Penn Medicine
Princeton Health

Branding Guidelines

July 17, 2018

Penn Medicine
Princeton Health

Main Index

Logos

Logos

Penn Medicine Logos Colors

		PMS (Pantone)	CMYK	RGB	HEX/HTML
■	**Blue**	PMS 288C	100/65/0/30	1/31/91	#011F5B
■	**Red**	PMS 201C	0/100/65/34	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
EPS	VECTOR	CMYK PANTONE/PMS RGB*	Highest Quality For Brochures, Flyers, Ads, Posters, Billboards, Stationery, Signage, General Printed Materials, Premiums	Adobe Illustrator, Quark XPress, Adobe InDesign, PageMaker, Freehand, Adobe Photoshop

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.

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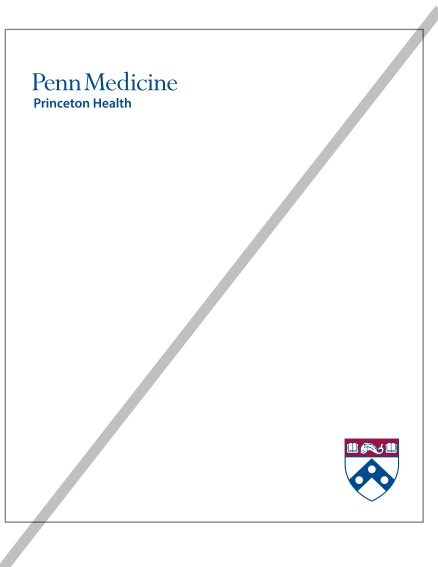
DO NOT place any shield motif so close to a department or program name that it would be considered a lock up.

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.

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

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
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or image other than white

PM_PMC_CMYK_Black
PM_PMC_RGB_Black

Special Use Logos

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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_PMC_PMS_201_288
PM-S_PMC_PMS_288
PM-S_PMC-K

PM-Simplified_PMC_PosWhite

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

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

Penn Medicine Princeton HomeCare

File Names and Preview

PM_PHC_CMYK_2C
PM_PHC_PMS_201_288
PM_PHC_RGB_2C

PM_PHC_CMYK_2C_REV
PM_PHC_RGB_2C_REV

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or image other than white

PM_PHC_CMYK_Black
PM_HBH_RGB_Black

Special Use Logos

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PM-S_PHC_PMS_201_288
PM-S_PHC_PMS_288
PM-S_PHC-K

PM-Simplified_PHC_PosWhite

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
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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

Penn Medicine Princeton Health International

File Names and Preview

PM_PHI_CMYK_2C
PM_PHI_PMS_201_288
PM_PHI_RGB_2C

PM_PHI_CMYK_2C_REV
PM_PHI_RGB_2C_REV

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PM_PHI_CMYK_Black
PM_PHI_RGB_Black

Special Use Logos

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PM-S_PHI_PMS_201_288
PM-S_PHI_PMS_288
PM-S_PHI-K

PM-Simplified_PHI_PosWhite

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
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PM_HCP_CMYK_Black
PM_HCP_RGB_Black

Special Use Logos

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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_HCP_PMS_201_288
PM-S_HCP_PMS_288
PM-S_HCP-K

PM-Simplified_HCP_PosWhite

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

Princeton Fitness & Wellness / Princeton location

File Names and Preview

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

Princeton Fitness &Wellness
An Affiliate of Princeton Medical Center

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

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or image other than white

Princeton Fitness &Wellness
An Affiliate of Princeton Medical Center

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

Princeton Fitness &Wellness
An Affiliate of Princeton Medical Center

PF&W-CMYK_Black
PF&W-RGB_Black

Princeton Fitness &Wellness
An Affiliate of Princeton Medical Center

Princeton Fitness & Wellness / Plainsboro location

File Names and Preview

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

Princeton Fitness &Wellness
at Plainsboro
An Affiliate of Princeton Medical Center

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

* on application, this logo preview will only show
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or image other than white

Princeton Fitness &Wellness
at Plainsboro
An Affiliate of Princeton Medical Center

PFW_atPlainsboro-CMYK_REV
PFW_atPlainsboro-RGB_REV

* on application, this logo preview will only show
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or image other than white

Princeton Fitness &Wellness
at Plainsboro
An Affiliate of Princeton Medical Center

PFW_atPlainsboro-CMYK_Black
PFW_atPlainsboro-RGB_Black

Princeton Fitness &Wellness
at Plainsboro
An Affiliate of Princeton Medical Center

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
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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
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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

Ancillary Logos

Friends of the Foundation at Penn Medicine Princeton Medical Center

File Names and Preview

! 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	100/65/0/30	1/31/91	#011F5B
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

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
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1919 Society-CMYK_Black
1919 Society-RGB_Black

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

5K Race & 1 Mile Fun Walk

File Names and Preview

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

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 Penn Medicine Princeton Health

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 Penn Medicine Princeton Health

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

Medical Staff
of Penn Medicine Princeton Health

MammoremindHER

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.**

MammoRemindHER-CMYK
MammoRemindHER-PMS
MammoRemindHER-RGB

mammo**remind**HER

MammoRemindHER-CMYK_REV
MammoRemindHER-RGB_REV

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

mammo**remind**HER

MammoRemindHER-CMYK_Black
MammoRemindHER-RGB_Black

mammo**remind**HER

		PMS (Pantone)	CMYK	RGB	HEX/HTML
■	**Pink**	PMS 227C	7/100/10/21	170/0/97	#AA0061

~~Princeton HealthConnect~~ ➡ myPenn Medicine

File Names and Preview

myPenn Medicine is in use as of June 2018. The system is expected to replace the Princeton HealthConnect.
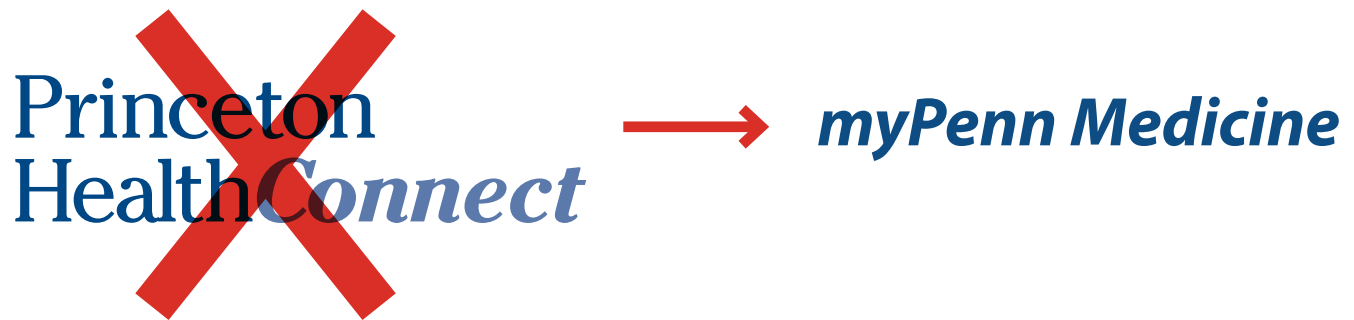
My Voice

File Names and Preview

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

Take the extra step!

File Names and Preview

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

2 for Good

File Names and Preview

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-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-CMYK_Black
2forGood-RGB_Black

Princeton Health On Demand

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

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or image other than white

PH OnDemand-CMYK_Black
PH OnDemand-RGB_Black

		PMS (Pantone)	CMYK	RGB	HEX/HTML
	Blue	PMS 288C	100/65/0/30	1/31/91	#011F5B
	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

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	100/65/0/30	1/31/91	#011F5B
	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

Marketing Materials

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:
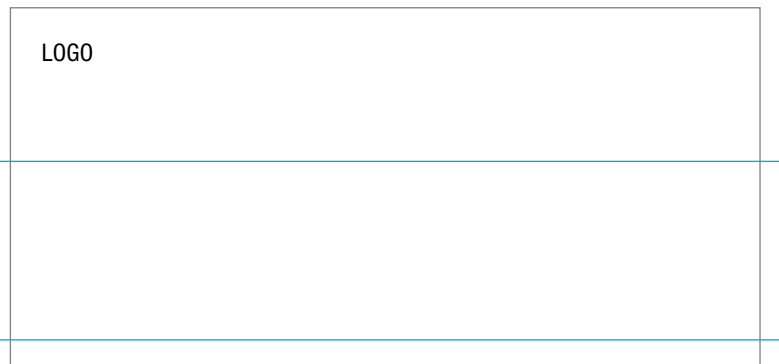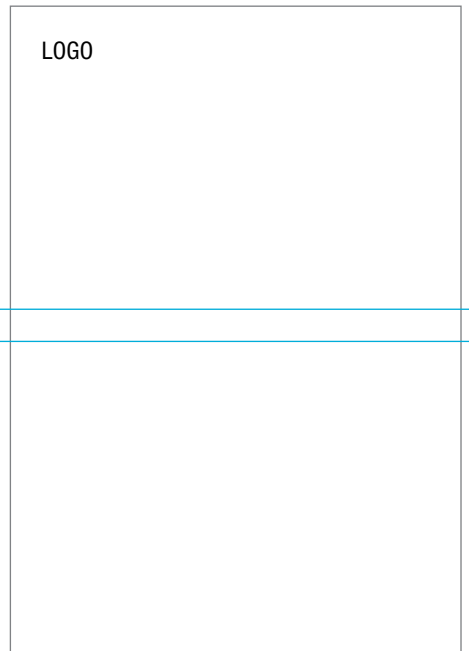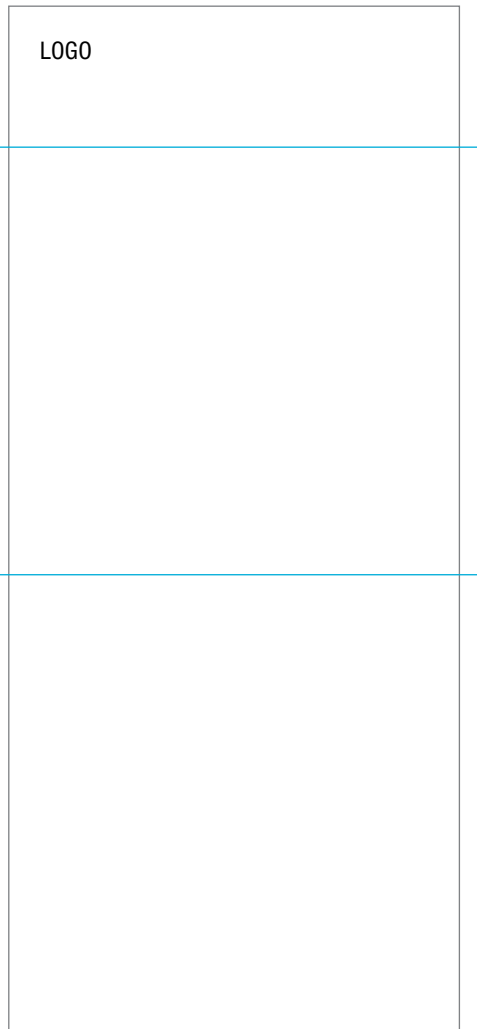
LOGO

LOGO

LOGO

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.

Penn Medicine —— *Perpetua*
Princeton Health —— *Myriad Pro Semibold*

DO NOT RECREATE THE LOGOS. USE APPROVED FILES PROVIDED BY MARKETING.
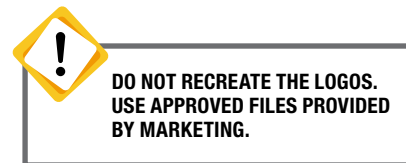
Myriad Pro Light abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890	*Myriad Pro Light Italic* *abcdefghijklmnopqrstuvwxyz* *ABCDEFGHIJKLMNOPQRSTUVWXYZ* *1234567890*
Myriad Pro Regular abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890	*Myriad Pro Regular Italic* *abcdefghijklmnopqrstuvwxyz* *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

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

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. Masks – The Joint Commission urges removal of surgical masks when procedures are done, rather than wearing them around the neck. Please do not take or include images of physicians, technicians, nurses, staff, etc, with masks around their necks.

15. Nothing offensive, obscene and of course not pornographic, illegal, etc.

16. 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.

17. No images of male or female gender related body parts in either real life or replicas of those parts.

18. 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.

Photography Guidelines

19. 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.

20. 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.

21. 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.

22. 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.

23. Text in captions, body copy and headlines needs to be appropriately sized to be readable.

24. 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.

25. 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.

26. 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.

27. Please do not use photos where an individual appears to be making unwelcome or inappropriate or strange physical contact with another.

28. 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.

29. 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.

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.

1557 Notification

Most patient materials require a 1557 notifcation. Use the guide below as to which format of the notification to use, and what materials are exempt from use. Please refer any questions to the Marketing Deparment.

Penn Medicine Princeton Health Non-Discrimination Notice

Penn Medicine Princeton Health complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. Penn Medicine Princeton Health does not exclude people or treat them differently because of race, color, national origin, age, disability, or sex.

Penn Medicine Princeton Health:

- Provides free aids and services to people with disabilities to communicate effectively with us, such as:
  Qualified sign language interpreters
  Written information in other formats (large print, audio, accessible electronic formats, other formats)

- Provides free language services to people whose primary language is not English, such as:
  Qualified interpreters
  Information written in other languages

If you need these services, contact Director Patient Relations and Customer Service.

If you believe that Penn Medicine Princeton Health has failed to provide these services or discriminated in another way on the basis of race, color, national origin, age, disability, or sex, you can file a grievance with: Director Patient Relations and Customer Service, 1 Plainsboro Road, Plainsboro, NJ 08536, telephone number 609-853-7490, fax number 609-853-7151 or email to patientadvocate@princetonhcs.org. You can file a grievance in person or by mail, fax, or email. If you need help filing a grievance, Director Patient Relations and Customer Service is available to help you.

You can also file a civil rights complaint with the U.S. Department of Health and Human Services, Office for Civil Rights, electronically through the Office for Civil Rights Complaint Portal, available at https://ocrportal.hhs.gov/ocr/portal/lobby.jsf, or by mail or phone at:

U.S. Department of Health and Human Services
200 Independence Avenue, SW
Room 509F, HHH Building
Washington, D.C. 20201
1-800-368-1019, 1-800-537-7697 (TDD)

Complaint forms are available at http://www.hhs.gov/ocr/office/file/index.html.

ATENCIÓN: Si habla español, servicios gratuitos de asistencia del lenguaje están disponibles para usted. Llame al 1-609-853-7490.
请注意：如果您讲中文，您可以免费获得语言协助服务。请致电 1-609-853-7490。
알림: 한국어를 쓰시는 경우, 비용없이 언어 지원 서비스를 제공해드립니다. 1-609-853-7490 번으로 연락해 주십시오.
ATENÇÃO: Se você fala português, serviços gratuitos de assistência linguística estão à sua disposição. Ligue para 1-609-853-7490.
ધ્યાન આપો: જો તમે ગુજરાતી બોલો છો તો તમને ભાષા સહાય સેવાઓ મફતમાં ઉપલબ્ધ છે. કૉલ કરો 1-609-853-7490
UWAGA: Dla osób mówiących po polsku dostępna jest bezpłatna pomoc językowa. Proszę zadzwonić pod numer: 1-609-853-7490.
ATTENZIONE — Se lei parla italiano, potrà disporre del servizio di interpretariato gratuito per assisterla. Chiami il numero 1-609-853-7490.
ملاحظة: إذا كنت تتكلم اللغة العربية، تتوفر لك خدمات المساعدة اللغوية بدون تكلفة. اتصل بالرقم 1-609-853-7490.
PAUNAWA: Kung nagsasalita ka ng Tagalog, may makakatulong sa iyo sa wikang ito; ito'y libreng serbisyo. Tumawag sa 1-609-853-7490.
ВНИМАНИЕ! Если вы говорите по-русски, то можете бесплатно получить услуги по переводу. Позвоните по номеру телефона 1-609-853-7490.
ATANSYON : Si w pale kreyòl, w ap jwenn sèvis tradiksyon lang disponib gratis pou ede w. Sonnen nimewo : 1-609-853-7490.
ध्यान दें: यदि आप हिंदी बोलते हैं तो भाषा सहायता सेवाएं आपके लिए मुफ्त में उपलब्ध हैं। 1-609-853-7490 पर फोन करें।
LƯU Ý: Nếu quý vị nói tiếng Việt, các dịch vụ trợ giúp ngôn ngữ, miễn phí, sẽ có sẵn cho quý vị. Gọi số 1-609-853-7490.
ATTENTION : Si vous parlez le français, vous bénéficiez de services gratuits d'assistance linguistique. Appelez le 1-609-853-7490.
توجہ دیں: اگر آپ اردو بولتے ہیں تو آپ کے لیے زبان سے متعلق مدد کی خدمات بالکل مفت دستیاب ہیں۔ 1-609-853-7490 پر کال کریں۔

January 2018

Penn Medicine Princeton Health complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATENCIÓN: Si habla español, servicios gratuitos de asistencia del lenguaje están disponibles para usted. Llame al 1-609-853-7490.
请注意：如果您讲中文，您可以免费获得语言协助服务。请致电 1-609-853-7490。

Use the Short version for:

- Materials approximately the size of one page or less
- Postcards
- Trifold brochures
- Other similarly sized brochures or pamphlets
- Flyers
- Information materials
- Letters to patients
- Posters and banners
- Consent forms
- Print and electronic ads that are large enough where the short notification fits
- E-mails (these will include a link back to the home page)
- Slide decks for in house TV systems

Use the Long version for:

- Materials of more than one page
- Web site
- Princeton Health magazine
- Working Well newsletter
- Patient education materials of more than one page
- Other newsletters, publications, letters and marketing pieces of more than one page
- Progress Report

Exclusions:

- Social media (however, sites link to Princeton Health home page)
- Letterhead
- Business and appointment cards
- Billboards
- Radio ads
- Print and electronic ads where the ad is simply too small to fit even the short notification
- Promotional items
- Internal communications (Happenings, Physician E-memo, general memos and announcements)
- Videos
- Maps and directions

Brochures

Slim Jim Brochures Main Template

4" x 9"

Front Covers

Penn Medicine
Princeton Medical Center

Edward & Marie Matthews
Center for
Cancer Care

Accredited by The Joint Commission

Accredited by the American College of Surgeons
Commission on Cancer

Penn Medicine
Princeton HomeCare

Premier Provider
of Home Care &
Hospice Services

Mercer • Middlesex • Somerset • Hunterdon
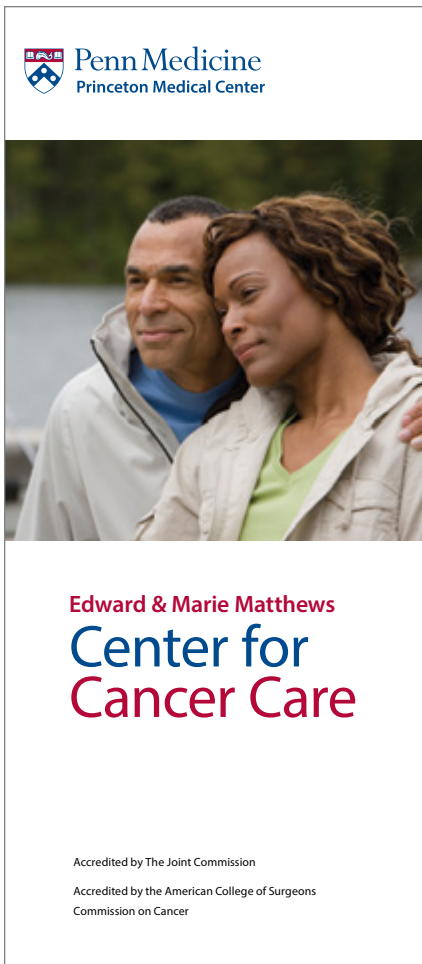
NOTICE THAT...
The logo is always at the top,
flushed left, in a clear area.

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

Slim Jim Brochures Secondary Template

4" x 9"

Front Covers

Penn Medicine
Princeton House Behavioral Health

Electroconvulsive Therapy (ECT)

Princeton

Inpatient
Outpatient

Penn Medicine
Princeton House Behavioral Health

Children & Adolescents

Princeton
Hamilton
North Brunswick
Moorestown

Partial Hospital
Intensive Outpatient

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.

Slim Jim Brochures Template

4" x 9"

Back Panel of a **tri-fold** *slim jim*

For more information or to schedule an appointment online, visit **princetonmedicine.org**. To speak to a representative, call **1.800.FINDADR (1.800.346.3237)**.

Medicare and most insurance plans are accepted.

Penn Medicine
Princeton Medicine Physicians

Penn Medicine Princeton Health complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATENCIÓN: Si habla español, servicios gratuitos de asistencia del lenguaje están disponibles para usted. Llame al 1-609-853-7490.

请注意: 如果您讲中文，您可以免费获得语言协助服务。请致电 1-609-853-7490。

2175-01A0218   Print Date 02/18

Back Cover of a **multi-page** *slim jim*

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U.S. Department of Health and Human Services
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Room 509F, HHH Building
Washington, D.C. 20201
1-800-368-1019, 1-800-537-7697 (TDD)

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请注意：如果您讲中文，您可以免费获得语言帮助服务。请致电 1-609-853-7490。
알림: 한국어를 쓰시는 경우, 비용없이 언어 지원 서비스를 제공해드립니다. 1-609-853-7490 번으로 연락해 주십시오.

ATENÇÃO: Se você fala português, serviços gratuitos de assistência linguística estão a sua disposição. Ligue para 1-609-853-7490.

ગુજરાતી માટે સૂચના

UWAGA: Dla osób mówiących po polsku dostępna jest bezpłatna pomoc językowa. Proszę zadzwonić pod numer: 1-609-853-7490.
ATTENZIONE – Se lei parla italiano, potrà disporre del servizio di interpretariato gratuito per assisterla. Chiami il numero 1-609-853-7490.
ملاحظة: إذا كنت تتكلم اللغة العربية، فإن خدمات المساعدة اللغوية تتوفر لك مجاناً. اتصل بالرقم 1-609-853-7490.
PAUNAWA: Kung nagsasalita ka ng Tagalog, may makakatulong sa iyo sa wikang ito; ito'y libreng serbisyo. Tumawag sa 1-609-853-7490.
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ATANSYON : Si w pale kreyòl, w ap jwenn sèvis tradiksyon lang disponib gratis pou ede w. Somen nimewo : 1-609-853-7490.
हिन्दी: यदि आप हिंदी बोलते हैं तो आपके लिए भाषा सहायता सेवाएं निःशुल्क उपलब्ध हैं। फ़ोन करें 1-609-853-7490 पर फ़ोन करें
LƯU Ý: Nếu quý vị nói tiếng Việt, các dịch vụ trợ giúp ngôn ngữ, miễn phí, sẽ có sẵn cho quý vị. Gọi số 1-609-853-7490.
ATTENTION : Si vous parlez le français, vous bénéficiez de services gratuits d'assistance linguistique. Appelez le 1-609-853-7490.
توجه: اگر به زبان فارسی گفتگو می کنید، تسهیلات زبانی بصورت رایگان برای شما فراهم می باشد. با 1-609-853-7490 تماس بگیرید.

January 2018

Princeton HomeCare
88 Princeton-Hightstown Road
Suite 202
Princeton Junction, NJ 08550

609.497.4900
princetonhcs.org/homecare

Penn Medicine
Princeton HomeCare

1150-01A0517   Print Date 05/17

⚠ **The 1557 language must be present on all brochures. Refer to the section on 1557 Notification for instructions.**

Flyer Templates

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

	InDesign CS6	MS Word
• Princeton Health	all styles	plain style
• Princeton Health -Related	all styles	plain style
• Princeton Health -EAP	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

Penn Medicine Princeton Health
Flyer Template Preview
8.5" x 11"

These flyer 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. There are four template styles that can be modified according to the information, including adding new elements. Flyer templates have a .375" margin all around. **The logo and the 1557 language are part of the master pages and should not be changed.** Choose the master page 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 "PLAI-PLAIN":

Template Master Page "B2-BLUE 2":

HOW TO

Access master pages

Window > Pages

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

MASTER PAGES

PAGE AREA

Related Department/Program
Flyer Template Preview
8.5" x 11"

These flyer 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. There are four template styles that can be modified according to the information, including adding new elements. Flyer templates have a .375" margin all around. **The logo and the 1557 language are part of the master pages and should not be changed.** Choose the master page that contains the logo configuration that best accommodate your needs. Related templates allow the user to customize their presentation with their unit/center/program or service name.

Template Master Page "B-BLUE LOGO":
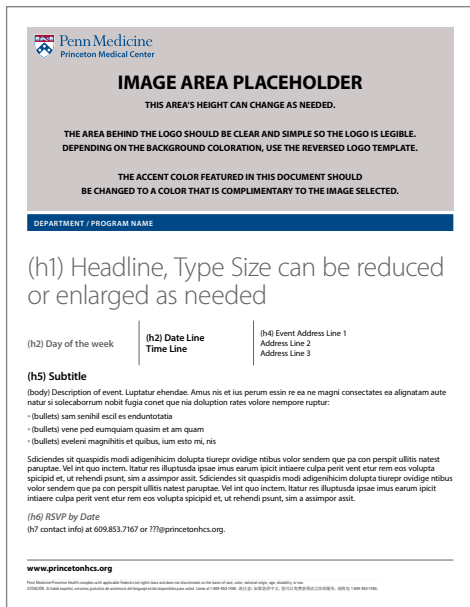
Template Master Page "REV-KO LOGO":
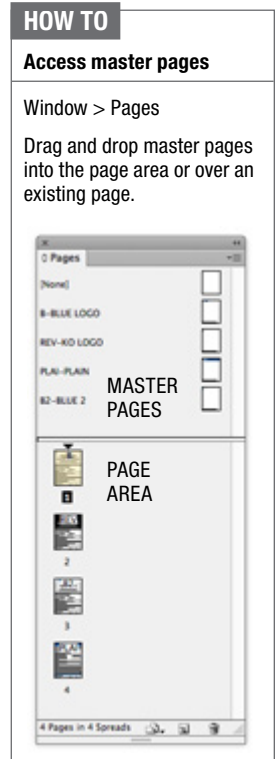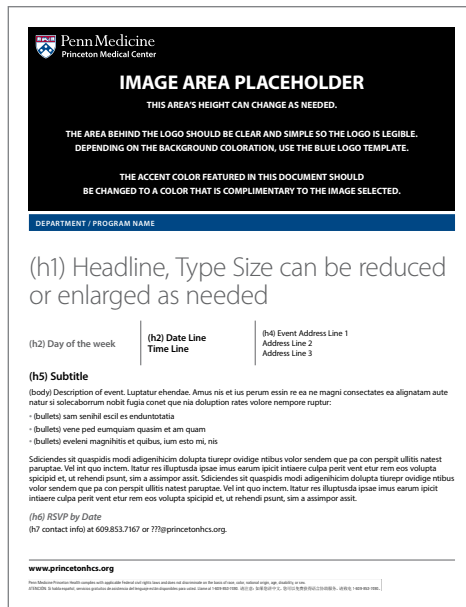
Template Master Page "B2-BLUE 2":

Template Master Page "PLAI-PLAIN":
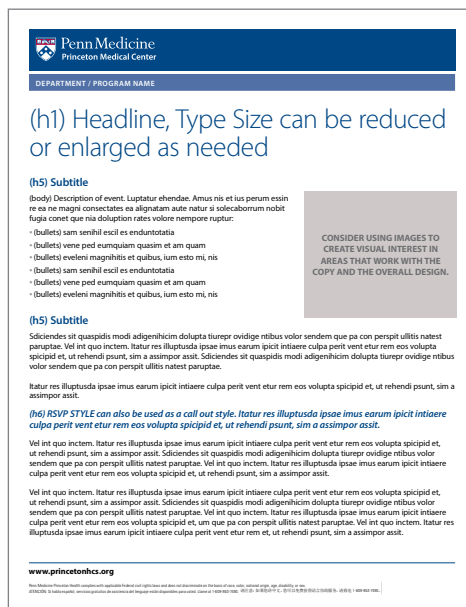
HOW TO

Access master pages

Window > Pages

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

MASTER PAGES

PAGE AREA

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

The logo and the 1557 language are part of the master pages and should not be changed.
All other information can be changed to fit your message.

Template Master Page "REV-KO LOGO":

Example:

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.

Template Master Page "BLUE-BLUE LOGO":

Example:

HOW TO

Change the accent color throught the file

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.

Flyer Samples

The logo and the 1557 language are part of the master pages and should not be changed.
All other information can be changed to fit your message.

Template Master Page "REV-KO LOGO":

Example:

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.

NOTICE THAT...

For all master pages "B2-BLUE 2"

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

Template Master Page "B2-BLUE 2":

Example:

1.25"

4 PT

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.**

Poster Templates

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.

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:

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.

Power Point Templates

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

- Princeton Health

- Princeton Health -Employee Assitance Program

- Princeton Health -Related

- Princeton Health International

- Princeton HealthCare Partners

- Princeton HomeCare

- Princeton House Behavioral Health

- Princeton Medical Center

- Princeton Medical Center -Related

- Princeton Medical Center Foundation

- Princeton Medicine Physicians

- Princeton Fitness & Wellness (only available in Blue color scheme)

Penn Medicine Princeton Health
## Power Point Template Preview
(4:3) 10" x 7.5" and (16:9) 10" x 5.63"

The PPT templates are available in two proportions. Each contains preset slide styles, fonts and colors. The samples and notices shown here appy to both proportions. Know what proportion you need before starting to create your presentation to avoid problems. PPT may distort your presentation if you try to convert an existing presentation into a different format.
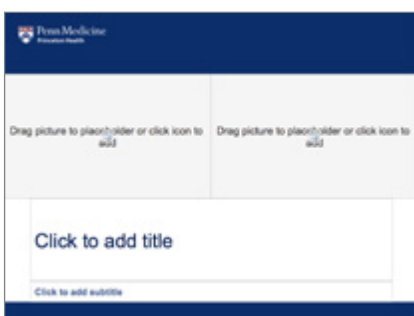
Slide style "Cover Plain":
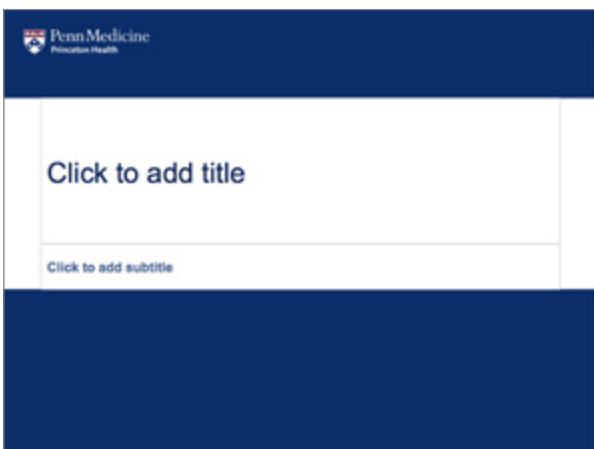
Slide style "Cover Image":
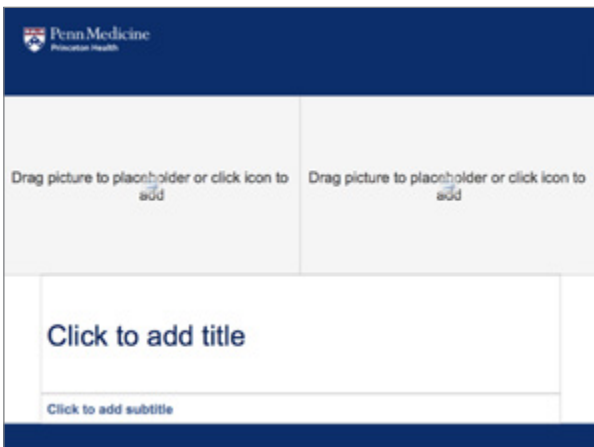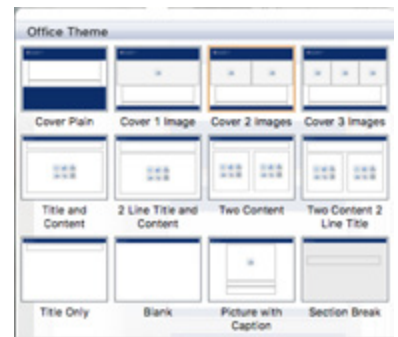

HOW TO

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.

NOTICE THAT...

There are three cover styles that accommodate images

These cover styles have placeholder image areas. Drag a picture into the placeholder area or click on the picture icon.

Use the cropping tool to move your image within each placholder area.

Slide style "Cover 2 Images":

Slide style "Cover 3 Images":
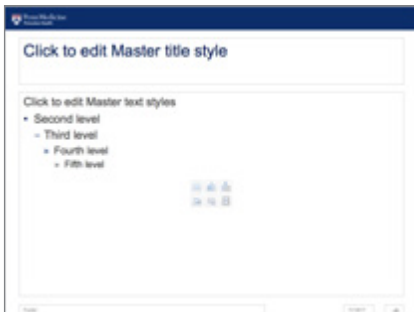
Penn Medicine Princeton Health

Power Point Template Preview

(4:3) 10" x 7.5" and (16:9) 10" x 5.63"

Slide style "Title and Content":

Slide style "2 Line Title and Content":

NOTICE THAT...

Some content slides have an alternate style to accommodate a title that goes within two lines

If you find your title goes beyond two lines, consider editing it or reducing the title type size.

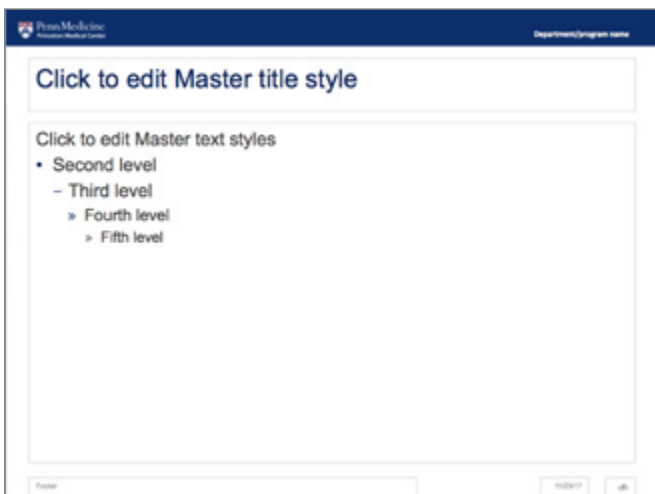# Related Department/Program
Power Point Template Preview
(4:3) 10" x 7.5" and (16:9) 10" x 5.63"

The PPT templates are available in two proportions. Each contains preset slide styles, fonts and colors. The samples and notices shown here appy to both proportions. Know what proportion you need before starting to create your presentation to avoid problems. PPT may distort your presentation if you try to convert an existing presentation into a different format.

Related templates allow the user to customize their presentation with their unit/center/program or service name from the official list provided by Marketing.

Slide style "Title and Content":


HOW TO

Customize the unit/center/program or service name

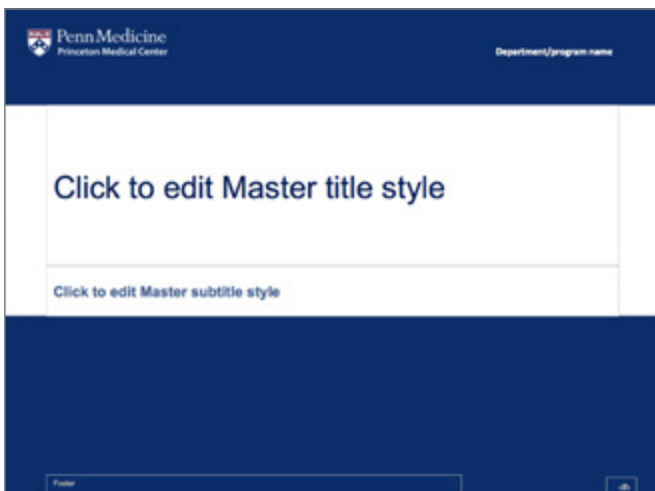View menu > Master > Slide Master

In the first slide master, replace the placeholder words "Department/ Program Name".

Do the same to each of the cover master slides.

Close the master slides area to return to your presentation. You will notice that the placeholder words have been replaced through out all the slide styles you modified.
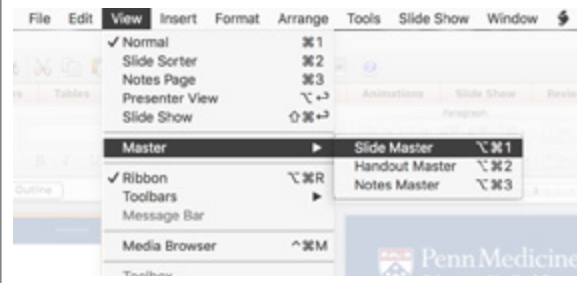
Slide style "Cover Plain":

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

Power Point Samples

Slide style "Cover Image":

Slide style "Cover 2 Images":

Slide style "Cover 3 Images":

NOTICE THAT...

You can modify, delete or add elements to the cover to suit your presentation.

DO NOT modify the image area dimensions or position.

Slide style "Cover Image":

On Related templates, only use official approved names of Units/Centers/Programs and Services.

eblast Templates

Available templates listed below have the same styles as Princeton Health. Eblast templates are available in the Listrak server.

PM Princeton Health:
- PM PH plain
- PM PH with image
- PM PH-related plain
- PM PH-related with image
- PM MammoRemindHer

PM Princeton Health Princeton Employee Assistance Program:
- PM PH-PEAP with image

PM Princeton HealthCare Partners, CIN:
- PM PHCP_CIN plain
- PM PHCP_CIN with image

PM Princeton Medical Center:
- PM PMC plain
- PM PMC with image
- PM PMC-related plain
- PM PMC-related with image
- PM Physician E Memo
- PM PMC-Physician to Physician

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

PM Princeton Medicine Physicians:
- PM PMP plain
- PM PMP with image

Penn Medicine Princeton Health
eblast Template Preview
Listrak server

There are two basic templates styles: **with image** and **plain**.

Template name: **PM PH with image**

EDITABLE CONTENT

Template name: **PM PH plain**

NOTICE THAT...

Editable content is surrounded by the [[EC]] tag.
For example:

[[EC]]Headline [[/EC]]

Replace the information in between the tags (i.e. Headline).
The tags do not appear on preview or on the final email.

You can eliminate these tags, if you prefer.

Related Department/Program
eblast Template Preview
Listrak server

There are two basic templates styles: **with image** and **plain**. Related templates allow the user to customize their presentation with their unit/center/program or service name.

*Template name: **PM PMC-related with image***

*Template name: **PM PMC-related plain***

EDITABLE CONTENT

REPLACE COPY WITH THE DEPARTMENT OR PROGRAM NAME

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

GO TO
MAIN
INDEX

eblast Samples

Template name: **PM PMC-PCW with image**

Template name: **PM PH plain**

Template name: **PM PMC-related plain**

Exception Uses

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.

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:

✓

Penn Medicine
Princeton Medical Center

**Name of Unit/Center/
Program or Service**

1.888.742.7496
www.princetonhcs.org

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.

✓

Penn Medicine
Princeton Medical Center

Name of Unit/Center/Program or Service
609.785.5870 • www.princetonhcs.org

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.

!

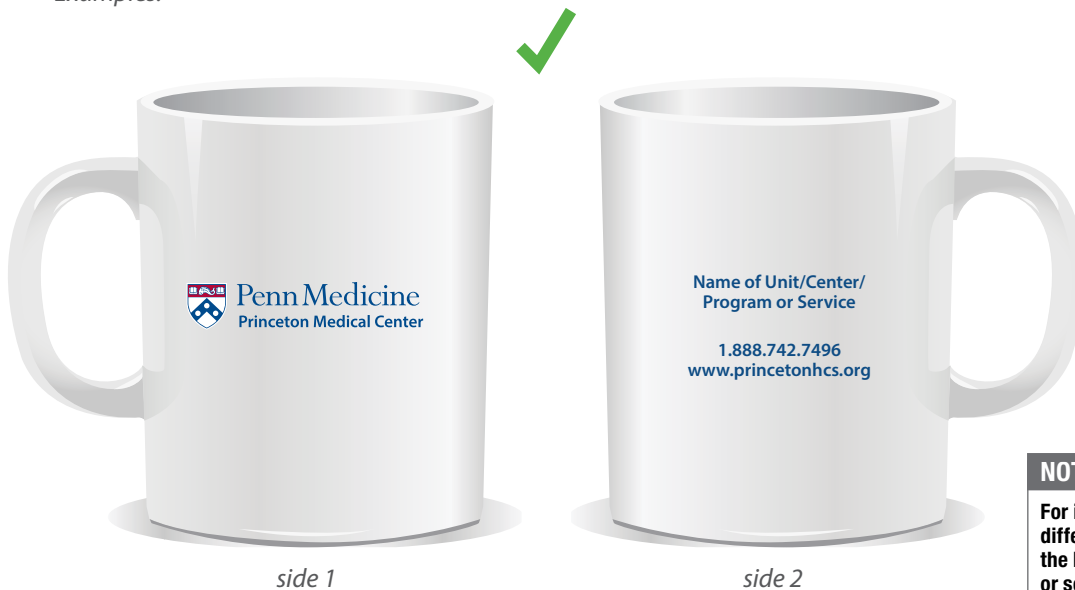Choose colored items that match the official Penn Medicine colors with a preference to the PMS 288 blue.

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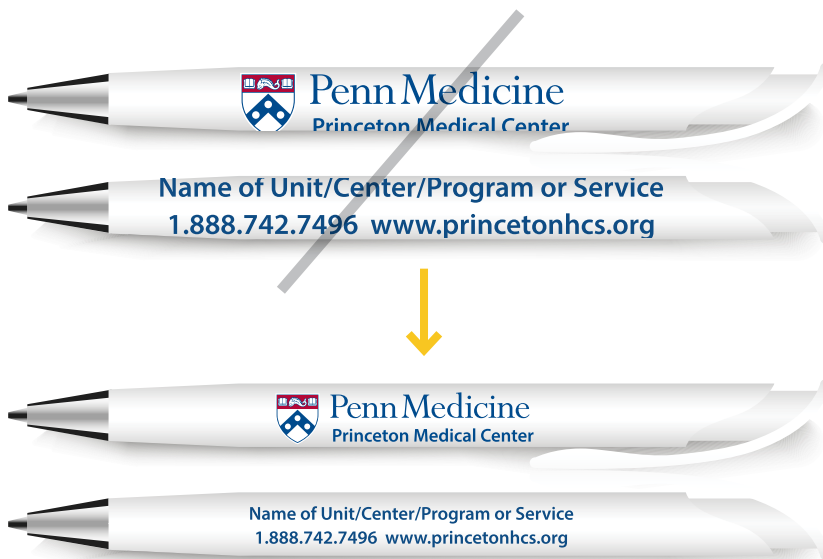
DO NOT let the logo or any other information 'turn' on items that have a barrel shape.

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.

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.

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

Medical Staff
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.**