



September 27, 2017

Ms. Jane Carson
CEO and President
Alpha World Headquarters
2000 Alpha Drive
Westport, CT
06880

Dear Ms Carson,

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We will give you a call in the next week to discuss this opportunity.

Sincerely,

Bob Smithson, MD
Associate Director,
Colon Cancer Surgery

123.456.7890 Mobile
smithsonb@uphs.upenn.edu

Pennsylvania Hospital
800 Spruce Street, Philadelphia, PA 19107 • Tel 800.123.4567 • Fax Tel 800.123.4568 • pennmedicine.org

Facilities

Bob Smithson, MD
Associate Director



Bob Smithson, M.D.
Title Line 1 long version
Title Line 2 long version

800 Spruce Street, Philadelphia, PA 19107
215.456.7890 Phone • 215.456.7891 Mobile • 215.456.7892 Fax
smithsonb@mail.med.upenn.edu



Department of Division Name
800 Spruce Street, Philadelphia, PA 19107

Stationery is one of the most common and visible ways in which we communicate with our audiences. Our uniform stationery system communicates that each part of our brand is connected and cohesive.

There are now 3 different choices for ordering stationery, shown on the next few pages:

- service line/department
- hospital or satellite
- primary care and community specialty practices

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For more information, including how to order, please contact the Marketing Department at 215.662.7507.

For information specific to Provider-Based practices, please reference the [Provider-Based Brand Identity Standards supplement](#).



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Heart Failure Program

Bob Smithson, MD
Associate Director



Bob Smithson, MD
Title Line 1 long version
Title Line 2 long version

Pennsylvania Hospital
800 Spruce Street, Philadelphia, PA 19107
215.456.7890 Phone • 215.456.7891 Mobile • 215.456.7892 Fax
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Service line stationery is something new to Penn Medicine branding. It offers a service line or departmental identity that can be used over many Health System locations. As our system moves more to integrating our clinical services across many locations, this can help consolidate and eliminate the need for individual hospital stationery at the clinical level.

Logo can now include either a departmental name or a service line by choosing one from the online drop-down menu.

Divisions, programs or centers will still be located in the top right corner and chosen from a drop-down menu

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Hospital and satellite stationery have always existed in the Penn Medicine guidelines, however it is now represented by a logo lockup.

Hospital/satellite templates should now be used to represent administrative offices or programs only offered at that particular location. Clinical departments will migrate to use the Service line/Department templates.

Examples of these could be executive stationery, nursing, security, housekeeping or internal departments who only support this ONE facility.

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Shown in hospital template

Practice stationery is also able to be ordered online with pre-determined drop-down menus.

- These practices (often primary care, internal medicine and ob/gyn) will have their practice name represented in the upper, right corner.
- Specialties (like the above listing) will have a place directly below the practice name.

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Penn Medicine
Heart and Vascular Center

Penn Heart & Vascular Center

Physicians

Ronald Carabelli, MD, FACC
Colin Craft, MD, FACC
Sheldon J. Goldberg, MD, FACC
Howard Haber, MD, FACC
Andrew R. Kohut, MD, MPH, FACC
Jeffery J. Luebbert, MD
J Shawn Miles, MD, FACC
Robert B. Norris, MD, FACC
William H. Pentz, MD, FACC
David S. Poll, MD, FACC, FACP
Sharon Rubin, MD, FACC
Harold L. Rutenberg, MD, FACC
Kevin S. Steinberg, MD, FACC

APPs

Eric Bekelman, CRNP
Kendra Younker, CRNP
Kenneth A. Hite, CRNP
Patricia A. Latta, CRNP
Julie O. Yoon, CRNP

Both practice and service line/department letterhead have the option to include provider names.

- These names (up to 20) will be listed under the practice name on the right corner.
- Both Physicians and Advanced Practice Providers can be included.

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Farm Journal Building

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