



The user experience standard

Global Business Solutions

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Person-Centered Design

The unparalleled user experience

The Mayo Clinic core brand values are respect, compassion, integrity, excellence, innovation and stewardship. To deliver a user experience that embodies these values, follow the 7 principles below

Improve Health

- Encourage healthy actions & behaviors
- Detect and diagnose the causes of suffering and pain
- Provide relief from pain
- Provide hope

Show Compassion

- Be respectful of the user's condition
- Listen to the user
- Understand the user's unique context
- Maintain affordable costs

Cultivate Community

- Connect users with local care providers
- Facilitate communication on teams
- Drive discussion within care team
- Follow the "Mayo model of care"

Build Trust

- Demonstrate mercantile integrity
- Create predictable interactions
- Ask permission to change information
- Observe HIPAA regulations

Offer Control

- Provide tiers of customization
- Optimize and deploy tools in the appropriate modes
- Create innovative tools to help user live with medical conditions

Demystify Choices

- Clarify choice pathways
- Communicate clearly
- Streamline online service model



Nurture Relationships

- Network users together
- Respect the user's time
- Push communications to inactive users
- Enable users to modify their action plan
- Provide a platform for rich collaboration

Working from user research

The product design cycle begins with the user. Through research, understand and empathize with people whose lives are altered by your product. Practice user research in these 3 ways:

Exploration

Generate insights and inform business strategy with techniques such as observation, contextual interviews and journal studies.

Evolution

Evolve concepts through collaboration with users via prototyping, interviews and surveys.

Evaluation

Evaluate designs to validate that they meet user needs with techniques such as usability testing, A/B testing and web analytics.

Meet the users of our digital products

People who use Mayo Clinic products have shared their lives with us. Full personas include demographic profile, situation, needs, goals, motivations, and can be found at: <http://ux.mayoclinic.com/exchange/personas.pdf>



Patients

Know when I can get in to Mayo
See all the treatment options
See which conditions a doctor treats



Medical Students

To see what Mayo has to offer in a field
See which faculty I'll be learning from
Get info about admissions requirements



Consumers

Get easy-to-understand answers
Explore treatment options
Know if self-care is an option



Benefactors

Know that my transactions are secure
Be able to give a comfortable amount
Be aware of the progress of my cause



Physicians

Easily refer my patients
Know if there are clinical trials available
Access to educational opportunities



Journalists

Find the expert in a specific topic
Be responded to instantly
Confirm medical facts quickly & easily



Researchers

Find experts in my area of research
Know which grants I can apply to
Find which core lab services I can use



Job Seekers

See open positions
Be able to track applications
Know what its like to work at Mayo

Ensuring accessibility

Web Content Accessibility Guidelines 2.0 AA Success Criteria

Mayo Clinic is committed to delivering our knowledge to people of all abilities. Our consumer products should adhere to the W3C standard of WCAG 2.0 with AA success criteria.

A full citation of the guidelines can be found at the W3C WCAG 2.0 website, where you can find examples of sufficient and advisory techniques for meeting the criteria, as well as examples of failures. On this page we have provided an overview of the standard, but please note that most of the 12 guidelines have several sub points, so please find some time to understand and implement the complete guidelines as listed here:

<http://www.w3.org/WAI/WCAG20/quickref/>

Text Alternatives

Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, braille, speech, symbols or simpler language.

Time-based Media

Provide alternatives for time-based media.

Adaptable

Create content that can be presented in different ways (for example simpler layout) without losing information or structure.

Distinguishable

Make it easier for users to see and hear content including separating foreground from background.

Keyboard Accessible

Make all functionality available from a keyboard.

Enough Time

Provide users enough time to read and use content.

Seizures

Do not design content in a way that is known to cause seizures.

Navigable

Provide ways to help users navigate, find content, and determine where they are.

Readable

Make text content readable and understandable.

Predictable

Make Web pages appear and operate in predictable ways.

Input Assistance

Help users avoid and correct mistakes.

Compatible

Maximize compatibility with current and future user agents, including assistive technologies.

Visual Language

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

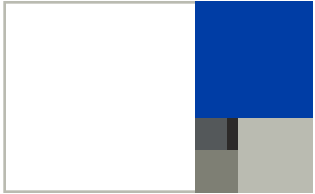
P+ Black	#2C2A29	R44 G42 B41
P+425	#54585A	R84 G88 B90
P+416	#7E7F74	R126 G127 B116
P+413	#BABBB1	R186 G187 B177
P+413 60%	#D5D5D0	R213 G213 B208
P+413 40%	#E3E3E0	R227 G227 B204
P+413 15%	#F5F5F3	R245 G245 B243

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

Typography

Choose typefaces and sizes that are appropriate for the project you are working on. Try to use at most 2/3 type varieties per page.

Mayo Clinic publishes important life-altering medical content, therefore legibility, clarity of communication and ease-of-reading are paramount – always aim for clarity over style. Employ mindful kerning (letter-spacing) and leading (line height) alterations at your discretion. For CSS, the recommended pixels / em equivalence for leading is noted. We recognize differences and quirks amongst browsers but strive to maintain a cohesive aesthetic system as much as possible. To request exceptions, or to specify non-browser-standard weights like Neue Helvetica 35 Thin, please work in dialog with Mayo Clinic User Experience and Design team.

Typeface

Neue Helvetica 35 Thin

Neue Helvetica 45 Light

Neue Helvetica 55 Roman

Neue Helvetica 65 Medium

Neue Helvetica 75 Bold

Neue Helvetica 77 Condensed Bold

Neue Helvetica 97 Condensed Black

Georgia Regular

Georgia Italic

Photography

People

Editorial Portrait

2 types of editorial portraits: Single and group. Editorial portrait can vary depending on purpose. They can be edgy or calm - whatever best captures the subject's personality and energy. Get them to drop their façade and capture their inner spirit.

General Non-Portrait

People should not appear to be posed. Images should capture the essence of the message. People should be within our age demographic of mid 30's - early 60's unless the article specifies otherwise.



Editorial

Still Lives & Concept Images

Food, medical products, and conceptual set ups. Keep it simple. Shoot the photo as if you are leaving room for copy space even if there won't be any copy.

Food Shots

Use a low view slightly above the plate. Control depth of field so that background drops out of focus. Either all white or color place settings that complement the food. minimum props - a fork, garnish and little more. Keep it simple.



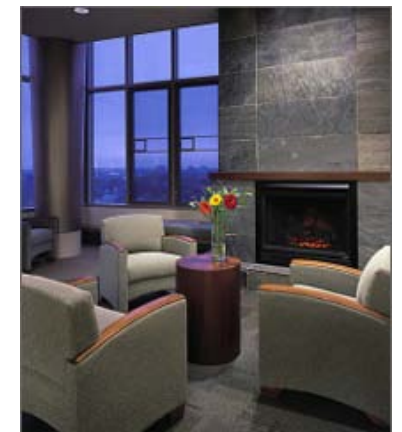
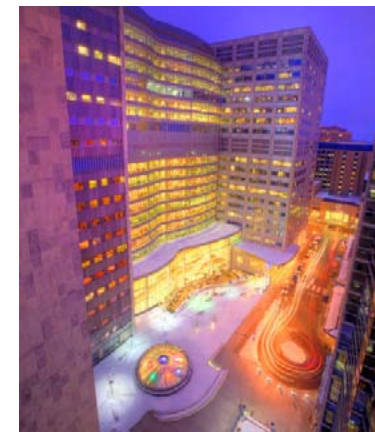
Architecture

Exterior Shots

Observe the geometry of the building and try to capture the shapes of the structure. The time of day and weather conditions can make or break an architectural photo.

Interior Shots

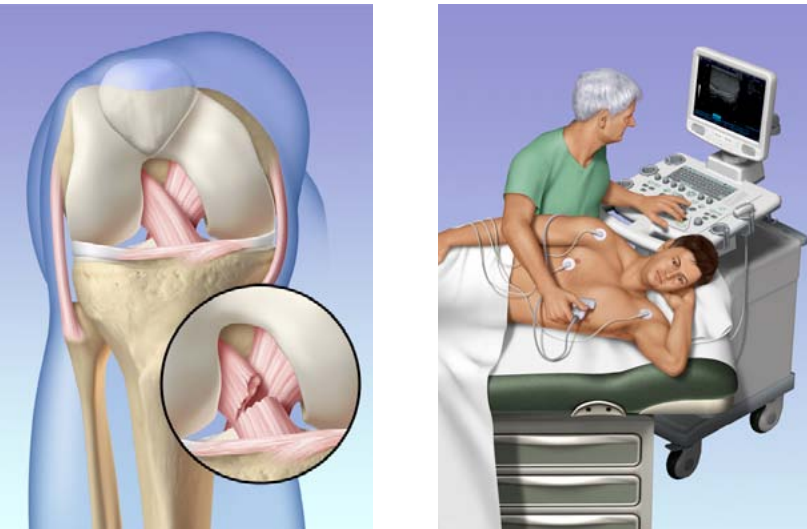
Try to capture the ambience of the room. If it's large capture the sense of space if it's small capture the coziness.



Illustration

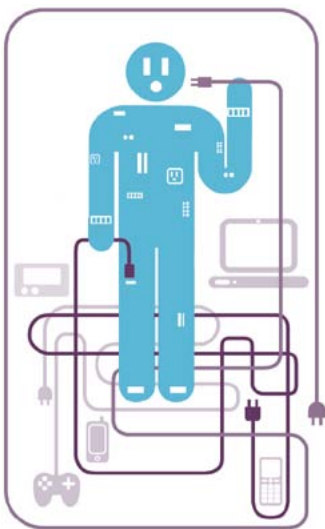
Medical

Medical illustrations should be patient-friendly, clearly displaying the subject matter in a non-threatening manner. Use a targeted focus on the specific information being communicated with the peripheral/extraneous details minimized and/or deleted. A procedure or anatomical body part should be displayed from a viewpoint that makes it easy for the viewer to see and understand. The art must be crisp, clear, correctly proportioned, anatomically accurate with correct perspective.



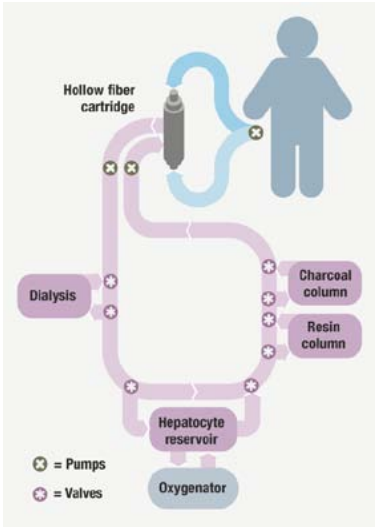
Editorial

The message comes first. The message of the illustration should be immediately understood by the viewer. The message or concept should be conveyed in a simple manner through visual metaphor or visual mood. Avoid using busy and confusing montage illustrations and cartoony clip art style illustrations.



Infographic

Clarity in visual communication and accurate display of information are of the highest priority. Quantitative data should be displayed accurately. The display of information should be organized effectively to make sure the viewer understands the purpose of the graphic. Make the information visible. Compare, contrast, explain, and quantify. Show cause and effect.



Video

Style

Must convey values of comfort, clarity, compassion and empowerment. The overall feel should be knowledgeable, contemporary, warm and clean. Utilize depth of field whenever possible. Avoid graphic medical surgical procedural images unless it is absolutely necessary. Use animations as needed.

Tone

The color palette should be used when possible. Make the most of the monochromatic color scheme by using one of the primary colors balanced with predominance (70%) of neutrals. Avoid flat or unnatural lighting. Natural sunlight, highlighting the blues & beiges are encouraged. Avoid complex or multi-layered effects/graphics

Imagery

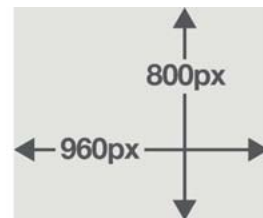
Avoid literal images. Use images that tell the positive aspect of healthcare. Avoid clutter and busy images; present simple shots. A single interview with no b-roll/imagery should be avoided. Video should be used to captivate and tell a story in a way other medias can't.



Web

8 steps to set up the Mayo Clinic grid

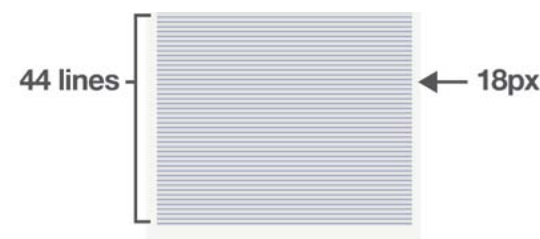
1. For the desktop experience, set the active text area to 960px wide x 800px height. The most viewed desktop screensize is 1280px x 800px. For other screensizes, adjust accordingly.



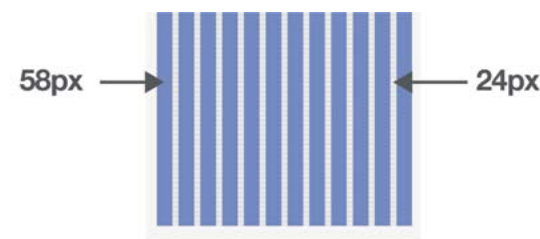
2. Add side margins of 36px and bottom margin of 72px to frame the text area during work. Avoid setting content elements such as folios or footer material in the margin.



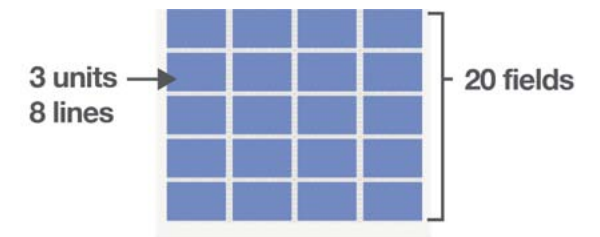
3. Set the horizontal rhythm by establishing a baseline grid of 18px. We recognize that CSS cannot set type precisely across all web browsers.



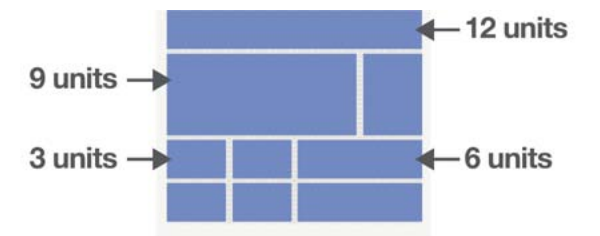
4. Set a vertical unit system with 58px columns and 24px of space between columns.



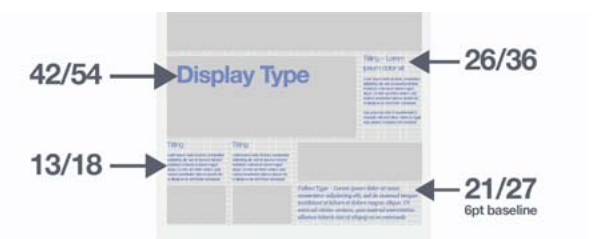
5. Divide the text area into a grid of smaller fields between 2 and 12 columns, or choose from 15 sample layouts. In this example, 20 fields of 3 columns by 8 lines are set.



6. Combine units to create image fields and visual tension in the layout. In this example, there is a 12 col. head, a 9 col. banner, and a few 3 and 6 col. fields for images and text.



7. The default type size is 13px/18px leading (1.38em). Some type sizes are set on divisors of the baseline grid e.g. 9px, 6px, 3px leading. Space paragraphs with 1 or 2 empty lines.



8. Place images in the image fields, and wield the grid to place and align user interface controls, form fields and other page elements.



15 page layout templates

These are layout guidelines for building webpages to address your communication needs.

You can download the full template set here:
<http://ux.mayoclinic.com/exchange/layoutTemplates.pdf>
According to the need of your project, select the layout that best addresses the problem.

For example, if the need is for an introductory page for a marketing campaign, choose Campaign Landing Page, which has a full-width banner for campaign imagery, and a simple structure to place supporting text. Other templates suitable for introductory matter might be Media Window or Dashboard.

There are seven templates for housing content: text, bio, list, gratitude, blog and illustration. Each is designed for optimal readability. Other templates are sufficient for task-oriented workflows: form, compare, process and checklist.

Content:
Text



Content:
Bio



Content:
Video



Content:
List



Content:
Gratitude



Content:
Blog



Content:
Illustration
Photo



Action:
Form



Action:
Compare



Action:
Process



Action:
Checklist



Media
Window



Campaign
Landing



Dash-
board



Search
Results



Front-end code

Deliver semantically correct HTML markup

Deliver validated, standards-compliant code

Separate code by: content/presentation/behavior

Use HTML 5 DOCTYPE

jQuery is the recommended library for JavaScript

Inline styles are discouraged

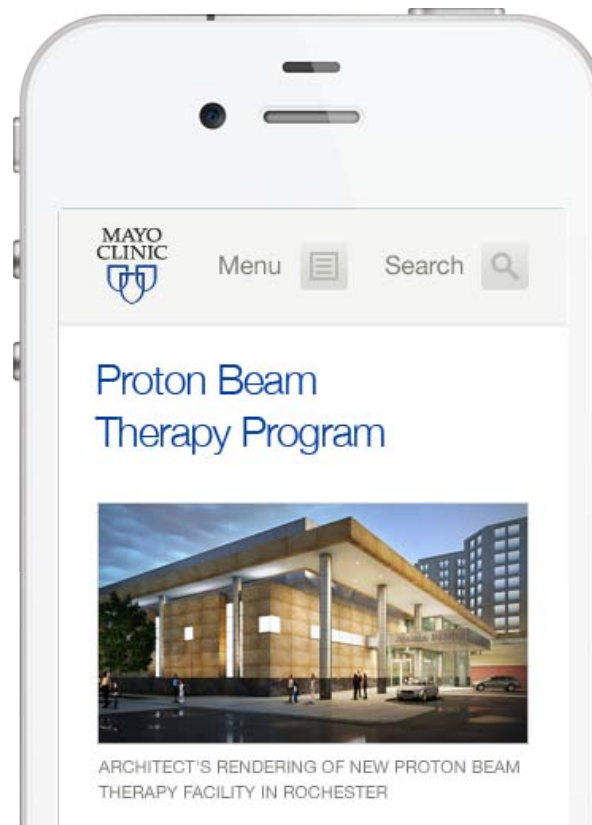
Inline JavaScript is discouraged

Tables are for tabular data, avoid using for page layout

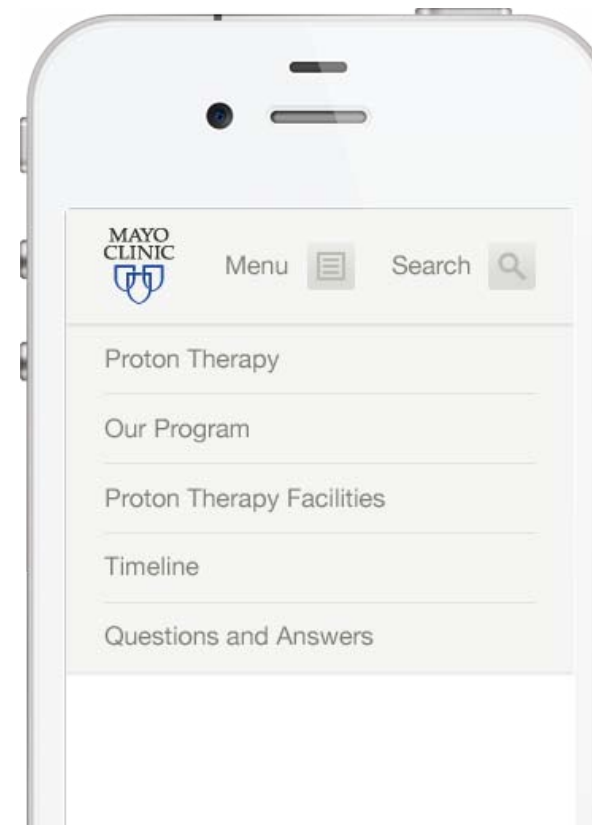
Supported browsers: IE7+ non beta, FireFox, Safari, Chrome

Adapting navigation for mobile

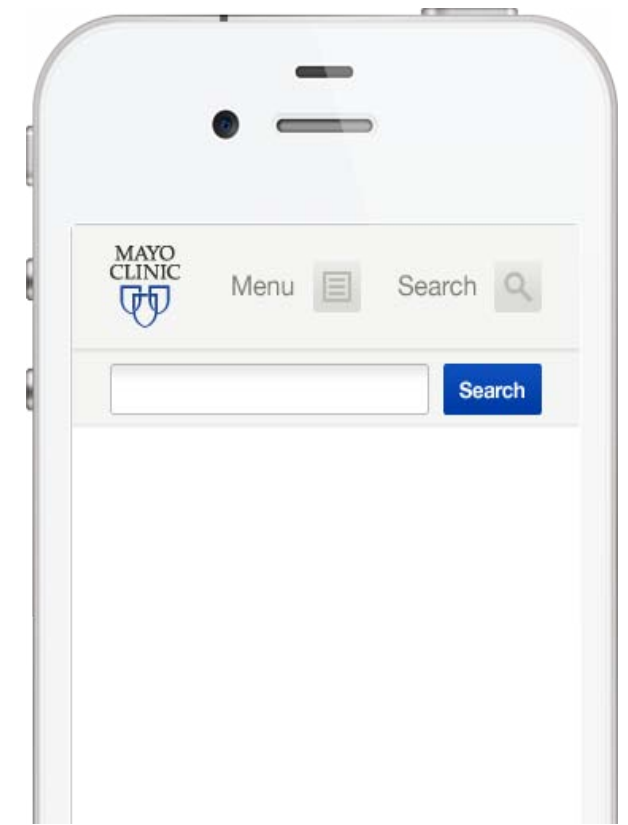
10% of our users are visiting our digital products through mobile devices, mostly at a phone resolution of 320px by 480px . To address this need, embrace an "adaptive design" approach where your products have an alternate layout state or interaction model for display on smart phones.



As the user swipes down the page, the head stays in place enabling the user to tap menu or search at any time during the experience. The logo serves as a portal to Mayo Clinic home.



The menu panel slides open on one tap. The navigation items are limited to seven to appear all on one screen height of 320px. Tapping "Menu" slides the panel back into the head.



The search panel slides open on one tap, and the focus changes to the input box. Users type the keyword and tap search to send the query to the server and the panel slides back into the head.

Mobile

Mobile app icon family

An icon should pair the official Mayo Clinic wordmark with a universal symbol to signify the value of the brand and the purpose of the application.

Implement a monochromatic color scheme, and ensure legibility at all sizes of the icon set. Aim for a simple appearance.

Choose a background color for the icon that is appropriate for the audience of the application (see page 9 for an explanation of which colors apply to which audience in the Mayo Clinic product family).

Avoid ornamental design cues to represent depth, such as gradients or shadows or gloss. Avoid alpha channel transparencies, half-tones and overlapping color fields. Avoid complicated symbols. Simple icons stand out in both the App Store, and on the user interface of a mobile device.

Construction guide

	128px height	
160px width	primary name space 704px x 320px	160px width
	96px height	
	primary symbol space 704px x 416px	
	64px height	



This grid shows how to setup the icon at the largest possible size for the Apple App Store icon: Retina Display 1024px x 1024px. Note that each App Store requires a full icon set (e.g. 8 different sizes) for different display states. Check the latest icon size recommendations for Apple, Android, BlackBerry etc.



For small icons less than 50px², the Mayo Clinic lettering becomes illegible. In these cases, center the icon alone.

Mayo Clinic logo Icons

Use of the Mayo Clinic logo is reserved by Brand



Icon family examples

Patient Apps



Medicine Apps



Philanthropy Apps



Science Apps



Books

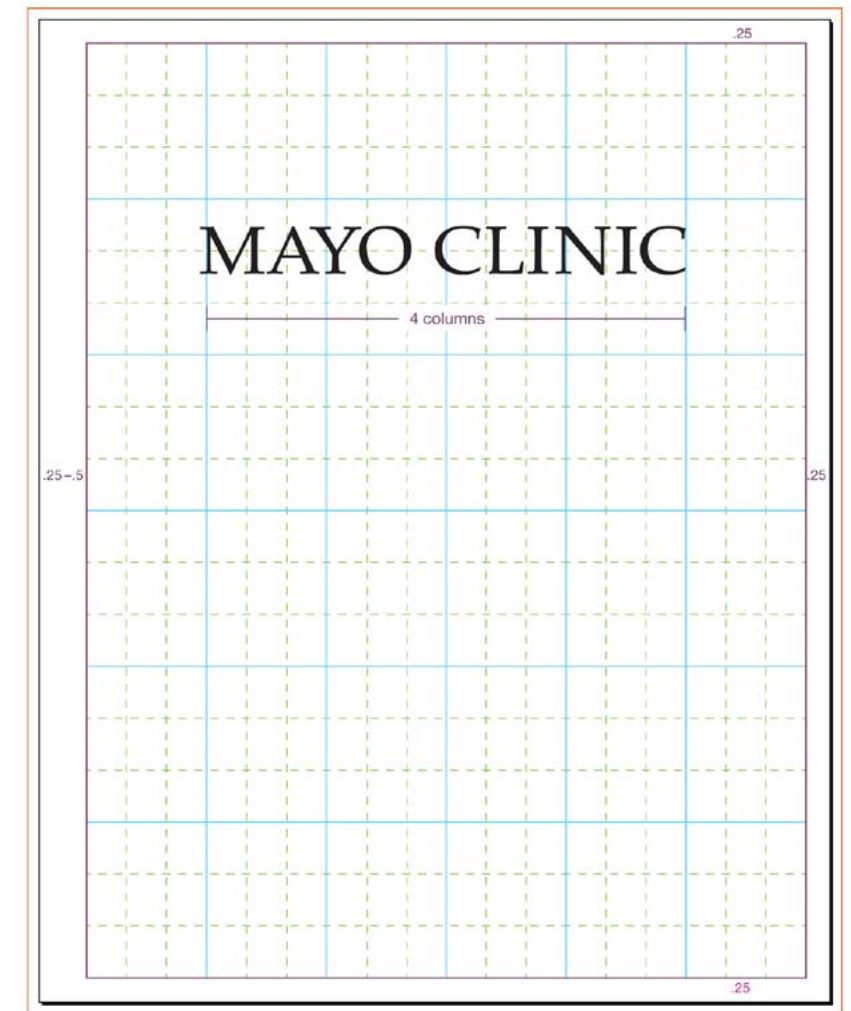
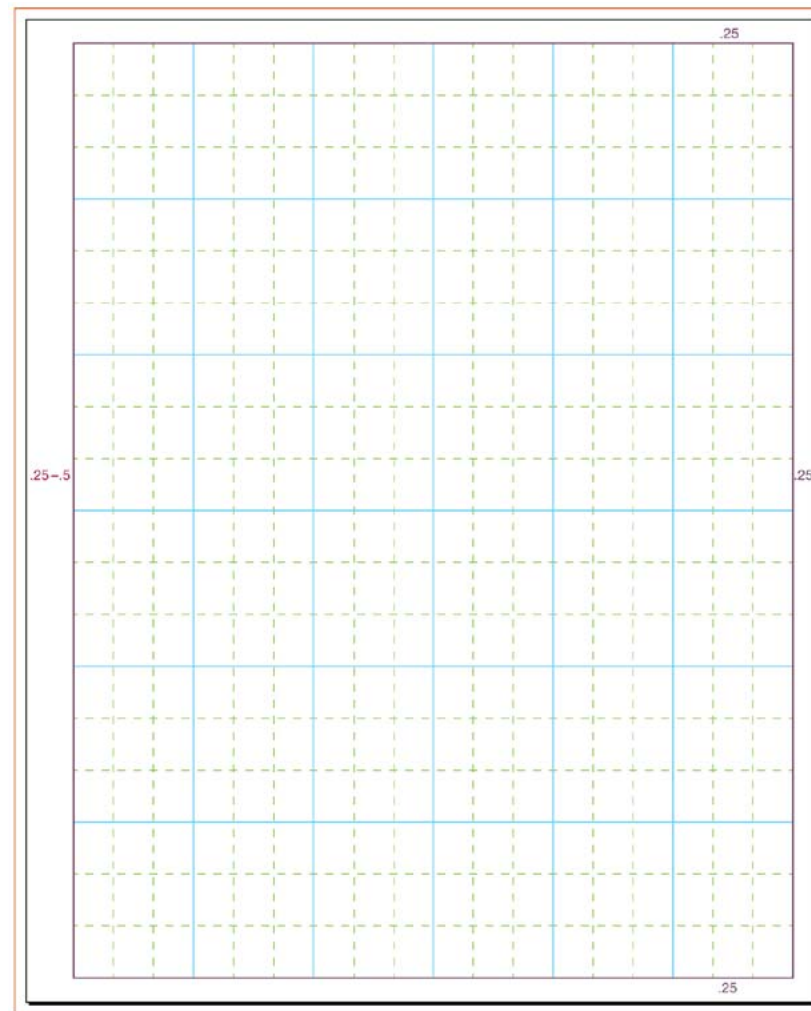
6x6 layout grid & Mayo Clinic logo type

FRONT COVER GRID

1. Set the **page margins** at .25" for the top, right and bottom. If designing for a hard-cover book, set the left margin at .5" to allow for the hinge. If designing for a soft-cover, set the left margin at .25"
2. Divide the space inside the margins into **6 equal rows** and **6 equal columns**. Optional: you may choose to **subdivide the grid further**.
3. Set the **bleed** to .125" (If the printer is known, ask for their spec's. Some require a different bleed measurement).

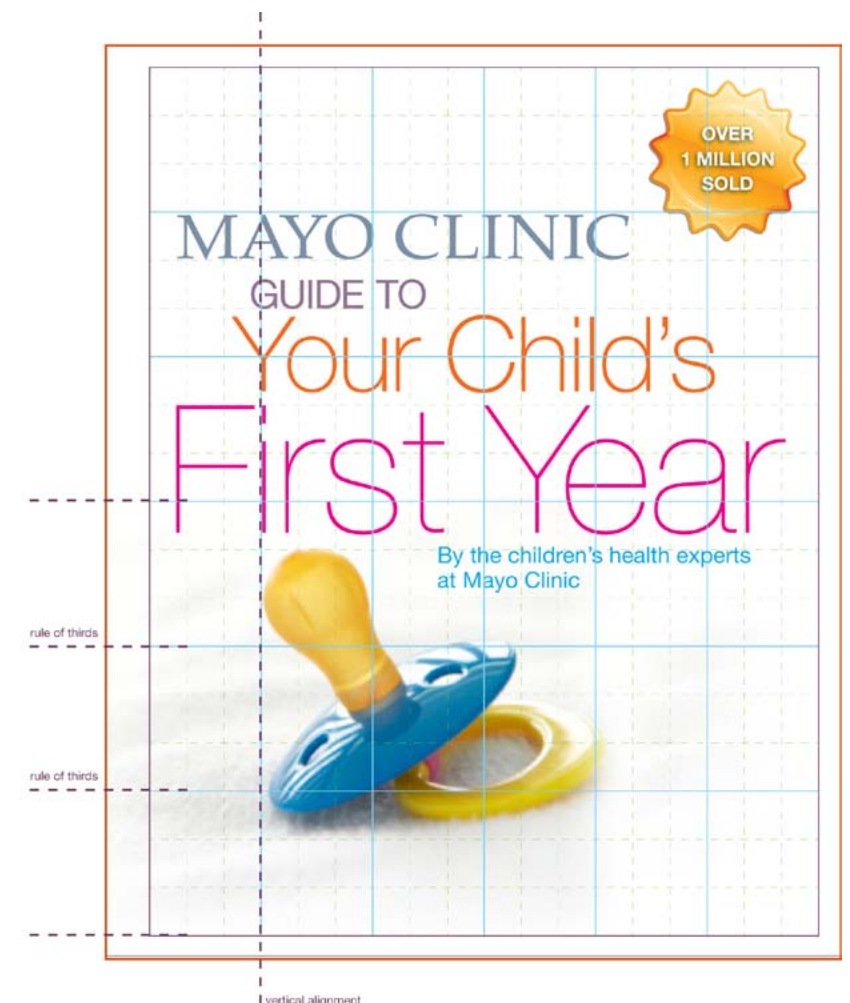
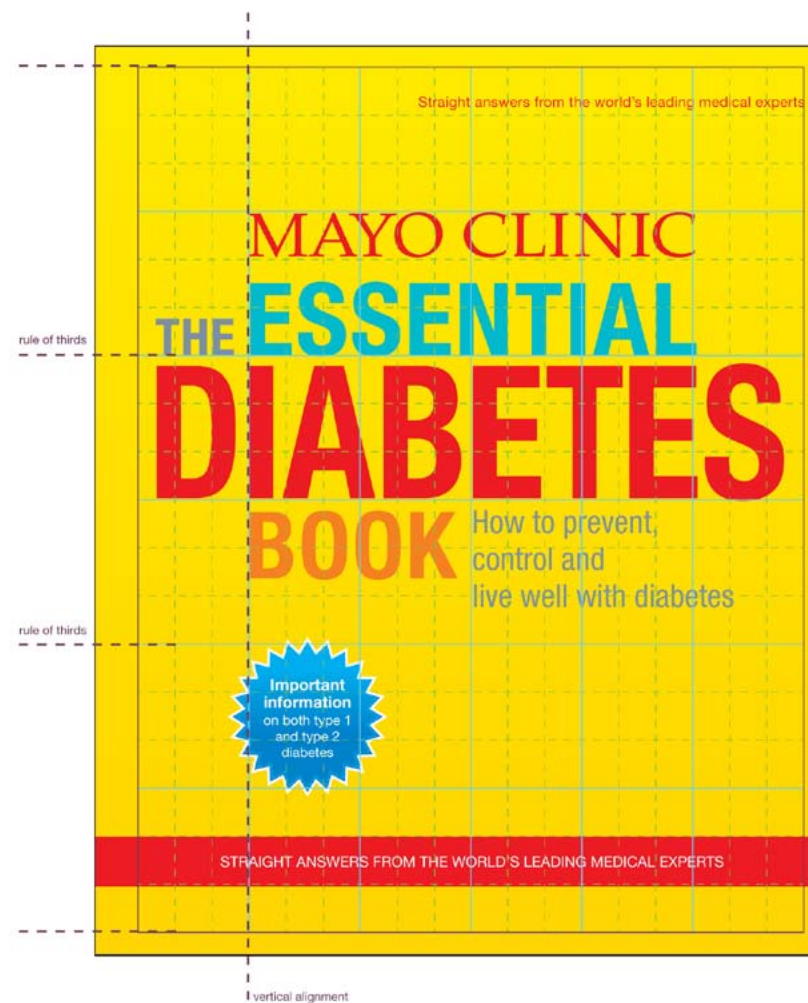
LOGO TYPE

1. Use only the approved Mayo Clinic logo type artwork.
2. Do not typeset the words "Mayo Clinic" in the title.
3. The width of the logo type artwork should be equal to 4 columns of the cover grid.
4. The position of the logo type is determined by the placement of the other elements on the page (see following examples).



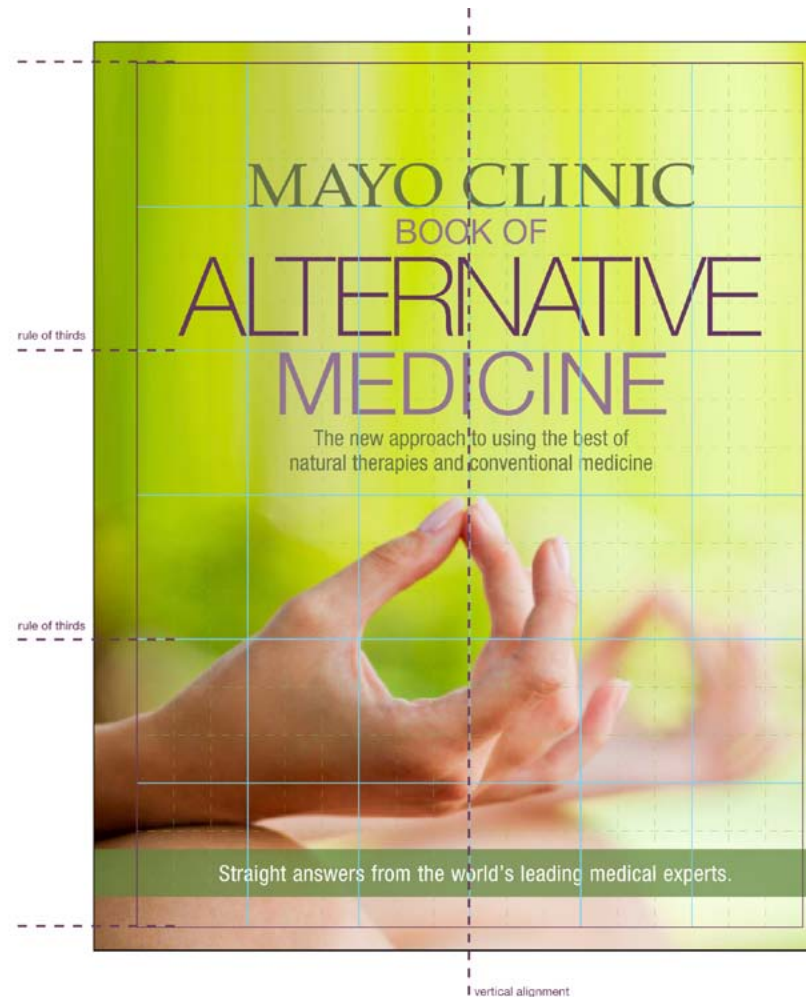
Image/type combo

1. Use only the **Helvetica Neue family** of fonts in a variety of sizes, weights and colors to create interest.
2. Try to make the most important word(s) of the title the largest. Span all 6 columns if possible.
3. Think about the hierarchy of the words in the title. Make subordinate words smaller (e.g., Guide To, Book Of, The, ...)
4. Use the grid as a guide. Notice how the word essential spans the center 4 columns and the beginning and end of the word aligns with strong vertical elements in the word diabetes.
5. Position the logo type to align with major elements of your typographical layout
6. Using the rule of thirds, position the title vertically in the center third of the page or higher
7. Use the grid for positioning of other graphic elements. Notice the star burst is positioned in the middle third of the bottom half of the page and aligned with the vertical axis of the typographical elements.

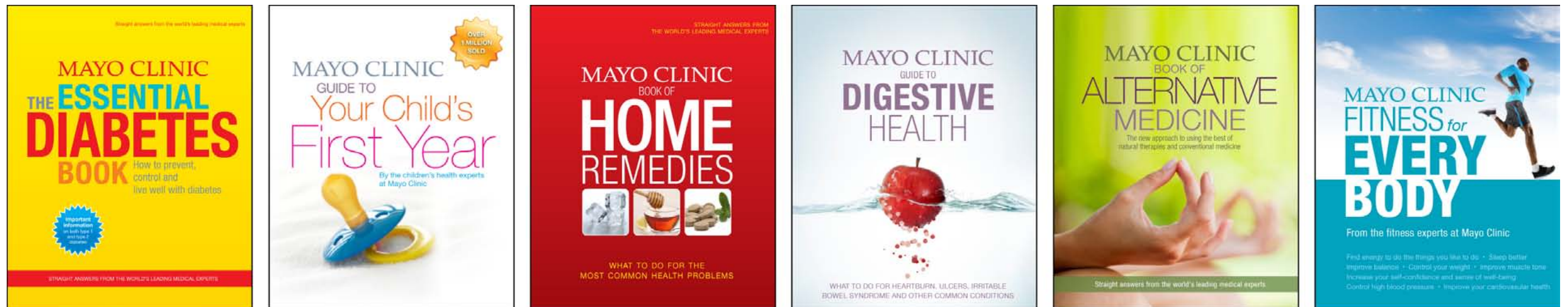


Image/type combo

1. Use the **Helvetica Neue family** of fonts in a variety of sizes, weights and colors to create interest
2. Try to make the most important word(s) of the title the largest. Span all 6 columns if possible.
3. Think about the hierarchy of the words in the title. Make subordinate words smaller (e.g., Guide To, Book Of, The, ...)
4. In this example, all of the type is centered over the fingers which provide a strong, centered visual anchor.
5. Using the rule of thirds, position the title vertically in the center third of the page or higher
6. Use the rule of thirds to guide the position of images. Here, the hand is positioned vertically in the center third of the bottom half of the grid and the fingers come to a point at the center of the page.



Front cover examples



Spine design

1. The top portion of the spine is reserved for the stacked version of the Mayo Clinic logo.
2. The middle portion of the spine is reserved for the title and edition number if needed.
3. The bottom portion of the spine is reserved for the publisher's logo.



The height of the letter 'M' is used as a guide for the minimum clear space around the logo..

Use only the approved Mayo Clinic logo type artwork. Do not typeset the words "Mayo Clinic" in the title. Set the height of the letters to match the other letters in the title.



Use the full-color version of the logo when the background color is white.



Use the white version of the logo on a dark background.

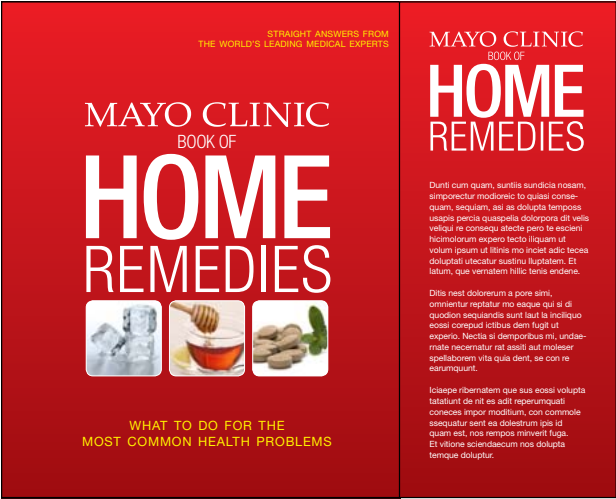
Use Helvetica Neue Condensed Bold for the title. Set the type in all-caps.

Inside front flap

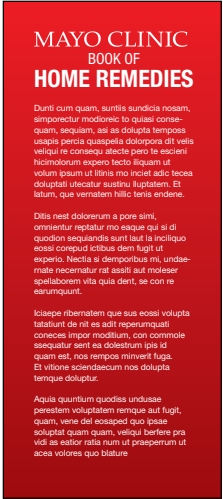
The inside front flap is usually reserved for promotional copy and a summary of the book.

- 1. Background color/pattern, pictures, graphic and typographic elements from the front cover should carry over to the flap.
- 2. The typographic elements of the title can be copied directly from the cover and scaled down to fit the flap (see Example 1) or the title can be set using **Helvetica Neue** family of fonts in a variety of sizes, weights and colors to complement the cover (see Example 2 and 3).
- 3. Use only the approved Mayo Clinic logo type artwork. Do not typeset the words “Mayo Clinic” in the title.
- 4. Promotional copy: Use only the **Helvetica Neue** family of fonts.

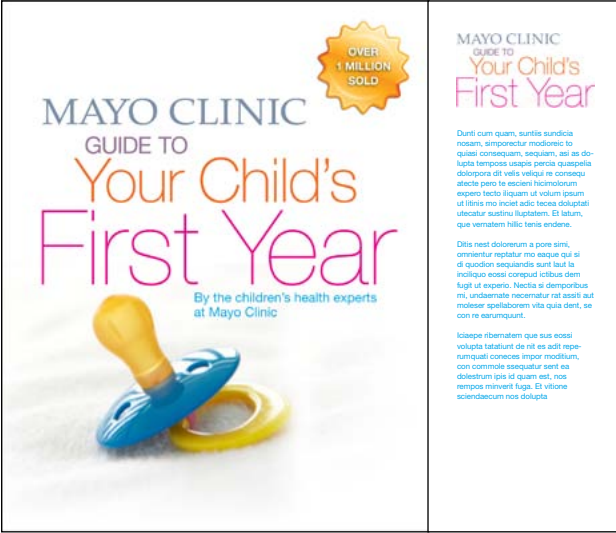
EXAMPLE 1



EXAMPLE 2



EXAMPLE 3



Dunti cum quam, suntis sundicia nosam, simporectur modioreic to quiasi consequam, sequiam, asi as dolupta temposs usapis percia quaspelia dolorpora dit velis veliqui re consequ atecte pero te escieni hicimolorum expero tecto iliquam ut volum ipsum ut litinis mo inciet adic tecea doluptati utecatur sustinu lluptatem. Et latum, que vernatem hillic tenis endene.

Ditis nest dolorerum a pore simi, omnientur reptatur mo eaque qui si di quodion sequiandis sunt laut la inciliquo eossi corepud ictibus dem fugit ut experio. Nectia si demporibus mi, undaernate necernatur rat assiti aut moleser spellaborem vita quia dent, se con re earumquunt.

Iciaepe ribernatem que sus eossi volupta tatatiunt de nit es adit reperumquati coneces impor moditium, con commole ssequatur sent ea dolestrum ipis id quam est, nos rempos minverit fuga. Et vitione sciendaecum nos dolupta

When promotional copy jumps from the front flap to the back flap, let readers know by including the phrase “continued on back flap” in parenthesis.

Inside back flap

EXAMPLE 1

About Mayo Clinic

Mayo Clinic is the first and largest integrated, not-for-profit group practice in the world. Doctors from every medical specialty work together to care for patients, joined by common systems and a philosophy that the needs of the patient come first. Over 3,600 physicians and scientists and 50,000 allied staff work at Mayo, which has sites in Rochester, Minn.; Jacksonville, Fla.; and Scottsdale/Phoenix, Ariz. Collectively, Mayo Clinic treats more than 500,000 patients a year.

For more than 100 years, millions of people from all walks of life have found answers at Mayo Clinic. Mayo Clinic works with many insurance companies, does not require a physician referral in most cases and is an in-network provider for millions of people.

With its depth of medical knowledge, experience and expertise, Mayo Clinic occupies an unparalleled position as an award-winning health information resource.

About the Medical Editor

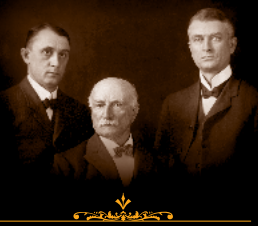
Brent Bauer, M.D., is the director of the Complementary and Integrative Medicine Program and a physician in the Department of Internal Medicine at Mayo Clinic, Rochester, Minn. Dr. Bauer is also a professor of medicine, College of Medicine, Mayo Clinic, and the medical editor of Mayo Clinic EmbodyHealth newsletter.

Dr. Bauer's principal area of research is the scientific evaluation of complementary and alternative medicine therapies. He has authored several book chapters and papers, is a member of the NIH-NCCAM study section, and is currently collaborating on several Mayo Clinic studies evaluating complementary treatments.

Additional Information

- For timely health updates, visit www.MayoClinic.com.

EXAMPLE 2



About Mayo Clinic

Mayo Clinic took root in farm fields near Rochester, Minn., in the late 1800s. It grew from the medical practice of a country doctor, William Worrall Mayo, and the partnership of his two sons, William J. and Charles H. Mayo — affectionately known as Dr. Will and Dr. Charlie. The brothers' innovative ideas and tireless work in learning and creating new surgical techniques attracted international attention.

Today, Mayo Clinic — one of the world's oldest and largest multispecialty group practices — comprises more than 45,000 physicians, scientists, nurses and other staff at its Rochester, Minn.; Jacksonville, Fla.; and Arizona locations; and its regional community-based health care practices.

At Mayo Clinic, patient care, medical education and medical research work together for the good of the patient.

With this depth of medical knowledge, experience and expertise, Mayo Clinic occupies an unparalleled position as an award-winning health information resource.

About the Medical Editor

Maria Collazo-Clavell, M.D., is a specialist in Mayo Clinic's Division of Endocrinology, Diabetes, Metabolism and Nutrition and an assistant professor at College of Medicine, Mayo Clinic. Dr. Collazo-Clavell is active in many organizations devoted to the treatment and prevention of diabetes. She is also the medical editor of the Diabetes Center on Mayo Clinic Health Solution's Web site, www.MayoClinic.com.

EXAMPLE 3

ABOUT THE MEDICAL EDITORS

Dr. Philip Hagen

Dr. Philip Hagen is vice chair of the Division of Preventive, Occupational and Aerospace Medicine at Mayo Clinic, and medical director of Mayo Clinic EmbodyHealth, a health promotion program for businesses and organizations. He is also assistant professor of preventive medicine, College of Medicine, Mayo Clinic. Dr. Hagen is a nationally recognized expert in the use of computers in health care and the development of telemedicine in the workplace.

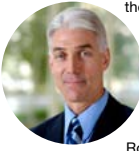

Dr. Martha Millman

Dr. Martha Millman is board certified in internal medicine, preventive medicine and public health. She is a consultant in the Executive Health Program at Mayo Clinic, and an instructor of preventive medicine, College of Medicine, Mayo Clinic. Dr. Millman focuses on self-care issues and disease prevention, having served as Medical Editor-in-Chief for the 6th edition of *Mayo Clinic Guide to Self-Care*. She is also a key member of the aviation medicine and hyperbaric medicine practices at Mayo Clinic.

EXAMPLE 4

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Donald Hensrud, M.D., M.P.H., is chair of the Division of Preventive, Occupational and Aerospace Medicine and a consultant in the Division of Endocrinology, Metabolism, and Nutrition at Mayo Clinic, Rochester, Minn. He is also an associate professor of preventive medicine and nutrition at the College of Medicine, Mayo Clinic. A specialist in nutrition and weight management, Dr. Hensrud advises individuals on how to achieve and maintain a healthy weight. He conducts research in weight management, and he writes and lectures widely on nutrition-related topics. He helped publish two award-winning Mayo Clinic cookbooks.

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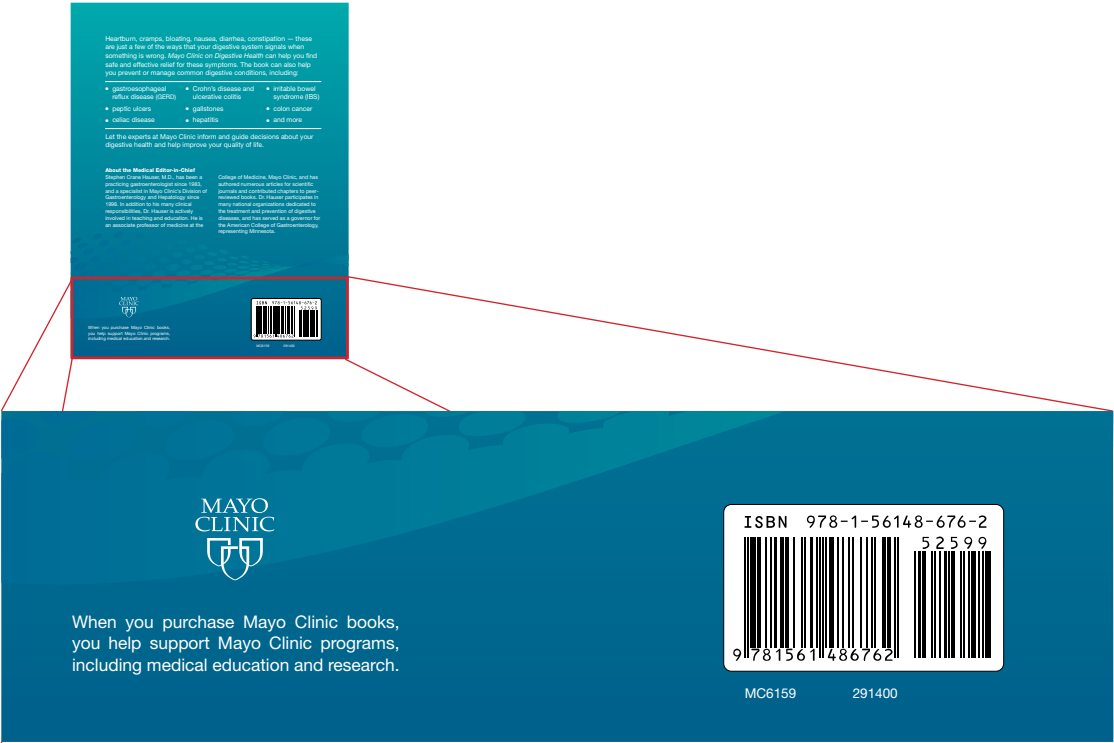
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