

LOGOS FOR PHCS

UPDATED OCTOBER 26, 2016



*These are all active logos at this time. If you don't see a logo here, it hasn't been developed yet, has been discontinued or hasn't been approved yet as of date indicated.



LOGOS FOR PHCS

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FRIENDS *of the* FOUNDATION
AT PRINCETON HEALTHCARE SYSTEM



MEDICAL
STAFF *of Princeton*
HealthCare System

ENTITIES WITHOUT A LOGO

Princeton HealthCare Management Services

CENTER FOR CARE LOGOS

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Edward & Marie Matthews Center for
Cancer Care

University Medical Center of Princeton



George & Estelle Sands Center for
Cardiac & Pulmonary Care

University Medical Center of Princeton



Llura & Gordon Gund Center for
Critical Care

University Medical Center of Princeton



Center for
Eating Disorders Care

University Medical Center of Princeton



Center for
Emergency Care

University Medical Center of Princeton



Center for
Maternal & Newborn Care

University Medical Center of Princeton



Center for
Neuroscience Care

University Medical Center of Princeton



Center for
Pelvic Wellness

University Medical Center of Princeton



Regan Family Center for
Pediatric Care

University Medical Center of Princeton



Center for
Testing & Treatment

University Medical Center of Princeton



**Institute
for Surgical Care**

University Medical Center of Princeton



Center for
Ambulatory Surgery - Monroe

University Medical Center of Princeton



Stephen & Roxanne Distler Center for
Ambulatory Surgery

University Medical Center of Princeton



Center for
**Bariatric Surgery &
Metabolic Medicine**

University Medical Center of Princeton



Jim Craigie Center for
Joint Replacement

University Medical Center of Princeton



Center for
Minimally Invasive Surgery

University Medical Center of Princeton



Center for
Vascular Care

University Medical Center of Princeton

LOGOS FOR UMCP

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REHABILITATION



OTHERS



CHOP Brand Guidelines (updated March 18, 2016)

Name: The Children's Hospital of Philadelphia

Acronym: CHOP

URL: www.umpchop.org

Guidelines: **1)** Don't use the word "at" or the symbol "@" when representing the two logos (UMCP and CHOP) together. It's ok to use the word "at" in copy where the context of the copy explains the relationship between UMCP and CHOP. **2)** Don't use the phrasing "CHOP docs." **3)** Use the terms pediatrician or neonatologist. Please do not use these terms and not the general term of physician when describing these care providers. **4)** CHOP neonatologists provide care in the NICU. **5)** CHOP pediatricians provide care on the pediatric unit and nursery. **6)** CHOP pediatricians consult in the ER. CHOP Boilerplate: CHOP is one of the top-ranked hospitals on *U.S. News & World Report's* 2015-16 Honor Roll of the nation's Best Children's Hospitals and was the only hospital in the region named to this prestigious list. CHOP also ranked in the top four in nine out of 10 specialties evaluated by *U.S. News*, and No. 1 rankings were awarded to two CHOP programs: Neonatology and Orthopedics.

INTERNAL LOGOS

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PATIENT EXPERIENCE LOGO

PRINCETON HEALTHCARE SYSTEM

CULTURE OF EXCELLENCE *Always*

The Culture of Excellence Always is the framework for our Customer Experience programming at PHCS. It is our culture that excellence is “Always” at the center of what we do. The logo should be used when sharing information on patient satisfaction, patient/customer experience and related educational initiatives.

INDUSTRY TRANSITION LOGO

ICD-10 Details make a **difference**

The ICD-10 logo promotes awareness of PHCS' transition from using ICD-9 to ICD-10 codes, which is federally mandated to take place on Oct. 1, 2015. Any internal material that mention the transition or education/training related to the transition should include the logo.

IT LOGO

 **Princeton**
HealthConnect

Princeton HealthConnect® is a secure, free Patient Portal that gives patients access to certain medical information online. The Princeton HealthConnect logo can be used on all internal communications and materials regarding the Patient Portal.

HR LOGO

The
Princeton
Health
Way

The Princeton Health Way is a uniformed look and logo to be used internally for all forms, presentations, and documents pertaining to manager training materials and information. Any internal materials that mention The Princeton Health Way should include this logo.

HR LOGO



The “You’ve Been Heard” logo was created after response from an employee engagement survey were received. “You’ve Been Heard” can be used on all internal communications that reflect results from the employee engagement survey.

EMPLOYEE POLICY LOGO



Take the extra step!
Let's make parking easier for our patients

The Take the Extra Step logo was created to roll out the EmployeeParking policy and encourage staff members to follow the new parking requirements. Any internal materials that mention the new parking requirements should include the Take the Extra Step logo.

EFFICIENCY LOGO

WorkWise
Transforming the way we work.

The Workwise logo was created to help distinguish the Value Analysis program where clinical, financial and operational teams work together to introduce or standardize supplies, devices, services and technologies at PHCS. Any internal materials that mention WorkWise should include this logo.

EMPLOYEE VOLUNTEER INITIATIVE LOGO

2forgood

Two hours to make a difference

The 2ForGood logo was created to encourage PHCS employees to volunteer 2 hours of their time at a PHCS community event over the course of a year. Any internal communications that mention 2ForGood should include this logo.

PRINCETON MEDICINE LOGOS

UPDATED OCTOBER 26, 2016



EMPLOYED PHYSICIAN



PRINCETON MEDICINE INDIVIDUAL LOGOS



LOGOS FOR PHCS | SYSTEM SIGNATURE

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STANDARD



Redefining Care

University Medical Center of Princeton

Princeton House Behavioral Health

Princeton Rehabilitation

Princeton HomeCare

Princeton Fitness & Wellness Center

Princeton HealthCare System Foundation

Princeton Medicine

Princeton Health International

Princeton HealthCare Partners

CONDENSED



Redefining Care

University Medical Center
of Princeton

Princeton House
Behavioral Health

Princeton
Rehabilitation

Princeton
HomeCare

Princeton
Fitness & Wellness Center

Princeton HealthCare System
Foundation

Princeton
Medicine

Princeton
Health International

Princeton
HealthCare Partners

HORIZONTAL



Redefining Care

University Medical Center of Princeton

Princeton House Behavioral Health

Princeton Rehabilitation

Princeton HomeCare

Princeton Fitness & Wellness Center

Princeton HealthCare System Foundation

Princeton Medicine

Princeton Health International

Princeton HealthCare Partners