



Visual & Web EcoSystems

SiteCore Web Delivery

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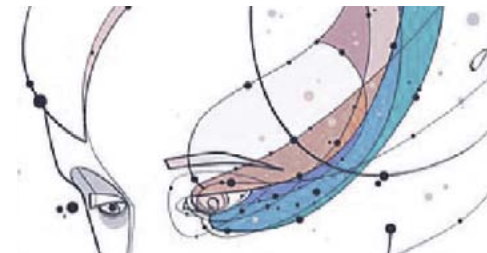
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Visual Ecosystem

4 Habitats

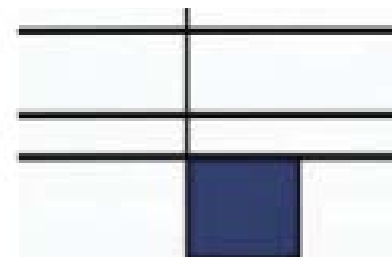
Patients

For everyday people, illness is more about the lived experience than the biology of the condition. In this habitat, patients can seek calmness and imagine a full, abundant life with family out in the expanse of nature.



Medicine

Doctors and their best students at Mayo Clinic are trying to make more time for their patients. This habitat is efficient and clinical, full of familiar wayfinding symbols, trustworthy and conservative, reflecting our values.



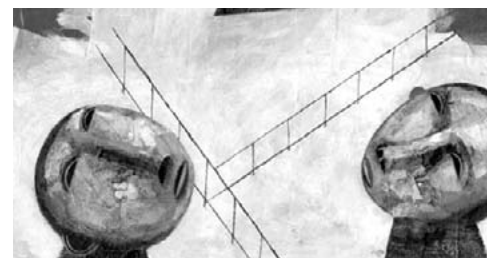
SCIENCE

The miraculous discoveries of bio-science are announced with fanfare and excitement in this habitat. The beautiful complexities of medical research are elevated through illustration and coupled with stories.



BENEFACTORS

Art seeks truth and sees the world clearly. For benefactors considering a gift to medicine, this environment creates an honest picture of the opportunities, and respectfully honors the tradition of thoughtful gifts.



Color

P+293	#003DA5	R0 G61 B165
P+2718	#7489C1	R116 G137 B193
P+2768	#071D49	R7 G29 B73
P+1665	#DC4405	R220 G68 B5

P+ Black	#2C2A29	R44 G42 B41
P+425	#54585A	R84 G88 B90
P+416	#7E7F74	R126 G127 B116
P+413	#BABBB1	R186 G187 B177
P+413 60%	#D5D5D0	R213 G213 B208
P+413 40%	#E3E3E0	R227 G227 B204
P+413 15%	#F5F5F3	R245 G245 B243

Mayo Clinic digital products primary use of color is in figures of media which appear against a field of white. Otherwise color is for titling and wayfinding controls and devices.

Where 70% of the page is white, 20% is allocated to one of the secondary colors to identify the primary audience of the product. The remaining 10% is colored for text and user interface controls with the greys and tints of P+413.

Use of Mayo Blue and Mayo Black should be restricted to coloring the logo only. Designers should work in dialog with the Mayo Clinic Brand Committee and GBS Creative Director.

We use the following color reference standard:
[Pantone Plus\(+\) Color Bridge Coated 2nd Edition](#)



[Master palette](#)
for corporate buyers,
marketing campaigns,
MCHS, CFI



[Patient palette](#)
for patients, consumer
health, job seekers



[Medicine palette](#)
for students and
medical professionals



[Science palette](#)
for scientists and
medical researchers



[Philanthropy palette](#)
for benefactors,
development officers

Science - Visual Ecosystem

Science - Color

Warm Red

Energizing, Exciting

White and Grey UI



Helvetica Black Condensed

Helvetica Light

All Caps Titling

1pt Line I

**MAYO CLINIC RESEARCH
IN FLORIDA**

NEWS

Cancer-Causing Gene Alone Doesn't Trigger Pancreatic Cancer, Mayo-led Study Finds
Tue, 11 Sep 2012 08:27:07 CDT

RESEARCHERS

Mayo Clinic researchers investigate today's medical mysteries, generating new knowledge and translating discoveries into therapies to advance patient care.

All Mayo Clinic researchers



Science - Photography / Video

Close Portraits

Shallow Depth of Field

Natural Light



Simple Stories

Warm Tones

Approachable

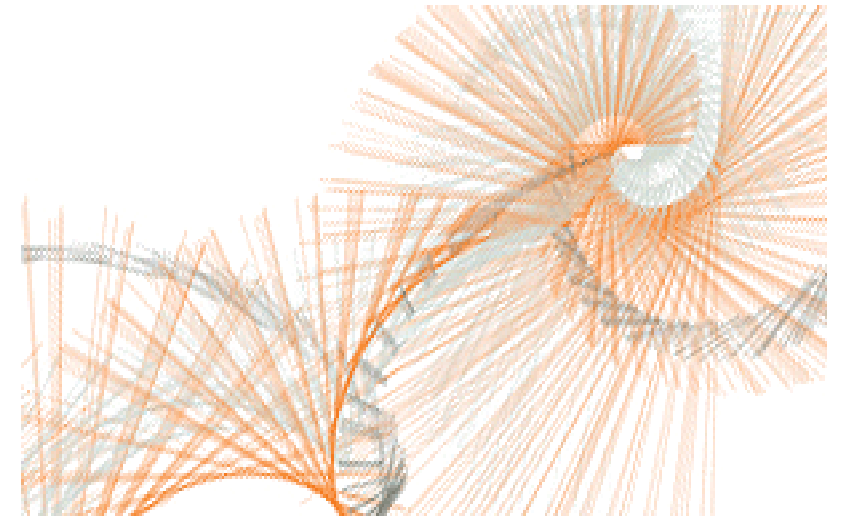
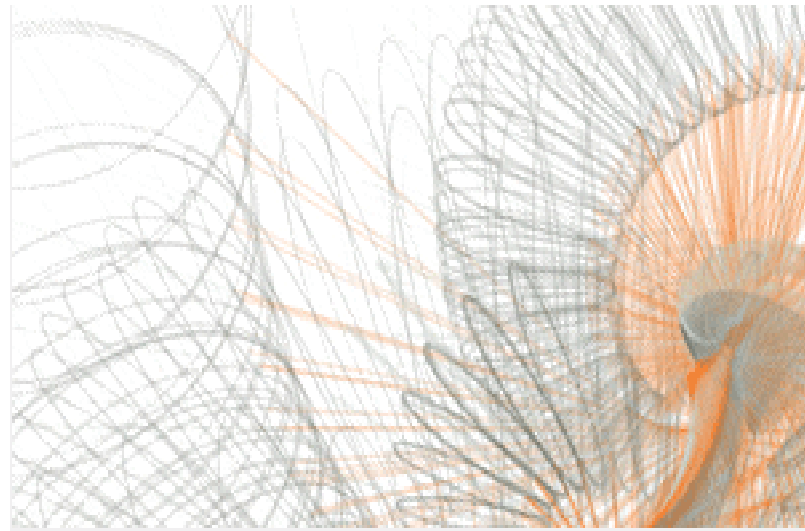


Science - Illustration

Generative Art

Incremental Advance

Abundant Rhythm



Hand Drawn Sketches

Human Touch

Light Color



Patients - Visual Ecosystem

Patients- Type / Color & Line

Periwinkle Blue
Calming, Natural
White & Grey UI



Helvetica Bold
Helvetica Regular
Close letter-spacing
6pt Line

Seeking a Diagnosis

Mayo Clinic at your fingertips -
wherever you go. [Download the
free patient app.](#)



**Request an
Appointment**



Patients - Photography / Video

Expansive Nature

Open Seas & Skies

Abundance



Horizon Line

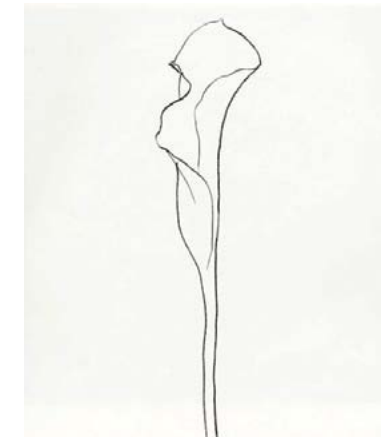
Sporty

Analogous palette

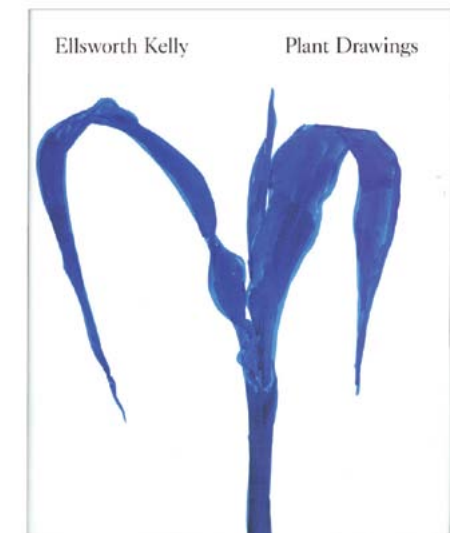


Patients - Illustration

Line Drawings
Form Studies
Flowing



Organic, branching
Watercolored
Analagous palette



Medicine - Visual Ecosystem

Medicine - Type / Color

Navy Blue
Trustworthy, Secure
White and Grey UI



Helvetica Condensed Med.
Helvetica Light
Mixed Case
3px line

Grand Rounds

Symplicity HTN-3 trial open
for enrollment



Medicine - Photography / Video

Natural Stone Materials
One-point Perspective



Lifestyle Portraits
Classic, Traditional
Conservative

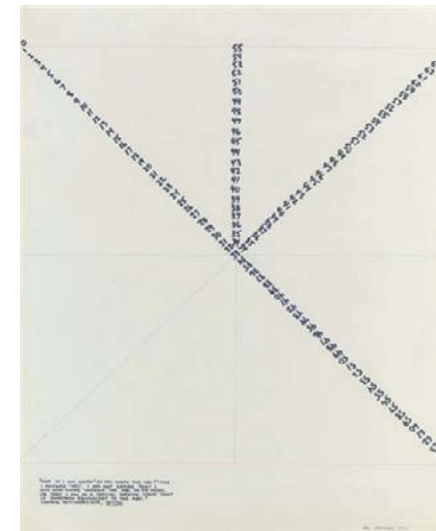
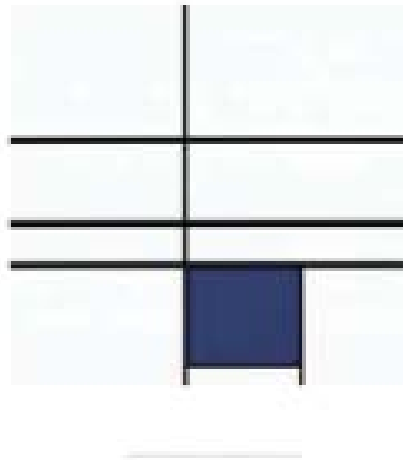


Medicine - Illustration

Platonic Shapes

Right & Diagonal Angles

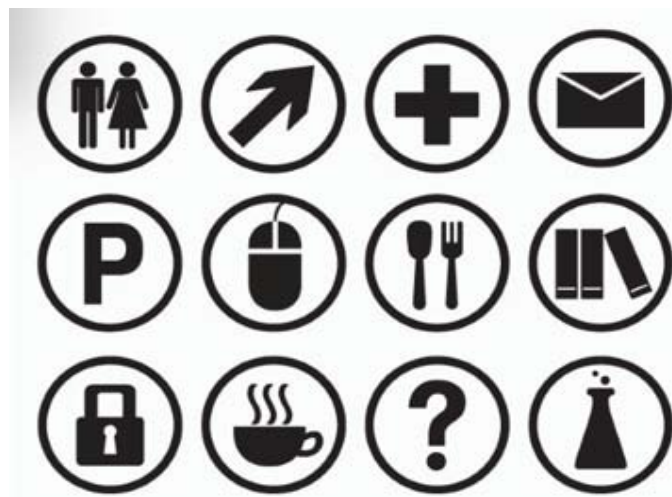
Plaid Textures



Wayfinding Devices

Symbol Systems

Clinical Efficiency



Benefactors - Visual Ecosystem

Benefactors - Type / Color

Neutrals

Monochromatic

White and Grey UI

Helvetica Med. Extended

Helvetica Light Extended

All Caps Titling



YOUR GIFT HOLDS GREAT POWER

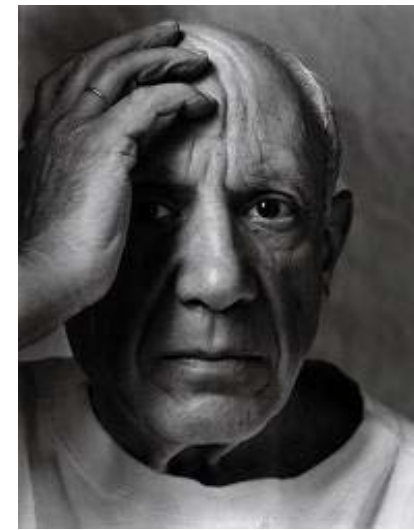
Proton Beam Therapy
Center for Regenerative Medicine

Benefactors - Photography / Video

Honest Photography

Hard Light Portraits

Silver Gelatin Prints



Federal Silver

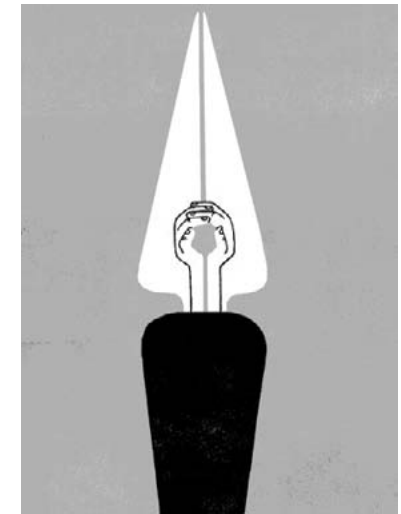
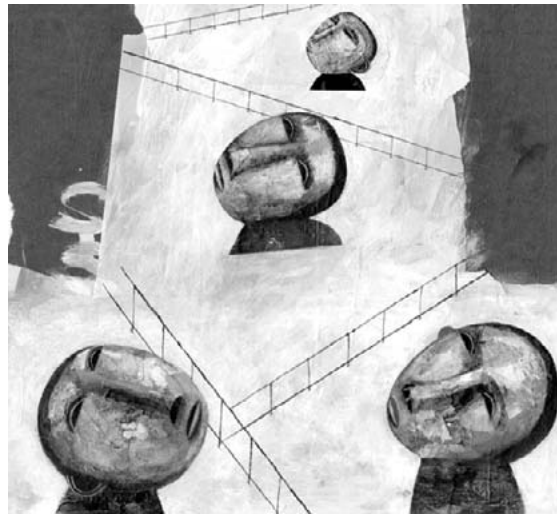
Fine Craftsmanship

Single Object



Benefactors - Illustration

Singular Subject
Editorial Illustrations



Soft Fabrics
Warm Textures

