

Our signage system is impactful and clearly legible. Our monument signs are often the first thing visitors see when visiting our facilities. The physical signage and consistent placement is an effective way of identifying our locations.

When placing large pin mounted lettering on a building, the master brand of Penn Medicine is the preferred choice.

Monument and wayfinding signage always features our master brand in a navy blue header. The rest of the copy is in the Myriad Pro family, upper and lower case.

Anyone producing signage or wayfinding systems, either new or as replacements, should first contact Michelle Hinshaw, Director of Creative Services, at: michelle.hinshaw@uphs.upenn.edu, as there are separate brand guidelines for these.

