

## JFK Medical Center: Logo Standards

The JFK Medical Center logo is a key element of our brand identity. It is one of our most valuable company assets, and consistent usage enhances marketplace recognition. Use the JFK Medical Center logo in one of three relationships: JFK Medical Center logo only, endorsed or branded. Contact the JFK Medical Center Corporate Identity and Design department at if you have additional questions about using the JFK Medical Center logo.



### Minimum Clear Space

Surround the JFK Medical Center logo with adequate clear space to ensure maximum prominence and visual impact. Though some applications call for more, always maintain a clear space at least a half inch around all sides of the logo. Refer to each specific application or to the logo size guidelines below to determine which logo size to use.

### Standards

- Position the JFK Medical Center logo on a white background for maximum visual impact.
- Apply only one logo per visual surface (cover of brochure, Web page, PowerPoint slide, side of mug, chest of shirt, etc.).
- Use a JFK Medical Center full color logo except for one-color applications (which may only use black) or for non-print applications, such as etching or embossing.
- Use the approved electronic logo file. Do not try to recreate the logo using other fonts or images.
- Use only JFK Medical Center PMS 201 or all black or reversed on a dark background. See examples.



## Standard Logo Sizes

When placing the logo on surfaces 9x12 inches (full page) or smaller, use one of the logo sizes below.



*Your Hospital. Your Health.*



*Your Hospital. Your Health.*



*Your Hospital. Your Health.*

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Full page

Half page

Quarter page

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## Incorrect Logo Usage

The examples below demonstrate incorrect uses of the JFK Medical Center logo.



*Your Hospital. Your Health.*

DO NOT link any text to the left, right or top of the logo.



DO NOT use more than one logo per visual surface.



DO NOT use the logo with, or as part of, another logo or symbol or create a logo-like graphic that competes with the logo.

## Incorrect Logo Usage

The examples below demonstrate incorrect uses of the JFK Medical Center logo.

### Welcome To



*Your Hospital. Your Health.*

DO NOT use the logo in headlines or sentences.  
Use the words “JFK Medical Center” in the same font as the corresponding text.



*Your Hospital. Your Health.*



*Your Hospital. Your Health.*



*Your Hospital. Your Health.*

DO NOT use any color other than JFK Medical Center PMS color (PMS 201) except for all black or reversed out on a dark background.



*Your Hospital. Your Health.*



*Your Hospital. Your Health.*

DO NOT enclose the logo in a shape.



*Your Hospital. Your Health.*

DO NOT rotate, invert, spin, angle or pivot the logo.



*Your Hospital. Your Health.*



*Your Hospital. Your Health.*

DO NOT skew, bevel, fold, dimensionalize, stretch, add a drop shadow or otherwise alter the shape of the logo.



*Your Hospital. Your Health.*



*Your Hospital. Your Health.*



*Your Hospital. Your Health.*

DO NOT recreate the logo from type.