



Branding Guidelines

June 12, 2018

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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.

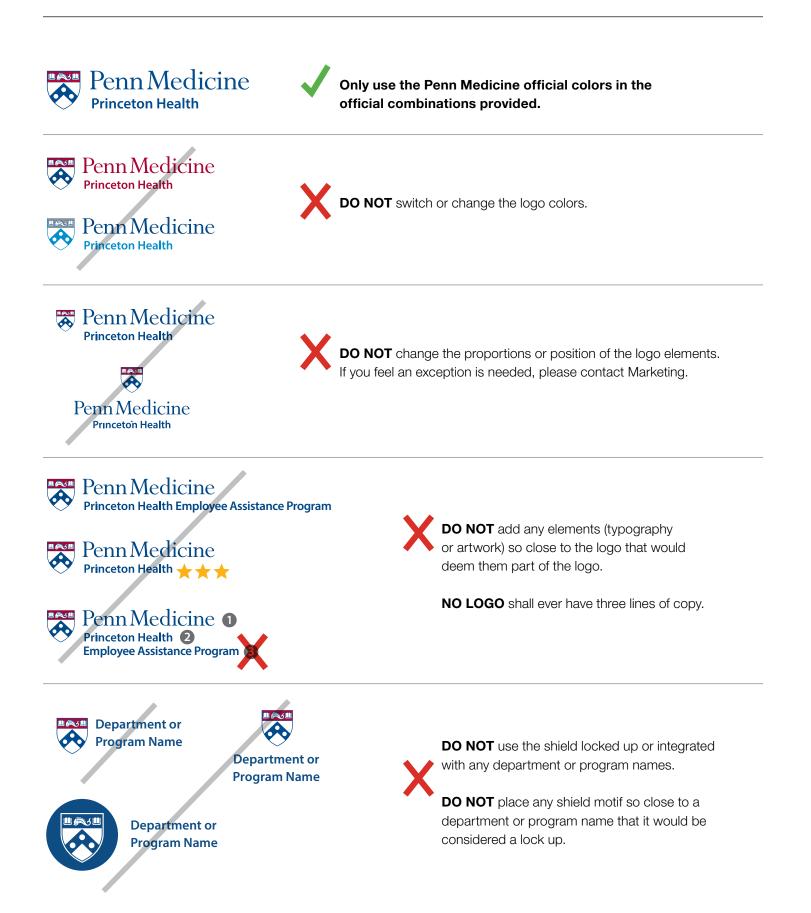


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General Logos Usage

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



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The Penn Shield

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



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

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_PH_PMS_201_288 PM-S_PH_PMS_288 PM-S_PH-K

PM-Simplified_PH_PosWhite

Penn Medicine Princeton Health

Penn Medicine Princeton Health

Penn Medicine Princeton Health



Penn Medicine Princeton Health

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

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_PMC_PMS_201_288 PM-S_PMC_PMS_288 PM-S_PMC-K Penn Medicine Princeton Medical Center

Penn Medicine Princeton Medical Center

Penn Medicine Princeton Medical Center

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







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_PH_PMS_201_288 PM-S_PH_PMS_288 PM-S PH-K

Penn Medicine **Princeton Medical Center**

Penn Medicine æ **Princeton Medical Center**

Penn Medicine **Princeton Medical Center**



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Penn Medicine **Princeton Medical Center**

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

* 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

Penn Medicine A Princeton HomeCare

Penn Medicine A Princeton HomeCare

Penn Medicine Princeton HomeCare



Penn Medicine Princeton HomeCare



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



Penn Medicine Princeton Medical Center Foundation

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_MCF_PMS_201_288 PM-S_MCF_PMS_288 PM-S_MCF-K Penn Medicine Princeton Medical Center Foundation

Penn Medicine Princeton Medical Center Foundation



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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



Penn Medicine

Princeton Health International

PM_PHI_CMYK_2C_REV PM_PHI_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_PHI_CMYK_Black PM_PHI_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_PHI_PMS_201_288 PM-S_PHI_PMS_288 PM-S_PHI-K Penn Medicine Princeton Health International

Penn Medicine Princeton Health International

Penn Medicine
Princeton Health International

Penn Medicine

Princeton Health International

PM-Simplified_PHI_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



Penn Medicine

Princeton HealthCare Partners

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_HCP_PMS_201_288 PM-S_HCP_PMS_288 PM-S_HCP-K Penn Medicine Princeton HealthCare Partners

Penn Medicine Princeton HealthCare Partners

Penn Medicine Princeton HealthCare Partners

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



Penn Medicine

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



Princeton HealthCare Partners, CIN

Princeton HealthCare Partners, CIN

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_HCP-CIN_PMS_201_288 PM-S_HCP-CIN_PMS_288 PM-S_HCP-CIN-K Penn Medicine Princeton HealthCare Partners, CIN

Penn Medicine Princeton HealthCare Partners, CIN



Penn Medicine

Princeton HealthCare Partners, CIN





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

* 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

Princeton Fitness & Wellness

Princeton Fitness & Wellness

An Affiliate of Princeton Medical Center



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 when the logo is placed over a background color or image other than white

Princeton Fitness & Wellness at Plainsboro

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

Princeton Fitness & Wellness at Plainsboro

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 when the logo is placed over a background color or image other than white

PM PMP CMYK Black PM_PMP_RGB_Black



Penn Medicine

Princeton Medicine Physicians

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

Penn Medicine **Princeton Medicine Physicians**

Penn Medicine **Princeton Medicine Physicians**

Penn Medicine

Princeton HealthCare Partners

PM-Simplified_HCP-CIN_PosWhite







Ancillary Logos

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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 FRIENDS of the FOUNDATION at Penn Medicine Princeton Medical Center

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)		PMS (Pantone) CMYK		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





FRIENDS of the FOUNDATION at Penn Medicine Princeton Medical Center

FRIENDS of the FOUNDATION at Penn Medicine Princeton Medical Center



FRIENDS of the FOUNDATION at Penn Medicine Princeton Medical Center



1919 Society

File Names and Preview



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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File Names and Preview





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







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



5K Race & 1 Mile Fun Walk

5K Race & 1 Mile Fun Walk

5K Race & 1 Mile Fun Walk



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 Medical Staff of Penn Medicine Princeton Health

Medical Staff of Penn Medicine Princeton Health





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MammoremindHER

File Names and Preview





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

MammoRemindHER-CMYK_Black MammoRemindHER-RGB_Black

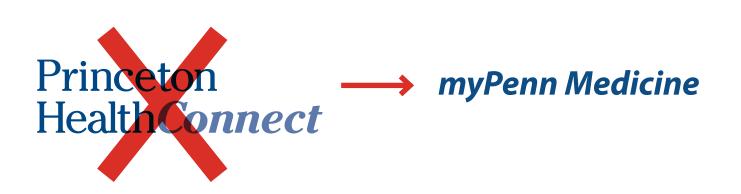
mammoremindHER

mammoremindHER

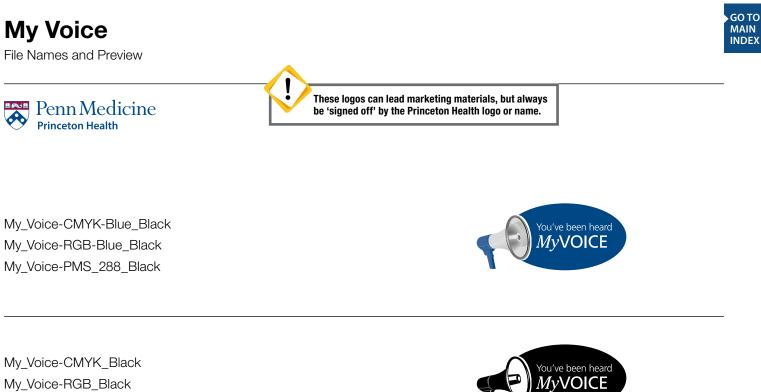
_	PMS (Pantone)	СМҮК	RGB	HEX/HTML
Pink	PMS 227C	7/100/10/21	170/0/97	#AA0061

File Names and Preview

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







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

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



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







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 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-CMYK_Black 2forGood-RGB_Black 2forgood Two hours to make a difference





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Princeton Health On Demand

File Names and Preview



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 Princeton Health Demand Our experts. At your convenience.

	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

CULTURE OF EXCELLENCE Alweys

PPM_Culture of Excellence Always-CMYK_Black PM_Culture of Excellence Always-RGB_Black Penn Medicine Princeton Health CULTURE OF EXCELLENCE Alwys

	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





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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:

	LOGO		LOGO	
		-		_
			LOGO	
		_		
l		-		



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 discrection.

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



Myriad Pro Semibold



Myriad Pro Light abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Myriad Pro Regular abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Myriad Pro Semibold abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Myriad Pro Bold abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 *Myriad Pro Light Italic abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890*

Myriad Pro Regular Italic abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Myriad Pro Semibold Italic 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 our system. 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 individual.

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.

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 notification. 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 Department.

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 national origin, age, disability, or sex. Penn Medicine Princeton Health does not exclude people or treat them differently because 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: Dualified sign language interpreters Witten 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: Oualified 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 Plainsburo Road, Plainsburo, NU 06536, telephone number 609-853-7490, fax number 609-853-7151 or emai patientativotate/gen/metchnics.org, you can file a grievence 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.	to
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 Kom 509F, HHP Building Washington, D.C. 20201 1400-368-1019, 1400-537-7687 (TDD)	
Complaint forms are available at http://www.hhs.gov/ocr/office/file/index.html.	
ATENCIÓN: Sì habla español, servicios gratuitos de asistencia del lenguaje están disponibles para usted. Llame al 1-609-853-74 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.	30.
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ATANŠYON : Si w pale kreyól, w ap jwenn sèvis tradiksyon lang disponib gratis pou ede w. Sonnen nimewo : 1-609-853-7490.	
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Al TENTION : Si vous parlez le français, vous benéficiez de services gratuits d'assistance linguistique. Appelez le 1-609-853-7490 گرآپ اردو ہوتے ہیں تو، آپ کے لیے زبان سے متعلق مدد کی خدمات بالکل مفت دستیاب ہیں۔ 1-609-853-190 پر کال کریں۔	

January 2018

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

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

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

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Brochures

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Slim Jim Brochures Main Template

4" x 9"

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Front Covers



Edward & Marie Matthews Center for Cancer Care

Accredited by The Joint Commission Accredited by the American College of Surgeons Commission on Cancer
> 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.



page 38

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.

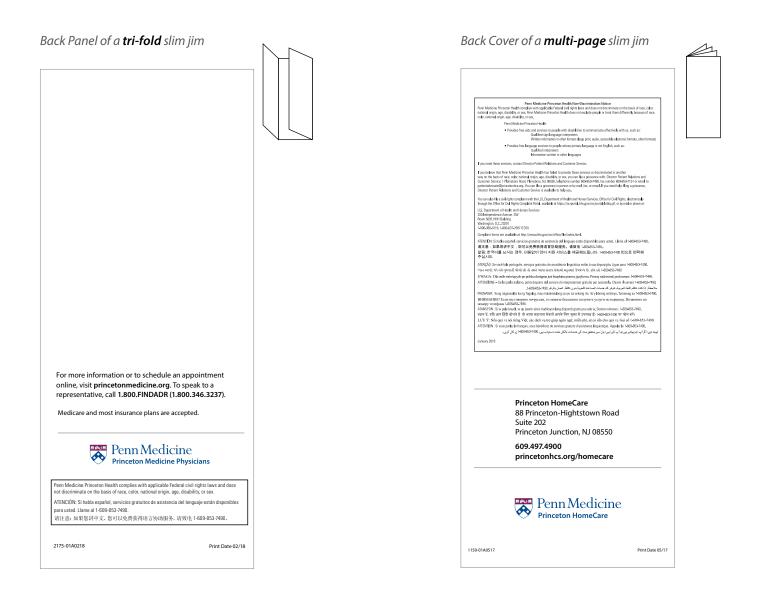


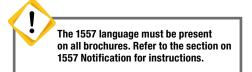
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MAIN INDEX

Slim Jim Brochures Template

4" x 9"







Flyer Templates

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Available templates listed below have the s	ame style files <u>as Pr</u>	<i>inceton He</i> 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":

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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":

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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.

Example:

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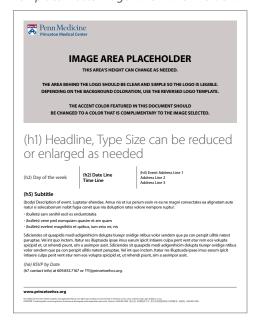
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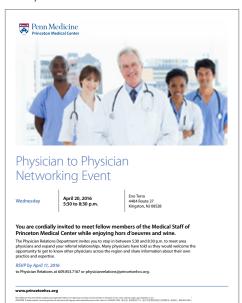
NOTICE THAT...

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.

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Example:



Hospice Program

Princeton HomeCare team uses a holistic approach to meet the emotional and spiritual needs of both patient and loved ones as they work through end-of-life ssues, while supporting the hope of a full and meaningful life for as long as possible

Princeton HomeCare Hospice Program Provides - An interdisplinary team approach to patient care - Pain amagement and symptom control - Pain amagement and symptom control - Care and extrest that responsive to the needs of patients, family members and is - Support that helps patients to live life to its failed and organismic a pasceful dadh m Determenting supports during and there its list

609.497.4900 www.princetonhcs.org/homecare

Care is given in the home, an assisted living facility, nursing home or the hospital in an acute inpatient setting. Loved ones who want to be actively involved in administering care are offered support and training. glade febral ski njel leva sed kas në disininës se fa lasis d'une sele udies drije, ap. dishtit, u un le astenis de legage statutiopeda par stat lares d'1999년2708. (응답응, 19년 년년 구, 1991년 代表



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

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For all master pages "B2-BLUE 2"

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

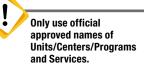
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1.25"

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.







Poster Templates

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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.

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www.princetonhc.org
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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

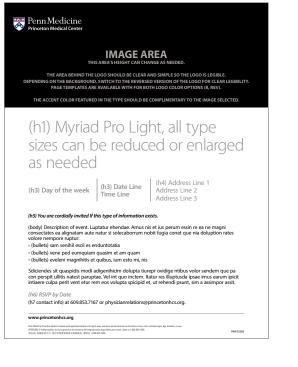
Poster Template Preview

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.

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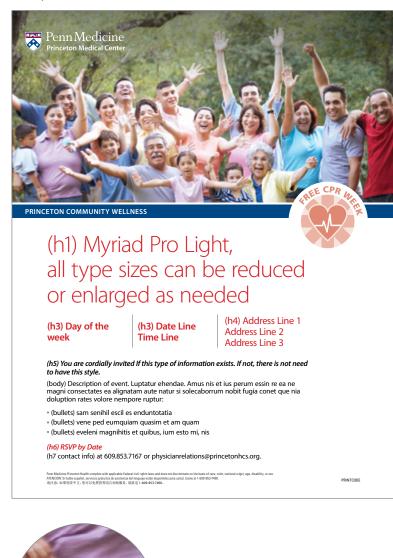
Poster Template Preview

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.

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Example:





10 PT

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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

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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":

Penn Medicine minute main
Click to add title
Click to add subtitle

Slide style "Cover Image":

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Click to add title	
Click to add subtitle	

Slide style "Cover 2 Images":

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Slide style "Cover 3 Images":

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HOW TO				
Apply a slide layout				
View menu > Normal				
In Normal View, in the thu want to apply a layout to.	mbnail pane	on the left,	click the sli	de that you
Home tab > Layout	Office Theme			
Select the layout that you want.	Cince Thema			
Insert a new slide or drag and drop the slide	Cover Plain	Cover 1 Image	Cover 2 images	Cover 3 Images
style over an existing slide.	152	111	m m	111 111
	Title and Content	2 Line Title and Content	Two Content	Two Content 2 Line Title
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HOW

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.



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":

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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.





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Related Department/Program

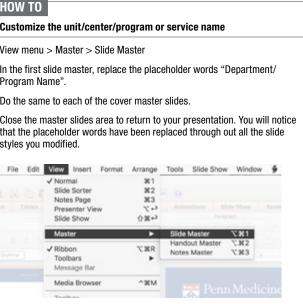
Power Point Template Preview

(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.

Penn Medicine Annune Medici Lente		Department/program name	
Click to edit Master tit	le style		
Click to edit Master text styles			
 Second level 			
 Third level Fourth level 			
 Fifth level 			



Slide style "Cover Plain":

 Click to edit Master title style

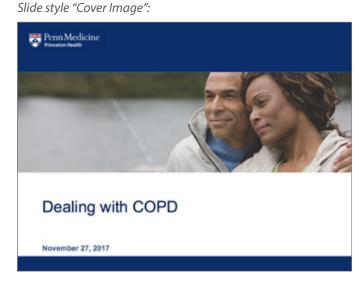
 Click to edit Master subtitle style



Power Point Samples



GO TO MAIN INDEX



Slide style "Cover 3 Images":



Slide style "Cover Image":

By Edward J. Doe, MD

Tenn Medicine On Related templates, only use official approved names of Units/Centers/Programs and Services. Memory & Aging: What's Normal, What's Not

Slide style "Cover 2 Images":



Yikes! What is Happening to My Body?

Mary Jane Doe, RN

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.



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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

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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.



Template name: PM PH plain

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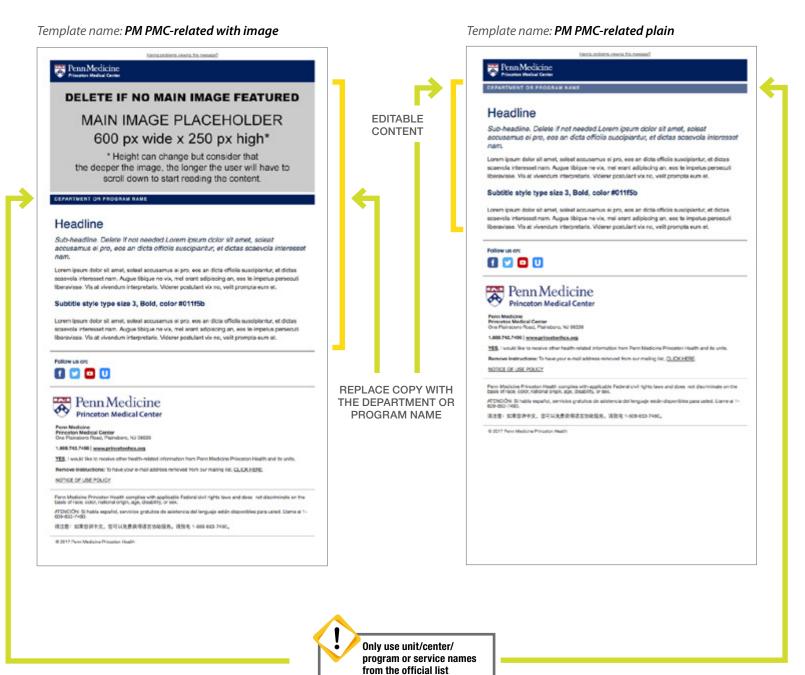


Related Department/Program

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.



provided by Marketing.

eblast Samples



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Template name: PM PMC-PCW with image



Daddy Boot Camp™

SAT. December 9 (9 a.m. – 12:30 p.m.) Community Education & Outreach at the Hamilton Area YMCA John K. Raflerty Branch Suite 100, Conference Rooms A & B

\$40 per person

This memority course is designed for fathers-to-be to gain knowledge in parenting skills and develop handscore skills for caring for their newdorms. A certified male facility Bost Carogo ²⁴ instructor, airog with more data, build deconstrates borts to hold, constrait, doper and plays with their batilits, including these figs and toxics how to calm a crying tashy, planning for baby's anti-at, pers and batiles, car seat safety and the impostence of parential semands. Fired comfortables, ask questions and express your concerns and your about fatherhood.

To register, please call 1.858.807.8979 (unless another number is indicated) or visit www.princetenhos.org/astendar.

Fellow us on:



Preve Medicine Processie Medical Censor Community Wolfness Collegen 131 Mappador Frank, Suite 199 Processie, NU 056-0 Internition Alex Mich. Johns K. Rufwitz Processi-131 Wolfmore Miterarelis Read, Suite 100 Internition, NU 056-0 Processie Processie Contemportation (State State Processie Processie), NU 056-0

1.088.742.3496 | www.princerambox.org

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@ 2017 Pave Mediaine Trimaetan Haath

Template name: PM PH plain



Template name: PM PMC-related plain





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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**.





GO TO

MAIN INDEX

Premium Items

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

