

Penn Medicine

Logo

Penn
Shield

Penn Medicine

Logotype

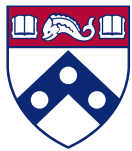
The Penn Medicine logo is the primary and most visible brand component for our organization. The logo is composed of the Penn Shield and our name, expressed as the Penn Medicine logotype.

Other configurations of shield and text are not permitted. The shield is only used with Penn, Penn Medicine and Perelman School of Medicine names, and not to be combined solely with a department or program name.

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

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

Two-color logo



Penn Medicine

Two-color logo reversed out of Penn Medicine Blue



Penn Medicine

Two-color logo reversed out of Penn Medicine Red



Penn Medicine

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

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

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

Penn Medicine Blue

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

Penn Medicine Red

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

One-color logo



Alternate special-use one-color logo



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

Simplified logo for small use



Alternate special-use simplified logo for small use



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

One-color logo reversed out of black



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



Simplified logo for small use reversed out of black



Alternate special-use simplified logo reversed out of blue

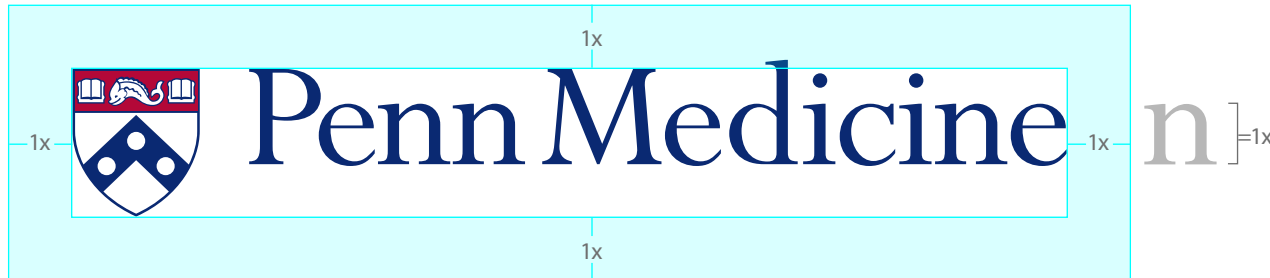


We have created special-use logos to address very specific needs. These logos should not be used unless these needs occur.

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

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

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



One way to ensure the strong visual presence of our logo is to maintain a minimum clear space surrounding it. Elements such as nearby copy, photography, or illustrations must not enter the clear space borders around the logo.

The minimum dimensions of the clear space surrounding our logo is based on the x-height of the logotype, as shown to the left. Use this formula to calculate clear space for all versions and sizes of our logo.

It is important to remember that this clear space formula calculates the absolute minimum clear space required. Providing ample space around our logo will allow for maximum impact and visibility.



10%



20%



30%



40%



70%



Black

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

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

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

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



Penn Medicine

Headline



Penn Medicine

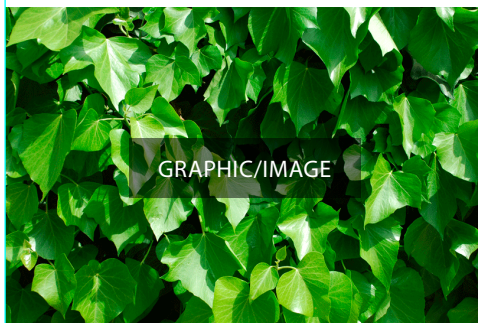
This is sample text. Lorem ipsum dolar sit faci bearupta doluptatem ereperum velliquodit officiur, nos volum doluptam.



Penn Medicine

Headline

This is sample text. Lorem ipsum dolar sit faci bearupta doluptatem ereperum velliquodit officiur, nos volum doluptam.



Careful placement of our logo is essential to identifying our communications. We want to avoid placement that seems arbitrary or indecisive. These alignment principles can apply to typography, imagery, and graphic shapes. Alignment provides a sense of order and structure to the design.

The strongest horizontal lines in the logo are the baseline of the logotype and the top of the Penn Shield. In general, it is better to align larger type such as headlines with the baseline. For text, align the top of the Penn Shield to the type to achieve a strong visual alignment.

Vertically, alignment should be made with the “P” of Penn Medicine. The Penn Shield should hang off to the left.

The same alignment principles apply above and to the left side of the logo. Aligning flush right with the right side of the logo is not recommended.

It isn't essential to align the logo on all applications. The key is to be aware of the importance of the placement of elements with the logo. Avoid situations where placement is close but not quite aligned, as this can appear to be a mistake.

Myriad Pro type family

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Semibold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Black Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

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

Myriad Pro is the recommended type family for use for all stationery, wayfinding and signage applications in the system.

Other display fonts can be used for service line collateral or in the case of media campaigns, but for internal marketing, Myriad should remain our standard.

Do not use any legacy marks or logos.



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



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



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



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



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



Do not distort or add special effects to the logo.



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



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



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



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

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

This rule also applies to the creation of new graphics for programs and departments. Although it may seem like a separate look can make your department stand out, these new names and icons only bring confusion to the market and diminish the power of our brand.



Our hospitals are our primary locations where we teach, conduct research and deliver clinical care.

Penn Medicine and our shield are used as the primary brand expression with the hospital names used prominently. This approach allows us to build the Penn Medicine brand by strongly connecting with the individual hospitals.

These hospital logos are the only approved logos for our primary locations. These logos can be used in collateral (brochures, posters, etc). **Modification of this artwork is not allowed, including adding additional entity names. If another entity, such as a division, needs to be mentioned on collateral, it should be included in the heading or subhead of the piece.**

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

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



Penn Medicine and our shield are used as the primary brand expression with the hospital names used prominently. This approach allows us to build the Penn Medicine brand by strongly connecting with the individual hospitals.

These **additional** hospital logos are there to fit the needs for some of our institutions in the community, where several named hospitals may exist. In the case of Lancaster and Princeton, as shown in the example, these would replace the main institution's name.

These logos can also be used in collateral (brochures, posters, etc). **Modification of this artwork is not allowed, including adding additional entity names. If another entity, such as a division, needs to be mentioned on collateral, it should be included in the heading or subhead of the piece.**

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

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



Our service lines are our areas of expertise.

Penn Medicine and our shield are used as the primary brand expression with the service line names used prominently. This approach allows us to build the Penn Medicine brand by strongly connecting with the individual service lines, which benefit from their connection to Penn Medicine.

These service line logos are the only approved logos for these facilities. These logos can be used in collateral (brochures, posters, etc). Modification of this artwork is not allowed, including adding additional entity names. If another entity, such as a division, needs to be mentioned on collateral, it should be included in the heading or subhead of the piece.

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

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



Our satellite locations are important facilities where we deliver clinical care.

Penn Medicine and our shield are used as the primary brand expression with the satellite locations names used prominently. This approach allows us to build the Penn Medicine brand by strongly connecting with the individual satellite locations, which benefit from their connection to Penn Medicine.

These satellite location logos are the only approved logos. These logos can be used in collateral (brochures, posters, etc). Modification of this artwork is not allowed, including adding additional entity names. If another entity, such as a division, needs to be mentioned on collateral, it should be included in the heading or subhead of the piece.

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

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



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

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

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

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

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

For more information on affiliate branding, please see the [Brand Identity Standards Supplement for Partners](#).



A Member of Trinity Health



A Member of Trinity Health

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

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

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

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

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

Situation

Sandy Sprint Superhero Run

This run is to raise awareness and resources specifically for ovarian cancer research.

Although the Ovarian Cancer Research Center does not use a logo lockup the logo lockup shown below would be acceptable.



It would also be acceptable to use the Abramson Cancer Center logo lockup. This use implies that our renowned cancer center does work in ovarian cancer research.



Do not use more than one entity name in a logo lockup.

**Situation**

Restoring Breast Beauty After Cancer Symposium

Penn Medicine is producing an ad for this symposium and it has two outside sponsors in addition to Penn Plastic Surgery.

Although Penn Plastic Surgery does not use a logo lockup, the logo lockup shown below would be acceptable.



In these standards we have demonstrated the types of entities which have logo lockups. They include hospitals, service lines, satellite locations, member and affiliates, and alliances. Other entities typically do not have or use logo lockups.

There are cases where other entities need to be able to use logo lockups. These cases include:

- Sponsorships
- Ads which are produced by Penn Medicine with a specific sponsorship by another Penn Medicine entity
- Promotional merchandise

There may be other instances where entity divisions need to be specified but can't be locked up with the logo. Division names can be placed in the heading or subhead of collateral as long as the clear space guidelines are not violated (see example Colon Cancer Surgery letterhead on page 2.1).

When selecting items to be given away, always consider these issues:

- Ease of reproduction
- Usefulness to recipient

The purpose of give away items is to create awareness of Penn Medicine (including our many entities) and provide a positive experience over time for the recipient.

Ensuring our logos are strong and clear when they are reproduced is essential (whether printed, silk-screened, embossed, etc.). The size of our logo is also important. If our logo is on an object that is too small, it will be difficult to create much of an impression.

Another challenge is providing objects that people need and will use over a period of time.

For example, water bottles or cloth bags may be ubiquitous but an insulated bottle for hot or cold beverages might be valued. Avoid objects with a short life span.

Do not use more than one entity name in a logo lockup.



Do not modify line breaks of entity logo lockups.



Do not change the color of entity names.



Do not repeat the name "Penn" in entity names.



Do not modify the size or relationship of any element in the entity logo lockups.



Do not replace the Penn Medicine Logotype with just the entity name.



The incorrect entity logo use on this page is representative of the ways in which logos are often misused as they are introduced. The incorrect use of a logo often leads to other misuses. The examples on this page focus specifically on how the entity name lockups can be violated. All logo misuse guidelines on page 1.8 apply to the entity logos as well.

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

Penn Medicine Entity name (if applicable)

PM_CNM_CMYK_2C.eps

Color system # of colors File type

PM

All Penn Medicine logo artwork begins with these two letters.

CNM

We use the three-letter system to distinguish between hospitals, service lines, satellite locations, and affiliates and members.

Color Formulas

CMYK - Cyan, Magenta, Yellow, Black

This artwork is to be used for four-color printing.

PMS - Pantone Matching System®

This artwork is to be used for match color printing.

Pantone® coated chips are also used as the prime source to match colors for signs, silk-screening, and thread/fabric.

RGB - Red, Green, Blue

This artwork is to be used for all digital applications such as websites, PowerPoint, and avatars.

2C

Two color

1C

One color

288

Penn Medicine Blue

201

Penn Medicine Red

REV

For reverse use on a dark background

Special-use marks

These logos are intended to be used on a limited basis. See page 2.3 for usage guidelines.

We have created a protocol for naming all of our logo artwork. The files are organized in the following folders:

- Penn Medicine
- Penn Medicine Hospital
- Penn Medicine Service Line
- Penn Medicine Satellite Locations
- Penn Medicine Affiliates and Member

The individual entities are organized within each folder.

There are artwork files for the primary logos in positive, reverse, and special usages. Each file has a CMYK, Pantone®, and RGB color system version.

Once you are familiar with the structure and abbreviations, this naming protocol will make finding and identifying the right file much easier.

EPS files (.eps)

These are the original master files of the logo and should be used for the generation of all new artwork files for print and electronic applications (GIF, JPG, TIF, PNG, etc.). These vector-based files can be scaled to any size without losing image quality. Always make a copy of the master art and resize to the desired size.

PNG files (.png)

These files are bitmap images and primarily used for web, PowerPoint, and web applications. PNG files may contain transparent backgrounds and can be used in programs like PowerPoint and most web browsers. Do not enlarge PNG files. If the exact size you need is not available, generate a new PNG file from the resized EPS or AI file of the logo. PNG files may be reduced without loss of resolution.



The Penn Medicine logo is the primary and most visible brand component for our organization.

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

By attempting to create unique graphics as logos for departments and programs, the brand is fragmented and weakened. It is best to have one strong name and icon to represent the many elements of our health system than to have a multitude of unfamiliar ones, representing just one service each.

For this reason; individual graphics, names or symbols are not permitted as a substitution for any official Penn Medicine logo or Penn Medicine program lockup.

All requests for graphic motifs or campaign styles must be reviewed and approved by Strategic Marketing Services.