Serif Italic

Stone Serif Semibold

Stone Serif Semibold Italic

Stone Serif Bold

Stone Serif Bold Italic

ALTERNATE FONTS

There may be instances where the Corporate fonts are unavailable. In these instances, the alternate fonts may be used. It is recommended that corporate fonts be used whenever possible.

Trebuchet

Trebuchet is a standard system font. It can be used in instances where Stone Sans is not available.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789
abcdefghijklmnopqrstuvwxyz

Trebuchet
Trebuchet Italic
Trebuchet Bold
Trebuchet Bold Italic

Palatino

Palatino is a standard system font. It should be used in instances where Stone Serif is not available.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789
abcdefghijklmnopqrstuvwxyz

Palatino
Palatino Italic
Palatino Bold
Palatino Bold Italic

PART 3: PRINT APPLICATIONS

The following print application guidelines have been created to establish consistency throughout all CIMIT print communications for both internal and external audiences. On a Mac or PC platform, these guidelines provide general, but effective means of formatting CIMIT print communications which adhere to the systems outlined in the Style Guidelines.

Print Applications: Stationery System

The CIMIT stationery system is a family of components meant for business communication. As such, it is important to maintain consistency. Some of the most used documents are:

Letterhead

The letterhead is a tool that is used for a variety of corporate correspondence.

Mailing envelope

The mailing envelope houses the letterhead. It is designed to meet all postal regulations.

Business card

The business card provides a first impression of the organization as well as the employee. All business cards should follow the design layout shown.

Letterhead (not to scale)



Business card (not to scale)



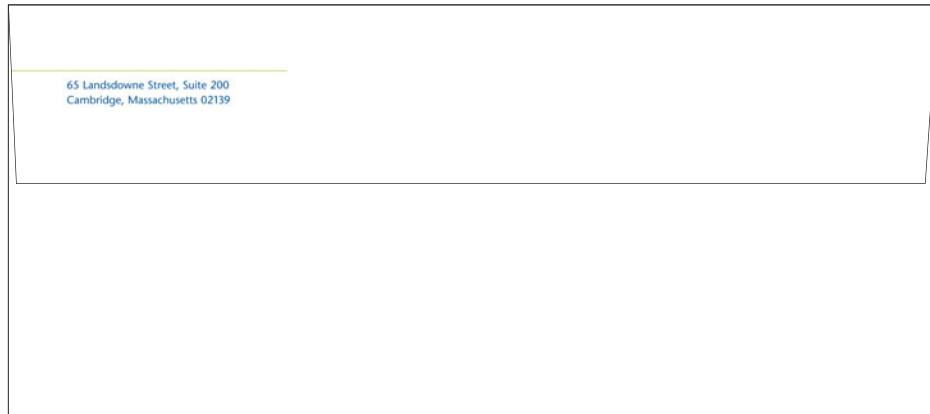
Name Stone Sans Semibold, 8pt

Title Stone Sans Italic, 6.5pt

Address Stone Sans, 6.5pt

T, F, E Icons Stone Sans Semibold, 5.5pt

Mailing envelope—front and back (not to scale)



Print Applications: Report Covers

Report Covers are an important part of CIMIT's operations. As they are seen by the broad range of our audience, so it is important that the messaging is displayed consistently across all reports.

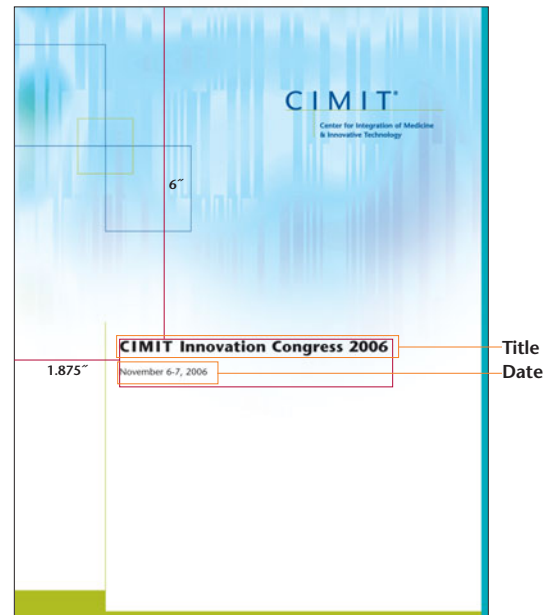
Title

Stone Sans Bold 20pt., Black

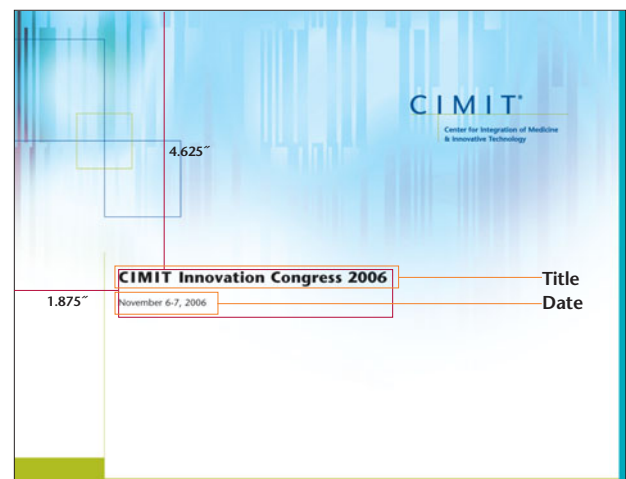
Date

Stone Sans 12pt., Black

Vertical Report Cover

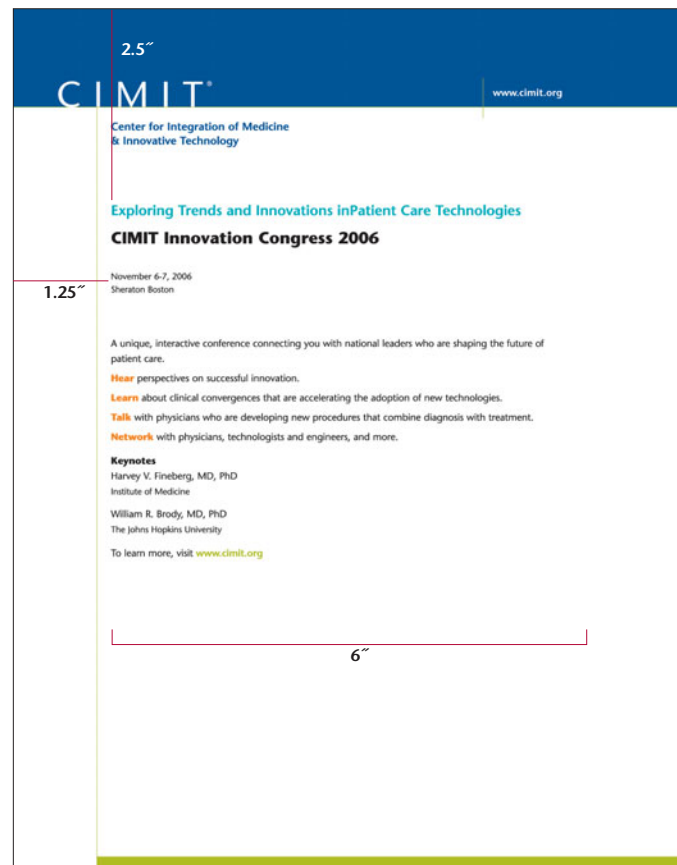


Horizontal Report Cover



Print Applications: Brochures

Information Sheet (not to scale)

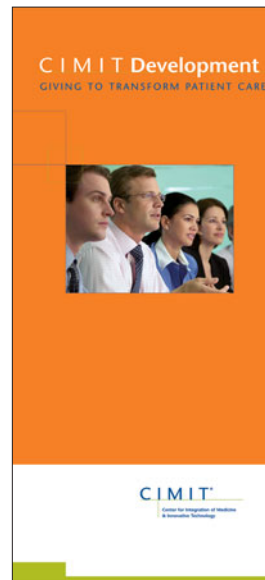
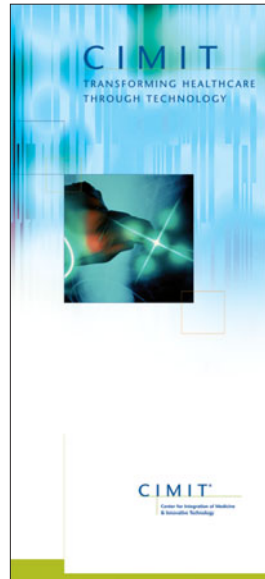


Print Applications: Newsletters

Print Applications: Signage

As an organization which is multi-faceted, CIMIT's need for consistency extends beyond corporate communications and into 3-dimensional and environmental applications. As a host to many conferences, meetings, seminars, etc, it is important to our brand equity that the same guidelines are adhered to.

Examples of signage are shown to the right.



PART 4: ELECTRONIC APPLICATIONS

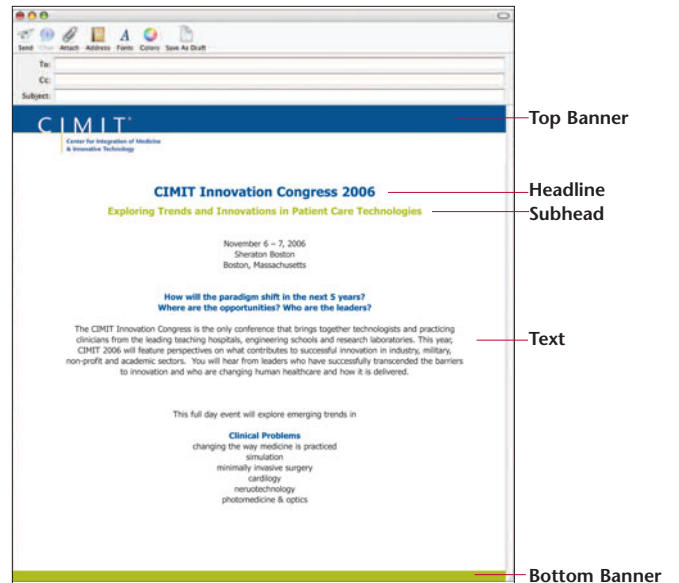
Electronic communications are our primary method of internal and external communications. Adhering to these electronic application guidelines will help to further reinforce the CIMIT brand and visual identity.

Electronic Applications: Web Site

Electronic Applications: Email Template

Email marketing is a popular and effective tool in CIMIT's marketing and communication strategy. While traditionally limited in style and format, it is still possible to reinforce brand guidelines in a consistent manner.

For inquiries regarding the web site, please contact the Strategic Communications & Marketing Director at (617) 643-3830.



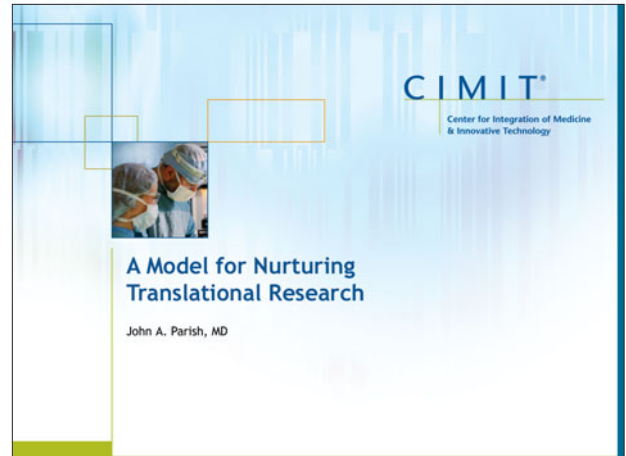
Electronic Applications: PowerPoint Presentations

The PowerPoint presentation is a powerful tool that is customizable for individual needs. Because of this flexibility, it is important that the presentation is used correctly and reinforces the CIMIT brand, while adhering to the standards.

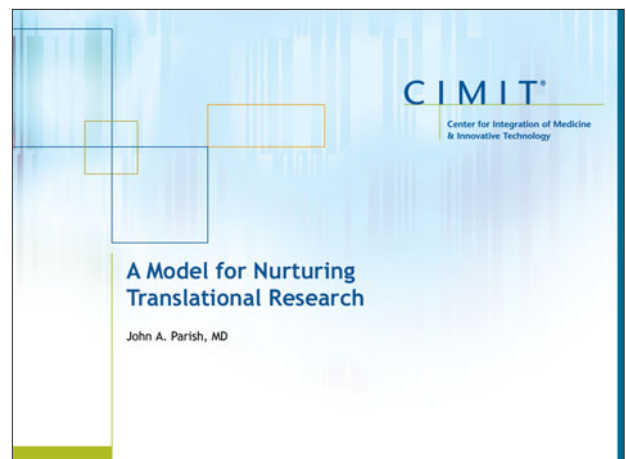
There are two versions of the presentation. Option 1 has a spot photograph on the cover page that relates to the specific presentation. All photographs should be chosen from the in-house stock photography collection. Option 2 features the box graphics in place of the photograph. This option should be used for more general presentations.

As with most electronic applications, it is recommended that the font Trebuchet Bold be used.

Presentation Cover Option 1



Presentation Cover Option 2



Presentation Inside



Electronic Applications: eNewsletters

PART 5: IMAGERY AND GRAPHICS

The CIMIT brand is further supported by photography and graphics. These elements must be used properly in order to best support the messaging and maintain visual cohesiveness.

Imagery: Photography & Graphics

PHOTOGRAPHY

As pictures can say 1,000 words, it is important that CIMIT's photographs and imagery are used to convey the right words and meaning. Imagery should be used to enhance the messaging. It can be used in two ways:

Background Photos

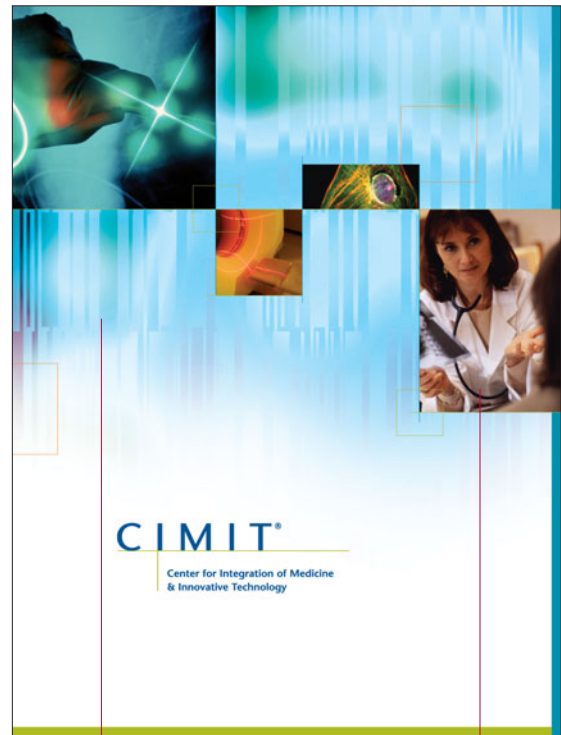
Photography can be used as a background design element. It needs to be highly graphic and mostly abstract, and produced in colors that are light enough for type to be easily read over it. See examples.

Spot photos

As a large organization, it is important to show the diversity of the organization through its people, its practice areas, its research methods and its solutions. Specific photography has been chosen for each sub-brand and must be acquired through CIMIT's library whenever possible. Please coordinate with the the Strategic Communications & Marketing Director to assist with your selection. Any other photography must be approved by the Strategic Communications & Marketing Director at (617) 643-3830.

Spot photo

Background image



Background photo with gradient

Spot photo



GRAPHICS

There are other graphic elements that can be used to support the CIMIT brand. Graphics should be used sparingly. Overuse can distort the message and hinder the readability and understanding of the communication piece.

Squares

The Square graphic should be used sparingly. The Square is an object that shows the many connections and interconnection in which CIMIT, its team members, its programs and its solutions are all connected. The Square is primarily used on covers and either overlaps a photograph or connects on the corner. The Square should not have an outline thicker than .5pt. Some samples are shown.

Rules

Rules can be used to highlight, call attention to, or help separate information. Rules should also be used sparingly and carefully, as misplacements can look awkward. Some samples are shown.

Arrows

The arrows are used as bullets within a document. They should not be used in any other capacity.

Gradients

Gradients can be used to help call attention to, or help to separate information. They also serve the function of adding background color to a layout without sacrificing the need for a very light or white background for the logo. Only linear gradients should be used to maintain visual consistency. No radial blending gradients are to be used.

Rule	
<p>Image-Guided Therapy Goal: Provide physicians who perform minimally invasive procedures with high-resolution, three-dimensional images of the operating field in real time CIMIT Solutions</p> <ul style="list-style-type: none"> » the first advanced image-guided operating room, which incorporates multiple state-of-the-art imaging systems such as 3T MRI, PET/CT, and optical imaging » noninvasive, focused ultrasound treatment of brain tumors and other localized brain disease » MRI-guided cardiac ablation for treatment of heart rhythm abnormalities 	<p>Point-of-Care Technologies Goal: Make patient care safer, more accurate, more efficient, and less costly across the continuum of care CIMIT Solutions</p> <ul style="list-style-type: none"> » "Operating Room of the Future," a fully functioning operating room in which integrated technologies and new procedures are introduced, evaluated, and improved » "Connected Health," an initiative to provide care to patients where they live and work via remote monitoring, telemedicine, and innovative sensing technologies » "Ambulatory Practice of the Future," an initiative to create and evaluate an outpatient setting that incorporates the

Arrows

PART 6: CONCLUSION

These guidelines are provided for the purpose of maintaining the integrity of the CIMIT brand. It is imperative that consistency be upheld throughout all applications of the CIMIT brand for the most professional and stable organizational image. These guidelines are not intended to restrict the limitations of the brand, but to assure proper and consistent use in all applications—which may extend beyond the examples shown in this document.

For inquiries regarding these brand guidelines, please contact:

*The Strategic Communications &
Marketing Director*

CIMIT
165 Cambridge Street
Suite 702
Boston, MA 02114
(617) 643-3830

www.cimit.org