Penn Medicine
Princeton Health

Branding Guidelines

Approved on:

November 3, 2022

~~June 6, 2022~~

~~December 29, 2021~~

~~September 13, 2021~~

~~July 17, 2018~~

~~11/5/2019~~

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Penn Medicine Logos Colors

	PMS (Pantone)	CMYK	RGB	HEX/HTML
Blue	PMS 288C	100/79/0/37	1/31/91	#011F5B
Red	PMS 201C	0/100/63/31	153/0/0	#990000

Available Logo File Formats

Logos are available in the following industry standard electronic formats:

- EPS CMYK (VECTOR)
- EPS Pantone/PMS (VECTOR)
- EPS RGB (VECTOR)
- PNG (bitmap, transparent background, 300 dpi)

Below is a quick reference chart if you are unsure of what file format you need. Ask your vendor for their preference.

Note about color reproduction: The PNG files use RGB colors. When using these files for printed pieces, alert your vendor and share the corresponding PMS or CMYK colors above. For printed pieces, it is strongly recommended to provide your vendor EPS (Vector) files. Even though you may not be able to view these files, your vendor will know how to use them appropriately. EPS files are industry standard for electronic artwork reproduction and they will ensure high quality regardless of size and provide your vendor with correct colors.

FILE FORMAT	RESO-LUTION	COLOR SPECS	USAGE	COMPATIBLE APPLICATIONS
PNG	300 dpi	RGB* **May not be suitable for certain projects. Please check with your vendor.*	High-Quality For Web, Brochures, Flyers, Ads, Stationery, General Printed Materials*	MS Word, MS PowerPoint, MS Excel, MS Publisher, Adobe Photoshop, applications that are mainly for web or on-screen viewing
EPS	VECTOR	CMYK PANTONE/PMS RGB*	Highest Quality For Brochures, Flyers, Ads, Posters, Billboards, Stationery, Signage, General Printed Materials, Premium Items	Adobe Illustrator, Quark XPress, Adobe InDesign, PageMaker, Freehand, Adobe Photoshop, general professional graphic design applications

Special Use Logos

System logos have alternate logo files that are simplified for use on applications where the logo has to be 1/4" high or smaller, or when the reproduction method is limited (i.e. embroidery). Artwork for these logos is only available in VECTOR EPS or PDF formats. Request artwork from the Marketing Department and work with your vendor to achieve desired results within the space or reproduction limitations.

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General Logos Usage

The examples below apply to all logos from Princeton Health, its units, departments and programs.

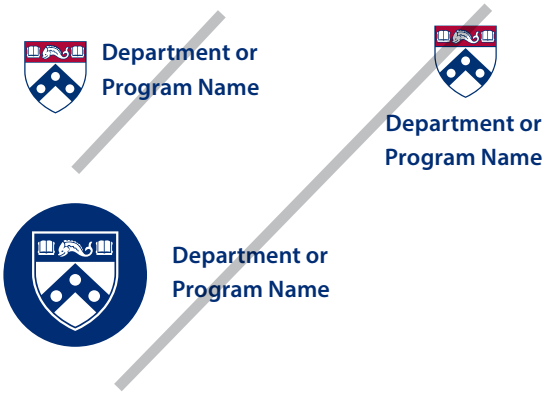
Only use the Penn Medicine official colors in the official combinations provided.

DO NOT switch or change the logo colors.

DO NOT change the proportions or position of the logo elements. If you feel an exception is needed, please contact Marketing.

DO NOT add any elements (typography or artwork) so close to the logo that would deem them part of the logo.

NO LOGO shall ever have three lines of copy.



DO NOT use the shield locked up or integrated with any department or program names.

DO NOT place any shield motif so close to a department or program name that it would be considered a lock up.

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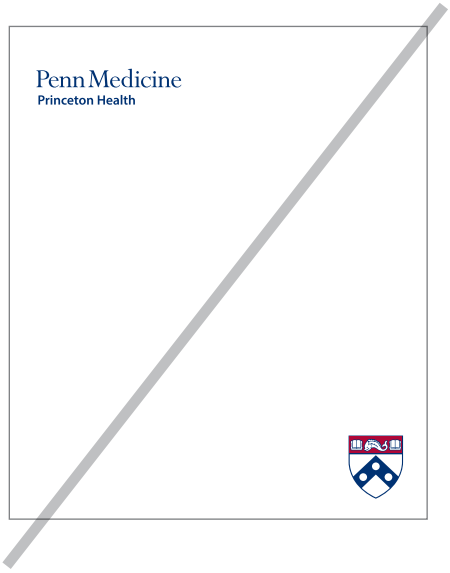
The Penn Shield

The shield is a recognizable icon for Penn and Penn Medicine.



DO NOT use the shield as a separate graphic or piece of art.

DO NOT separate the shield from the logotype.

DO NOT use the shield as an individual graphic element.

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Penn Medicine Princeton Health

File Names and Preview

PM_PH_CMYK_2C
PM_PH_PMS_201_288
PM_PH_RGB_2C

PM_PH_CMYK_2C_REV
PM_PH_RGB_2C_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white

PM_PH_CMYK_Black
PM_PH_RGB_Black

Special Use Logos

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PM-S_PH_PMS_201_288
PM-S_PH_PMS_288
PM-S_PH-K

PM-Simplified_PH_PosWhite

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Penn Medicine Princeton Medical Center

File Names and Preview

PM_PMC_CMYK_2C
PM_PMC_PMS_201_288
PM_PMC_RGB_2C

PM_PMC_CMYK_2C_REV
PM_PMC_RGB_2C_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white

PM_PMC_CMYK_Black
PM_PMC_RGB_Black

Special Use Logos

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PM-S_PMC_PMS_201_288
PM-S_PMC_PMS_288
PM-S_PMC-K

PM-Simplified_PMC_PosWhite

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Penn Medicine Princeton House Behavioral Health

File Names and Preview

PM_HBH_CMYK_2C
PM_HBH_PMS_201_288
PM_HBH_RGB_2C

PM_HBH_CMYK_2C_REV
PM_HBH_RGB_2C_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white

PM_HBH_CMYK_Black
PM_HBH_RGB_Black

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PM-S_PH_PMS_201_288
PM-S_PH_PMS_288
PM-S_PH-K

PM-Simplified_PH_PosWhite

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Penn Medicine Princeton HomeCare

File Names and Preview

Effective July 1, 2019, Princeton HomeCare's Home Health and Hospice services are rebranded to Penn Medicine Home Health Princeton Health and Penn Medicine Hospice Princeton Health.

PM_PHC_CMYK_2C
PM_PHC_PMS_201_288
PM_PHC_RGB_2C

PM_PHC_CMYK_2C_REV
PM_PHC_RGB_2C_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white

PM_PHC_CMYK_Black
PM_HBH_RGB_Black

Special Use Logos

System logos have alternate logo files that are simplified for use on applications where the logo has to be 1/4" high or smaller, or when the reproduction method is limited (i.e. embroidery). Artwork for these logos is only available in VECTOR EPS or PDF formats. Request this artwork from the Marketing Department and work with your vendor to achieve desired results within the space and/or reproduction limitations.

PM-S_PHC_PMS_201_288
PM-S_PHC_PMS_288
PM-S_PHC-K

PM-Simplified_PHC_PosWhite

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Penn Medicine Princeton Medical Center Foundation

File Names and Preview

PM_MCF_CMYK_2C
PM_MCF_PMS_201_288
PM_MCF_RGB_2C

PM_MCF_CMYK_2C_REV
PM_MCF_RGB_2C_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white

PM_MCF_CMYK_Black
PM_MCF_RGB_Black

Special Use Logos

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PM-S_MCF_PMS_201_288
PM-S_MCF_PMS_288
PM-S_MCF-K

PM-Simplified_MCF_PosWhite

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Penn Medicine Employee Assistance Program

File Names and Preview

The Princeton Employee Assistance Program brand has been retired. The program has been merged into the Penn Medicine Employee Assistance Program.

PM_EAP_CMYK_2C
PM_EAP_PMS_201_288
PM_EAP_RGB_2C

PM_EAP_CMYK_2C_REV
PM_EAP_RGB_2C_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white

PM_EAP_CMYK_Black
PM_EAP_RGB_Black

Special Use Logos

System logos have alternate logo files that are simplified for use on applications where the logo has to be 1/4" high or smaller, or when the reproduction method is limited (i.e. embroidery). Artwork for these logos is only available in VECTOR EPS or PDF formats. Request this artwork from the Marketing Department and work with your vendor to achieve desired results within the space and/or reproduction limitations.

PM-S_EAP_PMS_201_288
PM-S_EAP_PMS_288
PM-S_EAP-K

PM-Simplified_EAP_PosWhite

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Penn Medicine Princeton HealthCare Partners

File Names and Preview

PM_HCP_CMYK_2C
PM_HCP_PMS_201_288
PM_HCP_RGB_2C

PM_HCP_CMYK_2C_REV
PM_HCP_RGB_2C_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white

PM_HCP_CMYK_Black
PM_HCP_RGB_Black

Special Use Logos

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PM-S_HCP_PMS_201_288
PM-S_HCP_PMS_288
PM-S_HCP-K

PM-Simplified_HCP_PosWhite

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Penn Medicine Princeton HealthCare Partners, CIN

File Names and Preview

PM_HCP_CIN_CMYK_2C
PM_HCP_CIN_PMS_201_288
PM_HCP_CIN_RGB_2C

PM_HCP_CIN_CMYK_2C_REV
PM_HCP_CIN_RGB_2C_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white

PM_HCP_CIN_CMYK_Black
PM_HCP_CIN_RGB_Black

Special Use Logos

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PM-S_HCP-CIN_PMS_201_288
PM-S_HCP-CIN_PMS_288
PM-S_HCP-CIN-K

PM-Simplified_HCP-CIN_PosWhite

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Princeton Fitness & Wellness / Princeton location

File Names and Preview

PF&W-CMYK-1C
PF&W-PMS288
PF&W-RGB_1C

PF&W-CMYK_REV With Tint
PF&W-PMS288_REV
PF&W-RGB_REV With Tint

* on application, this logo preview will only show when the logo is placed over a background color or image other than white

PF&W-CMYK_REV
PF&W-RGB_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white

PF&W-CMYK_Black
PF&W-RGB_Black

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Princeton Fitness & Wellness / Plainsboro location

File Names and Preview

PFW_atPlainsboro-CMYK-1C
PFW_atPlainsboro-PMS288
PFW_atPlainsboro-RGB_1C

PFW_atPlainsboro-CMYK_REV With Tint
PFW_atPlainsboro-PMS288_REV
PFW_atPlainsboro-RGB_REV With Tint

* on application, this logo preview will only show when the logo is placed over a background color or image other than white

PFW_atPlainsboro-CMYK_REV
PFW_atPlainsboro-RGB_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white

PFW_atPlainsboro-CMYK_Black
PFW_atPlainsboro-RGB_Black

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Penn Medicine Princeton Medicine Physicians

File Names and Preview

PM_PMP_CMYK_2C
PM_PMP_PMS_201_288
PM_PMP_RGB_2C

PM_PMP_CMYK_2C_REV
PM_PMP_RGB_2C_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white

PM_PMP_CMYK_Black
PM_PMP_RGB_Black

Special Use Logos

System logos have alternate logo files that are simplified for use on applications where the logo has to be 1/4" high or smaller, or when the reproduction method is limited (i.e. embroidery). Artwork for these logos is only available in VECTOR EPS or PDF formats. Request this artwork from the Marketing Department and work with your vendor to achieve desired results within the space and/or reproduction limitations.

PM-S_PMP_PMS_201_288
PM-S_PMP_PMS_288
PM-S_PMP-K

PM-Simplified_HCP-CIN_PosWhite

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Abbreviations, URL and Phone Number

The following abbreviations are acceptable on second and subsequent references when referring to the following brand names in text. No other entities can be abbreviated:

First reference in text:	Second and other subsequent references in text:
Penn Medicine Princeton Health	**Princeton Health**
Penn Medicine Princeton Medical Center (PMC)	**PMC or Princeton Medical Center**
Penn Medicine Princeton House Behavioral Health	**Princeton House**

When using the Princeton Health website address, it is up to the project manager's discretion whether or not to use www. in front of the website address. The use of **www.princetonhcs.org** and **princetonhcs.org** are both acceptable as long as the usage is consistent throughout the brochure, ad, social media post, etc.

The way the toll-free phone number is displayed should follow the same rules of consistency, and the use of both 1.888.742.7496 and 888.742.7496 are acceptable.

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Princeton Health Program Names

Penn Medicine
Princeton Health

- Community Wellness
- Institute for Nursing Excellence
- ✗ Princeton Employee Assistance Program

The Princeton Employee Assistance Program brand has been retired. The program has been merged into the Penn Medicine Employee Assistance Program.

Program name can lead marketing materials, but always be 'signed off' by the Penn Medicine Princeton Health logo.

Program name is mentioned within context, but not attached to the logo.

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Princeton Medical Center Programs and Centers for Care Names

Penn Medicine
Princeton Medical Center

Center names can lead marketing materials, but must always include the Penn Medicine Princeton Medical Center logo only.

Center name is mentioned within context, but not attached to the logo.

- Cardiac Care (Review page 24 for details on donor name usage)
- Center for Ambulatory Surgery – Monroe
- Center for Bariatric Surgery & Metabolic Medicine
- Center for Digestive Health
- Center for Emergency Care
- Center for Maternal & Newborn Care
- Center for Minimally Invasive Surgery
- Center for Neuroscience Care
- Center for Pelvic Wellness
- Center for Spine Care
- Center for Testing & Treatment
- Center for Thyroid & Parathyroid Surgical Care
- Center for Vascular Care
- Institute for Surgical Care
- Jim Craigie Center for Joint Replacement
- Llura & Gordon Gund Center for Critical Care
- Occupational Health
- Penn Medicine Princeton Cancer Center (Review page 21 for details on name usage and design)
- Princeton Center for Eating Disorders
- Princeton Executive Health
- Princeton Management Services
- Regan Family Center for Pediatric Care
  In context, when mentioned in body copy: Regan Family Center for Pediatric Care, part of the CHOP Care Network
- Stephen & Roxanne Distler Center for Ambulatory Surgery
- Stroke Center

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Cancer Center Usage

The Cancer Center is unique from other hospital service lines in that it takes the name Penn Medicine Princeton Cancer Center. Note that other service lines typically take the name Princeton Medical Center (PMC) followed by the service line's name.

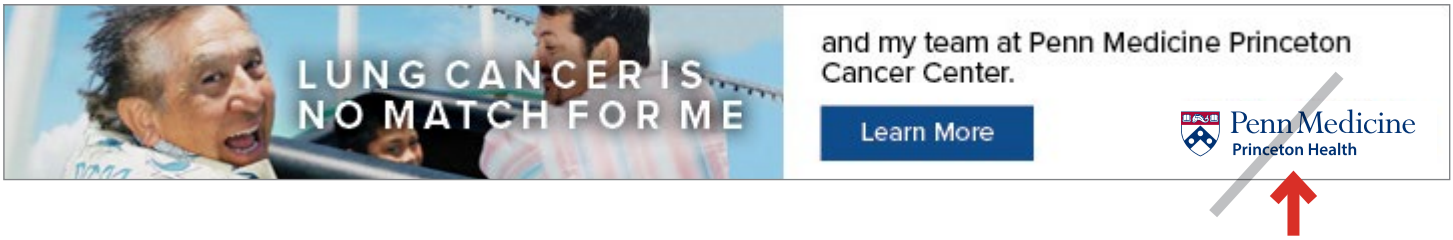
Logo:

If a logo is going to be used for Penn Medicine Princeton Cancer Center, it must be the Princeton Medical Center logo.

DO use to the PMC logo on Cancer Center materials

Penn Medicine
Princeton Medical Center

DO NOT use another logo—other than the Princeton Medical Center logo—on Cancer Center materials.



DO NOT attach the Cancer Center name to a logo*

Penn Medicine
Princeton Cancer Center

Penn Medicine
Princeton Medical Center
Princeton Cancer Center

* The ONLY time that the Penn shield is combined with the name Penn Medicine Princeton Cancer Center is for signage at the Cancer Center. **This logo combination cannot be used at any other time.**

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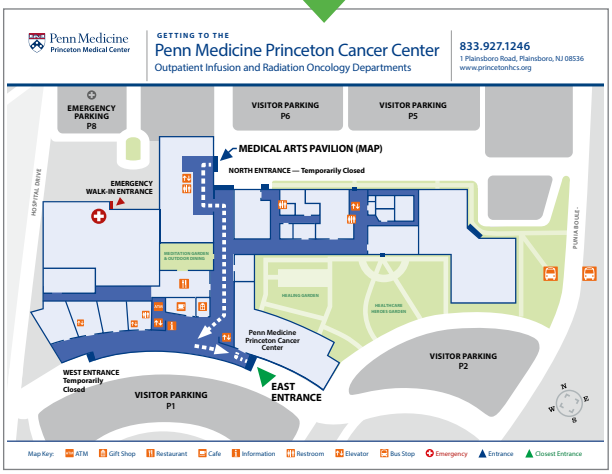
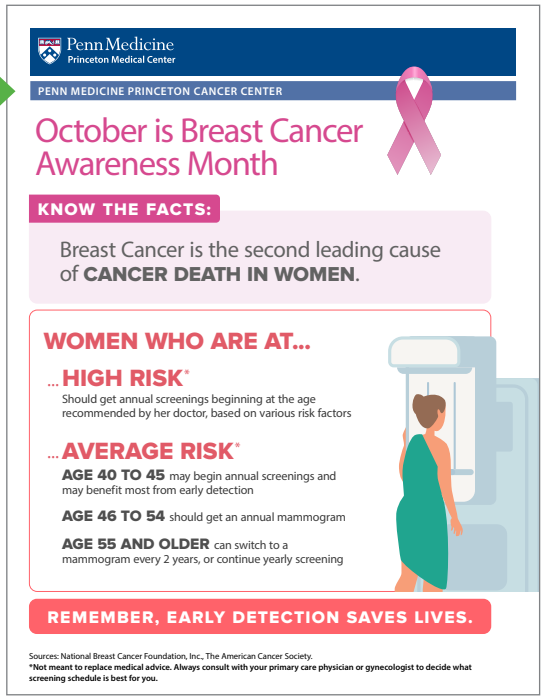
Cancer Center Usage

On Design:

The Penn Medicine Princeton Cancer Center name is treated similarly to other service lines in that the name should be used within context, but not attached to the logo. The name can lead marketing materials, but must always include the PMC logo.

✓ **DO** mention the full name within context, but not attached to the logo





- **Where space is limited** such as a billboard, digital ad, bus, or promotional item, Princeton Cancer Center is an acceptable alternative as long as it appears with the PMC logo.

✓

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Cancer Center Usage

On Body Copy:

First reference: Penn Medicine Princeton Cancer Center

Second references, or when space is an issue: Princeton Cancer Center

Third and subsequent references: Cancer Center

Donor recognition: The name Matthews Cancer Care Suite should be used when referring to the name of the actual physical location of the cancer care suite, which is located off the Atrium in Princeton Medical Center. It is generally good donor relations — but not a requirement — to weave in references to the suite and the donor's name in marketing materials such as an article on cancer services.

Locations Listing:

Penn Medicine
Princeton Cancer Center
Matthews Cancer Care Suite
Princeton Medical Center
One Plainsboro Road
Plainsboro, NJ 08536

Penn Medicine
Princeton Medicine Physicians
Medical Arts Pavillion, Suite 540
5 Plainsboro Road
Plainsboro, NJ 08536

Legibility is key and good judgment should be used in any design or written situations where space is limited.

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Cardiac Care Donor Name Usage

On Body Copy:

Donor recognition: George & Estelle Sands Center for Cardiac & Pulmonary Care is the full name of the actual physical location of the cardiac care suite, which is located off the Atrium in Princeton Medical Center. It is generally good donor relations — but not a requirement in all situations — to weave in references to the suite and the donor's name in marketing materials such as an article on cardiac services space permitting. For the purposes of marketing communications materials, it is acceptable and preferred to shorten the name and use Sands Center for Cardiac & Pulmonary Care.

Center names can lead marketing materials, but must always include the Penn Medicine Princeton Medical Center logo only.

Center name is mentioned within context, but not attached to the logo.

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Princeton Medicine Physicians Practice Names

Penn Medicine
Princeton Medicine Physicians

Practice name is mentioned within context, but not attached to the logo.

- Penn Medicine Princeton Medicine Physicians 281 Witherspoon Street
- Penn Medicine Princeton Medicine Physicians Comprehensive OB/GYN Care of Princeton
- Penn Medicine Princeton Medicine Physicians Dayton
- Penn Medicine Princeton Medicine Physicians Downtown Robbinsville
- Penn Medicine Princeton Medicine Physicians Ewing Medical Associates, PA
- Penn Medicine Princeton Medicine Physicians Express Care
- Penn Medicine Princeton Medicine Physicians Hamilton
- Penn Medicine Princeton Medicine Physicians Hamilton Medical Group
- Penn Medicine Princeton Medicine Physicians John A. Heim, MD, Thoracic Surgery
- Penn Medicine Princeton Medicine Physicians Hightstown Medical Associates
- Penn Medicine Princeton Medicine Physicians Hillsborough
- Penn Medicine Princeton Medicine Physicians Hospitalists Service
- Penn Medicine Princeton Medicine Physicians Lawrenceville
- Penn Medicine Princeton Medicine Physicians Monroe
- Penn Medicine Princeton Medicine Physicians Monroe Medical Associates
- Penn Medicine Princeton Medicine Physicians Montgomery Internal Medicine
- Penn Medicine Princeton Medicine Physicians Pennington
- Penn Medicine Princeton Medicine Physicians Plainsboro
- Penn Medicine Princeton Medicine Physicians Plainsboro Family Physicians
- Penn Medicine Princeton Medicine Physicians Princeton HealthCare Affiliated Physicians, PC (this name is never used in marketing materials)
- Penn Medicine Princeton Medicine Physicians Princeton Pike Internal Medicine
- Penn Medicine Princeton Medicine Physicians Princeton Urogynecology
- Penn Medicine Princeton Medicine Physicians Rednor-Risi Family Medicine
- Penn Medicine Princeton Medicine Physicians Rheumatology Center of Princeton
- Penn Medicine Princeton Medicine Physicians Ann E. Smelkinson, MD, Internal Medicine
- Penn Medicine Princeton Medicine Physicians South Brunswick
- Penn Medicine Princeton Medicine Physicians Women's Health Monroe

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Friends of the Foundation at Penn Medicine Princeton Medical Center

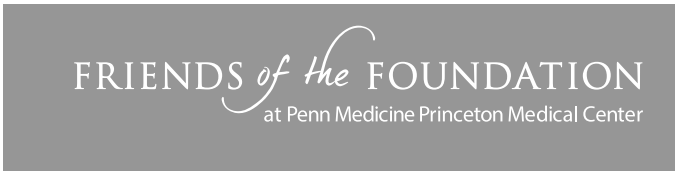
File Names and Preview

Penn Medicine
Princeton Medical Center Foundation

These logos can lead marketing materials without the full Foundation logo. But it is recommended to features the full Foundation logo as a secondary element whenever space permits (i.e. back of a brochure, bottom of a flyer).

FOF@PMPMC-2c_CMYK
FOF@PMPMC-2c_RGB

FOF@PMPMC-KO



FOF@PMPMC-KO_LightBlue_CMYK
FOF@PMPMC-KO_LightBlue_RGB

* on application, this logo preview will only show when the logo is placed over a background color or image other than white

FOF@PMPMC-PennBlue-CMYK
FOF@PMPMC-PennBlue-RGB

FOF@PMPMC-PennBlue_w_Tint-CMYK
FOF@PMPMC-PennBlue_w_Tint-RGB

FOF@PMPMC-K-CMYK
FOF@PMPMC-K-RGB

FOF@PMPMC-K_Tint-CMYK
FOF@PMPMC-K_Tint-RGB

	PMS (Pantone)	CMYK	RGB	HEX/HTML
Blue	PMS 288C	100/79/0/37	0/45/114	#002D72
Light Blue*	PMS 284C	59/17/0/0	108/172/228	#6CACE4

** This color cannot be used in other logos and cannot replace the Penn Red PMS 201C*

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1919 Society

File Names and Preview

Penn Medicine
Princeton Medical Center Foundation

These logos can lead marketing materials, but always be 'signed off' by the Princeton Medical Center Foundation logo or name.

1919 Society-CMYK_1C
1919 Society-PMS_1C

1919 Society-CMYK_REV
1919 Society-RGB_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white

1919 Society-CMYK_Black
1919 Society-RGB_Black

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Kids Marathon

File Names and Preview

Penn Medicine
Princeton Health

These logos can lead marketing materials, but always be 'signed off' by the Princeton Health logo or name.

Kids Marathon-Blue With Tint-CMYK
Kids Marathon-Blue With Tint-PMS
Kids Marathon-Blue With Tint-RGB

Kids Marathon-Blue Solid-CMYK
Kids Marathon-Blue Solid-PMS
Kids Marathon-Blue Solid-RGB

Kids Marathon-REV-CMYK
Kids Marathon-REV-RGB

* on application, this logo preview will only show when the logo is placed over a background color or image other than white

Kids Marathon-Black-CMYK
Kids Marathon-Black-RGB

Kids Marathon-Black With Tint-CMYK
Kids Marathon-Black With Tint-PMS

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5K Race & 1 Mile Fun Walk

File Names and Preview

Penn Medicine
Princeton Health

These logos can lead marketing materials, but always be 'signed off' by the Princeton Health logo or name.

5K Race and 1M FunWalk-Blue With Tint-CMYK
5K Race and 1M FunWalk-Blue With Tint-PMS
5K Race and 1M FunWalk-Blue With Tint-RGB

5K Race and 1M FunWalk-Blue Solid-CMYK
5K Race and 1M FunWalk-Blue Solid-PMS
5K Race and 1M FunWalk-Blue Solid-RGB

5K Race and 1M FunWalk-REV
5K Race and 1M FunWalk-REV-RGB

* on application, this logo preview will only show when the logo is placed over a background color or image other than white

5K Race and 1M FunWalk-Black
5K Race and 1M FunWalk-Black-RGB

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Medical Staff of Penn Medicine Princeton Health

File Names and Preview

This logo CANNOT be used with the Penn Medicine Princeton Health logo.

Medical Staff of PM_PH-Blue-CMYK
Medical Staff of PM_PH-Blue-PMS
Medical Staff of PM_PH-Blue-RGB

Medical Staff of PM_PH-REV-CMYK
Medical Staff of PM_PH-REV-RGB

* on application, this logo preview will only show when the logo is placed over a background color or image other than white

Medical Staff of PM_PH-Black-CMYK
Medical Staff of PM_PH-Black-RGB

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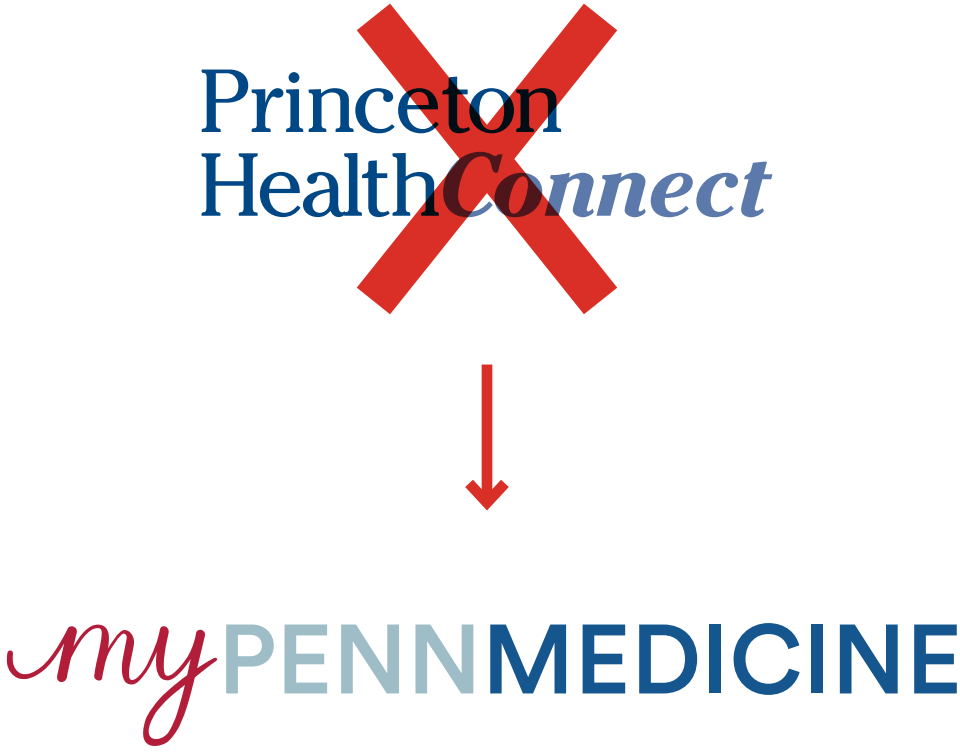
~~Princeton HealthConnect~~ → myPenn Medicine

File Names and Preview

Princeton HealthConnect portal has been replaced by myPenn Medicine.
Please contact Penn Medicine for usage guidelines of the myPenn Medicine logo.



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My Voice

File Names and Preview

Penn Medicine
Princeton Health

These logos can lead marketing materials, but always be 'signed off' by the Princeton Health logo or name.

My_Voice-CMYK-Blue_Black
My_Voice-RGB-Blue_Black
My_Voice-PMS_288_Black

My_Voice-CMYK_Black
My_Voice-RGB_Black

My_Voice-CMYK_Blue_Solid
My_Voice-RGB_Blue_Solid
My_Voice-PMS_288_Solid

My_Voice-CMYK_Blue_with_Tint
My_Voice-RGB_Blue_with_Tint
My_Voice-PMS_288_with_Tint

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Take the extra step!

File Names and Preview

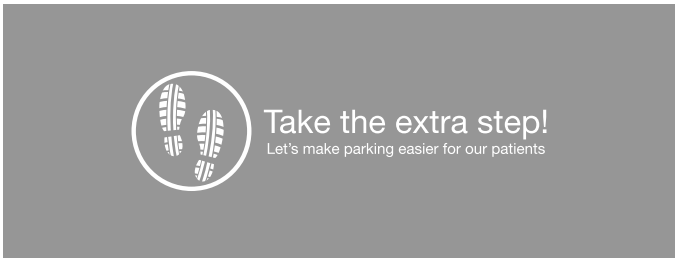
Penn Medicine
Princeton Medical Center

These logos can lead marketing materials, but always be 'signed off' by the Princeton Medical Center logo or name.

Take the Estra Step-CMYK
Take the Estra Step-PMS
Take the Estra Step-RGB

Take the Estra Step-REV
Take the Estra Step-RGB_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white



Take the Estra Step-Black
Take the Estra Step-RGB_Black

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2 for Good

File Names and Preview

Penn Medicine
Princeton Health

These logos can lead marketing materials, but always be 'signed off' by the Princeton Health logo or name.

2forGood-CMYK
2forGood-PMS
2forGood-RGB

2forgood
Two hours to make a difference

2forGood-CMYK_REV
2forGood-RGB_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white

2forgood
Two hours to make a difference

2forGood-CMYK_Black
2forGood-RGB_Black

2forgood
Two hours to make a difference

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Princeton Health OnDemand

File Names and Preview

PH OnDemand-CMYK_2C
PH OnDemand-PMS_288_284
PH OnDemand-RGB_2C

PH OnDemand-CMYK_Solid Blue
PH OnDemand-PMS288
PH OnDemand-RGB_Solid Blue

PH OnDemand-CMYK_REV
PH OnDemand-RGB_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white

PH OnDemand-CMYK_Black
PH OnDemand-RGB_Black

	PMS (Pantone)	CMYK	RGB	HEX/HTML
Blue	PMS 288C	100/79/0/37	0/45/114	#002D72
Light Blue*	PMS 284C	59/17/0/0	108/172/228	#6CACE4

** This color cannot be used in other logos and cannot replace the Penn Red PMS 201C*

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Penn Medicine Culture of Excellence Always

File Names and Preview

The Culture of Excellence Always should only be used to internal audiences.

PM_Culture of Excellence Always-CMYK_2C
PM_Culture of Excellence Always-PMS_288_284
PM_Culture of Excellence Always-RGB_2C

PPM_Culture of Excellence Always-CMYK_Black
PM_Culture of Excellence Always-RGB_Black

	PMS (Pantone)	CMYK	RGB	HEX/HTML
Blue	PMS 288C	100/79/0/37	0/45/114	#002D72
Light Blue*	PMS 284C	59/17/0/0	108/172/228	#6CACE4

** This color cannot be used in other logos and cannot replace the Penn Red PMS 201C*

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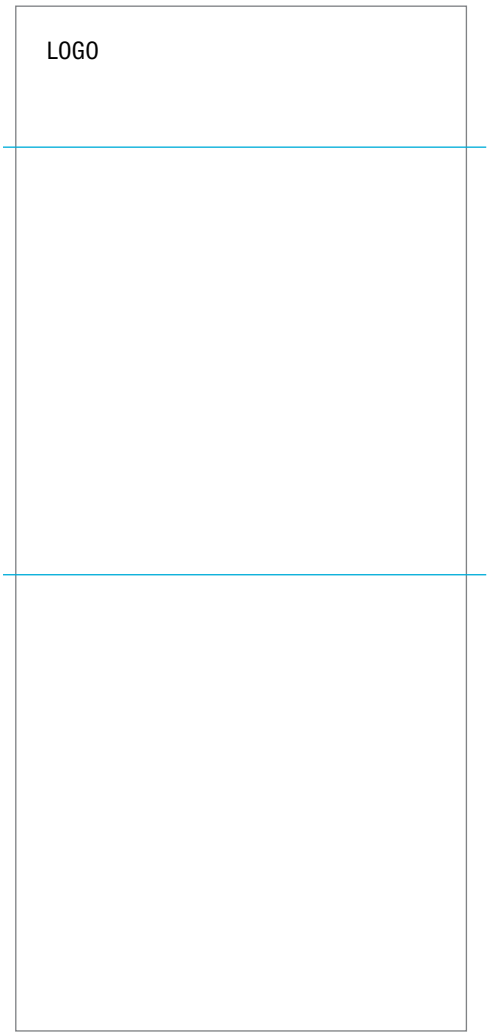
General Design Approach

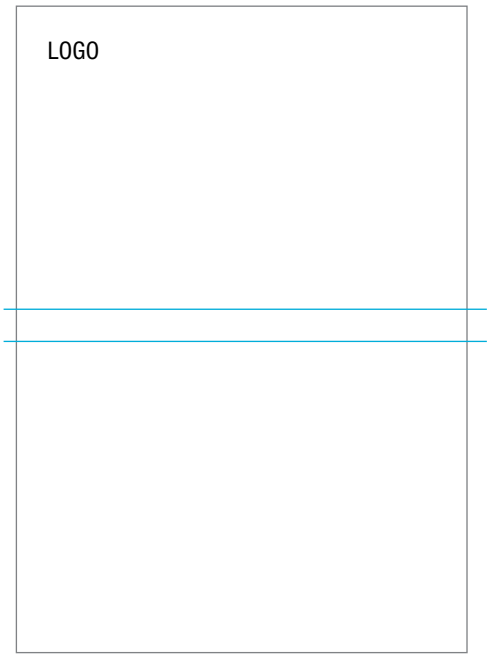
The examples below apply to all logos from Princeton Health and its units, departments or programs.

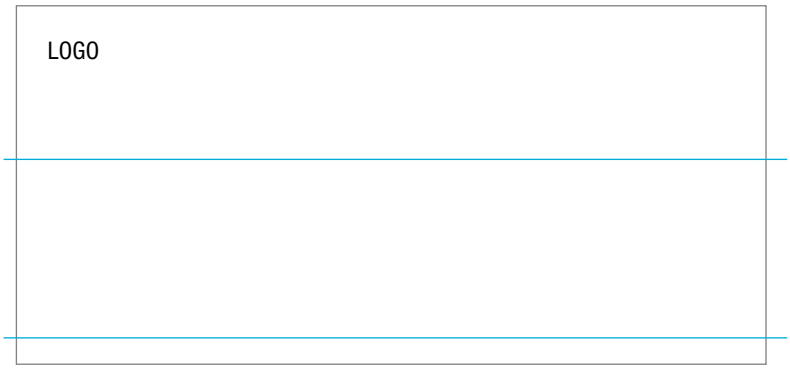
Logo is flushed left and positioned on the upper left corner. The margins should not be smaller than half the shield's width and not larger than twice the shield's width.

Overal design should have a simple, horizontal quality, using block shapes to create areas of interest (i.e. title, imagery). Care should be taken to avoid creating layouts that are 'striped'.

Examples (not limited to) of grids that can be used for maerials that do not have existing templates:







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Typography

The examples below apply to all logos from Princeton Health and its units, departments or programs.

Myriad Pro should be used as much as possible.

On computers where Myriad Pro is not available, Helvetica or Arial can be used as substitutes.

In pieces created by professional vendors, **Myriad Pro must be used as the main font**. Helvetica Neue can be used as accent on headlines or call outs in articles per the designer's discretion.

Be conservative: avoid fonts that are difficult to read or have a very strong character.

Myriad Pro Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Regular Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Semibold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Photography Guidelines (updated July, 2021)

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Please consider the reasons we are taking the picture and the information and/or emotions we want to convey visually. Once this information is clear, please consider what image will most effectively convey the message(s). Even if the subject of a shoot seems simple and straightforward, please use thought, analysis and judgment when approaching it.

1. **Diversity** – With multiple photos, be sure to include diversity unless the target audience is a specific ethnic group. Include photography that highlights diversity and inclusion.

   Be aware of the context in which the image is being used. Consider: Is the photo appropriate for the topic of the article or brochure that it will be associated with (e.g., it may not be appropriate to include a photo of a person in a wheelchair when promoting a clinical service line). When using lifestyle photos, include LGBTQ+ individuals and couples with children, as well as individuals who are differently abled (such as those with Down Syndrome, individuals in a wheelchair, etc.).
2. **Age appropriate** – Ensure the age of the person or people in photos is the same age as the targeted audience or the group being featured in the article, ad, etc.
3. **Season** – The season represented in the photo should match the month in which the program is scheduled – i.e. no summer images for winter programs.
4. **Gender** – Does the program topic target only men or only women? Be sure that is reflected in the photo.
5. **Clothing** – Please choose somewhat conservative clothing – i.e. no tank tops or low cut tops, no photos of people in their underwear, including men in undershirts.
6. **Exercise topics** – Try to avoid tank tops or sports bras for women.
7. **Pregnancy topics** – It is preferable to use pregnant women with their bellies covered.
8. **Safety** – Be sure activities in photos appear safe and apply with applicable safety standards. For instance, children riding bikes should be wearing helmets. **Be alert**. Check with Debbie Millar and/or other safety expert.
9. **Facial Expression** – Ensure expressions are appropriate for the topic – i.e. neutral expression for a serious topic; cheerful expression for a lighthearted topic.
10. **Activity appropriate** – Cooking, sports, etc…When possible, look for images that include the activity.
11. **Cancer/Eating Disorder Topics** – Be sensitive when choosing images to represent patients with cancer or eating disorders.
12. **Baby Friendly** – Do not include images with baby bottles and make sure that women in breastfeeding photos are appropriately covered.
13. **No photos with alcohol in Princeton House articles, ads, etc.**
14. **Surgical Cap** — When selecting stock photos or taking photos of surgeons, technicians, nurses, staff, who are wearing a surgical cap, be sure that the entire ear and any earrings worn are tucked under the cap.
15. **Masks** – The Joint Commission urges removal of surgical masks when procedures are done, rather than wearing them around the neck/chin. Please do not take or include images of physicians, technicians, nurses, staff, etc., with masks around their necks/chins.
16. **Nothing offensive, obscene** and of course **not pornographic**, **illegal**, etc.
17. **Gloves** – when showing blood draw and provision of care, please be sure care provider is wearing gloves if appropriate. Please ask the care provider being photographed if it is standard procedure to wear gloves in the situation being photographed. If you are choosing a stock photo involving care or a blood draw, please ask a clinician if the person in the photograph should be wearing gloves.
18. **No images of male or female gender related body parts** in either real life or replicas of those parts.
19. **Avoid taking or using photos with a lot of clutter in them.** This is distracting and it also implies disorganization and we don't want patients to think we run a disorganized, messy hospital.
20. **Do not take photos of anything that could be considered unsanitary.** Examples a dog putting paws up on an empty bed or an employee holding a dog and having his face licked by the dog.
21. **Avoid taking photos of someone who looks deathly ill.** We are a hospital, so we don't expect that everyone will look like the picture of health and fitness, but if people look very ill, we should not take their photo. It may be seen as disrespectful or insensitive.

Photography Guidelines (updated July, 2021)

GO TO MAIN INDEX

22. **When utilizing photos combined with other photos or text,** please be sure the placement of the other images, text and/or text box does not block the underlying image or other images to the point where things start to look strange, are hard to see or just look odd.
23. **Do keep accuracy in mind at all times.** This is broad and there are many examples. When selecting stock images, be sensitive to whether or not elements in the image, particularly technology, are consistent with technology available at Princeton Medical Center. Therapy poses should be safe and accurate.
24. **Text in captions, body copy and headlines needs to be appropriately sized to be readable.**
25. **When using images of Senior Administrators or other VIPs or dignitaries**, please ensure appropriate size and placement on the page. For example, the image should not look like an afterthought be too small or poorly placed or positioned on the page or layout.
26. **Generally speaking people and backgrounds of images should be neat and presentable.** For example, avoid images where people's hair or clothes look messy, backgrounds looks messy, cluttered or unkempt, etc. When taking a picture, please be sure to have a mirror and a new comb available so that the person being photographed has the chance to look at their hair and fix it. Please politely offer them the opportunity to do so. Sometimes people get busy and lose track of how they might look and could use a gentle helpful reminder.
27. **Please avoid using images of people with physical characteristics that could be distracting.** A few examples of distracting characteristics could include messy hair, extremely long or short hair, missing teeth, torn clothing, particularly large jewelry, etc.
28. **Generally try to avoid photos of babies with their eyes closed** but this might not always be possible or necessary – please be sensitive to the baby looking deceased.
29. **Please do not use photos where an individual appears to be making unwelcome or inappropriate or strange physical contact with another.**
30. **Be sensitive to and ensure the accuracy of the depiction of the clinical environment or situation.** For example, if the copy mentions a foot examination, it would not be appropriate to show an image of a foot where it looks like the rest of the person is disrobed as you typically do not need to remove all of your clothing for a foot exam. Think very carefully and critically of each situation to ensure you make good choices.
31. **It is important that the person appear to be physically intact and not distorted** by the photograph in a manner that makes them appear to be missing their limbs or other body parts.
32. **Avoid use of images where the top of an individual's head is chopped off or any photo with odd chopping or positioning of the subjects.** Sometimes the subject's full head is present in the image, but the top of their head ends up getting cropped out once the image is placed and cropped in the creative. Sometimes an adjustment can fix this. Please alert the designer to the concern and see what they can do. If it is not possible to use a selected image within the intended medium (such as a billboard or digital ad, etc.) without cropping the person's head, please work with the graphic designer to place and crop the image to minimize the effects of the cropping. If even with these efforts, the subject's head is looking too severely cropped or chopped off at the top, it may be necessary to identify another image that works better in the space.
33. Please avoid photos of infants and toddlers wearing jewelry, as it is a choking hazard.

Please adhere to these guidelines at all times. If images do not meet these guidelines, do not submit those photos to Amy Franco, Debbie Millar, Carol Norris or others. If you have a question or feel an exception may be needed, please discuss with Amy Franco, Debbie Millar and/or Carol Norris as appropriate.

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Recognition Marketing

We **cannot** use a company's logo or other trademarked or copyrighted material without a signed license agreement that governs the use and if Princeton Health does execute an agreement all use must be in accordance with such agreement. (In the event the organization doesn't have a licensing agreement option, we would not be able to use the material without permission from the company and following any requirements that organization provides for a permitted use.)

We **can** make a factual statement that is publicly verifiable about receiving a recognition (without use of any trademarked or copyrighted material) in our internal communications. However, we should avoid this in any external communications.

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Brochures

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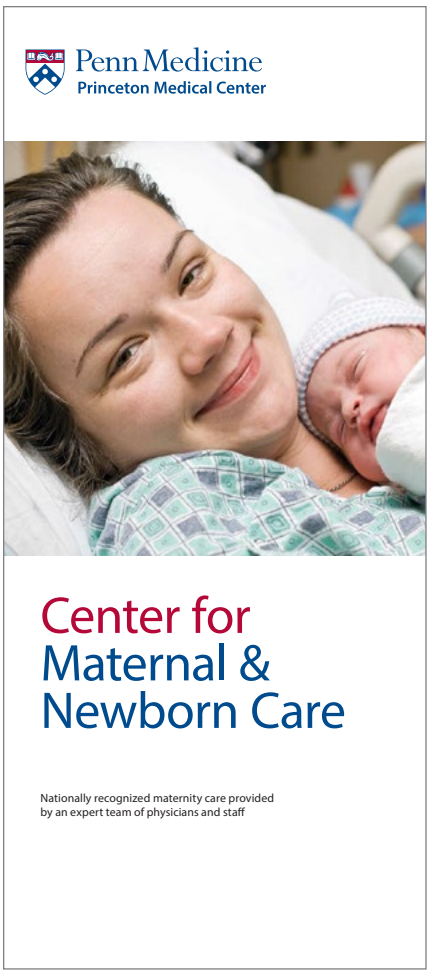
Slim Jim Brochures Main Template

4” x 9”

Front Covers



NOTICE THAT...

The logo is always at the top, flushed left, in a clear area.

NOTICE THAT...

The brochure title is also the name of the department/program.

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Slim Jim Brochures Secondary Template

4” x 9”

Front Covers

NOTICE THAT...

Title can be moved to the top area so it’s visible on certain display racks.

NOTICE THAT...

Coloration can change to complement the photography. In doubt, use the Penn Medicine Blue.

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Flyer Templates

Available templates listed below have the same style files as Princeton Health.

	InDesign CS6	MS Word
• Princeton Health	all styles	plain style
• Princeton Health -Related	all styles	plain style
• Princeton Medical Center	all styles	plain style
• Princeton Medical Center -Related	all styles	plain style
• Princeton House Behavioral Health	all styles	plain style
• Princeton HomeCare	all styles	plain style
• Princeton Medicine Physicians	all styles	plain style
• Princeton Fitness & Wellness	all styles	plain style
• Princeton Medical Center Foundation		plain style

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Penn Medicine Princeton Health

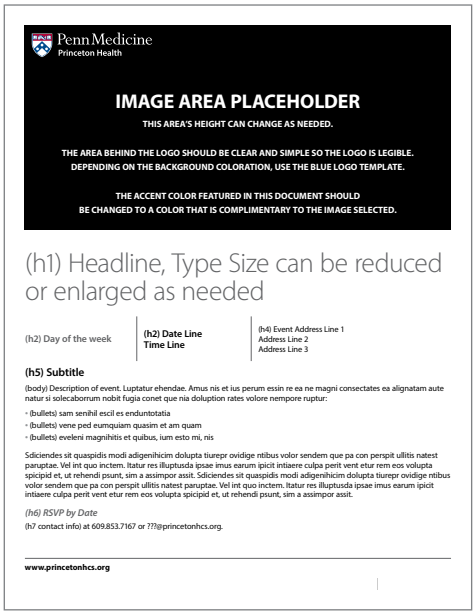
Flyer Template Preview

8.5” x 11”

These flyer templates are available in InDesign CS6. The “Plain” style is available in Ms Word. There are four template styles that can be modified according to the information, including adding new elements. Please follow the instructions on the file regarding imagery and typography. Accent colors should match the photo chosen. All type sizes can be enlarged or reduced to accommodate the information. Flyer templates have a .375” margin all around. Choose the master page style that contains the logo configuration that best accommodate your needs.

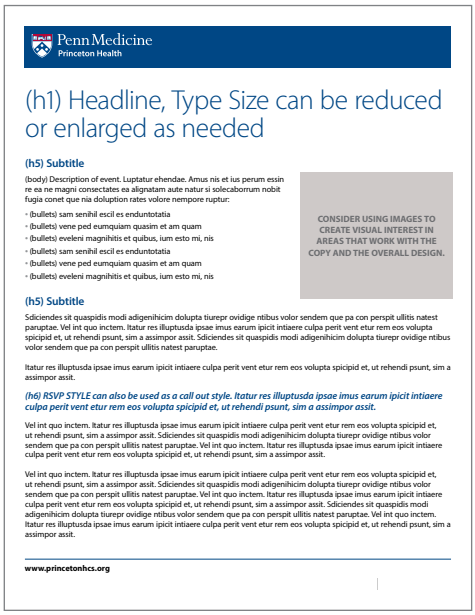
Template Master Page “B-BLUE LOGO”:

Template Master Page “REV-KO LOGO”:



Template Master Page “B2-BLUE 2”:

Template Master Page “PLAI-PLAIN”:

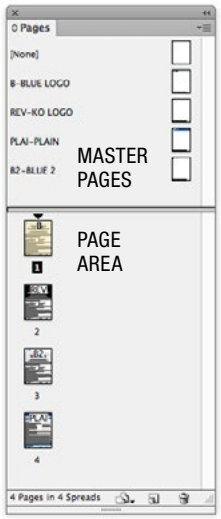


HOW TO

Access master pages in InDesign

Window > Pages

Drag and drop master pages into the page area or over an existing page.



This plain style is available in MS Word.

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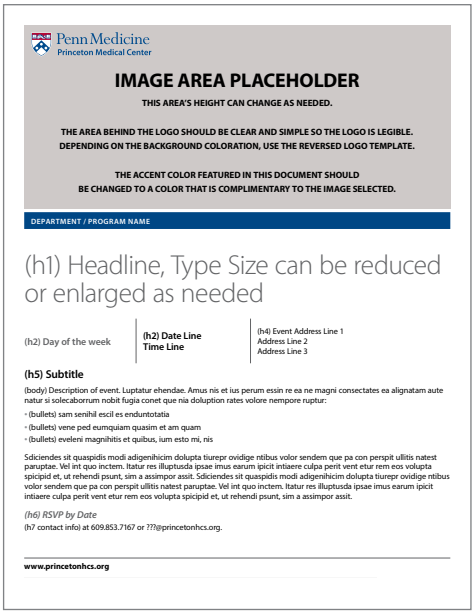
Related Department/Program

Flyer Template Preview

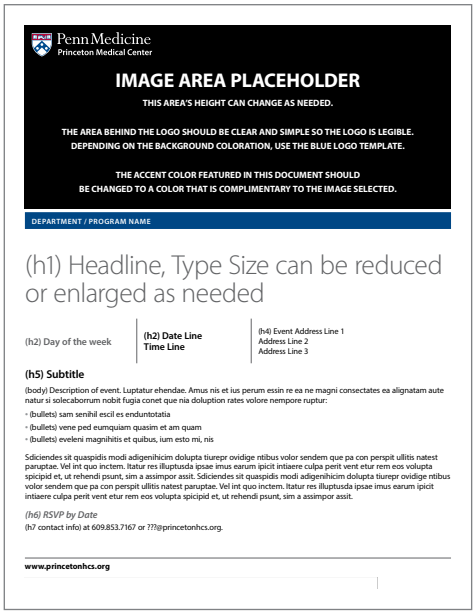
8.5” x 11”

These flyer templates are available in InDesign CS6. The “Plain” style is available in Ms Word. There are four template styles that can be modified according to the information, including adding new elements. Please follow the instructions on the file regarding imagery and typography. Accent colors should match the photo chosen. All type sizes can be enlarged or reduced to accommodate the information. Flyer templates have a .375” margin all around. Choose the master page style that contains the logo configuration that best accommodate your needs.

Template Master Page “B-BLUE LOGO”:



Template Master Page “REV-KO LOGO”:

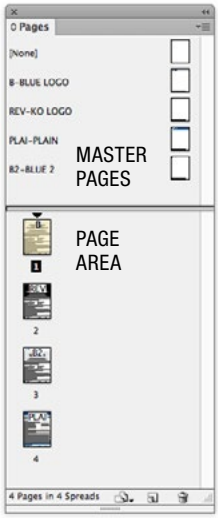


HOW TO

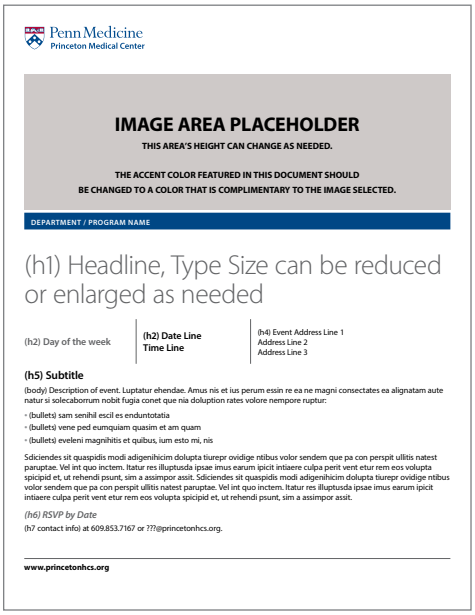
Access master pages

Window > Pages

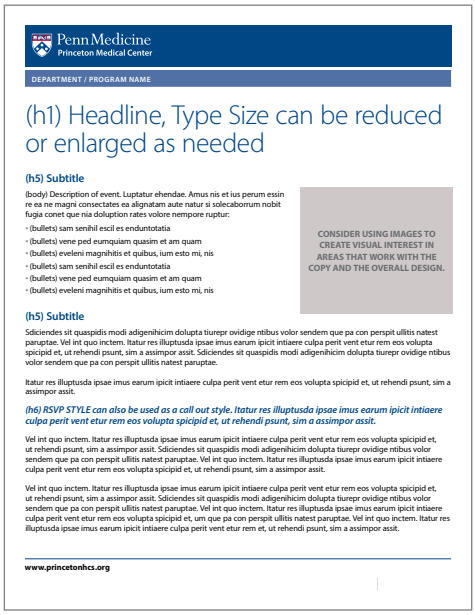
Drag and drop master pages into the page area or over an existing page.



Template Master Page “B2-BLUE 2”:



Template Master Page “PLAI-PLAIN”:



Only use unit/center/ program or service names from the official list provided by Marketing.

This plain style is available in MS Word.

Flyer Samples

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Template Master Page "REV-KO LOGO":

Penn Medicine
Princeton House Behavioral Health

IMAGE AREA PLACEHOLDER

THIS AREA'S HEIGHT CAN CHANGE AS NEEDED.

THE AREA BEHIND THE LOGO SHOULD BE CLEAR AND SIMPLE SO THE LOGO IS LEGIBLE. DEPENDING ON THE BACKGROUND COLORATION, USE THE BLUE LOGO TEMPLATE.

THE ACCENT COLOR FEATURED IN THIS DOCUMENT SHOULD BE CHANGED TO A COLOR THAT IS COMPLIMENTARY TO THE IMAGE SELECTED.

(h1) Headline, Type Size can be reduced or enlarged as needed

(h2) Day of the week | **(h2) Date Line** **Time Line** | (h4) Event Address Line 1 Address Line 2 Address Line 3

(h5) Subtitle

(body) Description of event. Luptatur ehendae. Amus nis et ius perum essin re ea ne magni consectates ea alignatam aute natur si solecaborrum nobit fugia conet que nia doluption rates volore nempore ruptur:

- (bullets) sam senihil escil es enduntotatia
- (bullets) vene ped eumquiam quasim et am quam
- (bullets) eveleni magnihitis et quibus, ium esto mi, nis

Sdiciendes sit quaspidis modi adigenihicim dolupta tiurepr ovidige ntibus volor sendem que pa con perspit ullitis natest paruptae. Vel int quo inctem. Itatur res illuptusda ipsae imus earum ipicit intiaere culpa perit vent etur rem eos volupta spicipid et, ut rehendi psunt, sim a assimpor assit. Sdiciendes sit quaspidis modi adigenihicim dolupta tiurepr ovidige ntibus volor sendem que pa con perspit ullitis natest paruptae. Vel int quo inctem. Itatur res illuptusda ipsae imus earum ipicit intiaere culpa perit vent etur rem eos volupta spicipid et, ut rehendi psunt, sim a assimpor assit.

(h6) RSVP by

(h7 contact info) at 609.853.7167 or ???@princetonhcs.org.

www.princetonhouse.org

Example:

Women's Program
Open House at Hamilton

Enjoy a personalized tour of the Women's Program with a Princeton House therapist.

Thursday
May 18, 2017

Join us at any time between:
8 a.m. to 10 a.m.
3 p.m. to 5 p.m.

300 Clocktower Drive
Suite 101
Hamilton, NJ 08690

REFRESHMENTS! GIFT FOR EVERY ATTENDEE!

RSVP by May 16

nzorochin@princetonhcs.org, 609.712.0737
Please include full name, title, phone, address, email and if you require special arrangements due to a disability in your RSVP.

www.princetonhouse.org

NOTICE THAT...

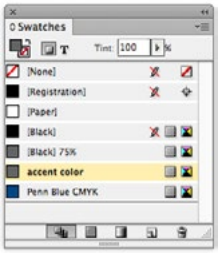
The reversed logo version is over a clean and clear area of the photo, which was retouched in order to accommodate the logo's visibility.

HOW TO

Change the accent color throught the file in InDesign

Window > Color > Swatches

Double-click on the 'accent color' swatch and input the new color values. The template files are setup to change that color everywhere it is used.



Template Master Page "BLUE-BLUE LOGO":

Penn Medicine
Princeton Medical Center

IMAGE AREA PLACEHOLDER

THIS AREA'S HEIGHT CAN CHANGE AS NEEDED.

THE AREA BEHIND THE LOGO SHOULD BE CLEAR AND SIMPLE SO THE LOGO IS LEGIBLE. DEPENDING ON THE BACKGROUND COLORATION, USE THE REVERSED LOGO TEMPLATE.

THE ACCENT COLOR FEATURED IN THIS DOCUMENT SHOULD BE CHANGED TO A COLOR THAT IS COMPLIMENTARY TO THE IMAGE SELECTED.

(h1) Headline, Type Size can be reduced or enlarged as needed

(h2) Day of the week | **(h2) Date Line** **Time Line** | (h4) Event Address Line 1 Address Line 2 Address Line 3

(h5) Subtitle

(body) Description of event. Luptatur ehendae. Amus nis et ius perum essin re ea ne magni consectates ea alignatam aute natur si solecaborrum nobit fugia conet que nia doluption rates volore nempore ruptur:

- (bullets) sam senihil escil es enduntotatia
- (bullets) vene ped eumquiam quasim et am quam
- (bullets) eveleni magnihitis et quibus, ium esto mi, nis

Sdiciendes sit quaspidis modi adigenihicim dolupta tiurepr ovidige ntibus volor sendem que pa con perspit ullitis natest paruptae. Vel int quo inctem. Itatur res illuptusda ipsae imus earum ipicit intiaere culpa perit vent etur rem eos volupta spicipid et, ut rehendi psunt, sim a assimpor assit. Sdiciendes sit quaspidis modi adigenihicim dolupta tiurepr ovidige ntibus volor sendem que pa con perspit ullitis natest paruptae. Vel int quo inctem. Itatur res illuptusda ipsae imus earum ipicit intiaere culpa perit vent etur rem eos volupta spicipid et, ut rehendi psunt, sim a assimpor assit.

(h6) RSVP by Date

(h7 contact info) at 609.853.7167 or ???@princetonhcs.org.

www.princetonhcs.org

Example:

Physician to Physician
Networking Event

Wednesday

April 20, 2016
5:30 to 8:30 p.m.

Eno Terra
4484 Route 27
Kingston, NJ 08528

You are cordially invited to meet fellow members of the Medical Staff of Princeton Medical Center while enjoying hors d'oeuvres and wine.

The Physician Relations Department invites you to stop in between 5:30 and 8:30 p.m. to meet area physicians and expand your referral relationships. Many physicians have told us they would welcome the opportunity to get to know other physicians across the region and share information about their own practice and expertise.

RSVP by April 11, 2016

to Physician Relations at 609.853.7167 or physicianrelations@princetonhcs.org.

www.princetonhcs.org

NOTICE THAT...

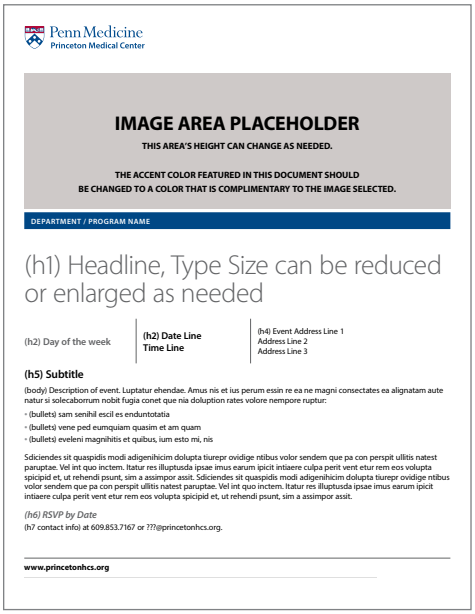
The templates are meant to be flexible and accommodate any type of information.

Original elements can be modified or eliminated, and new elements can be added.

Flyer Samples

GO TO MAIN INDEX

Template Master Page "B2-BLUE 2":



Example:

NOTICE THAT...

For all master pages "B2-BLUE 2"

The photo should be placed 1.25" from the top edge of the paper.

NOTICE THAT...

For any '-related' flyer

There should be a space of 4 PT between the blue bar that houses the Dept/ Program Name and the bottom edge of the photo.

Only use official approved names of Units/Centers/Programs and Services.

GO TO MAIN INDEX

Poster Templates

GO TO MAIN INDEX

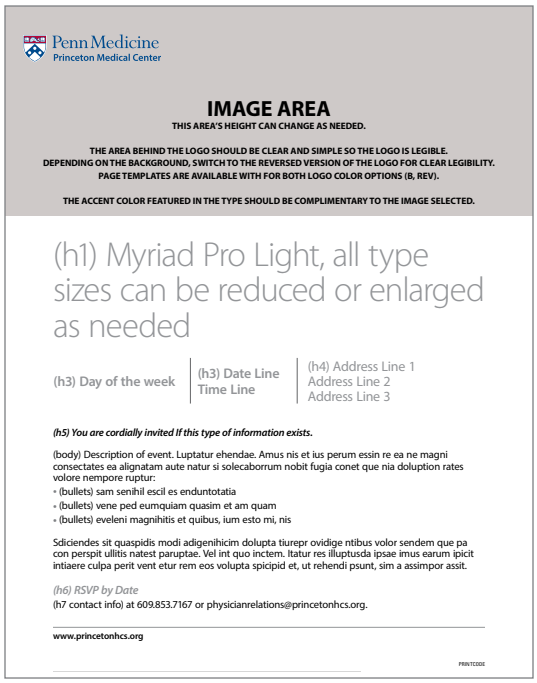
Penn Medicine Princeton Health

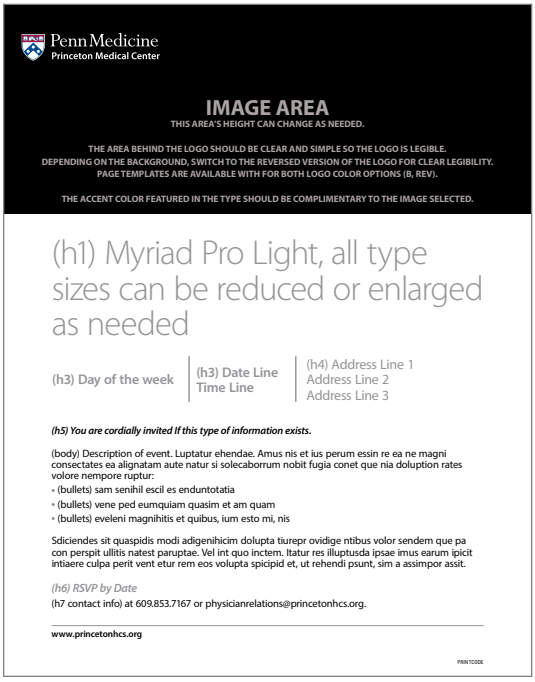
Poster Template Preview

22” x 28”

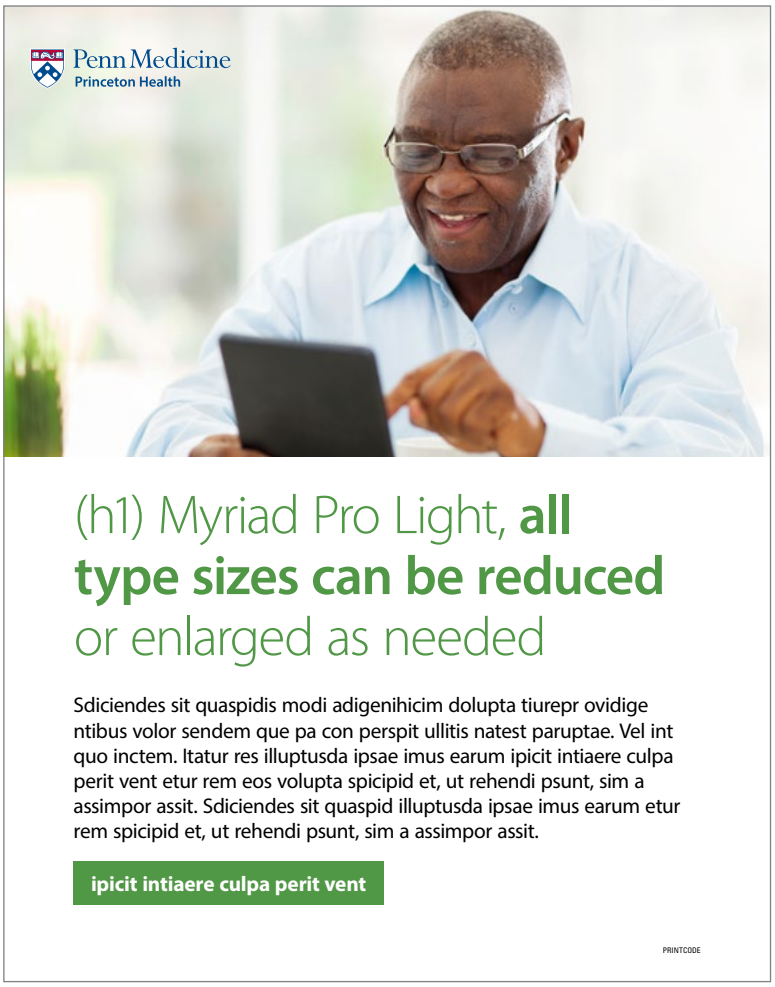
Poster templates are available in InDesign CS6. Please follow the instructions on the file regarding imagery and typography. Accent colors should match the photo chosen. All type sizes can be enlarged or reduced to accommodate the information.

Template:





Example:



NOTICE THAT...

The templates are meant to be flexible.

Original elements can be modified or eliminated, and new elements can be added.

GO TO MAIN INDEX

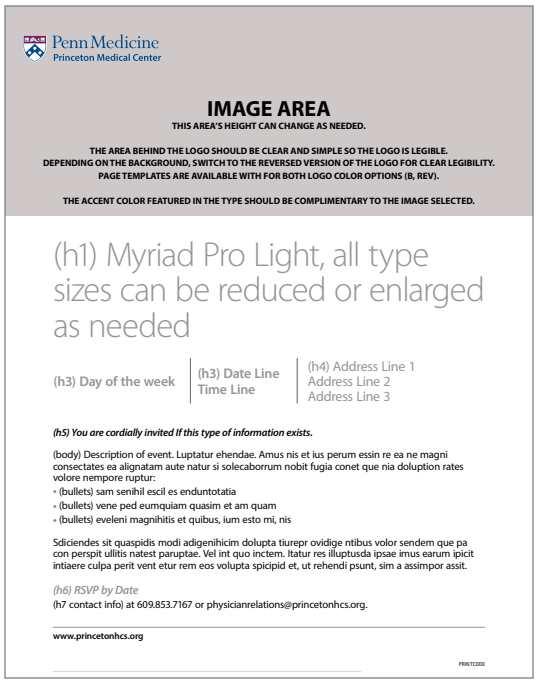
Penn Medicine Princeton Medical Center

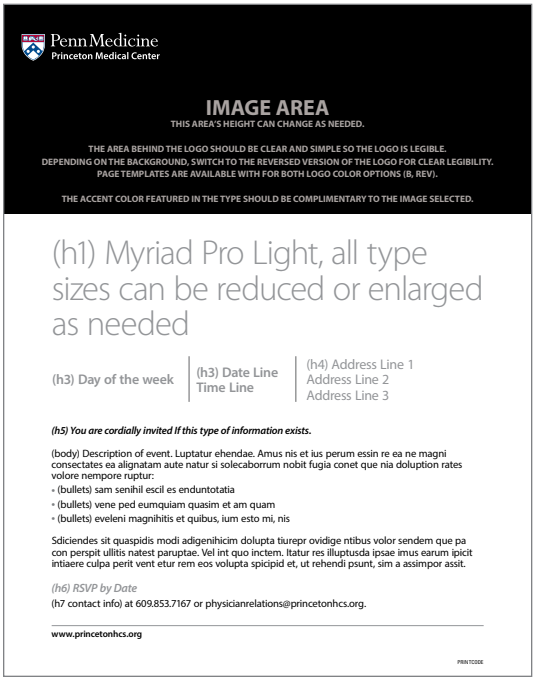
Poster Template Preview

22” x 28”

Poster templates are available in InDesign CS6. Please follow the instructions on the file regarding imagery and typography. Accent colors should match the photo chosen. All type sizes can be enlarged or reduced to accommodate the information.

Template:





Example:

GO TO MAIN INDEX

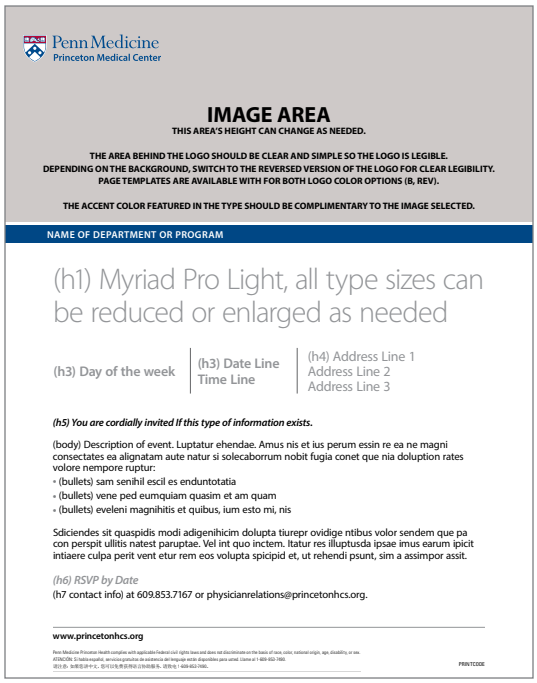
Penn Medicine Princeton Medical Center -Related

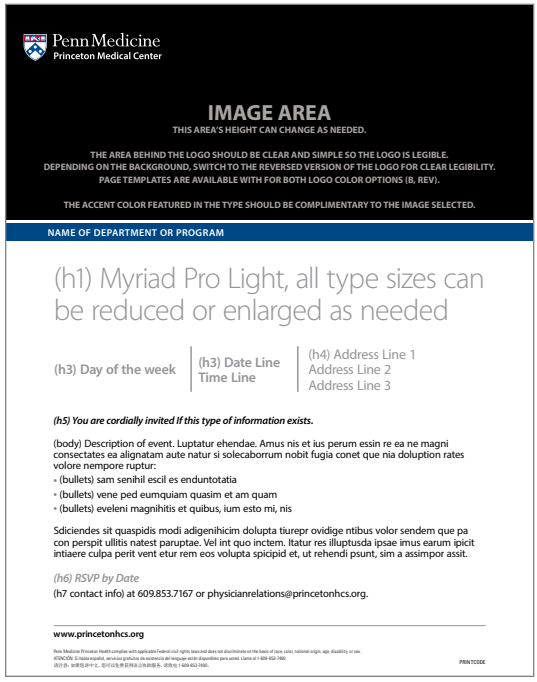
Poster Template Preview

22” x 28”

Poster templates are available in InDesign CS6. Please follow the instructions on the file regarding imagery and typography. Accent colors should match the photo chosen. All type sizes can be enlarged or reduced to accommodate the information.

Template:





Example:

10 PT

NOTICE THAT...

For any PMC-related poster

There should be a space of 10 PT between the blue bar that houses the Dept/Program Name and the bottom edge of the photo.

GO TO MAIN INDEX

Power Point Templates

Available templates listed below have the same style files as *Princeton Health*.

- Princeton Health
- Princeton Health -Related
- Princeton HealthCare Partners
- Princeton House Behavioral Health
- Princeton Medical Center
- Princeton Medical Center -Related
- Princeton Medical Center Foundation
- Princeton Medicine Physicians

GO TO MAIN INDEX

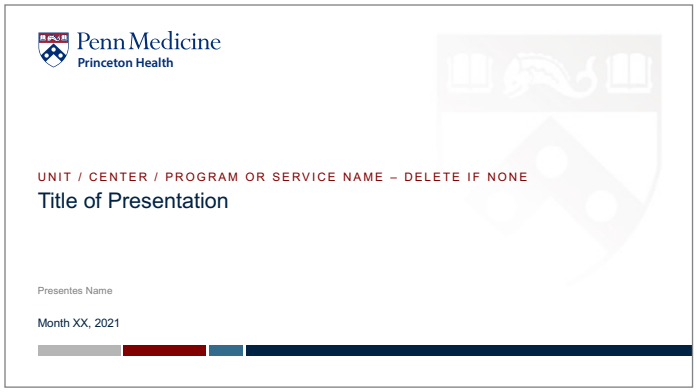
Penn Medicine Princeton Health

Power Point Template Preview

(Widescreen) 13.3” x 7.5”

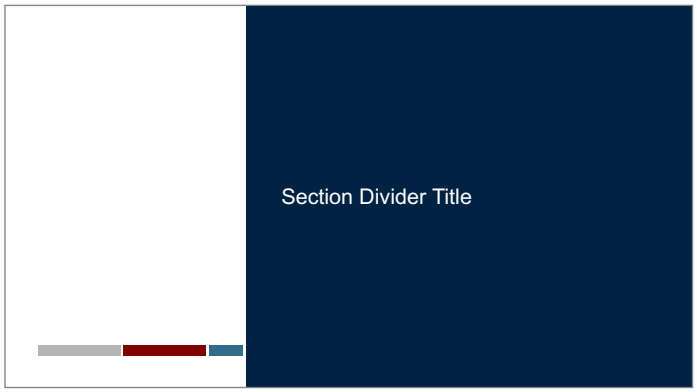
All tem[lates are similar and only vary the logo.

Slide style “Title Slide”:



Only use official approved names of Units/Centers/Programs and Services.

Slide style “Section Divider”:



Slide style “Closing Slide”:

HOW TO

Apply a slide layout

View menu > Normal

In Normal View, in the thumbnail pane on the left, click the slide that you want to apply a layout to.

Home tab > Layout

Select the layout that you want.

Insert a new slide or drag and drop the slide style over an existing slide.

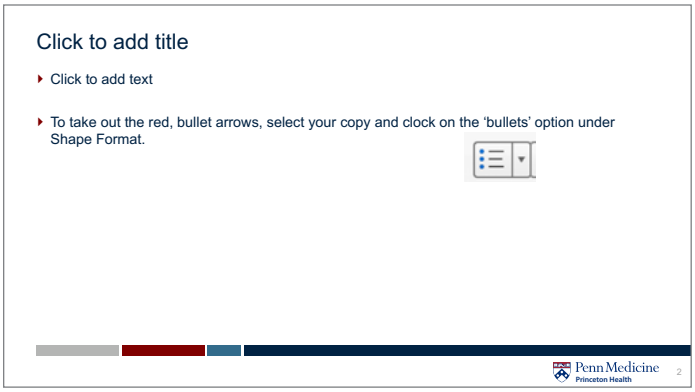
GO TO MAIN INDEX

Penn Medicine Princeton Health

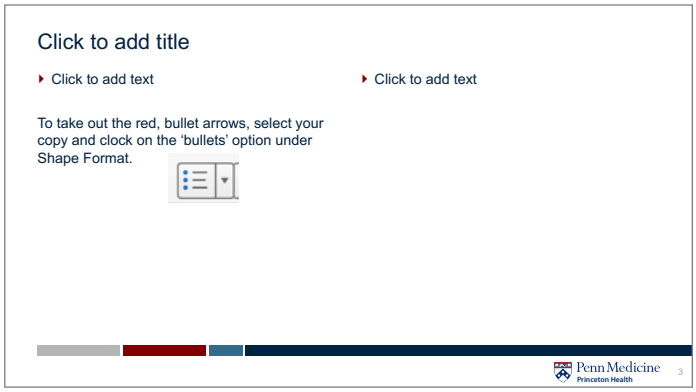
Power Point Template Preview

(Widescreen) 13.3” x 7.5”

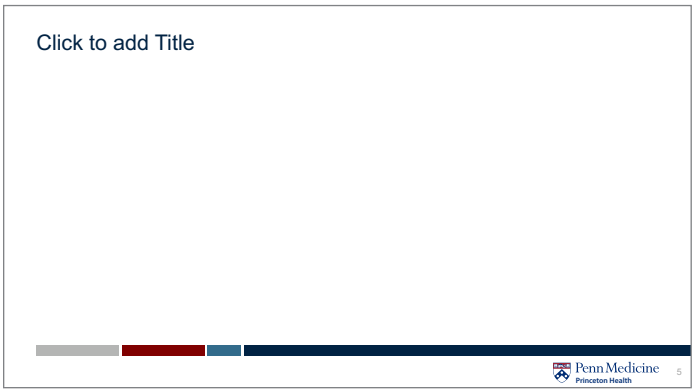
Slide style “Title and Content”:



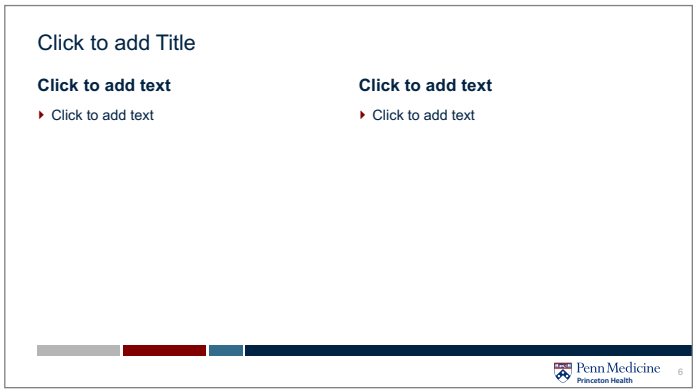
Slide style “Two Content”:



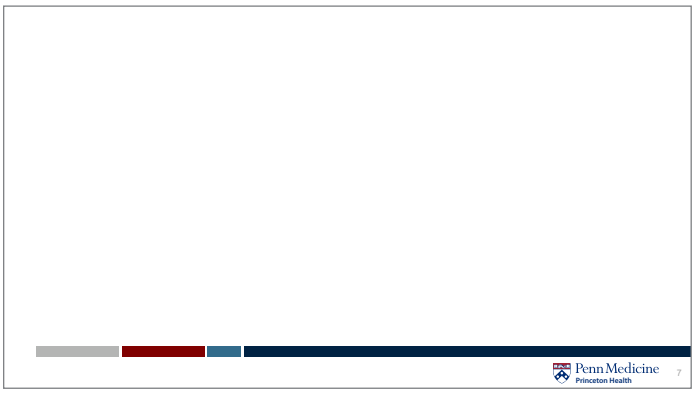
Slide style “Title Only”:



Slide style “Comparison”:



Slide style “Blank”:



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eblast Templates

Available templates listed below have the same styles as Princeton Health.
Eblast campaigns are sent through Constant Contact.

PM Princeton Health:
- PM Princeton Health
- PM PH-related
- PM PH News Release
- PM PH-Employee Express

PM Princeton HealthCare Partners, CIN:
- PM PHCP_CIN

PM Princeton Medicine Physicians:
- PM PMPhysicians
- PM PMPhysicians Physician Profile

PM Princeton House Behavioral Health:
- PM PHBH
- PM PHBH Professional Workshop Series

PM Princeton Medical Center:
- PM PMC
- PM PMC-related
- PMC Center for Eating Disorders
- PM Physician E Memo
- PM PMC Doctors Day
- PM PMC PhysRel Working Together Finding Solutions
- PM PMC Practice Managers Networking Event
- PM PMC-Physician to Physician Event

PM Princeton Medical Center Community Wellness:
- PM PMC-CW

GO TO MAIN INDEX

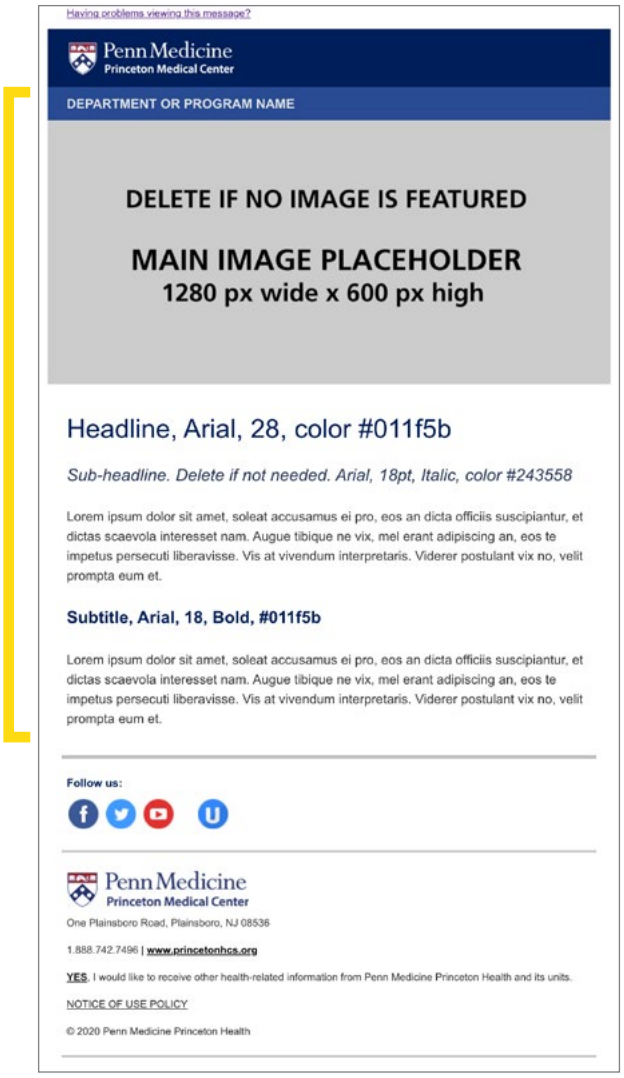
Penn Medicine Princeton Health

eblast Template Preview

Constant Contact

Template name: ***PMC -related***

EDITABLE CONTENT



Only use unit/center/program or service names from the official list provided by Marketing.

Delete this section if not applicable.

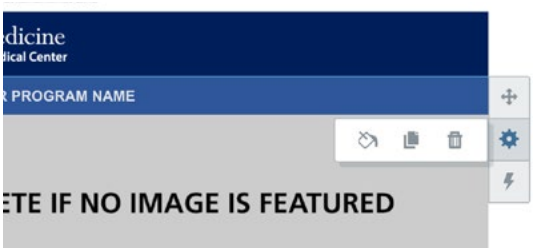
HOW TO

Delete a section in Constant Contact

Click on the area you want to delete.

A menu with show up. Choose the gear icon.

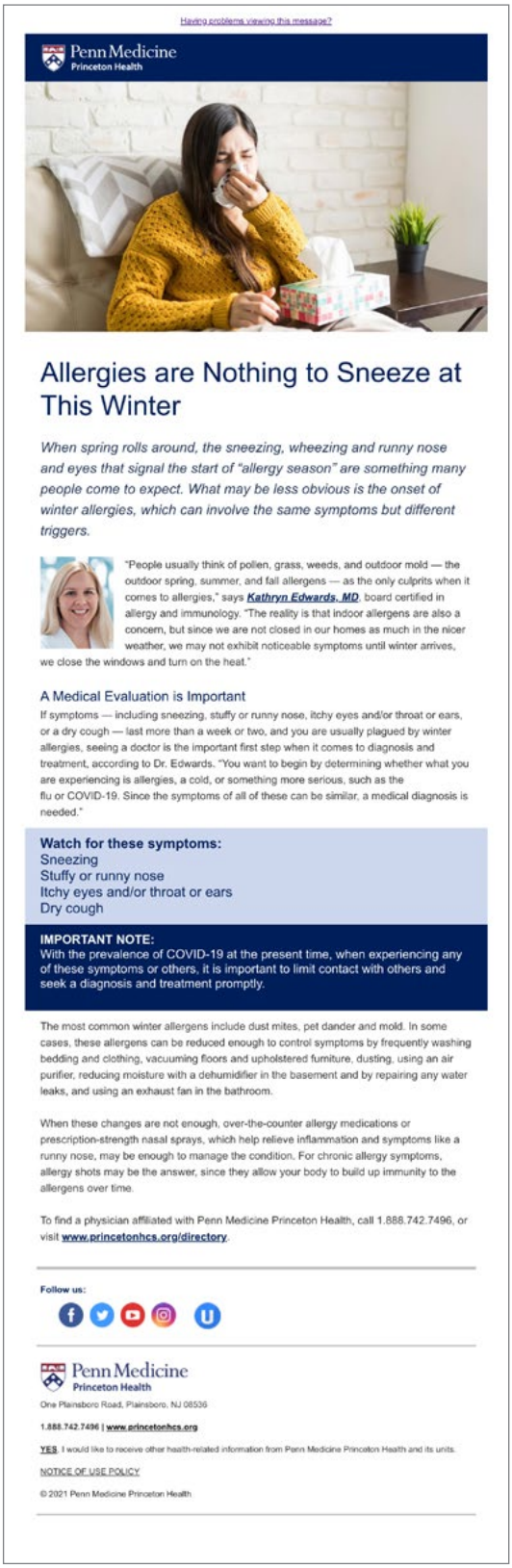
Another menu will show up. Choose the trash can.



eblast Samples

GO TO MAIN INDEX

Template name: ***PM Princeton Health***



Having problems viewing this message?

Penn Medicine
Princeton Health

Allergies are Nothing to Sneeze at This Winter

When spring rolls around, the sneezing, wheezing and runny nose and eyes that signal the start of "allergy season" are something many people come to expect. What may be less obvious is the onset of winter allergies, which can involve the same symptoms but different triggers.

"People usually think of pollen, grass, weeds, and outdoor mold — the outdoor spring, summer, and fall allergens — as the only culprits when it comes to allergies," says ***Kathryn Edwards, MD***, board certified in allergy and immunology. "The reality is that indoor allergens are also a concern, but since we are not closed in our homes as much in the nicer weather, we may not exhibit noticeable symptoms until winter arrives, we close the windows and turn on the heat."

A Medical Evaluation is Important

If symptoms — including sneezing, stuffy or runny nose, itchy eyes and/or throat or ears, or a dry cough — last more than a week or two, and you are usually plagued by winter allergies, seeing a doctor is the important first step when it comes to diagnosis and treatment, according to Dr. Edwards. "You want to begin by determining whether what you are experiencing is allergies, a cold, or something more serious, such as the flu or COVID-19. Since the symptoms of all of these can be similar, a medical diagnosis is needed."

Watch for these symptoms:
Sneezing
Stuffy or runny nose
Itchy eyes and/or throat or ears
Dry cough

IMPORTANT NOTE:
With the prevalence of COVID-19 at the present time, when experiencing any of these symptoms or others, it is important to limit contact with others and seek a diagnosis and treatment promptly.

The most common winter allergens include dust mites, pet dander and mold. In some cases, these allergens can be reduced enough to control symptoms by frequently washing bedding and clothing, vacuuming floors and upholstered furniture, dusting, using an air purifier, reducing moisture with a dehumidifier in the basement and by repairing any water leaks, and using an exhaust fan in the bathroom.

When these changes are not enough, over-the-counter allergy medications or prescription-strength nasal sprays, which help relieve inflammation and symptoms like a runny nose, may be enough to manage the condition. For chronic allergy symptoms, allergy shots may be the answer, since they allow your body to build up immunity to the allergens over time.

To find a physician affiliated with Penn Medicine Princeton Health, call 1.888.742.7496, or visit **www.princetonhcs.org/directory**.

Follow us:

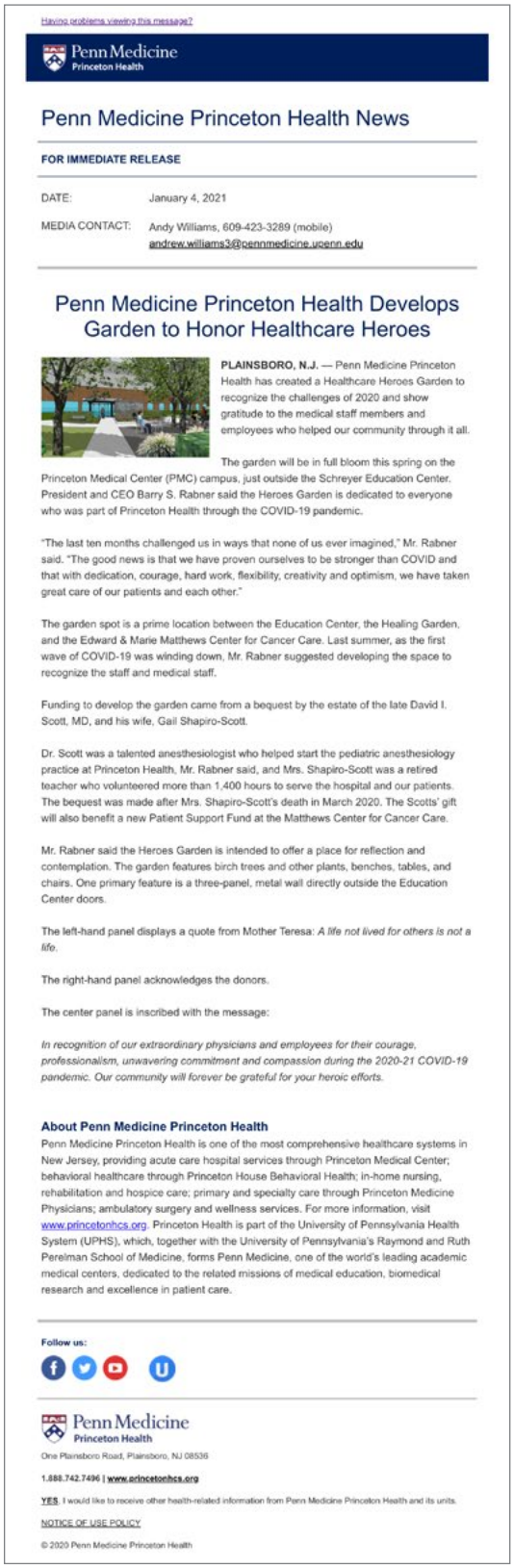
Penn Medicine
Princeton Health
One Plainsboro Road, Plainsboro, NJ 08536
1.888.742.7496 | www.princetonhcs.org

YES, I would like to receive other health-related information from Penn Medicine Princeton Health and its units.

NOTICE OF USE POLICY

© 2021 Penn Medicine Princeton Health

Template name: ***PM Princeton Health***



Having problems viewing this message?

Penn Medicine
Princeton Health

Penn Medicine Princeton Health News

FOR IMMEDIATE RELEASE

DATE: January 4, 2021

MEDIA CONTACT: Andy Williams, 609-423-3289 (mobile)
andrew.williams3@pennmedicine.upenn.edu

Penn Medicine Princeton Health Develops Garden to Honor Healthcare Heroes

PLAINSBORO, N.J. — Penn Medicine Princeton Health has created a Healthcare Heroes Garden to recognize the challenges of 2020 and show gratitude to the medical staff members and employees who helped our community through it all.

The garden will be in full bloom this spring on the Princeton Medical Center (PMC) campus, just outside the Schreyer Education Center. President and CEO Barry S. Rabner said the Heroes Garden is dedicated to everyone who was part of Princeton Health through the COVID-19 pandemic.

"The last ten months challenged us in ways that none of us ever imagined," Mr. Rabner said. "The good news is that we have proven ourselves to be stronger than COVID and that with dedication, courage, hard work, flexibility, creativity and optimism, we have taken great care of our patients and each other."

The garden spot is a prime location between the Education Center, the Healing Garden, and the Edward & Marie Matthews Center for Cancer Care. Last summer, as the first wave of COVID-19 was winding down, Mr. Rabner suggested developing the space to recognize the staff and medical staff.

Funding to develop the garden came from a bequest by the estate of the late David I. Scott, MD, and his wife, Gail Shapiro-Scott.

Dr. Scott was a talented anesthesiologist who helped start the pediatric anesthesiology practice at Princeton Health. Mr. Rabner said, and Mrs. Shapiro-Scott was a retired teacher who volunteered more than 1,400 hours to serve the hospital and our patients. The bequest was made after Mrs. Shapiro-Scott's death in March 2020. The Scotts' gift will also benefit a new Patient Support Fund at the Matthews Center for Cancer Care.

Mr. Rabner said the Heroes Garden is intended to offer a place for reflection and contemplation. The garden features birch trees and other plants, benches, tables, and chairs. One primary feature is a three-panel, metal wall directly outside the Education Center doors.

The left-hand panel displays a quote from Mother Teresa: *A life not lived for others is not a life.*

The right-hand panel acknowledges the donors.

The center panel is inscribed with the message:

In recognition of our extraordinary physicians and employees for their courage, professionalism, unwavering commitment and compassion during the 2020-21 COVID-19 pandemic. Our community will forever be grateful for your heroic efforts.

About Penn Medicine Princeton Health

Penn Medicine Princeton Health is one of the most comprehensive healthcare systems in New Jersey, providing acute care hospital services through Princeton Medical Center; behavioral healthcare through Princeton House Behavioral Health; in-home nursing, rehabilitation and hospice care; primary and specialty care through Princeton Medicine Physicians; ambulatory surgery and wellness services. For more information, visit www.princetonhcs.org. Princeton Health is part of the University of Pennsylvania Health System (UPHS), which, together with the University of Pennsylvania's Raymond and Ruth Perelman School of Medicine, forms Penn Medicine, one of the world's leading academic medical centers, dedicated to the related missions of medical education, biomedical research and excellence in patient care.

Follow us:

Penn Medicine
Princeton Health
One Plainsboro Road, Plainsboro, NJ 08536
1.888.742.7496 | www.princetonhcs.org

YES, I would like to receive other health-related information from Penn Medicine Princeton Health and its units.

NOTICE OF USE POLICY

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GO TO MAIN INDEX

Promotional Items & Special Uses

Promotional Items & Special Uses **62**
Items with No Graphic Elements 63
Premium Items 64

GO TO MAIN INDEX

Items with No Graphic Elements

The examples below apply to all logos from Princeton Health and its units, departments or programs.

For instances where there is room to separate the logo from the unit/center/program or service name, but there is no need or desire for additional graphic elements (photo, illustrations, etc), the following rules apply:

If the logo is being used as the title of the piece, it can be shifted from its normal position (top/left).

Use blocks of color to create interest, but keep it simple.

GO TO MAIN INDEX

Premium Items

The examples below apply to all logos from Princeton Health and its Units/Centers/Programs and Services.

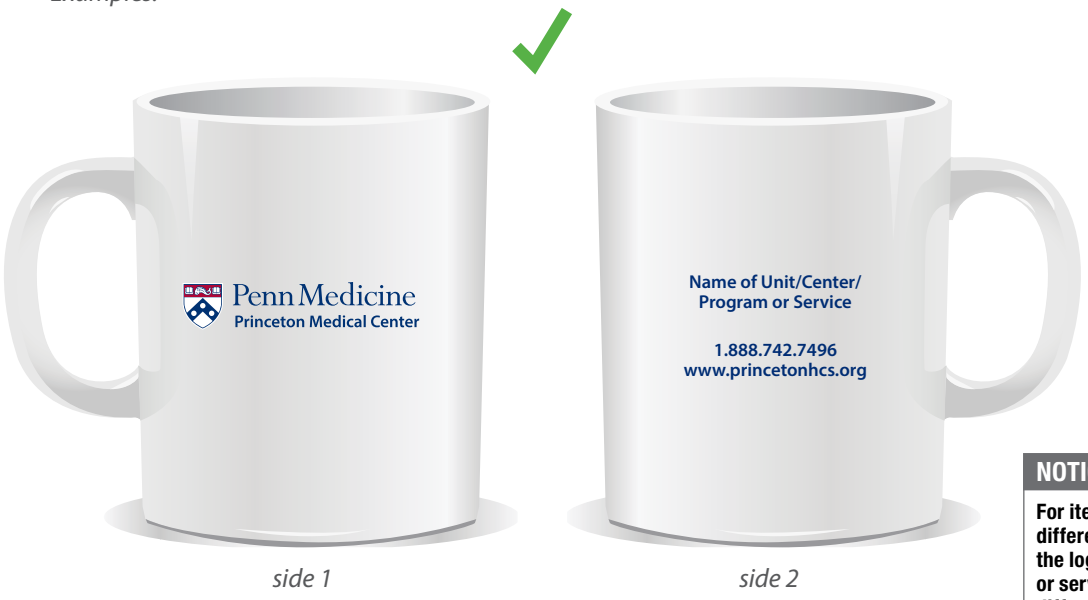
When branding a premium item, make sure you have the following elements, in order of priority:

1
The logo **prominently displayed**.

2
The unit/center/program or service name set in Myriad Semibold, upper and lower case, **away from the logo or on another imprint location**.

3
The contact information (phone number and website) set in Myriad Semibold, upper and lower case, **away from the logo or on another imprint location**.

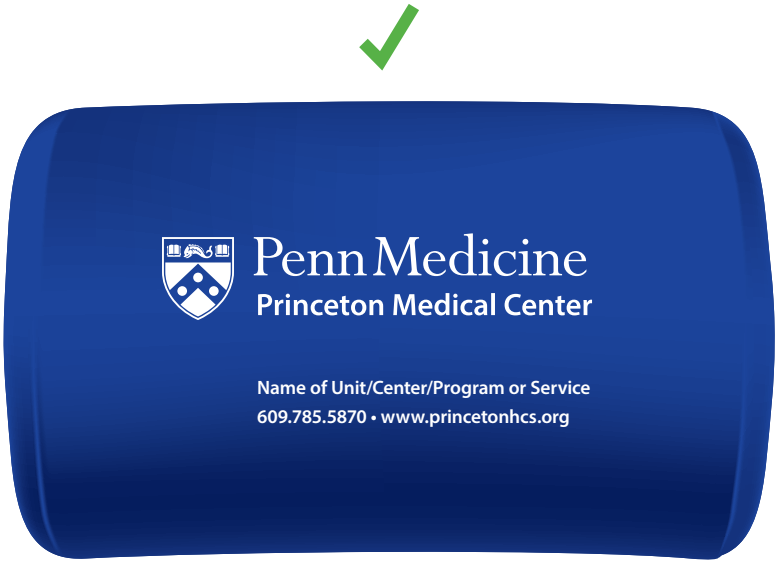
Examples:



side 1 *side 2*

NOTICE THAT...

For items that have options of different imprint locations, separate the logo and the unit/center/program or service name by printing them in different imprint locations.



NOTICE THAT...

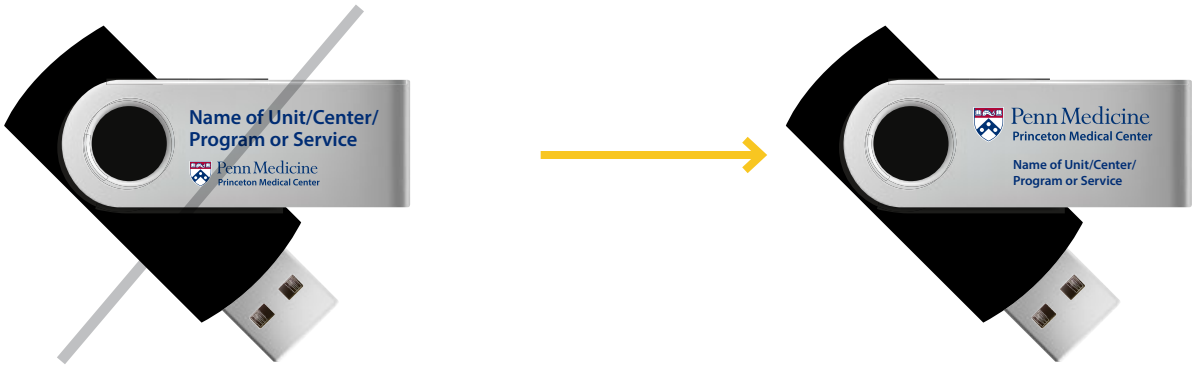
For items that only have one imprint location, position the Name of the Unit/Center/Program or Service as far away from the logo as possible.

Choose colored items that match the official Penn Medicine colors with a preference to the PMS 288 blue.

GO TO MAIN INDEX

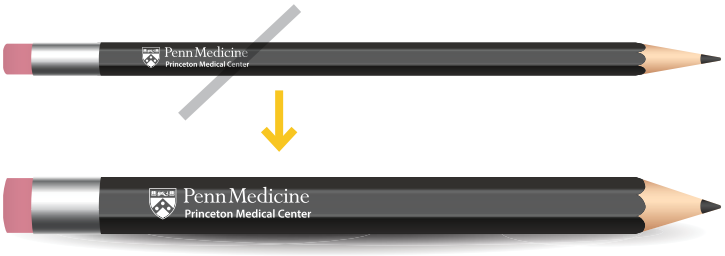
Premium Items

The examples below apply to all logos from Princeton Health and its Units/Centers/Programs and Services.



DO NOT have the unit/center/program or service name larger or in a position of more prominence than the logo.

DO have the logo prominentaly displayed.



DO NOT choose items that have a small imprint area.

DO choose items should have a minimum imprint area where the logo is legible.

DO NOT let the logo or any other information ‘turn’ on items that have a barrel shape.

The goal is to create as much distance as possible from the logo and any other information.

DO size the logo and other information so they are visible within each side.

GO TO MAIN INDEX

Annual Holidays / Recognition Dates

Annual Holiday Messages from the CEO

Holidays for which CEO will send a message to staff:

Martin Luther King Day	Hospital Week	Independence Day	Hanukkah
Doctors' Day	Memorial Day	Labor Day	Christmas
Volunteer Week	Pride Month	Veterans Day	Kwanzaa
National Nurses Day	Juneteenth	Thanksgiving	

Recognition Dates Internal/External

The following holidays will be recognized on the main Princeton Health social media accounts, and with internal celebrations and/or messaging by the Princeton Health Diversity Inclusion and Equity Specialist (Kyle Bonner).

January: MLK Day of Service

February: Black History Month

March: Women's History Month

April: Celebrate Diversity Month; Health Equity Week

May: Asian Pacific American Heritage Month

June: Pride Month

July/August: Nothing of note to be recognized

September: Hispanic American Heritage Month

October: National Disability Employment Awareness Month

November: Native American Heritage Month

December: World Aids Day; Universal Human Rights Month; Diwali; Religious Holidays (Hanukah, Christmas, Kwanzaa)

GO TO MAIN INDEX

Provider Marketing

Provider Marketing **67**

Lab Coats for Physicians and Allied Health Professionals EMPLOYED AND LEASED BY PRINCETON HEALTH 68

Lab Coats for Physicians and Allied Health Professionals NOT EMPLOYED, ARE CONTRACTED BY OR WHO HAVE AN AFFILIATION AGREEMENT WITH PENN MEDICINE 69

Logo Usage for Physicians 70

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Lab Coats for Physicians and Allied Health Professionals EMPLOYED AND LEASED BY PRINCETON HEALTH

Lab coats are an important part of maintaining the brand throughout the health system. It is also an important requirement for compliance and licenses.

Lab coats for physicians and allied health professionals employed and leased by Princeton Health will have the Penn Medicine logo with the Princeton Health Lockup. The name of the department will be in Myriad Semi-Bold, all capital letters, red, and the distance shown in the drawing below.

Penn Medicine
Princeton Health
Distance = height of cap P in Penn Medicine
ORTHOPAEDIC SURGERY

USE BRADED STYLE FOR:

Physicians and allied health professionals employed and leased by Princeton Health

All copies of final art must be obtained from Marketing before any production to ensure proper fonts, size and spacing.

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Lab Coats for Physicians and Allied Health Professionals NOT EMPLOYED, ARE CONTRACTED BY OR WHO HAVE AN AFFILIATION AGREEMENT WITH PENN MEDICINE

Lab coats are an important part of maintaining the brand throughout the health system. It is also an important requirement for compliance and licenses.

Physicians and allied health professionals not employed, are contracted by or who have an affiliation agreement with Penn Medicine will have the words “Medical Staff” as shown in red Myriad Semi-Bold, with the name “Penn Medicine Princeton Health” in navy blue, upper and lower case, shown in the drawing below.

Medical Staff

Distance = height of cap P in Penn Medicine

Penn Medicine Princeton Health

USE UNBRANDED STYLE FOR:

Physicians contracted with Penn Medicine Princeton Health

Physicians and allied health professionals not employed by Princeton Health

Physicians with affiliation agreement with Penn Medicine (i.e. Penn Specialty Network)

All copies of final art must be obtained from Marketing before any production to ensure proper fonts, size and spacing.

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Logo Usage for Physicians

FOR MEMBERS OF THE MEDICAL STAFF OF PENN MEDICINE PRINCETON HEALTH

Can I use the Penn Medicine Princeton Health Logo?

	Members of the Princeton Health Medical Staff who are:				
Can I use the logos in:	**Physicians & Allied Health Professionals Employed and Leased by Princeton Health**	**Physicians contracted with Penn Medicine Princeton Health**	**Physicians & Allied Health Professionals Not Employed by Princeton Health**	**Physicians with affiliation agreement with Penn Medicine (i.e. Penn Specialty Network)**	**Residents**
Signage	**YES** Coordinate with Marketing as needed.	**NO**	**NO**	**YES** Affiliation logo per contract terms.	**NO**
Personal, Business or Practice Web Sites, Social Media Pages, Accounts or Sites (such as Facebook, Twitter, Instagram, YouTube, etc.)	**IN WRITING*** A hyperlink can point to www.princetonhcs.org.				
Letterhead, Business or Appointment Cards	**YES** Use official materials. Do not create own custom versions of these materials.	**NO**	**NO**	**YES** Affiliation logo per contract terms.	**NO**
Official wearable items such as lab coats or uniforms	**YES**	**NO** A logo is not permitted, but an approved design option without the shield logo may be used. Contact Princeton Health Marketing & Public Affairs Department to obtain this design option.			**NO**
Brochures, Publications, Guides, Fliers and any type of marketing material	**YES** All materials must be approved by Princeton Health Marketing & Public Affairs Department prior to printing and use.	**NO**	**NO**	**YES** Affiliation logo per contract terms.	**NO**
CVs, Resumes, Bios, Letters of Recommendation, Presentations, Training/Classroom Materials, etc.	**IN WRITING***				
Advertising	**IN WRITING* / YES FOR SOME AFFILIATIONS** Affiliation logo per contract terms.				
Photos of Facility with Branding	**YES** All materials must be approved by Princeton Health Marketing & Public Affairs Department prior to printing and use.				

*IN WRITING:

All uses of logo and reference to Penn Medicine in writing must be approved by Princeton Health marketing prior to printing and use. Physicians can use the following language in writing and verbally:

Member of the Medical Staff of Penn Medicine Princeton Health

When used in writing, the font, size and color of its use must be the same as used in the surrounding text. Only physicians and allied health professionals who are employed by Penn Medicine Princeton Health can use Penn Medicine branding, including logos.

Please note that all Medical Staff members are eligible to receive a Penn Medicine Princeton Health identification badge, which will include the Penn Medicine Princeton Health logo, including the shield.

No other uses of the Penn Medicine brand names, logos or shield are permitted.

Direct questions to Princeton Health Marketing & Public Affairs Department at 609.252.8785.

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Appendix A: Documents from Penn Medicine

Appendix A: Documents from Penn Medicine **71**

Marketing Parameters for Lawrenceville Neurology 72

Marketing Parameters for Princeton Brain, Spine & Sports Medicine 73

Marketing Parameters for Lawrenceville Neurology

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Attachment X.X

Marketing Parameters for Penn Medicine and Lawrenceville Neurology Center, P.A.

Practice Name: Lawrenceville Neurology Center, P.A.
Co-Branding Principles: 70/30 Lawrenceville Neurology Center, P.A. and Penn Medicine Princeton Medical Center logo lockup*

Co-branding Logo Use

The co-branded member logo lockup should be used in certain communications when promoting the partnership with Princeton Medical Center. In addition to the logo lockup, copy can be included that references the following:

- An affiliate of Princeton Medical Center

Co-branding Lockup Usage

Advertising	Yes
Business Cards	Yes
Internal Signage	Yes
Letterhead	Yes
Programmatic Collateral (e.g. postcards, flyers)	Yes
Website	Yes
Events	No
External Signage	No
Lab Coat/Physical Body	No
Press Release	No

*For detailed branding guidelines, please reference the "Penn Medicine Brand Identity Standards: Supplement for Partners."

All uses of Penn Medicine and Princeton Medical Center in writing must be reviewed and approved by the Penn Medicine marketing team before going live.

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Marketing Parameters for Princeton Brain, Spine & Sports Medicine

Attachment X.X

Marketing Parameters for Penn Medicine and Princeton Brain, Spine & Sports Medicine

Practice Name: Princeton Brain, Spine & Sports Medicine
Co-Branding Principles: 70/30 Princeton Brain, Spine & Sports Medicine and Penn Medicine Princeton Medical Center logo lockup*
Permitted Use: This relationship is exclusive to the three Princeton Brain, Spine & Sports Medicine physicians (Drs. Joseffer, Shah and Tormenti) and their practice locations at the Langhorne campus and Princeton campus.

Co-branding Logo Use

The co-branded member logo lockup should be used in certain communications when promoting the partnership with Princeton Medical Center. In addition to the logo lockup, copy can be included that references the following:

- An affiliate of Princeton Medical Center
- The surgeons who work regularly at Princeton Medical Center and their respective locations

Co-branding Lockup Usage**

Business Cards	Yes
Internal Signage	Yes
Letterhead	Yes
Programmatic Collateral (e.g. postcards, flyers)	Yes
Website	Yes
Advertising	Yes
Events	No
External Signage	No
Lab Coat/Physical Body	No
Press Release	No

*For detailed branding guidelines, please reference the "Penn Medicine Brand Identity Standards: Supplement for Partners."
** Co-branding may be used on marketing materials only when promoting the providers and locations listed above in the "Permitted Use" section.

All uses of Penn Medicine and Princeton Medical Center in writing must be reviewed and approved by the Penn Medicine marketing team before going live.

Brand Identity Standards: Supplement for Partners

Penn Medicine

Penn Specialty Network • Cancer Network • Participating Providers • Strategic Alliances

8.23.19

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Brand Identity Standards: Supplement for Partners

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Visual Identity

Brand Identity Standards: Supplement for Partners

Visual Identity: Logo 1.1

The Penn Medicine logo is the primary and most visible brand component for our organization. The logo is composed of the Penn Shield and our name, expressed as the Penn Medicine logotype.

This logo is used to identify everything we communicate through our website, print communications, presentations, social media sites, and signs. It is important to have a clear and consistent visual identity. This helps build brand recognition and awareness of our organization, hospitals, service lines, and satellite locations.

The two-color mark shown here is the preferred color version and should be used wherever possible.

Logo

Penn Shield

Logotype

Two-color logo

Penn Medicine

Two-color logo reversed out of Penn Medicine Blue

Penn Medicine

Two-color logo reversed out of Penn Medicine Red

Penn Medicine

Penn Medicine Blue

Pantone®	CMYK	RGB
288C	C 100	R 10
	M 67	G 41
	Y 0	B 114
	K 23	

Penn Medicine Red

Pantone®	CMYK	RGB
201C	C 0	R 179
	M 100	G 8
	Y 63	B 58
	K 29	

Our two-color logo is comprised of Penn Medicine Blue and Penn Medicine Red. These specific colors are a strong representative of our brand and it is important to ensure these colors are reproduced consistently and accurately. We have Pantone® artwork for match-color printing, CMYK artwork four-color process printing, and RGB artwork for digital reproductions.

Colors can look different in different applications. When trying to match our colors in other media, such as a thread for stitching or silk-screen, use the Pantone® coated color swatch.

When a light-colored or white background is unavailable, reversed versions of our logo can be used. Always ensure there is sufficient contrast between the logo artwork and background. Reversed logo artwork is available in the Penn Medicine Logo artwork library.

Brand Identity Standards: Supplement for Partners

Visual Identity: Special-Use Logos 1.3

One-color logo

Penn Medicine

One-color logo reversed out of black

Penn Medicine

Alternate special-use one-color logo

Penn Medicine

*This special-use logo is only for printing **white inks** on dark backgrounds. It should not be used for any other application. This does not apply to the one-color logo.*

Alternate special-use one-color logo reversed out of blue

Penn Medicine

Simplified logo for small use

Penn Medicine

Simplified logo for small use reversed out of black

Penn Medicine

Alternate special-use simplified logo for small use

Penn Medicine

*This special-use logo is only for printing **white inks** on dark backgrounds. It should not be used for any other application. This does not apply to the one-color logo.*

Alternate special-use simplified logo reversed out of blue

Penn Medicine

We have created special-use logos to address very specific needs. These logos should not be used unless these needs occur.

One-color logos are used for situations where we can't use our two-color logos. These situations are typically where it isn't possible to print color such as an ad in a black/white newspaper ad.

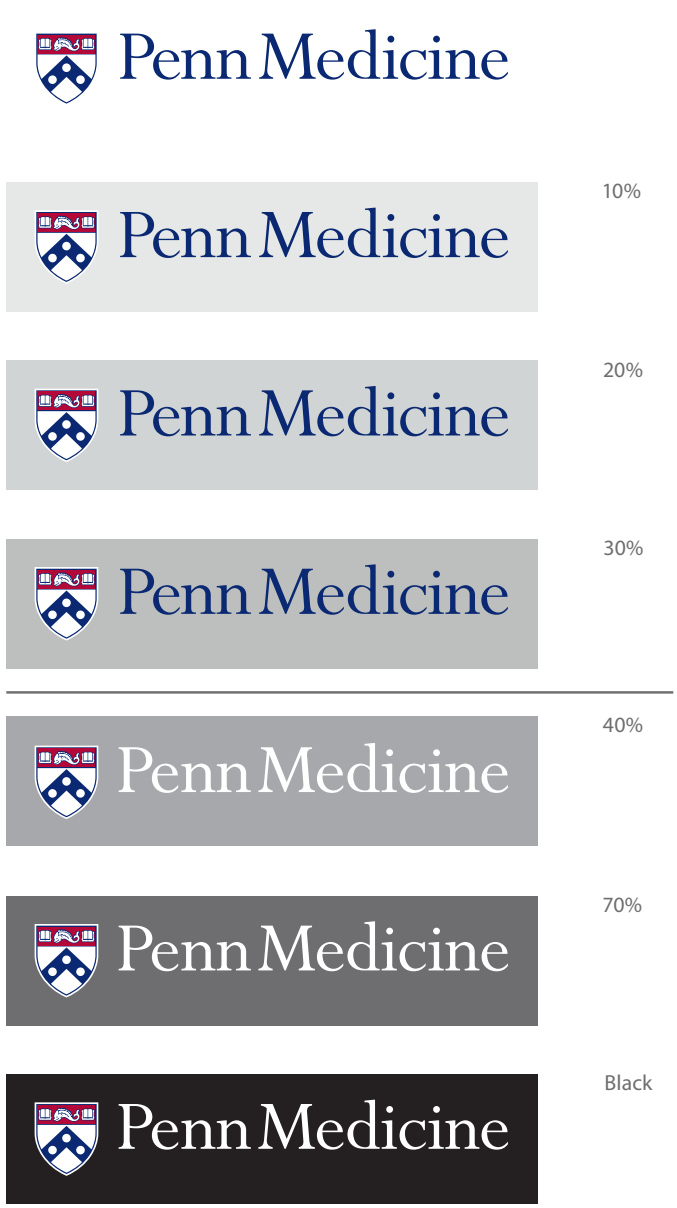
Our alternative special-use one-color logo is used where our logo needs to printed in white on a dark material. Examples include a dark blue sweatshirt or a dark gray water bottle. This artwork as seen in positive (on the left) should never appear that way. This is shown only to depict what the logo art work looks like before it is printed in white.

Our primary shield has detail in the red band that is an important part of its history. There are times where, in very small applications, the detail is completely lost. The simplified logo should be used in those situations. The elements within the red band have been removed to allow for use in very small applications. We also have reverse art work of the simplified logo for printing it white onto dark materials.

Brand Identity Standards: Supplement for Partners

Visual Identity: Background Color Contrast

1.4



We have a logo for use on white and light color backgrounds, and a mark for use on dark backgrounds. They look very similar but each mark has been optically corrected to work best in their respective application.

Each mark is equally simple to use, just remember to use the reverse mark on backgrounds that are darker than approximately 35% black, as shown to the left.

The middle background values, from 30% to 40%, are the most challenging with regard to the legibility. These background principles apply to the Penn Medicine Entity Logos as well.

Never redraw or try to recreate the Penn Shield or logotype. Any modification of our visual identity diminishes its impact and weakens our legal protection. Only authorized artwork may be used.

Brand Identity Standards: Supplement for Partners

Visual Identity: Typography 1.5

Myriad Pro type family

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Semibold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Black Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typography is an essential component of our brand identity. Used consistently and effectively, typography distinguishes and adds personality to our communications, in addition to ensuring legibility.

Myriad Pro is the recommended type family for use by internal and external designers for print and digital communications. It is a friendly sans serif type family with an extended portfolio of weights and widths. Myriad Pro is known for its well-drawn letter proportions, open shapes, and extensive kerning pairs. For the Myriad Pro font package, please contact the Marketing Department.

Brand Identity Standards: Supplement for Partners

Visual Identity: Logo Misuse 1.6

Do not use any legacy marks or logos.

Do not add, modify, or remove any typography or graphic elements of the logo.

Do not use the large shield entity logo with Penn Medicine.

Do not distort or add special effects to the logo.

Do not change the size relationship of any elements within the logo.

Do not use the positive use logo on backgrounds that do not have sufficient contrast.

Do not use the special-use one-color logo for anything other than printing white ink on dark surfaces.

Do not use the reversed out logo on backgrounds that do not have sufficient contrast.

Do not change the color of any elements of the logo.

Do not use our logo on backgrounds or photographs that are complex and distracting.

The incorrect logo use on this page is representative of the ways in which logos are often misused as they are introduced. The incorrect use of a logo often leads to other misuses.

Never redraw or try to recreate our logo. Any modification of our logo diminishes its impact and weakens our legal protection. Only authorized artwork may be used.

Brand Identity Standards: Supplement for Partners

Visual Identity: Member and Affiliate Logos

1.7

Penn Medicine Cancer Network | **Member**

Penn Medicine Orthopaedic Surgery | **Affiliate**

Penn Medicine Cardiac Surgery | **Affiliate**

Penn Medicine Stroke | **Affiliate**

Penn Medicine Ear, Nose and Throat | **Affiliate**

Penn Medicine Urology | **Affiliate**

Penn Medicine Endovascular Surgery | **Affiliate**

Penn Medicine Vascular Surgery | **Affiliate**

Penn Medicine Neurosurgery | **Affiliate**

Penn Medicine Vascular Surgery and Endovascular Therapy | **Affiliate**

Our members and affiliates provide an opportunity to extend our brand to selected medical offices.

The logos have been developed to focus on the member or affiliate nature of the relationship. We have done this by bolding the member or affiliate designation. The Penn Medicine member and affiliate logos are used in conjunction with the medical offices' logos.

This approach allows us to build the Penn Medicine brand by strongly connecting with the member and affiliate offices, which benefit from their connection to Penn Medicine. We have developed detailed examples of the correct way to use the Penn Medicine member and affiliate logos with their office logos. Contact marketing for further information.

These logos feature a larger Penn Shield compared to the Penn Medicine logo. This modification balances the addition of the entity name and gives more visual presence to our logo.

The principles described within these standards for logo color, minimum clear space, background color contrast, and logo alignment apply to these member and affiliate logos.

Brand Identity Standards: Supplement for Partners

Visual Identity: Strategic Alliance Logos

1.8

Penn Medicine | Virtua
STRATEGIC ALLIANCE

Penn Medicine | Virtua
RADIATION ONCOLOGY

Penn Medicine | Virtua
NEUROSURGERY

Penn Medicine | GVH GRAND VIEW HEALTH
STRATEGIC ALLIANCE

Penn Medicine | St. Mary Medical Center
A Member of Trinity Health
STRATEGIC ALLIANCE

Penn Medicine | Trinity Health Mid-Atlantic | Mercy Catholic Medical Center
Mercy Fitzgerald Campus
CARDIAC SURGERY PROGRAM

Our strategic alliances extend our brand to selected health system programs.

The logos have been developed to focus on the alliance nature of the relationship. This is done by creating a 50/50 relationship between Penn Medicine and our alliance partner logos. The Penn Medicine and alliance logos are used in conjunction with the service line or program name displayed underneath.

This approach allows us to build the Penn Medicine brand by strongly connecting with our alliance partner, benefiting both organizations through our connection to one another.

Penn Specialty Network/Affiliate Visual Identity

Brand Identity Standards: Supplement for Partners

Co-Brand with Affiliate Logos 2.1

Horizontal affiliate co-brand logo

Smithson Medical Associates | Penn Medicine Alpha, Beta, Gamma | Affiliate

Vertical affiliate co-brand logo

Smithson Medical Associates

Penn Medicine Alpha, Beta, Gamma | Affiliate

Horizontal affiliate co-brand logo

JONES Medicine | Penn Medicine Alpha, Beta, Gamma | Affiliate

Vertical affiliate co-brand logo

JONES Medicine

Penn Medicine Alpha, Beta, Gamma | Affiliate

Our affiliates are an important part of Penn Medicine. They provide us with an opportunity to reach more customers across a broader geography. We provide them with a close affiliation with Penn Medicine.

We have set certain parameters in how we visually identify ourselves in these co-branding opportunities.

Our affiliates are always presented first, to the left or above our Penn Medicine affiliate logo.

Our affiliates also should appear larger. We recommend creating a 70-30% relationship, with our affiliates appearing larger than Penn Medicine. This relationship is affected by the numerous variables of height, width, proportion, color, contrast, mass, and size of name. In essence, it has to be visually determined.

We are using two placeholder affiliates that have very different appearances. At the top, we show a business with a separate symbol and a long name. Below we use a name within a square. We have placed their logos with a placeholder for a Penn Medicine affiliate logo.

Brand Identity Standards: Supplement for Partners

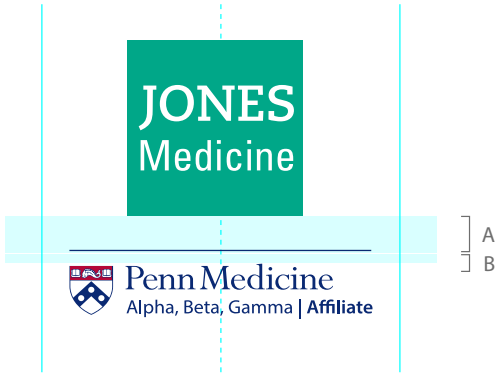
Vertical Co-Brand 2.2

Justified alignment, left and right side

Centered alignment

Larger logo may extend beyond the lines

Different proportion logos such as the Jones logo



Our vertical logos are used when the horizontal width is limited. A square or vertical format will typically be more effectively branded when a vertical logo is used.

All of our vertical logos are center aligned as shown by the dotted line

Determining the 70-30% relationship can not be resolved with a formula. To the left, we show two size variations of the Smithson logo. The top version is justified (left and right aligned) with the Penn Medicine line. It appears more prominent than the Penn Medicine logo because it is on top and has both a bolder symbol and typeface.

Not all logos need to be justified with the Penn Medicine logo. The middle row shows the Smithson logo slightly larger and extending beyond the Penn Medicine logo. While it appears too large here, this option may be useful with other logos.

It is important to note, the vertical space between the affiliate logos and the horizontal line (A) should always be greater than the vertical space between the horizontal line and the Penn Medicine logo (B).

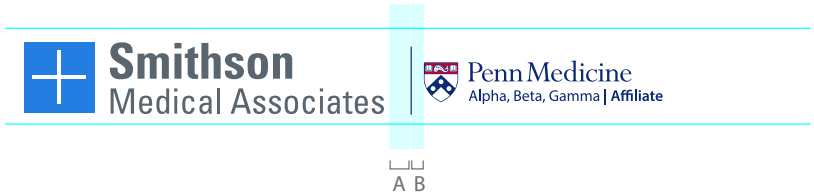
The Jones logo has a different proportion and character but the same principles apply. The Jones logo appears to have a 70-30% ratio to the Penn Medicine logo. If the logo had the same width as the Smithson logo it would appear far too large.

Brand Identity Standards: Supplement for Partners

Horizontal Co-Brand 2.3

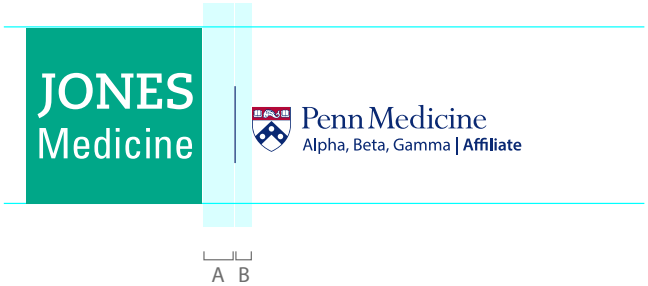
Horizontal affiliate co-brand logo

Horizontal affiliate co-brand logo with guidelines



Horizontal affiliate co-brand logo

Horizontal affiliate co-brand logo with guidelines



Our horizontal logos are used when there is a wide format such as website masthead, top of a brochure, or a horizontal sign. For the horizontal affiliate co-brand logos, all alignments are horizontally centered on the vertical lines as shown with the guidelines to the left.

The Smithson logo fits comfortably within the guidelines and is visually centered in that space. Note the space between the affiliate logos and the vertical line (A) should never be smaller than the space between the line and the Penn shield (B).

The Jones logo has a different proportion and character but the same principles apply. The Jones logo appears to have a 70-30% ration to the Penn Medicine logo. If the logo had the same height as the Smithson logo it would appear too small. Because of the height and strength of the Jones logo we have added additional space.

Brand Identity Standards: Supplement for Partners

Misuse of Affiliate Logos 2.4

Do not make the Penn Medicine affiliate logo more prominent by significantly changing the sizes

Smithson Medical Associates

Penn Medicine
Alpha, Beta, Gamma | Affiliate

Do not make the affiliate logo too large in relationship to the Penn Medicine affiliate logo

JONES Medicine

Penn Medicine
Alpha, Beta, Gamma | Affiliate

Do not make the Penn Medicine affiliate logo more prominent by placing it on top or before

Penn Medicine
Alpha, Beta, Gamma | Affiliate

Smithson Medical Associates

Do not make the affiliate logo too small in relationship to the Penn Medicine affiliate logo

JONES Medicine | Penn Medicine
Alpha, Beta, Gamma | Affiliate

Do not use the Penn Medicine logo without the full affiliate line

Smithson Medical Associates

Penn Medicine

Do not change the alignment

Smithson Medical Associates

Penn Medicine
Alpha, Beta, Gamma | Affiliate

Do not use the Penn Medicine affiliate logo alone or in any way outside of the vertical or horizontal art

Penn Medicine
Alpha, Beta, Gamma | Affiliate

Do not combine the affiliate and Penn Medicine affiliate logos in any other way

Smithson Penn Medicine

Placing two logos in proximity as a co-brand is one of the most challenging brand identity challenges.

The examples shown on this page are representative of what can go wrong with co-branding. The incorrect use of a logo tends to give license to, and encourage, other misuses.

The co-brand affiliate logo artwork we provide to you should be used without any modifications. Never redraw or try to recreate our logo, including our shield or logotype. Any modification of our logo diminishes its impact and weakens our legal protection. Only authorized artwork may be used.

Strategic Alliance Visual Identity

8.23.19

Brand Identity Supplement for Partners

Co-Brand with Alliance Logos 3.1

Horizontal alliance co-brand logo

Vertical line remains the same for all horiztonal applications

Our strategic alliances extend our brand to selected health system programs.

The logos have been developed to focus on the alliance nature of the relationship. This is done by creating a 50/50 relationship between Penn Medicine and our alliance partner logos. The Penn Medicine and alliance logos are used in conjunction with the service line or program name displayed underneath.

This approach allows us to build the Penn Medicine brand by strongly connecting with our alliance partner, benefiting both organizations through our connection to one another.

We have developed detailed examples of the correct way to use the Penn Medicine alliance logos in the Affiliate & Alliance Brand Identity Standards supplement (hyperlink). The principles described within these standards for logo color, minimum clear space, background color contrast, and logo alignment apply to these alliance logos.

For more information on alliance branding, please see the Brand Identity Standards Supplement for Partners. (hyperlink)

Brand Identity Supplement for Partners

Co-Brand with Alliance Logos 3.2

Vertical alliance co-brand logo

Penn Medicine

Trinity Health Mid-Atlantic | Mercy Catholic Medical Center Mercy Fitzgerald Campus

CARDIAC SURGERY PROGRAM

Centered

Penn Medicine

Trinity Health Mid-Atlantic | Mercy Catholic Medical Center Mercy Fitzgerald Campus

CARDIAC SURGERY PROGRAM

Flush Left

Penn Medicine

Virtua

STRATEGIC ALLIANCE

Horizontal line extends to the width of the longest logo

Our strategic alliances extend our brand to selected health system programs.

The logos have been developed to focus on the alliance nature of the relationship. This is done by creating a 50/50 relationship between Penn Medicine and our alliance partner logos. The Penn Medicine and alliance logos are used in conjunction with the service line or program name displayed underneath.

This approach allows us to build the Penn Medicine brand by strongly connecting with our alliance partner, benefiting both organizations through our connection to one another.

We have developed detailed examples of the correct way to use the Penn Medicine alliance logos in the Affiliate & Alliance Brand Identity Standards supplement (hyperlink). The principles described within these standards for logo color, minimum clear space, background color contrast, and logo alignment apply to these alliance logos.

For more information on alliance branding, please see the Brand Identity Standards Supplement for Partners. (hyperlink)

Brand Identity Standards: Supplement for Partners

Misuse of Alliance Logos 3.3

Do not switch the order of the alliance logos.
Penn Medicine should always be on the left.

Do not make the Penn Medicine logo more prominent by significantly changing the sizes; both logos should have a "visual" 50/50 proportion

Do not use the logo lockup without the tagline. The strategic alliance represents the master relationship; but other partnerships, such as "Neuroscience Services" or "Cancer Services," are possible where the realtionship contactually exists.

Do not alter the line width proportion. Horizontal line is the width of the *largest* logo, in the **vertically stacked format**

Placing two logos in proximity as a co-brand is one of the most challenging brand identity challenges.

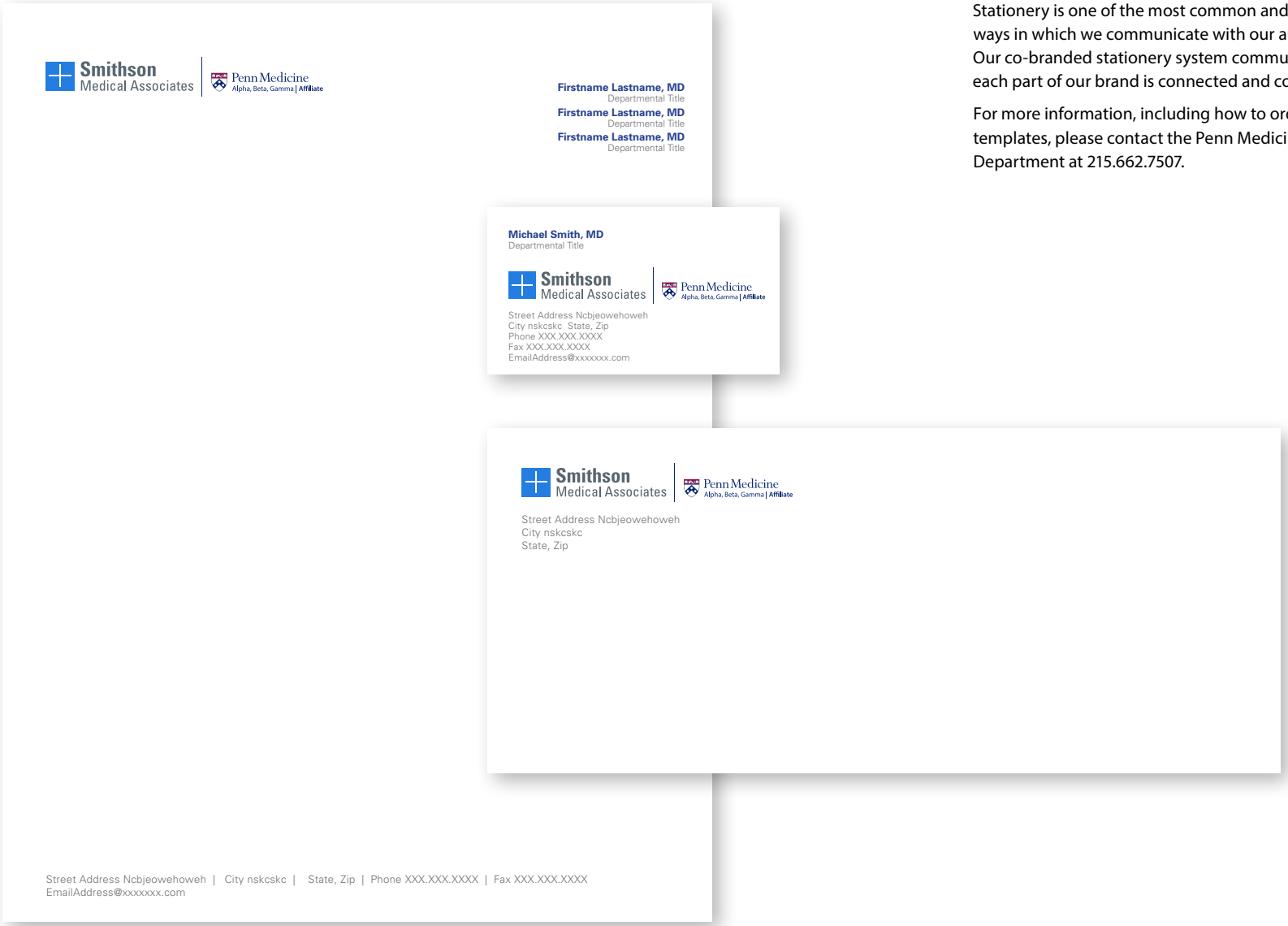
The examples shown on this page are representative of what can go wrong with co-branding. The incorrect use of a logo tends to give license to, and encourage, other misuses.

The co-brand alliance logo artwork we provide to you should be used without any modifications. Never redraw or try to recreate our logo, including our shield or logotype. Any modification of our logo diminishes its impact and weakens our legal protection. Only authorized artwork may be used.

Gallery

Brand Identity Standards: Supplement for Partners

Gallery: Affiliate Stationery 4.1



Stationery is one of the most common and visible ways in which we communicate with our audiences. Our co-branded stationery system communicates that each part of our brand is connected and cohesive.

For more information, including how to order, or obtain templates, please contact the Penn Medicine Marketing Department at 215.662.7507.

Brand Identity Standards: Supplement for Partners

Gallery: Alliance Stationery

4.2

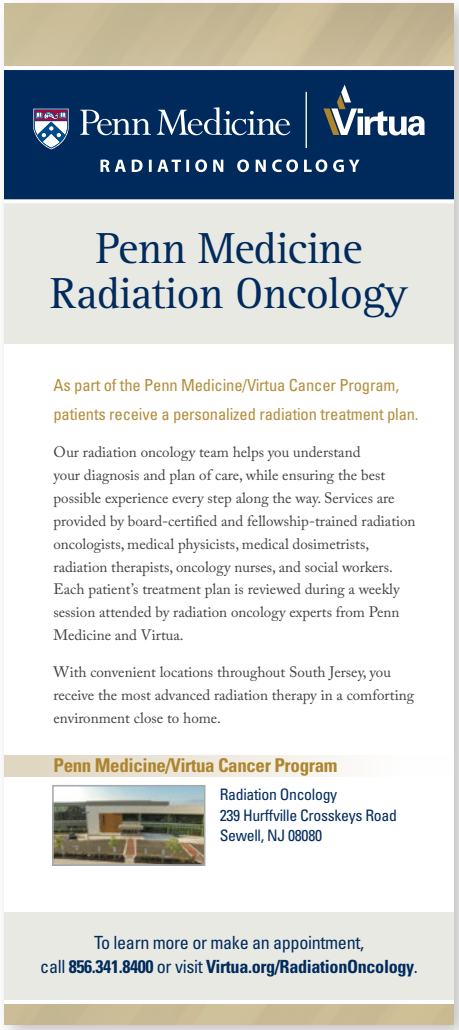
Stationery is one of the most common and visible ways in which we communicate with our audiences. Our co-branded stationery system communicates that each part of our brand is connected and cohesive.

For more information, including how to order, or obtain templates, please contact the Penn Medicine Marketing Department at 215.662.7507.

Here are two examples of how the logo arrangement of co-branded communication collateral can differ.

The horizontal affiliate and alliance co-branded logo arrangements show the correct proportions and placement.

Horizontal affiliate co-brand logo arrangement



Horizontal alliance co-brand logo arrangement