

# BOSTON MEDICAL CENTER QUICK LOGO GUIDE

Blue (PMS 7708 C)



Three colors:

Black

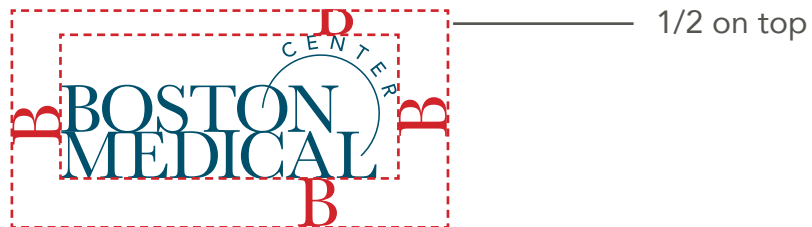


White



**Safe space:** Use the 'B' in the logo

*Do not put any text, visuals, edges, etc. within the safe space.*



**DO NOT** alter the logo in any way.

*Stretching or skewing*



*Changing colors*



## When to use each file

FILE TYPE	BEST FOR...			RESOLUTION		CLEAR BACKGROUND?
	PRINT	SCREEN	SPECIALTY PRINT	HIGH	LOW	
_black.eps	◆	◆	◆	◆		◆
_white.eps	◆	◆	◆	◆		◆
_CMYK.eps	◆			◆		◆
_RGB.eps		◆		◆		◆
_SPOT.eps			◆	◆		◆
_black.jpg					◆	
_CMYK.jpg					◆	
_RGB.jpg		◆			◆	
_SPOT.jpg					◆	
_black.png		◆			◆	◆
_white.png		◆			◆	◆
_RGB.png		◆			◆	◆