



Penn Medicine

Creative Guidelines

January 2020



THERE IS NO PERIOD AT THE END
BECAUSE THERE IS NO END

A decorative graphic at the top of the page consists of several overlapping geometric shapes: a large white semi-circle, a smaller white circle, a grey triangle, and a grey circle, all set against a light grey background.

GUIDELINES OVERVIEW

A surgeon goes into the ER prepared, knowing the condition, specific history and sensitivities of the patient. He understands the mechanics of the operation, has the proper tools to complete his task and knows just what to use to get the job done. Today you are the surgeon. Your operation is to devise a communication for Penn Medicine. This guidebook is the anatomical map you need to get your job done.

Guidelines are essential to maintain brand identity and present Penn Medicine in a consistent manner at all times. Not doing so would be like a doctor trying to treat a patient using someone else's chart. Misusing copy and design elements in a Penn Medicine communication can have negative consequences for the brand. This guidebook is designed to facilitate and inspire a consistent system for communicating with our audience. It is your go-to resource for creating frequently needed communication materials. It contains the tenets of our identity and lexicon, including voice, color palette, typography, image philosophy and language standards.

Penn Medicine is all about overcoming the limits health challenges impose on our lives. The “Life” campaign captures the spirit of Penn Medicine's objectives in look, feel and tonality.



TABLE OF CONTENTS

CONTENTS

Overview	3
Table of Contents	4
Discovery	5
Manifesto	6
Audience	7
Messaging Architecture Tiers	10
Language	16
Technical Aspects of Design	29
Typeface	30
Color	31
Photography	32
Bringing “LIFE” to life	34
Print	40
Outdoor	64
Digital Banners	77
Broadcast	84
Appendix	97
· Editorial Guidelines	



DISCOVERY

Penn Medicine isn't just another hospital. It is the nation's first hospital. And since opening its doors, Penn Medicine has made being first in medical science a tradition, pushing the boundaries of medical frontiers in neurosurgery, cardiology, oncology, transplantation and beyond. Yet none of the discoveries, inventions, academics, research, treatment, testing and other breakthroughs come at the expense of respect and compassion for the patient. That is to say, Mary, Joe or [name goes here], because, in person, the patient is always referred to by first name and never by the word "patient." And no matter a person's wherewithal, no one is ever turned away.

Penn Medicine relentlessly seeks to overcome the limits health challenges impose on our lives by not limiting the pursuit of medical solutions that heal, sustain and move life forward. A premise that dictates why campaign headlines have no periods — no limits, no periods. A premise that informs all of Penn Medicine's communications, including these guidelines.

Now you have discoveries of your own to make.



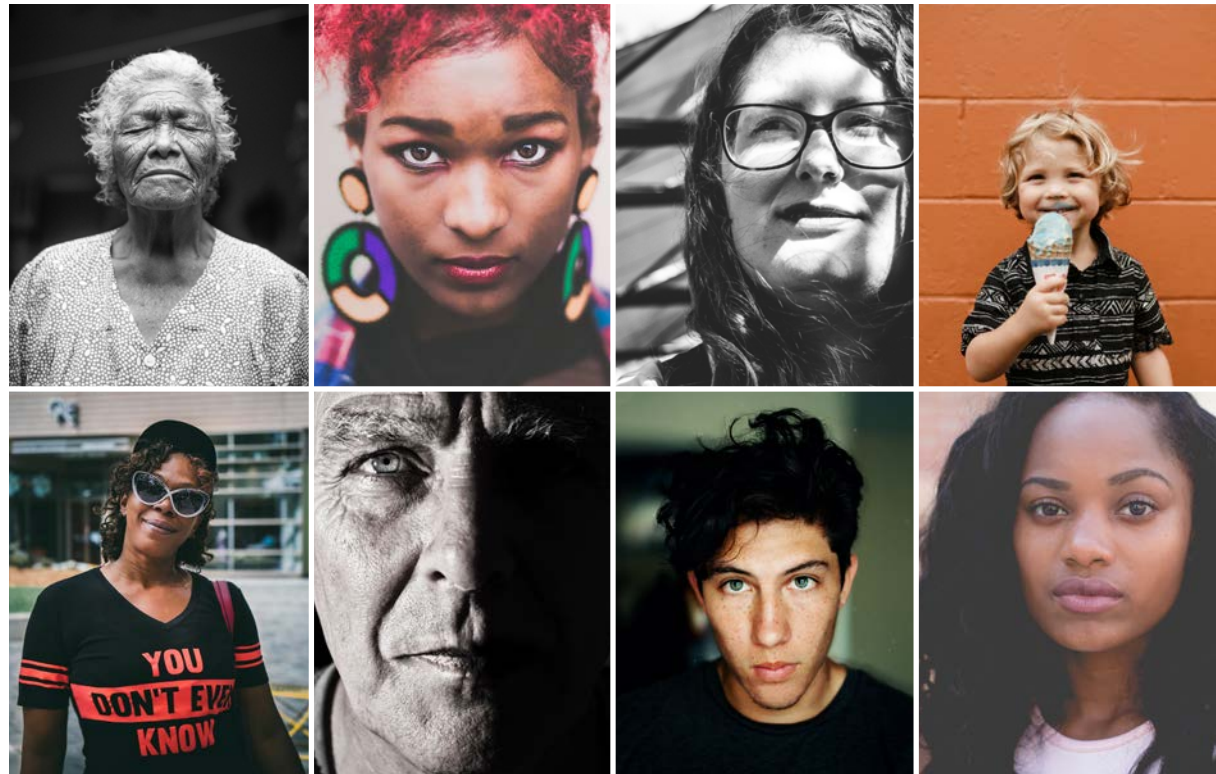
MANIFESTO

Why do we need a manifesto? Our brand manifesto is a declaration of our intentions. It echoes our purpose and the positive impact we have on the world. Which, in turn, reminds us why people should care about our brand. Beyond this, it is a rallying cry. A catalyst for action, because it houses the beliefs that inspire our marketing, conceptual, copy and design decisions. Read it at the start of every project and repeat as necessary.

Life is full of health challenges. They hold us back from the things we can do and want to do. And that's precisely why it has always been our way to never give up on life. So we take the world's healthcare challenges by the horns and propel medicine forward like a rocket heading into orbit. We gather more knowledge, analyze more data, unearth more connections and turn more medical mysteries into solutions that can heal. We keep pushing boundaries, covering more ground and beating the odds so that we can continue to make the world healthier, better and stronger. A place where the limits imposed on our lives by health challenges are met with an equally determined resolve to not limit ourselves when it comes to finding a way to remove those challenges. This is the Penn Medicine Effect. One that promises the next great frontier of health, discoveries and breakthroughs. That's why your life is worth Penn Medicine.



PEOPLE-CENTERED



AUDIENCE



You. Me. Those like us and unlike us. You're talking to the young and old, wealthy and struggling, working, financially assisted, retired and otherwise. Anyone who breathes, eats and sleeps — and even those who can't do any of that on their own. People who want to stay healthy or regain vitality, whether they be physically challenged or actively challenging the physical world. Everyone. Because Penn Medicine serves life.

TARGET AUDIENCE ANALYSIS

SERVICE LINE	PRIMARY TARGET - FROM PENN MEDICINE	SECONDARY TARGET - FROM PENN MEDICINE	PRIMARY TARGET - MRI DOUBLEBASE US POPULATION
CANCER	ADULTS 45+	WOMEN 45+	ADULTS 55-65+
CARDIAC	ADULTS 45+	ADULTS 45+; HISPANIC	ADULTS 55-65+
CHESTER COUNTY HOSPITAL	ADULTS 45+	N/A	N/A
HARRON LUNG CENTER	ADULTS 45+	N/A	N/A
IMMUNOTHERAPY	ADULTS 35+	N/A	N/A
MSKR	ADULTS 55+; SKEW FEMALE (JOINT) ADULTS 25-54 (SPORTS)	N/A	ADULTS 45-65+ (JOINT)
NEURO	ADULTS 55+; SKEW FEMALE (SPINE) FEMALES 25-54 (MS) ADULTS 45+ (MOVEMENT DISORDERS)	ADULTS 45+; CAREGIVERS	MS - ADULTS 35-54 (FEMALE SKEW)
PENN IN LANCASTER	ADULTS 35-64	N/A	N/A
RADIOLOGY	ADULTS 35+; HHI \$40,000+	N/A	N/A
SIGNATURE SERVICES	ADULTS 40+; HHI \$150,000+ (PERSONALIZED CARE)	N/A	N/A
TRANSPLANT	ADULTS 35-64	N/A	N/A
WOMEN'S HEALTH	WOMEN 25-54	N/A	N/A
BARIATRICS	WOMEN 25-54	MEN 45-64	WOMEN 45+; ADULTS 45+



**MESSAGING
ARCHITECTURE TIERS**

OVERALL CAMPAIGN MESSAGING OBJECTIVES

1. Expand the relevancy of the Penn Medicine brand.
2. Retain the current leadership position in advanced medicine.
3. Position Penn Medicine as the trusted leader and 1st choice.

How to do it:

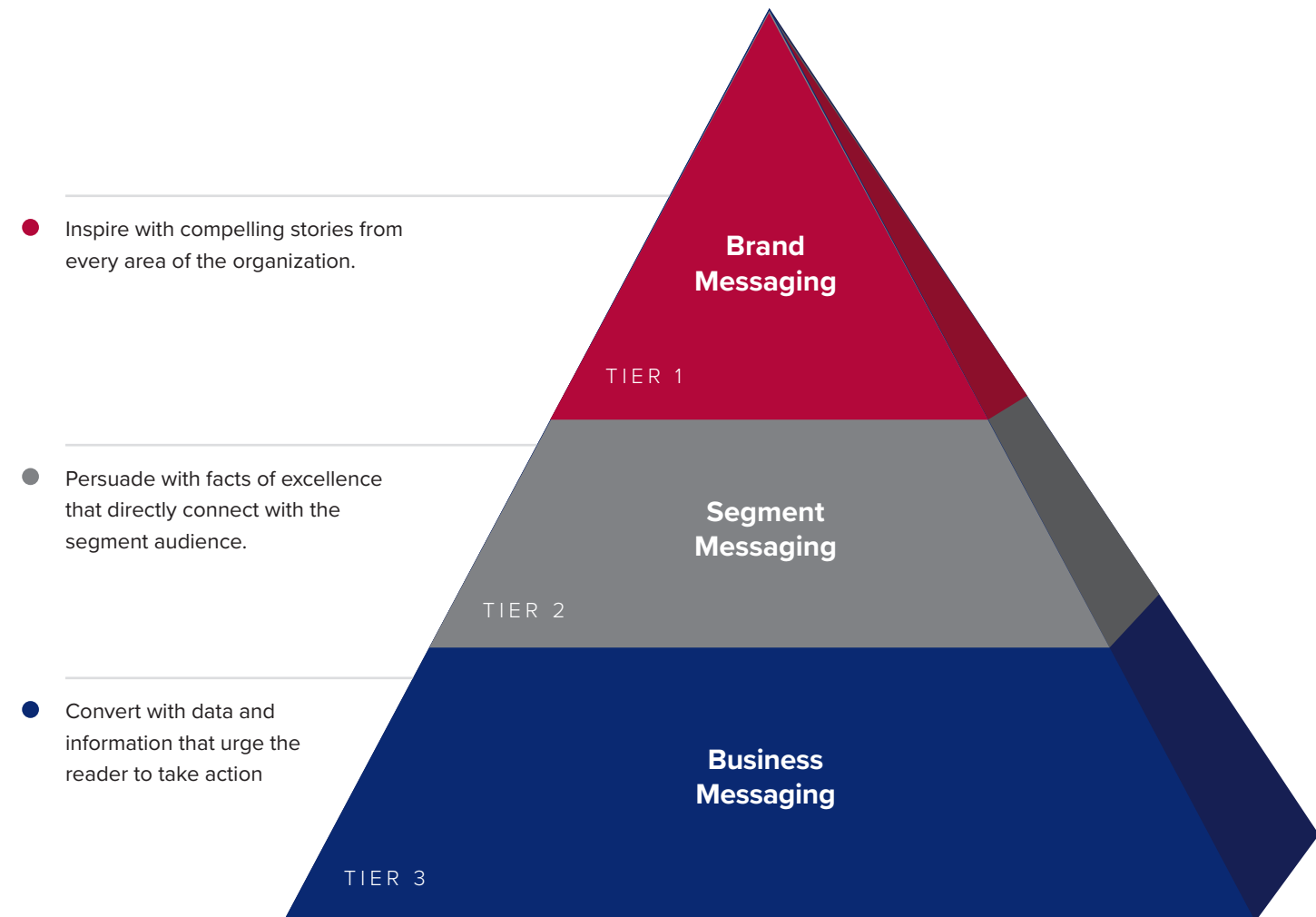
By applying the messaging tiers and language tenets of these guidelines, you will help ensure that Penn Medicine is identified as an agent of change that relentlessly pursues learning and is always ahead.

MESSAGING ARCHITECTURE TIERS

Three Penn Medicine messaging tiers have been identified. Each tier subscribes to the overall guidelines put forth in this guidebook but also has its own purpose and objectives that are to be considered when crafting communication materials. The messaging in Tier 1 gives our audience a reason to consider the overall Penn Medicine brand. Tier 2 gives a target audience a reason to consider why they should turn to Penn Medicine for specific needs while supporting the messaging themes of Tier 1 whenever possible. Tier 3 gives our audience a reason to connect with Penn Medicine imminently for their medical needs while supporting the messaging themes of Tier 1 whenever possible.

Together, the three tiers create a formidable marketing messaging strategy.

Keep in mind that as the campaign evolves, Tier 1, 2 and 3 messaging, creative expression and these guidelines will evolve too, as measurement and optimization influences the process.



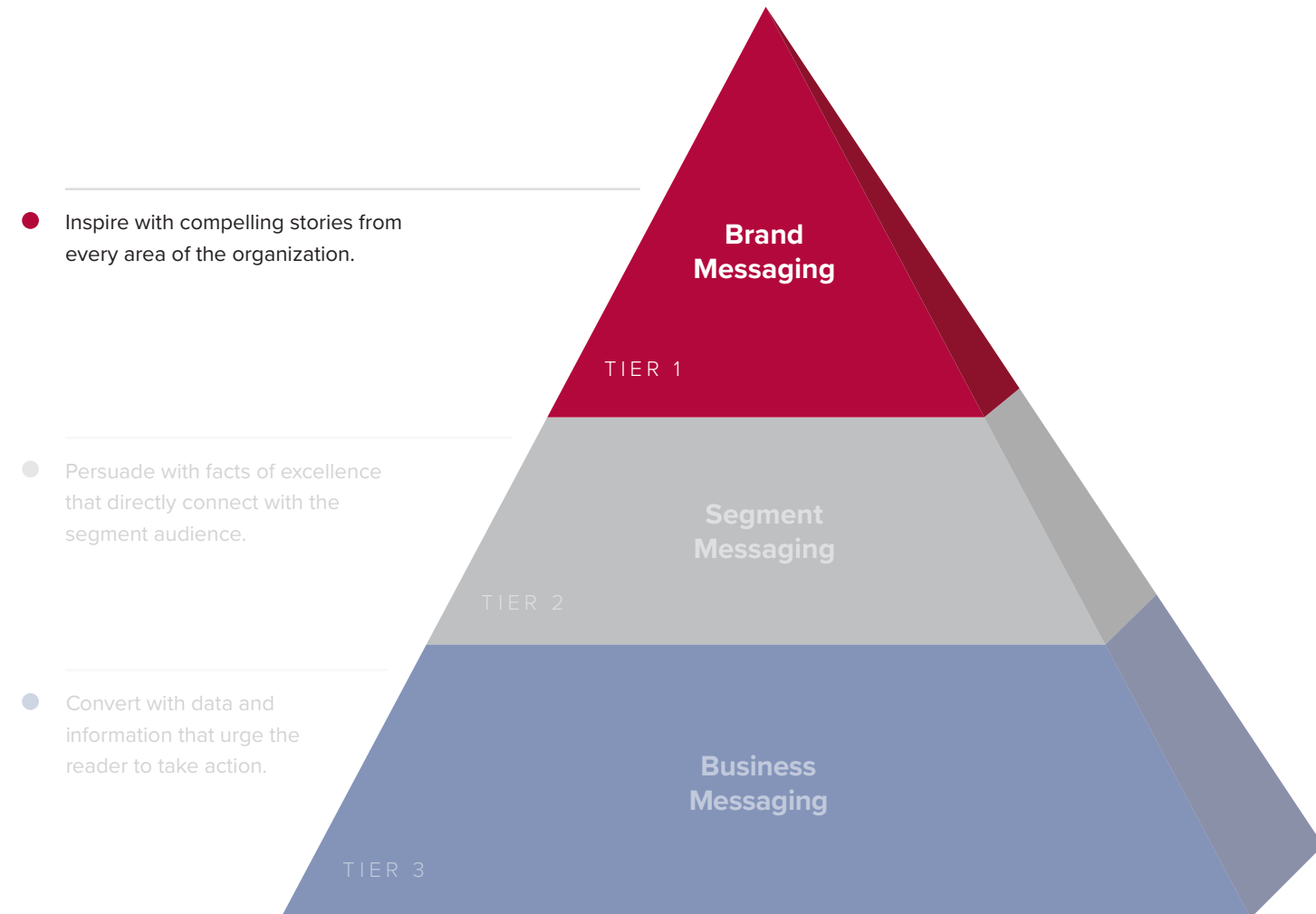
TIER 1: BRAND MESSAGING

Objective: Inspire

This type of communication is high-level brand awareness. It is lofty, emotional, visionary and captivating, supporting the overall brand themes. It doesn't ask the audience to do anything specific other than recognize Penn Medicine for the unique institution it is. This messaging tier is designed to reinforce the leadership and visionary image Penn Medicine has built over the past 200 years. People need to be reminded of who we are and what we're capable of before we can ask them to trust their life to us.

Current brand themes are:

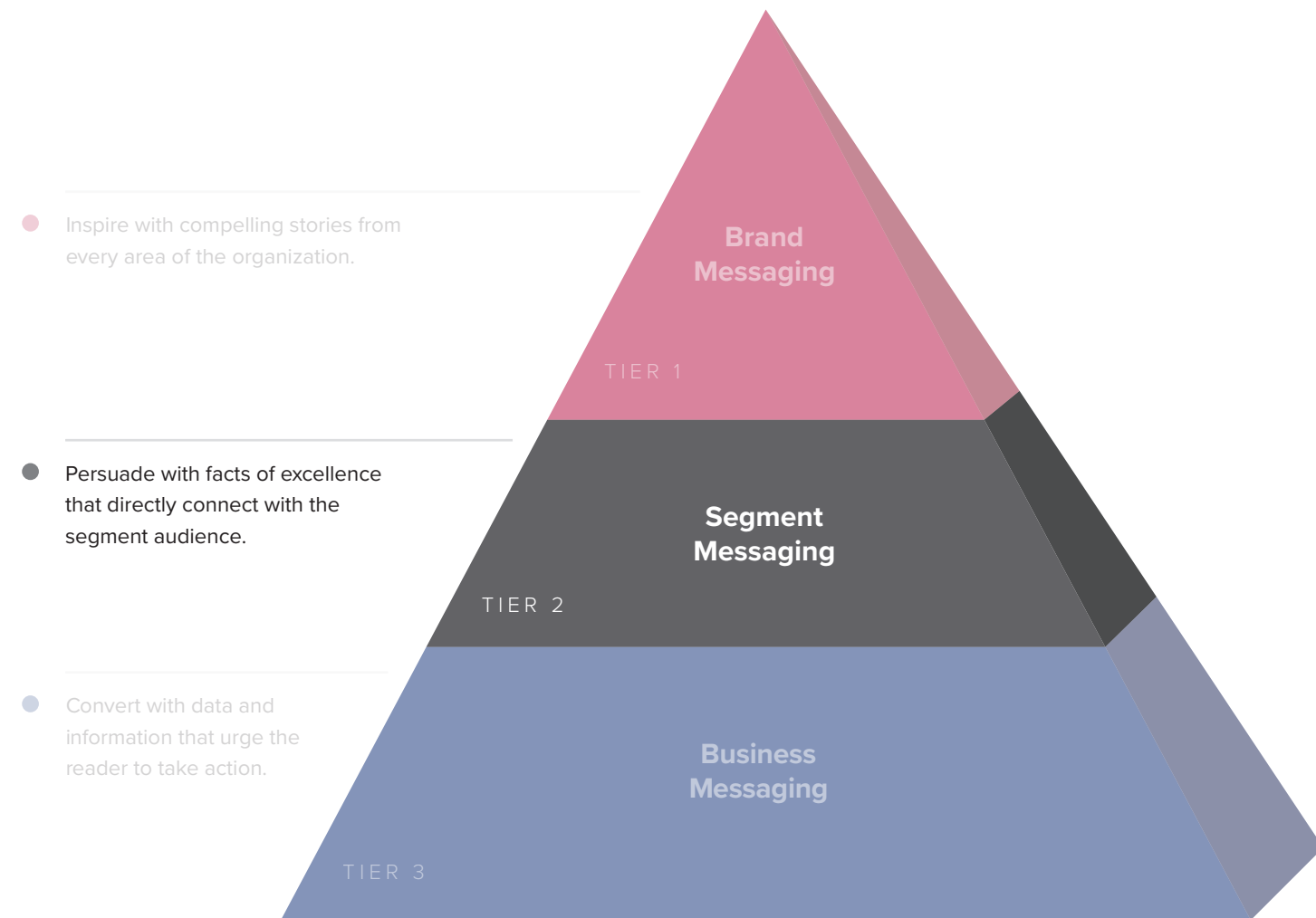
- 1) Revolutionary Innovation
- 2) Superior Quality
- 3) Courageous Humility



TIER 2: SEGMENT MESSAGING

Objective: Persuade

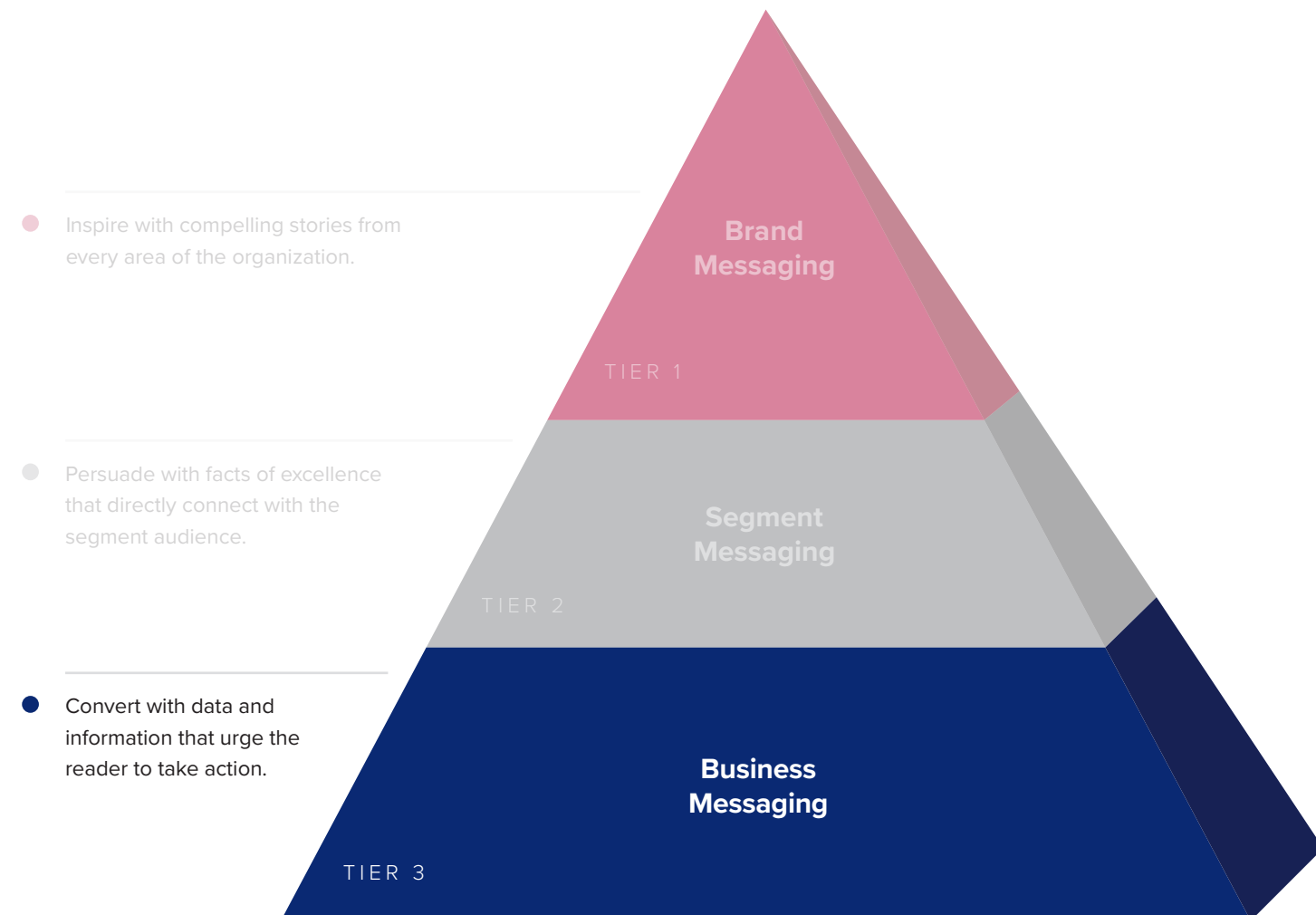
This type of communication focuses on news, enhancements and information relevant to specific Penn Medicine audience segments that range from service lines like oncology and neurology, markets like Lancaster and Princeton, and groups like women and millennials. The objective is to persuade those who have a collective need or possess collective values, and to some degree, even those who don't. Whenever possible, it is ideal for the messaging in this tier to also ladder up to or support the brand themes.



TIER 3: BUSINESS MESSAGING

Objective: Convert

The objective of these communications is to connect physician and patient by generating traffic through the Penn Medicine door. This is as direct as it gets, but in the Penn Medicine voice, by no means does it have to be expected or bland. Again, whenever possible, it is ideal for the messaging in this tier to also ladder up to or support one of the messaging directions from Tier 1 (Revolutionary Innovation, Superior Quality or Courageous Humility).



Language

OUR GOALS

FOR WRITTEN AND VERBAL COMMUNICATION

In all written communication, our goals are to:

Empower

People can feel helpless and frightened when it comes to illness. With an ally like Penn Medicine, the audience should feel hopeful and almost invincible. As if they have a big brother looking out for them.

Empathize

People don't care how much you know until they know how much you care. Express concern, sympathy and understanding whenever possible.

Enlighten/Educate

Once you understand something, it is no longer as intimidating as it once was. By enlightening our audience, you accomplish not only that, you also make it clear that Penn Medicine is where to go for that enlightenment.

Encourage

Cancer. Diabetes. Heart disease. No wonder people need encouragement. They may not wear their hearts on their sleeves, but subconsciously, people are worried about health. Let's give them a reason to feel otherwise — to feel encouraged when engaging with Penn Medicine.

OUR STYLE

FOR WRITTEN AND VERBAL COMMUNICATION

Following the proper rules of grammar and the mechanics of writing assures that our copy is clear and communicative. Keep in mind these other style basics when writing for Penn Medicine.

Format

Some people will read everything. Others won't. Use effective and descriptive headers and subheads so that everyone gets the fundamental message. Writing compelling copy helps ensure those who read it are moved even further and will make the message linger that much more.

Organization

The organization of messaging elements (headline, subhead, copy, etc.) is the structure of the brand voice. Following that structure helps ensure the brand is represented consistently. However, the organization of information does change based on the medium and the real estate of the medium, which is explored in detail throughout this guide.

Brevity

Brevity is the soul of wit. And if it is not very witty, we can at least be grateful that it is brief. Brief or long, witty or not, it should always be, in some way, smart.

Precision

There is no room for error in the ER, the OR and anywhere else the practice of medicine is conducted at Penn Medicine. Likewise, there is no room for error in communications that represent Penn Medicine.

Consistency

One brand. One voice. One style. People need to know who Penn Medicine is and that their expectation of who Penn Medicine is will be fulfilled every day, day after day. So it is crucial to maintain a consistent style in different channels, which are often inconsistent with each other.

OUR VOICE

FOR WRITTEN AND VERBAL COMMUNICATION

What we say is really something. How we say it is everything.

Compassion, empathy and confidence.

You don't often hear these three words delivered in the same breath. Which is why you won't find another voice exactly like Penn Medicine's. These are among the attributes at work in Penn Medicine copy.

More unexpected Penn Medicine voice characteristic pairings:

AUTHORITATIVE YET APPROACHABLE DIRECT YET HUMAN CONFIDENT YET MODEST

These tonal qualities enable us to be distinct as we take an informative approach to copy, communicating in the voice of a trusted leader. And when we're still able to speak to our audience in a believable manner while inspiring a sense of awe, we will have applied the voice as it should be.

Our voice is proud:

“Working with the most advanced therapies and breakthroughs pioneered at Penn Medicine...”

But not boastful:

“Using our own amazing breakthroughs...”

Penn Medicine is:

- PROFESSIONAL
- PLEASANT
- INTELLECTUAL
- ASSURED
- PERSONABLE
- WARM
- SINCERE

But not:

- PRETENTIOUS
- LIGHTHEARTED
- BRAINY
- ASSERTIVE
- CHUMMY
- SAPPY
- HARSH

OUR TONE

FOR WRITTEN AND VERBAL COMMUNICATION

Our tone is generally informal, but we never sacrifice clarity for the sake of style. The right tone helps to keep our communications simple and easy to understand. After all, Penn Medicine may be made up of geniuses, but the general public is not.

Content should be:

CLEAR
HELPFUL
TRUSTWORTHY
APPROACHABLE

Clear

Although our readers have a higher reading level than those who engage with many other types of advertising, there is no need to be overly complex or to excessively use sophisticated terminology.

Helpful

Those who turn to Penn Medicine need help. They may not be needy, but at the end of the day, they are looking for help. We want to be as helpful as we can and we want them to know that fact. We don't have to say "we're here to help," but we should sound that way.

Trustworthy

In many instances, people are trusting Penn Medicine with their lives. At the very least, they are trusting Penn Medicine with their most valuable possession: their body. They need to know that they can trust Penn Medicine. If you're not sure about the accuracy of what you're writing, don't write it until you know for sure it is valid and true.

Approachable

Many people feel intimidated by the medical community. They shouldn't feel that way about Penn Medicine. They should have the utmost confidence in us, but they should feel like they can completely confide in us too, recognizing that professionals at Penn Medicine are compassionate, open and friendly people.

HOW TO APPLY THE PENN MEDICINE TONE

Use natural wording and clearly defined thoughts that:

INVITE

Be enthusiastic; prioritize topics and words that truly resonate with the audience; use succinct, powerful headlines.

ENGAGE

Give a reason to pay attention. Make them think, reflect and want to know more.

EMPATHIZE

Speak in terms of what they experience every day and how overcoming challenges would make them feel.

CREATE OPTIMISM

Use action words; approach things from a positive angle; speak of the future and new developments.

INSPIRE

Excite. Give hope. Make people want to talk about what they've just experienced. Have people walk away from what you've written in some way better than they were before they engaged with your communication.

RESPECT

Treat the audience with dignity and as someone who sees people as people and not faceless customers.

MOTIVATE (This applies to Tier 3 communications.)

Create something that will make people want to start a relationship with Penn Medicine. Not maybe, down the road or we'll see. Right now.

CONVEY LEADERSHIP

Demonstrate how Penn Medicine knowledge is applied and overcomes a wide scope of challenges. Make it so that other options are no longer an option. Indirectly render the competition invisible.

SHOWCASE ACCOMPLISHMENTS AND EXPERTISE

Don't be afraid to acknowledge 200 years of excellence, but don't invoke fear by doing so. Use accomplishments and expertise in the context of helping people in new ways.

DO NOT SOUND BOASTFUL

Don't denigrate competition or speak about Penn Medicine more than you do the people who benefit from it. At the end of the day, it's all about the people Penn Medicine serves. Penn Medicine wouldn't exist without them. So keep self-complimentary statements factual and focus on positive patient outcomes.

HEADLINES

Like Penn Medicine, the brand campaign revolves around the word “LIFE.”

Every headline should incorporate the word “LIFE” whenever possible in an effortless manner, while offering a glimpse into the subject at hand. Working together alongside a provocative visual, the headline makes ignoring an ad difficult and encourages further exploration of what there is to say. (See page 24 for how to create headlines without the word “LIFE.”)

Excluding periods reflects Penn Medicine’s limitless pursuit of medical solutions while complementing the open-endedness of the thought in a headline.

**HEADLINES ARE EXPRESSED IN ALL CAPS
BECAUSE IT’S THAT IMPORTANT**

Headline Examples

The length of the headline is not an ends to a mean. The core purpose of the communication should determine the length of the headline wherever possible. That said, the real estate afforded by the medium may not accommodate that thought. When creating in very small spaces, it’s best to stick to headlines with two short words, making “LIFE” one of those words whenever possible.

Short, medium or long, each headline is equally as powerful.

SHORT (SMALL BANNERS)

LIFE 2021
LIFE LONG
LIFE SAVER
LIFE TRUTHS
LIFE LIBERTY
LIFE ON CALL
LIFE INSPIRED
LIFE HISTORY
LIVE LIFE NOW
LIFE ALTERING
LIFE DECODED
LIFE STARTS HERE
BROUGHT TO **LIFE**
REWired **FOR LIFE**
MIRRORING **LIFE**

MEDIUM (SOCIAL POST)

LIFE AS NEVER BEFORE SEEN
LIFE ILLUMINATED
LIFE IN LIVING COLOR
A LIFE LESS ORDINARY
WELCOME TO THE CONNECTED **LIFE**
A LIFETIME DEDICATED TO GIVING **LIFE**

LONG (LANDING PAGE)

LIFE WITH A DAILY DOSE OF ASTONISHING
LOW-DOSE CT SCANS FOR A HIGH DOSE OF **LIFE**
LIFE WITH A DOUBLE-HAND TRANSPLANT? APPLAUDABLE

SUBHEADS

Subheads are granular in nature, clearly spelling out the subject of the communication at hand. But that doesn't mean they can't be interesting if the opportunity presents itself.

BODY COPY

The body copy delivers the story in a direct and factual, yet interesting way. The emphasis is on the end result of the medical expertise rather than the expertise itself. In fact, the copy brings closure to the story by summing up what it all means to the audience. In every case, it is further testimony and confirmation of “why your life is worth Penn Medicine” — the very line that concludes the story whenever body copy is included.

Note: Other copy closing options:

Another reason why your life is worth Penn Medicine.

It's another reason why your life is worth Penn Medicine.

One more reason why your life is worth Penn Medicine.

CALL TO ACTION (CTA)

When you want to continue the dialogue with the audience beyond the communication at hand, use “Discover More” and “Learn More” preceding the URL in the CTA. When you want the audience to take immediate action, as in most Tier 3 communications, use a CTA like “Call Now” or “Schedule an Appointment Today.” In communications where there is limited space, the CTA is made up of the URL only.

Penn Medicine. Not by any other name.

There is no shortcut to becoming Penn Medicine. Therefore, we respectfully take no shortcuts or other liberties with its name, which is why we never once refer to Penn Medicine as “Penn” or “Penn Med” in this guidebook.

Subhead Examples

Using focused ultrasound to reset the brain.

Shining a light on hidden tumors.

Breathing new life into donor lungs.

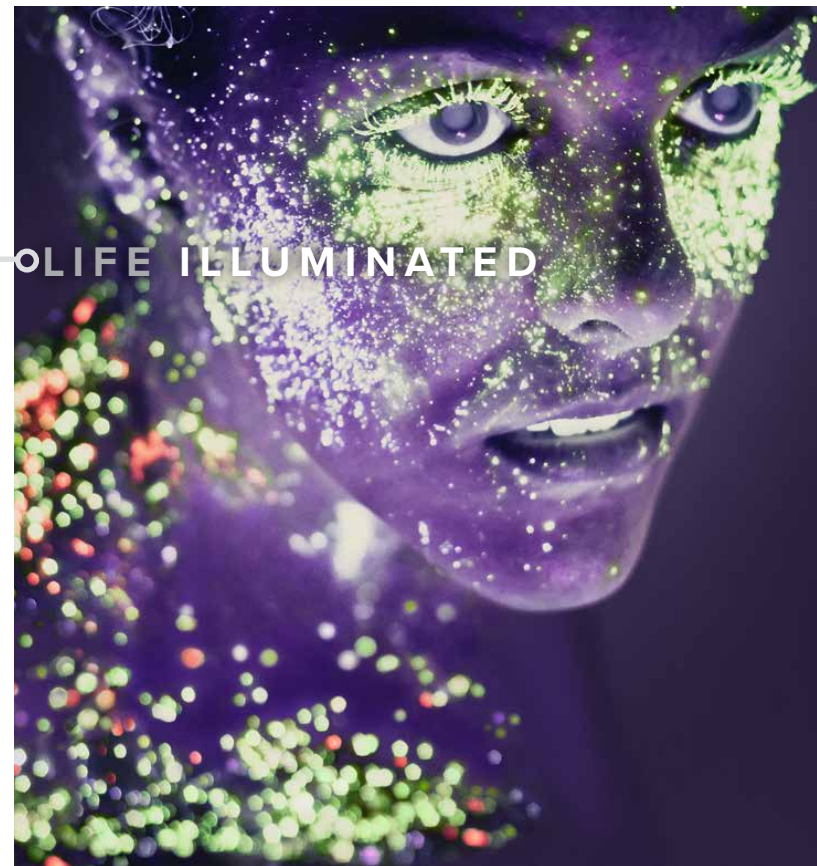
Body Copy Example

When we illuminate tumors, we brighten the odds for all cancer patients. That's why we're leading the way, investigating a new technique capable of making tumors glow under near-infrared cameras. We call it TumorGlow[®], and in clinical trials it has enhanced the visibility of undetected tumors — improving outcomes and reducing the odds of follow-up surgery. It's a global innovation from some of the world's most enlightened minds. And it's one more reason why your life is worth Penn Medicine.

Discover more at **[PennMedicine.org](https://www.pennmedicine.org)**

LANGUAGE ELEMENTS AT WORK

● Short, provocative headline with the word "LIFE."



● Granular expression of subject in subhead.

● Inspiring Tier messaging.

● **Shining a light on hidden tumors.**

When we illuminate tumors, we brighten the odds for all cancer patients. That's why we're leading the way, investigating a new technique capable of making tumors glow under near-infrared cameras. We call it TumorGlow™, and in clinical trials it has enhanced the visibility of undetected tumors — improving outcomes and reducing the odds of follow-up surgery. It's a global innovation from some of the world's most enlightened minds. And it's one more reason why your life is worth Penn Medicine.

Find out more at PennMedicine.org



● Direct, factual, interesting copy.

● Inspiring tier messaging.

● Closure — what it means to the audience.

● Conclusion — "why your life is worth Penn Medicine."

HEADLINES/SUBHEADS WITHOUT THE WORD “LIFE”

WHAT TO DO WHEN THE WORD “LIFE” DOESN’T WORK IN A HEADLINE.

While you should always try to incorporate the word “LIFE” into the headline, it may not always be possible. And you shouldn’t force the word “LIFE” into a headline in an unnatural way. When using “LIFE” in a headline isn’t possible, default to incorporating the word into the subhead as in the following example on the right.

WHAT TO DO WHEN THE WORD “LIFE” DOESN’T WORK IN A SUBHEAD EITHER.

Even if the subhead can’t accommodate the word “LIFE,” we never abandon the notion of LIFE. The essence of what the word represents is always seeded in any given Penn Medicine communication. So there is always a way to bring the notion of “LIFE” to life without specifically stating the word in the headline or subhead. It could be a focal point in the body copy. Or it could even be captured and expressed visually through a portrait or a snapshot of life. See example on the right.

In any case, the voice and tone guidelines still apply, as does the notion of LIFE.

Headline without “LIFE”



GAME CHANGER

For every life-changing moment, you can count on us.
 For more than 125 years, we’ve been looking toward the future with great anticipation. Unafraid to embrace the unknown, always willing to bring our best to help you face whatever life delivers. With the strength of the region’s #1 health system, Chester County Hospital is evolving to bring expansive technological advancements and access to breakthrough treatment options, right here to you in Chester County. It’s one more reason why your life is worth Penn Medicine.

ChesterCountyHospital.org 

Head/Sub without “LIFE”



I'M POSSIBLE

Do the impossible, only with Penn Orthopaedics.
 Who else can help you achieve what once seemed impossible? Reclaiming your passions, pursuits and pastimes. Who else has the reputation, the ingenuity, the expertise? Only Penn Orthopaedics. Fueled by our own world-renowned research, we offer the region’s widest array of treatment options, in every orthopaedic specialty. We create the ideal plan to take on your unique needs. Another reason why your life is worth Penn Medicine. Learn more at PennMedicine.org/Ortho

EXAMPLES WITH AND WITHOUT THE WORD “LIFE” IN THE HEADLINE OR THE SUBHEAD

OPTION 1:

Use “LIFE” in the headline whenever possible



Live with all your heart.

Whatever you want from life is within your reach. Because ground-breaking heart and vascular treatments are within our. We're pioneers in the rebuilding of blood vessels. Invention of minimally invasive valve replacements. Leaders in the next generation of cardiogenetics. At Penn Medicine, we're exploring the boundaries of the human heart so you can explore the boundaries of yours. Another reason why your life is worth Penn Medicine.

Discover more at:
ChesterCountyHospital.org/Heart



OPTION 2:

Use “LIFE” in the subhead



For every life-changing moment, you can count on us.

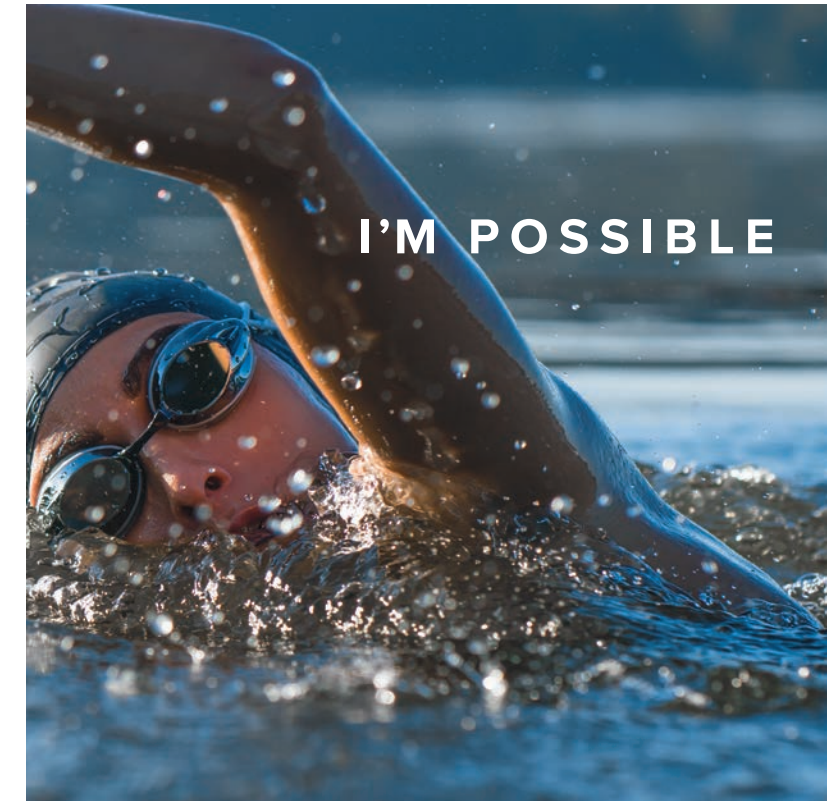
For more than 125 years, we've been looking toward the future with great anticipation. Unafraid to embrace the unknown, always willing to bring our best to help you face whatever life delivers. With the strength of the region's #1 health system, Chester County Hospital is evolving to bring expansive technological advancements and access to breakthrough treatment options, right here to you in Chester County. It's one more reason why your life is worth Penn Medicine.

ChesterCountyHospital.org



OPTION 3:

Capture notion of LIFE visually and/or in body copy



Do the impossible, only with Penn Orthopaedics.

Who else can help you achieve what once seemed impossible? Reclaiming your passions, pursuits and pastimes. Who else has the reputation, the ingenuity, the expertise? Only Penn Orthopaedics. Fueled by our own world-renowned research, we offer the region's widest array of treatment options, in every orthopaedic specialty. We create the ideal plan to take on your unique needs. Another reason why your life is worth Penn Medicine. Learn more at PennMedicine.org/Ortho

[Penn Orthopaedics](http://PennOrthopaedics)



INCORRECT USES OF THE WORD “LIFE”

INCORRECT USE 1:

Don't force the word "LIFE" into a headline



THE DAY I'M CANCER FREE
THIS IS THE GOOD LIFE

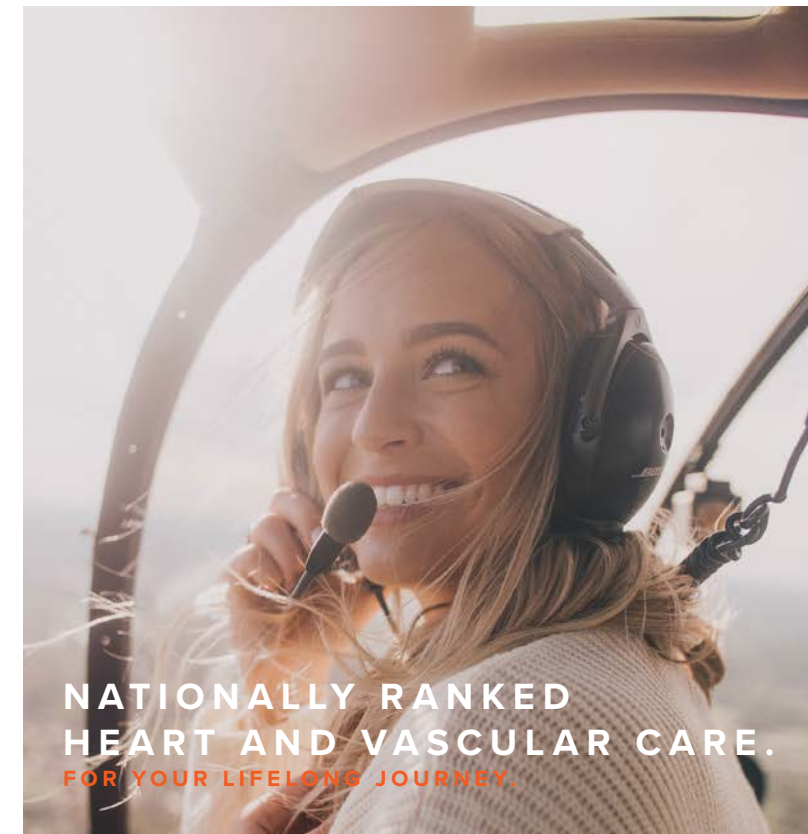
Lifesaving breast cancer breakthroughs.

PennCancer.org



INCORRECT USE 2:

Don't use a subhead in place of a headline



NATIONALLY RANKED
HEART AND VASCULAR CARE.
FOR YOUR LIFELONG JOURNEY.

Jawdropping Eyepopping Breathtaking Life.

Go wherever your heart takes you. We'll be there for the ride. With cutting edge technologies to improve your heart and vascular health. Genetic snapshots to spot inherited risks. New procedures for quicker recovery. And some of the top doctors and surgeons in America today. Exploring the boundaries of the human heart so you can explore the boundaries of yours. Another reason why your life is worth Penn Medicine.


Discover more at
PennMedicine.org/HeartandVascular



INCORRECT USES OF THE WORD “LIFE” CONT’D

INCORRECT USE 3:

Don't show and say the same thing



THE DAY I'M CANCER FREE
I WILL SURF THE BIG ONE


Lifesaving immunotherapies, radiation therapies, personalized treatments.

PennCancer.org



INCORRECT USE 4:

Make sure headline connects to the visual




WE'D GO TO
GREAT LENGTHS
FOR DAD'S HEALTH

Advanced medicine in the place you call home.

When it comes to the health of the people you love, you would do anything. At Lancaster General Health, that's exactly how we feel. We believe that keeping you, your family and our entire community healthy is our calling. As part of Penn Medicine, we provide life-saving advanced medicine, including nationally recognized heart and vascular care, neuroscience expertise and breakthrough cancer treatments, right here in the place you call home.

Discover more at LGHealth.org



Technical Aspects of Design

TYPEFACE

A typeface is the visual voice of an organization. It captures our brand personality and at the same time complements the visual characteristics of our design approach. Our typeface of choice is Proxima Nova. It is progressive, clean and speaks clearly.

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuv

0123456789

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuv

0123456789

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuv

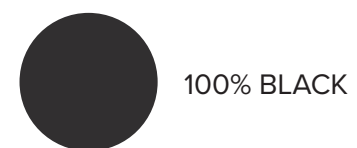
0123456789

COLOR

Primary brand colors include black, dark gray and blue. Subheads appear in black and are bolded in print executions. Hospital, center name/service centers should appear in blue when they are independent elements or in logo lockups. In body copy, these names, as all body copy text, are always set in black.

Calls to action and URLs are black except for those that stand alone in magazine print, which are 80% black. URLs and contact information should also be bolded.

Primary Brand Colors



100% BLACK



DARK GRAY
80% BLACK



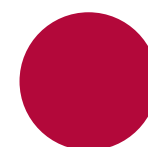
BLUE

CMYK

C	100
M	67
Y	0
K	23

RGB

R	0
G	75
B	141



RED

CMYK

C	0
M	100
Y	63
K	29

RGB

R	179
G	8
B	58

LIFESTYLE PHOTOGRAPHY

Images are the words of our times. Using images intelligently will help us successfully communicate what we're about and what we mean to people.

Lifestyle photography should be optimistic and authentic. Seen through the lens of a photojournalist, images should capture the warm, human and inspiring quality of life itself. Clichéd and staged images are not to be used. Avoid the artificial. This is life documented. The audience should connect with the imagery and be able to see that what we do is real.

Natural light adds to the honesty of images. Retouching, while sometimes necessary, should never be apparent. In fact, it should be used only to make it look like nothing has been touched.

While imagery has to look as if it is capturing people in real life, it doesn't have to be actual real life. Some images will be sourced from existing photo banks and some will be original photography. Portraits can be used in addition to situational snapshots. In any case, talent should be real people with distinctive personalities who don't blend in.



Do not use obviously staged photography.



OTHER IMAGERY

When people aren't the featured imagery, intriguing images related to medical science in its purest form are used. These images portray technology as the hero. They do more than capture advanced medical techniques and progress. They inspire awe. They're good enough to be framed and exhibited. They elicit, "Wow, look at that."

Graphics

Striking. Insightful. Captivating. These graphic images offer a view of the unseen. Fantastic journeys through the inner universe that is the human body. They reveal the very big that's hidden away in the very small. It's what's under the microscope. Through the obvious. Behind the curtain.

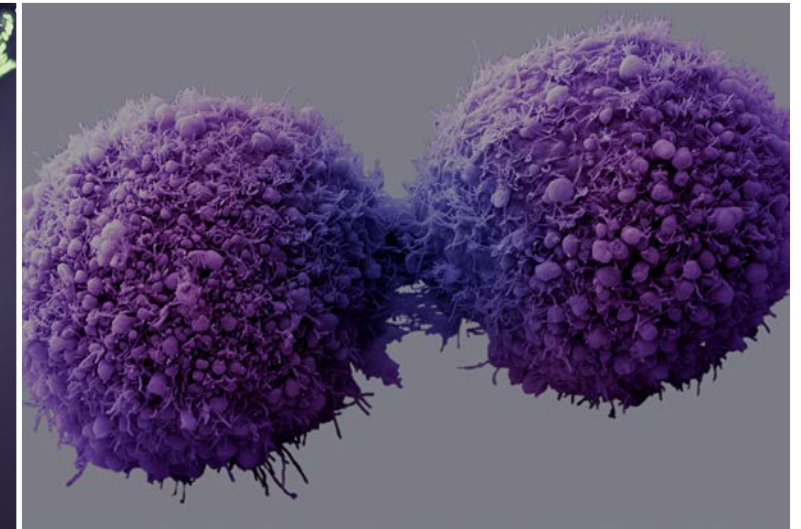
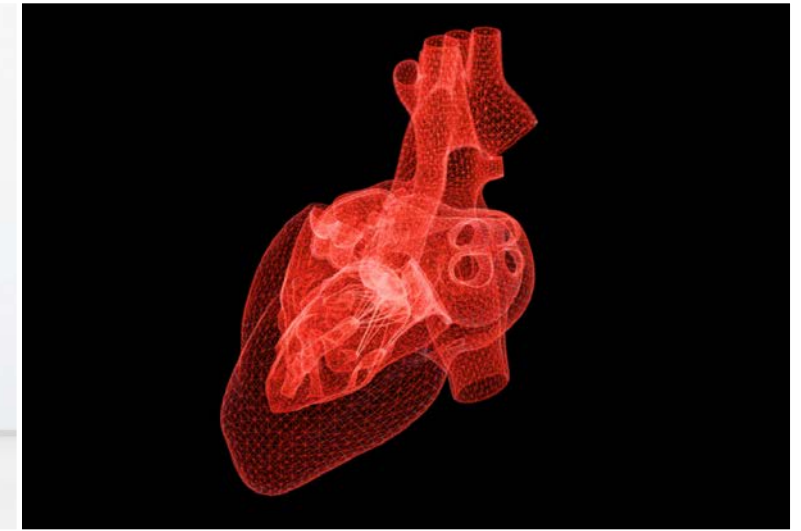
Science & Technology

Mysterious. Powerful. Elegant. These images are the art of science. It's technology, but it looks like it's alive. Like it breathes. Like it thinks. It speaks to us. It says this is the future of medicine.

Given the absence of people, the images should be supported by a headline that humanizes the communication.

Icons

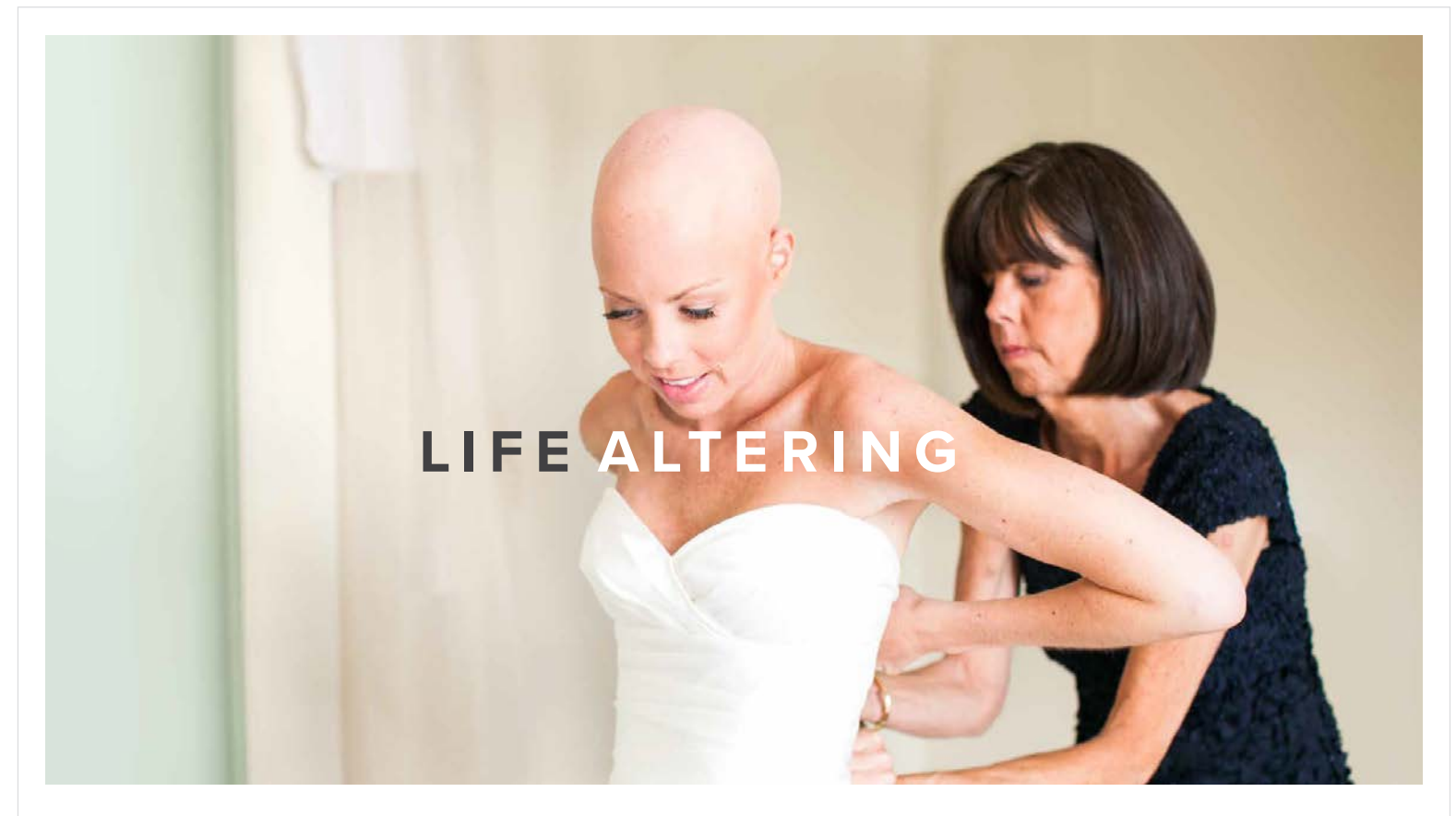
We do not recommend using icons for the simple reason that it would diminish the realism of the Penn Medicine style.



HOW TO BRING THE WORD “LIFE” TO LIFE

A great deal of focus is placed on the word “LIFE” for good reason. It is the epicenter of the entire campaign and it is Penn Medicine’s reason to be. In all communications, the word “LIFE” is emphasized by using a differentiating color. When an image’s background doesn’t permit color emphasis, or when it is otherwise more appropriate to do so, rely on separation/position and/or size to create distinction.

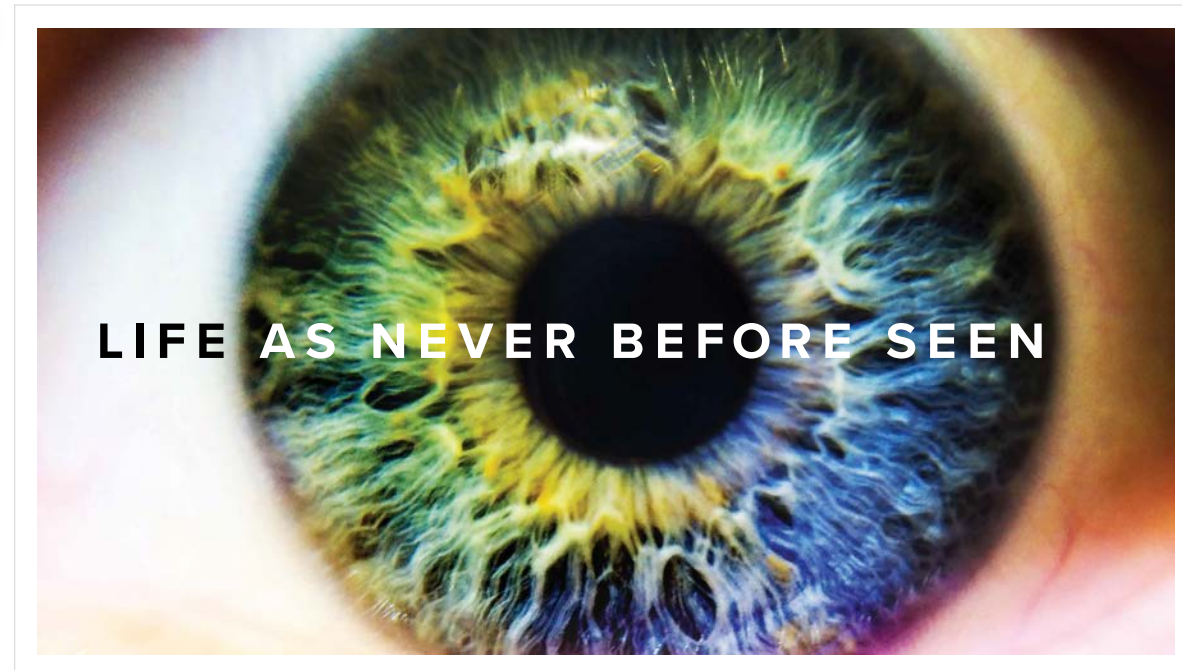
The following pages will help you represent “LIFE” appropriately. (See the LANGUAGE section in this guide for direction on what to do when “LIFE” can’t be used in headlines.)



HOW TO BRING THE WORD “LIFE” TO LIFE



- Separating the word “LIFE” from the rest of the headline and having it appear in negative space increases emphasis and readability.
- When possible, limit the headline to one line for an easier, less cluttered read.

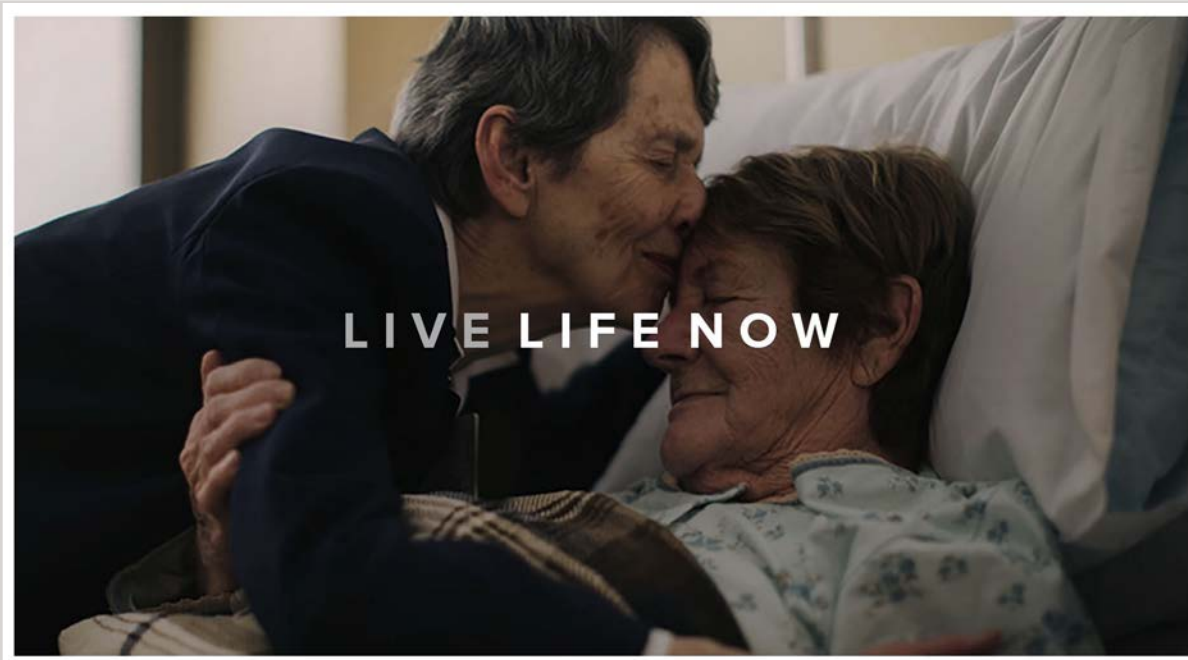


HOW TO BRING THE WORD “LIFE” TO LIFE



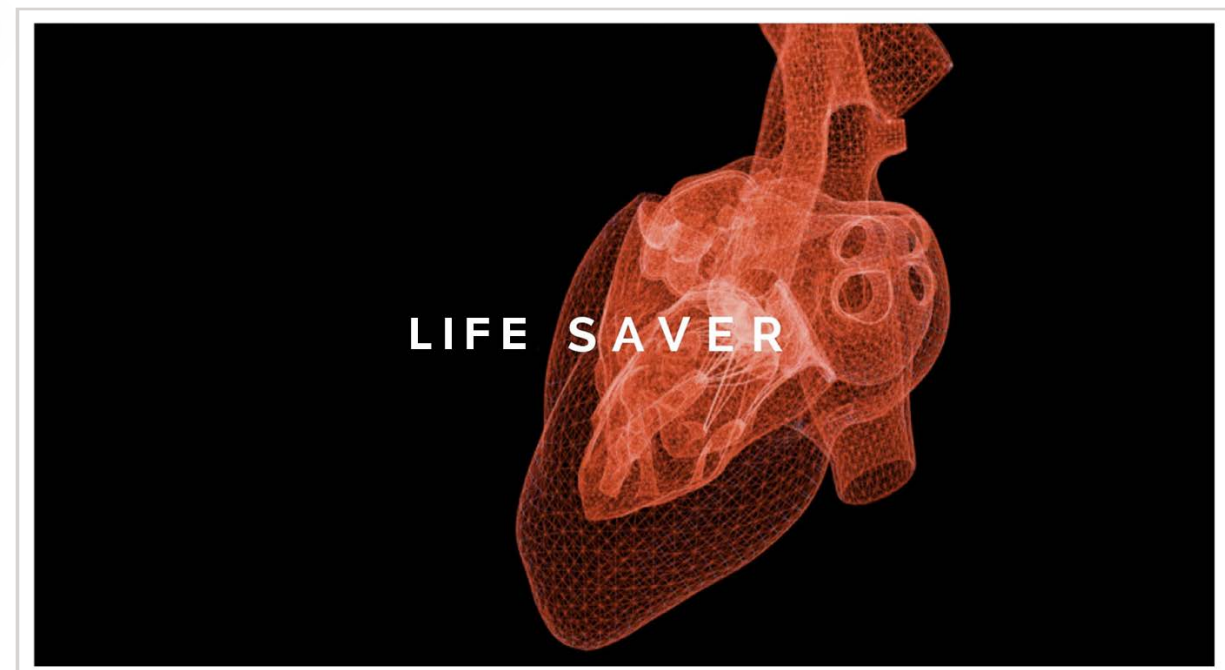
- “LIFE” should be the most prominent word in every layout. In this case, using white for the word “LIFE” is preferable.

HOW TO BRING THE WORD “LIFE” TO LIFE



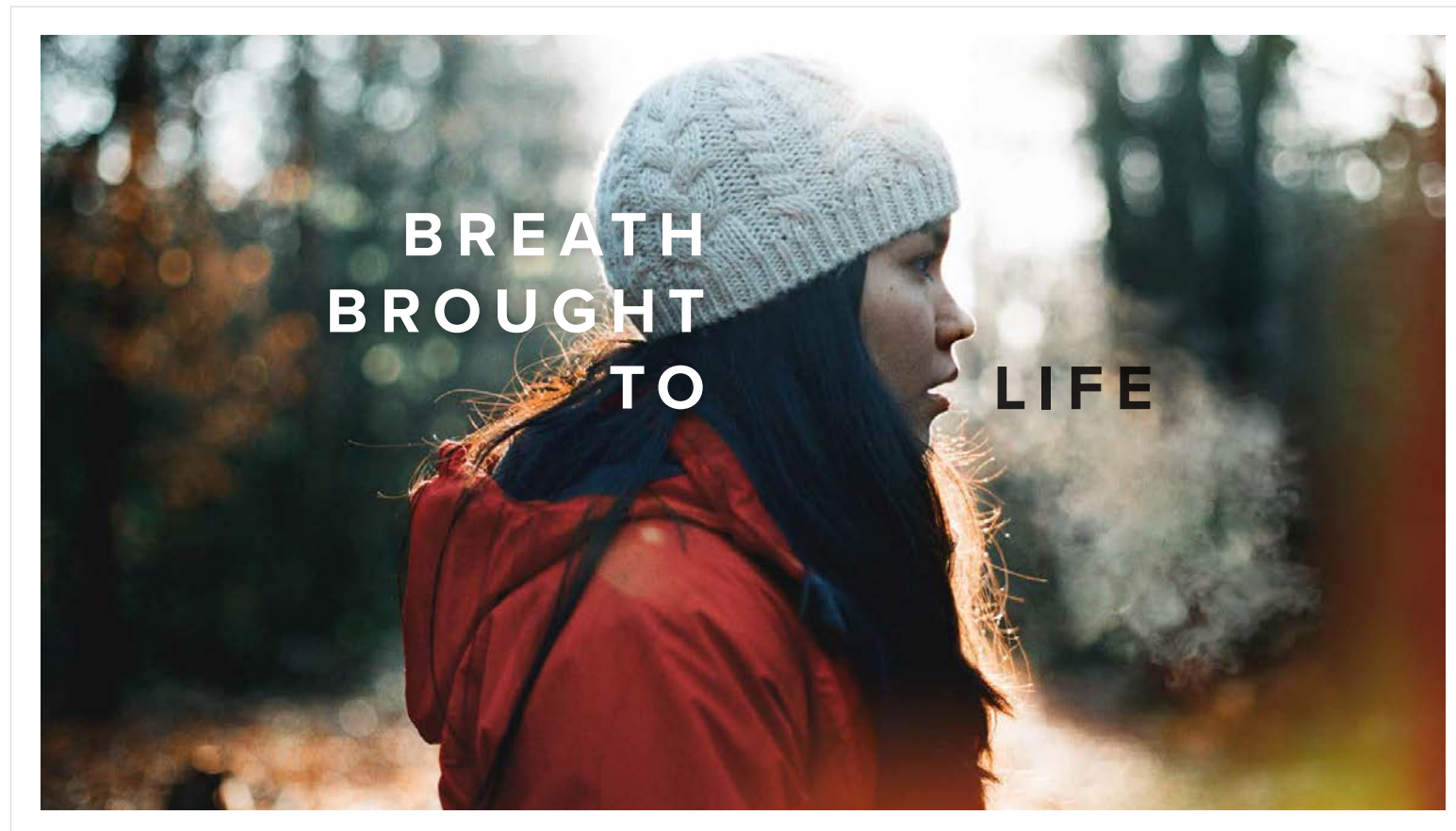
- Use negative space for legibility, but let the power of the photography show through. Don't cover up a point of action.

HOW TO BRING THE WORD “LIFE” TO LIFE



- Other words in a headline can be the same color as “LIFE” as long as “LIFE” still is visually more prominent. A good way to do this is by positioning “LIFE” over negative space in an image.

HOW TO BRING THE WORD “LIFE” TO LIFE



- Use color sparingly and subtly in headlines. When using color in a headline, pick up a dominant color in the image and apply it to typography.
- In some layouts, breaking the headline onto three lines may be aesthetically and functionally necessary, but this is the exception rather than the rule.

Design at Work: Print

Spread + Single Page + Half Page + Newspaper



LIFEALTERING

Positioning and appearance of the various elements in a print spread: headline, subhead, body copy, call to action (CTA)/URL and logo.

Immunotherapies made from the patient's own cells.

There is a breakthrough changing the odds against leukemia. CAR-T therapy, developed by Penn Medicine, offers the world's first gene-based cancer therapy. A treatment that trains healthy cells to hunt down and eliminate cancer cells. Making what was unthinkable yesterday into a reality today. Another reason why your life is worth Penn Medicine.

Discover more at [PennCancer.org](https://www.pennmedicine.org/cancer)



A closer look at how the information lays out and lines up in a print spread.

Usage of the Various Elements in Print

There are four communication elements that are typically used in various combinations:

1. the logo (brand, center name/ service line lockup or hospital name lockup)
2. the center name/service line (long or short)
3. the hospital name (long or short)
4. the CTA/URL

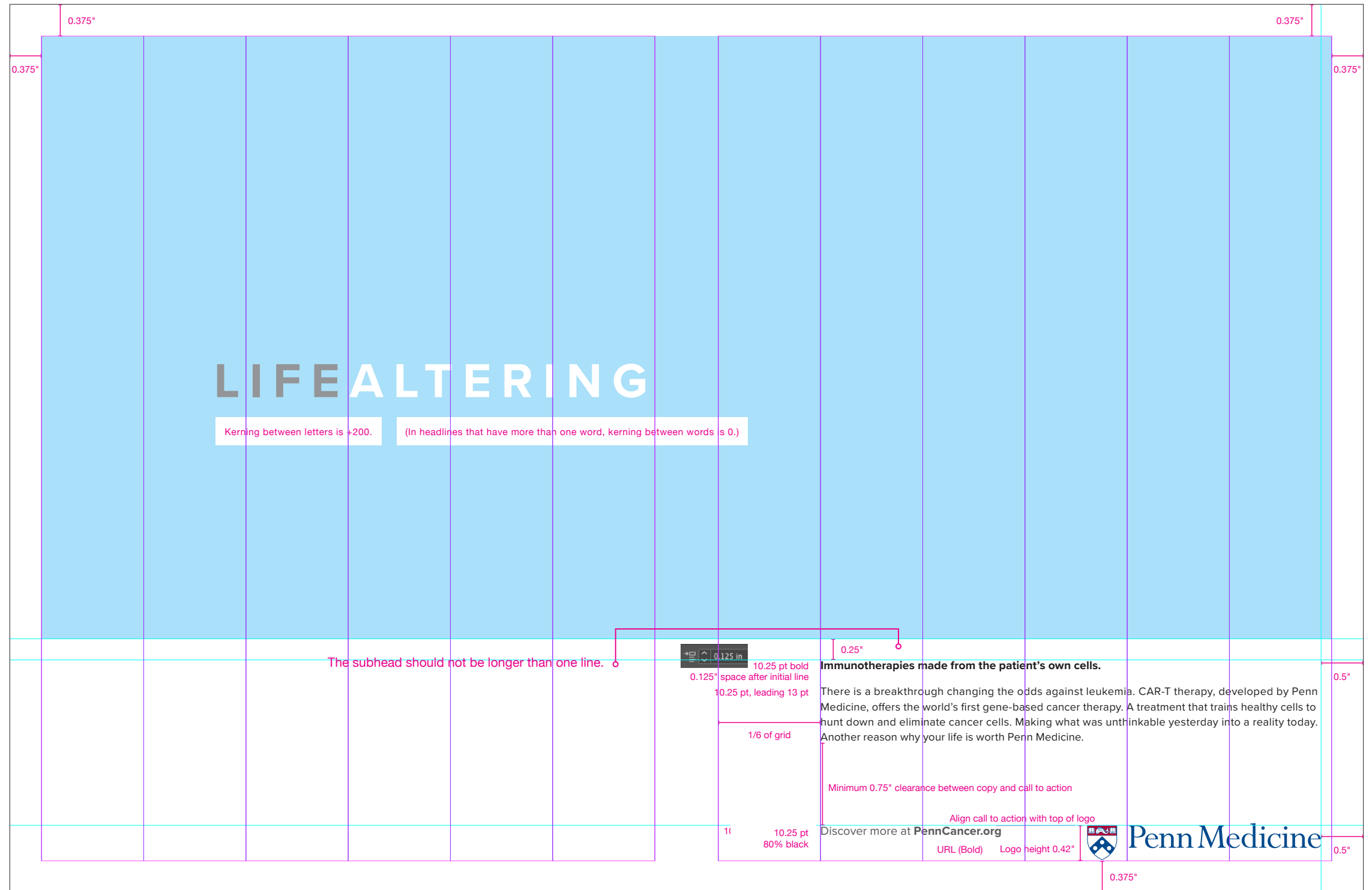
The examples on the following pages demonstrate proper usage of the elements in various combinations.

A Note About Headlines

Point size of font used in headlines is based on length of headline and the way it integrates with the image. Generally speaking, the longer the headline, the smaller the font.

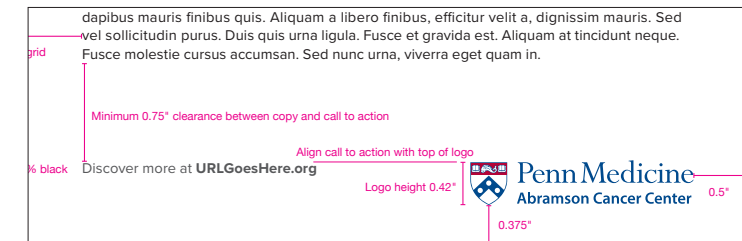
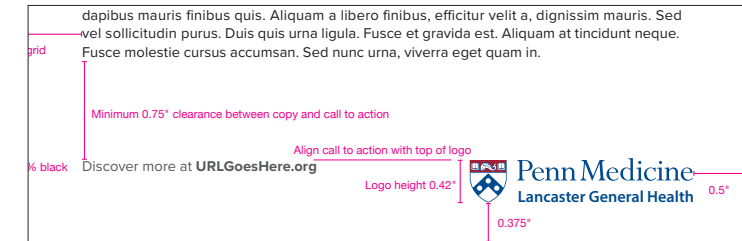
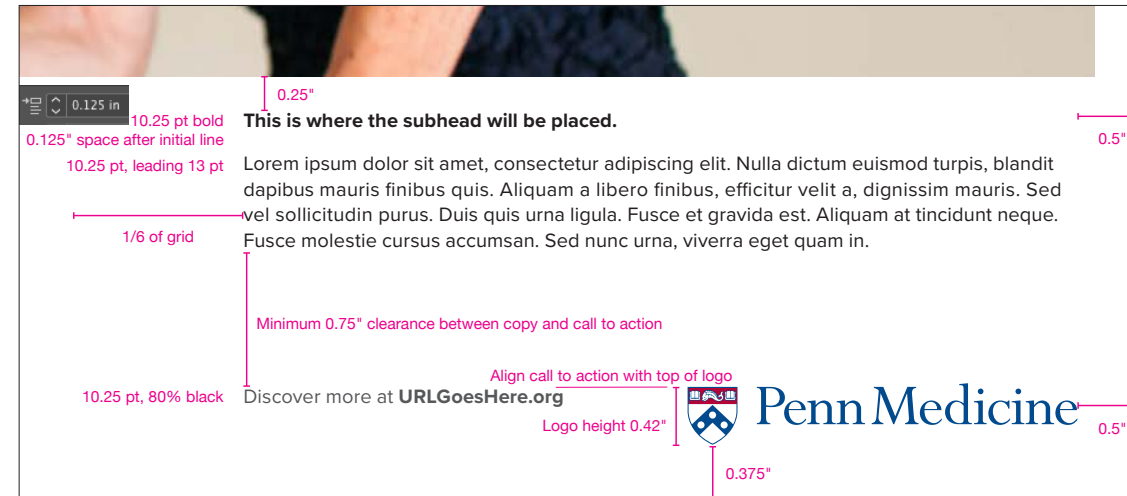
One constant is that the headline font will be larger than that used for any other element in the communication.

If headline is stacked, it should be left justified.

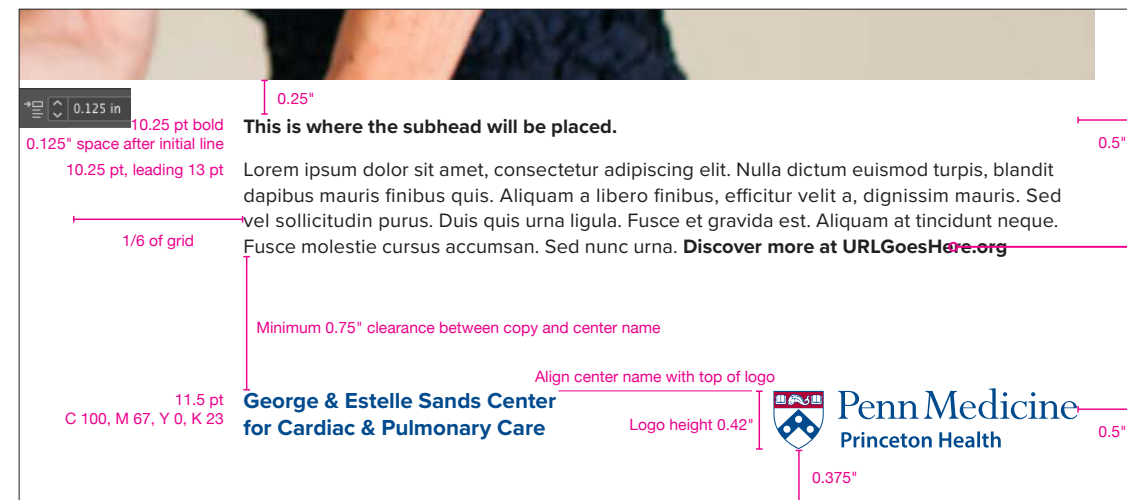


Note: In magazine print, the standalone CTA and URL are 80% black and the URL portion is bolded. (When the CTA/URL appear at the end of body copy, as in the examples on the following pages, they are both 100% black and bold.) Hospital, center name and service lines always appear in the Penn Medicine blue font color. In logo lockups, the center or hospital name is always vertically aligned and left justified with "Penn Medicine." Logo and logo lockups always appear on the bottom right as indicated.

When you have a **brand logo** or **hospital/center name/service line logo lockup** along with a **CTA/URL**: The CTA/URL is left justified in alignment with body copy. The CTA/URL is also horizontally aligned with the top of the logo.

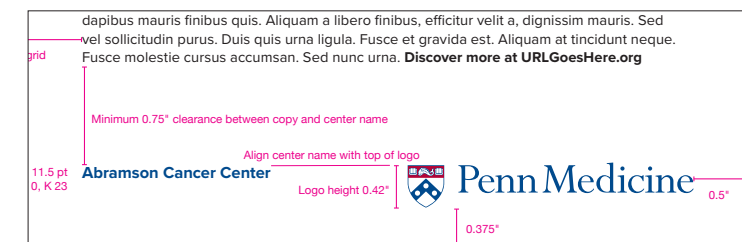
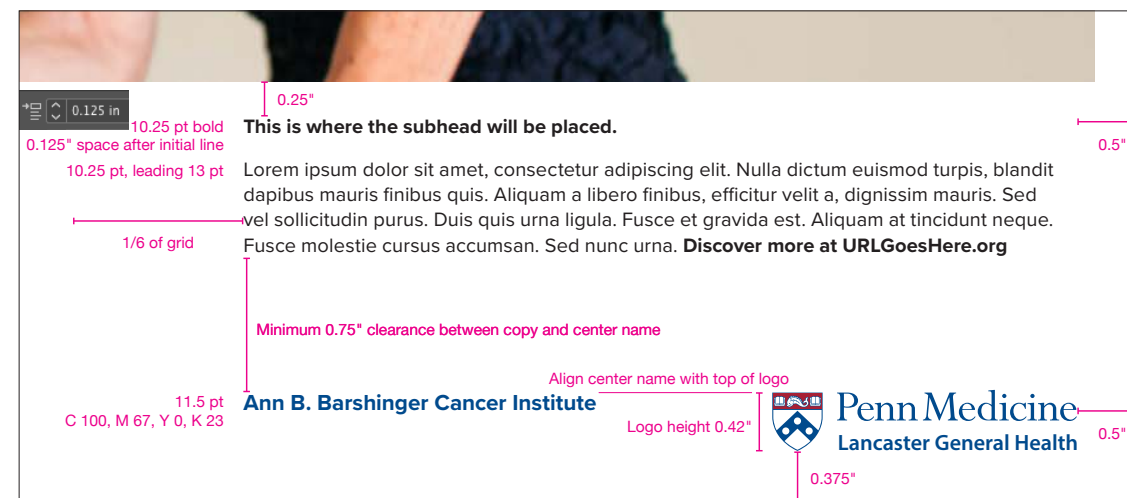


When you have a **brand logo** or **hospital name logo lockup** and must include a **long center name/service line** along with a **CTA/URL**: The CTA/URL appears at the end of the body copy. The first line of the long center name/service line is vertically aligned left with the second line of the name and horizontally aligned with the top of the logo. Both lines of the center name/service line are aligned left with body copy.



Entire CTA should be 100% black and bold when it appears at the end of body copy.

When you have a **brand logo** or **hospital name logo lockup** and a **short center name/service line** plus a **CTA/URL**: The CTA/URL appears at the end of the body copy. The short center name/service line is aligned left with body copy and horizontally aligned with the top of the logo.



Positioning and appearance of the various elements in a single-page print ad: headline, subhead, body copy, CTA/URL and logo.



LIFEALTERING

Immunotherapies made from the patient's own cells.

There is a breakthrough changing the odds against leukemia. CAR-T therapy, developed by Penn Medicine, offers the world's first gene-based cancer therapy. A treatment that trains healthy cells to hunt down and eliminate cancer cells. Making what was unthinkable yesterday into a reality today. Another reason why your life is worth Penn Medicine.

Discover more at [PennCancer.org](https://pennoncancer.org)



A closer look at how the information lays out and lines up in a single-page print ad.

0.375"

0.375"

0.375"

0.375"

0.375"

0.375"

LIFEALTERING

Kerning between letters is +200. (In headlines that have more than one word, kerning between words is 0.)

The subhead should not be longer than one line.

0.125 in

10.25 pt bold

0.125" space after initial line

10.25 pt, leading 13 pt

0.25"

Immunotherapies made from the patient's own cells.

There is a breakthrough changing the odds against leukemia. CAR-T therapy, developed by Penn Medicine, offers the world's first gene-based cancer therapy. A treatment that trains healthy cells to hunt down and eliminate cancer cells. Making what was unthinkable yesterday into a reality today. Another reason why your life is worth Penn Medicine.

1/6 of grid


Minimum 0.75" clearance between copy and call to action

Align call to action with top of logo

10.25 pt, 80% black

Discover more at [PennCancer.org](https://www.pennmedicine.org/cancer)

URL (bold) Logo height 0.42"



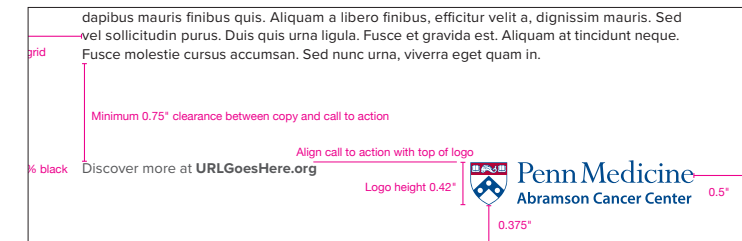
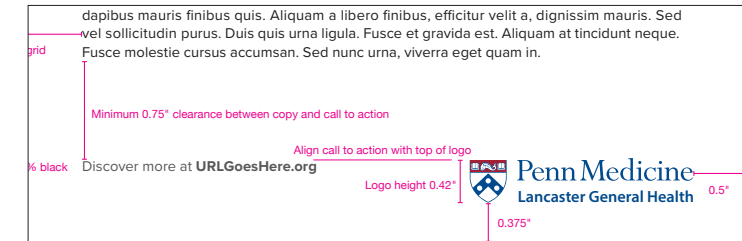
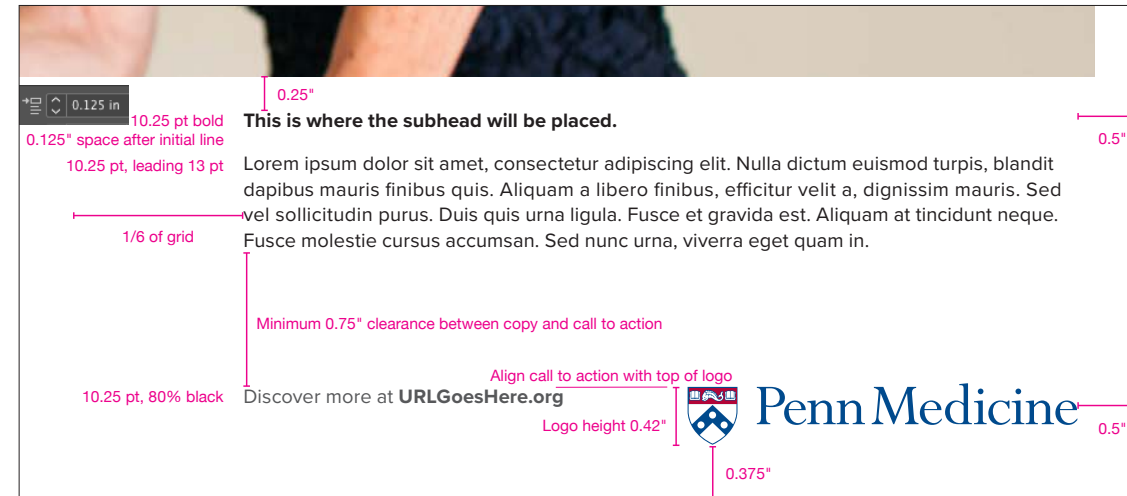
Penn Medicine

0.5"

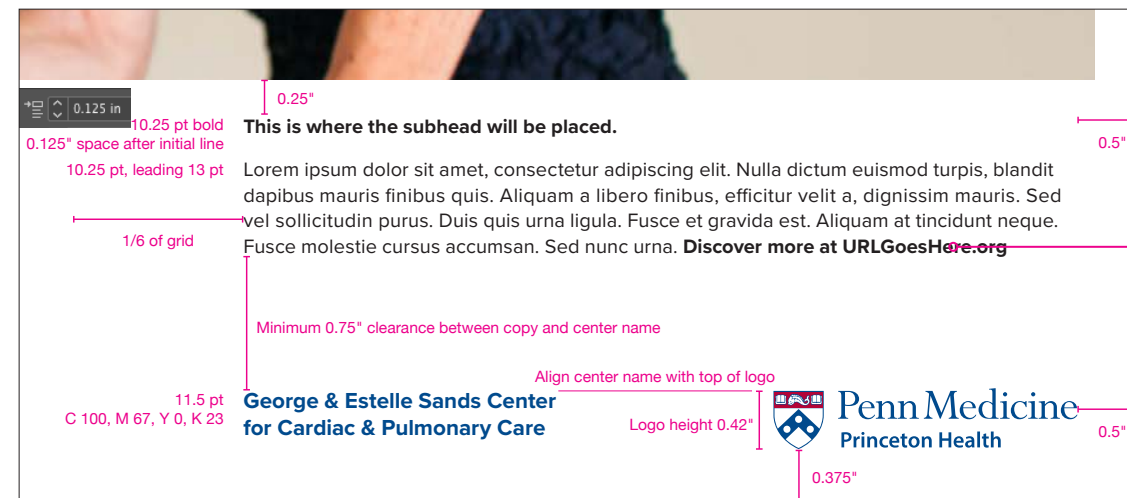
0.5"

0.375"

When you have a **brand logo** or **hospital/center name/service line logo lockup** along with a **CTA/URL**: The CTA/URL is left justified in alignment with body copy. The CTA/URL is also horizontally aligned with the top of the logo.

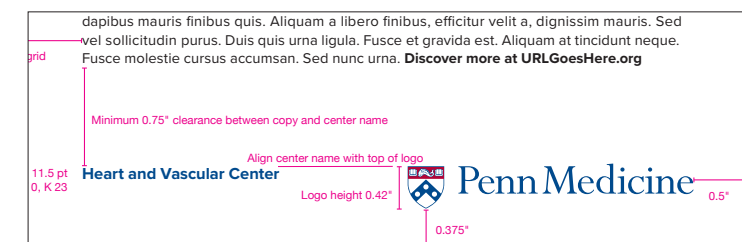
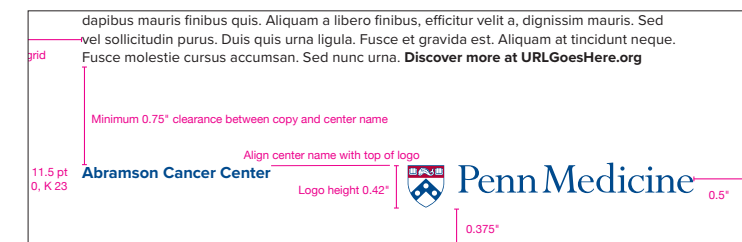
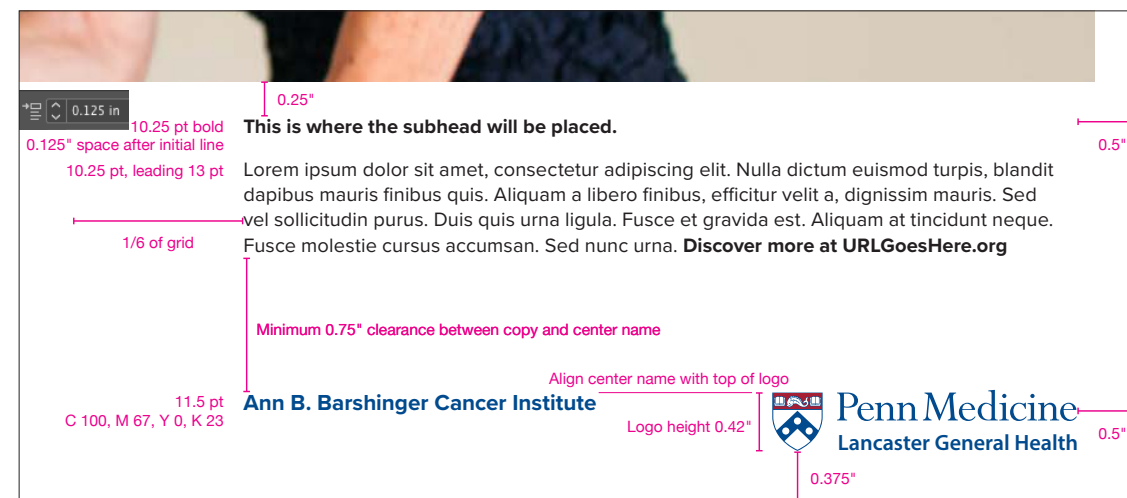


When you have a **brand logo** or **hospital name logo lockup** and must include a **long center name/service line** along with a **CTA/URL**: The CTA/URL appears at the end of the body copy. The first line of the long center name/service line is vertically aligned left with the second line of the name and horizontally aligned with the top of the logo. Both lines of the center name/service line are aligned left with body copy.



Entire CTA should be 100% black and bold when it appears at the end of body copy.

When you have a **brand logo** or **hospital name logo lockup** and a **short center name/service line** plus a **CTA/URL**: The CTA/URL appears at the end of the body copy. The short center name/service line is aligned left with body copy and horizontally aligned with the top of the logo.



Positioning and appearance of the various elements in a half-page horizontal print ad: headline, subhead, body copy, CTA/URL and logo.



Immunotherapies made from the patient's own cells.

There is a breakthrough changing the odds against leukemia. CAR-T therapy, developed by Penn Medicine, offers the world's first gene-based cancer therapy. A treatment that trains healthy cells to hunt down and eliminate cancer cells. Making what was unthinkable yesterday into a reality today. Another reason why your life is worth Penn Medicine.

Discover more at [PennCancer.org](https://pennoncology.org)



On ads smaller than full-page place a .25" black rule around the ad.

A closer look at how the information lays out and lines up in a half-page horizontal print ad.

The subhead should not be longer than one line.

0.375" 0.375" 0.375" 0.375"

LIFEALTERING

Kerning between letters is +200. (In headlines that have more than one word, kerning between words is 0.)

10.25 pt bold
0.125" space after initial line
10.25 pt, leading 13 pt

Immunotherapies made from the patient's own cells.

There is a breakthrough changing the odds against leukemia. CAR-T therapy, developed by Penn Medicine, offers the world's first gene-based cancer therapy. A treatment that trains healthy cells to hunt down and eliminate cancer cells. Making what was unthinkable yesterday into a reality today. Another reason why your life is worth Penn Medicine.


1/6 of grid

Minimum 0.75" clearance between copy and call to action

10.25 pt
80% black

Discover more at **PennCancer.org**
URL (Bold)

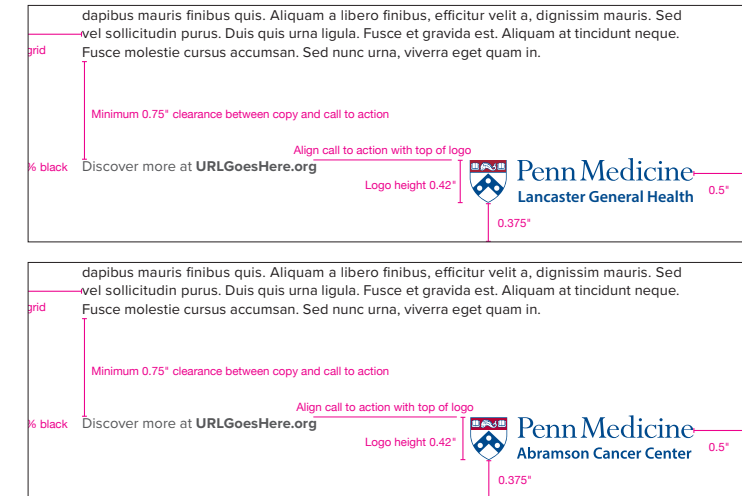
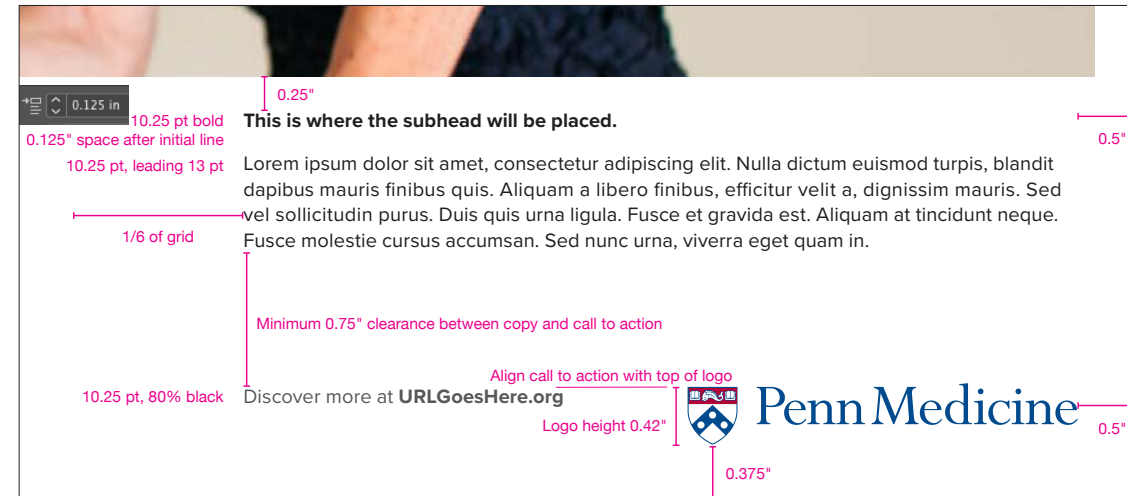
Align call to action with top of logo
Logo height 0.42"



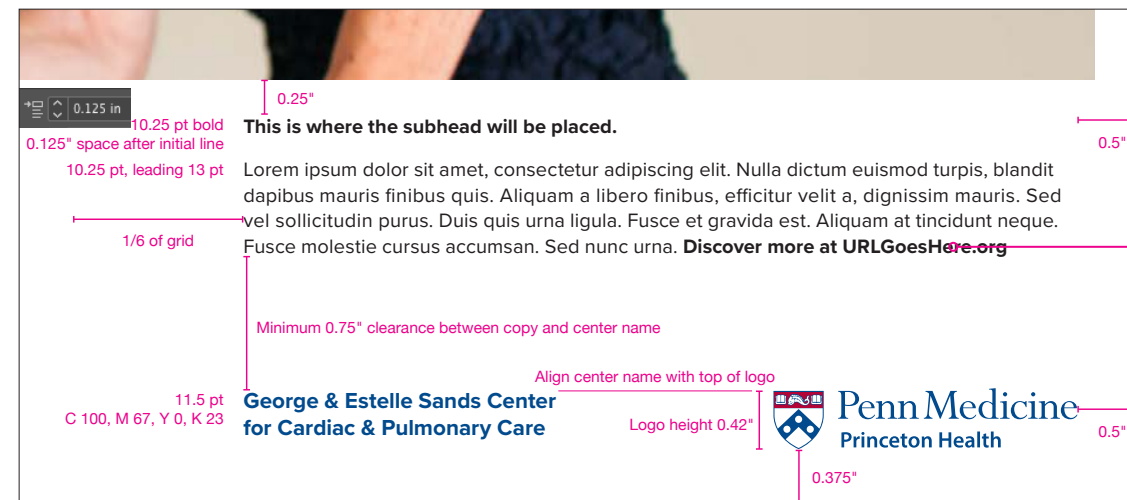
Penn Medicine

0.375" 0.5" 0.5"

When you have a **brand logo** or **hospital/center name/service line logo lockup** along with a **CTA/URL**: The CTA/URL is left justified in alignment with body copy. The CTA/URL is also horizontally aligned with the top of the logo.

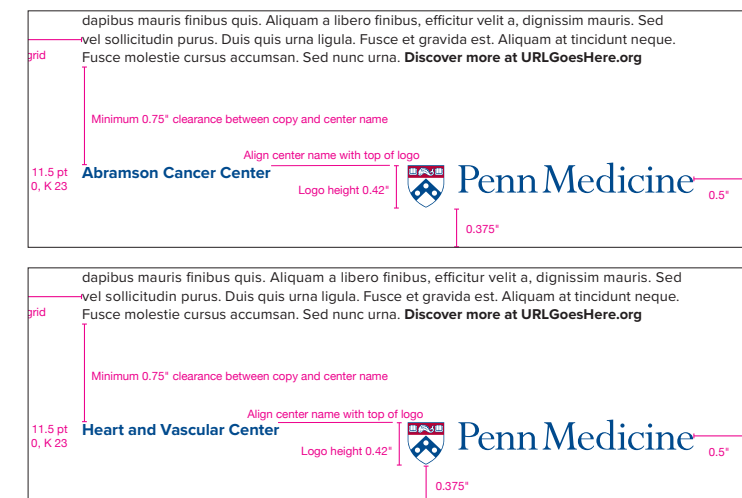
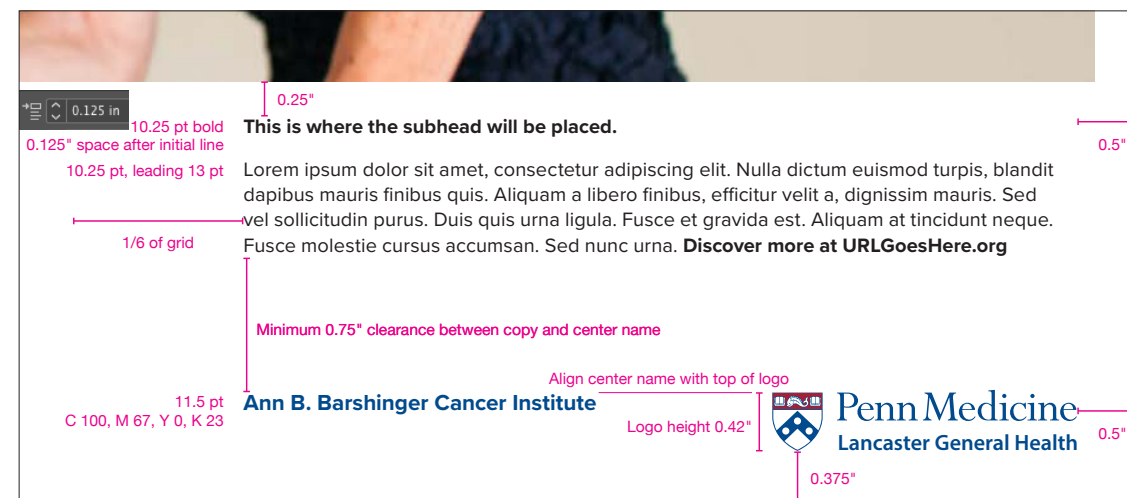


When you have a **brand logo** or **hospital name logo lockup** and must include a **long center name/service line** along with a **CTA/URL**: The CTA/URL appears at the end of the body copy. The first line of the long center name/service line is vertically aligned left with the second line of the name and horizontally aligned with the top of the logo. Both lines of the center name/service line are aligned left with body copy.



Entire CTA should be 100% black and bold when it appears at the end of body copy.

When you have a **brand logo** or **hospital name logo lockup** and a **short center name/service line** plus a **CTA/URL**: The CTA/URL appears at the end of the body copy. The short center name/service line is aligned left with body copy and horizontally aligned with the top of the logo.



Positioning and appearance of the various elements in a half-page vertical print ad: headline, subhead, body copy, CTA/URL and logo.



Immunotherapies made from the patient's own cells.

There is a breakthrough changing the odds against leukemia. CAR-T therapy, developed by Penn Medicine, offers the world's first gene-based cancer therapy. A treatment that trains healthy cells to hunt down and eliminate cancer cells. Making what was unthinkable yesterday into a reality today. Another reason why your life is worth Penn Medicine. **Discover more at [PennCancer.org](https://www.pennmedicine.org)**



A closer look at how the information lays out and lines up in a half-page vertical print ad.

On ads smaller than full-page place a .25" black rule around the ad.

On half-page vertical ads, it's OK for the subhead to take up two lines due to the limited width.

10.25 pt bold
0.125" space after initial line

0.3125" 0.3125" 0.3125" 0.3125"

LIFEALTERING

Kerning between letters is +200.

(In headlines that have more than one word, kerning between words is 0.)

0.25"

0.4375" 0.4375"

Immunotherapies made from the patient's own cells.

There is a breakthrough changing the odds against leukemia. CAR-T therapy, developed by Penn Medicine, offers the world's first gene-based cancer therapy. A treatment that trains healthy cells to hunt down and eliminate cancer cells. Making what was unthinkable yesterday into a reality today. Another reason why your life is worth Penn Medicine. **Discover more at PennCancer.org**

Left align copy with left of logo Minimum 0.5" clearance between copy and logo

Logo height 0.42"


0.3125"

When you have a **brand logo** or **hospital/center name/service line logo lockup** and a **CTA/URL**: The CTA/URL appears at the end of the body copy. The logo is vertically aligned with the body copy and appears in the lower-left corner.

Fusce molestie cursus accumsan. viverra eget quam in. **Discover more at URLGoesHere.org**

Left align copy with left of logo

Minimum 0.5" clearance between copy and logo



Logo height 0.42"


0.3125"

0.25"
This is where the subhead will be placed.

0.4375" Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla dictum euismod turpis, blandit dapibus mauris finibus quis. Aliquam a libero finibus, efficitur velit a, dignissim mauris. Sed vel sollicitudin purus. Duis quis urna ligula. Fusce et gravida est. Aliquam at tincidunt neque. Fusce molestie cursus accumsan. viverra eget quam in. **Discover more at URLGoesHere.org**

Left align copy with left of logo

Minimum 0.5" clearance between copy and logo



Logo height 0.42"


0.3125"

0.25"
This is where the subhead will be placed.

0.4375" Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla dictum euismod turpis, blandit dapibus mauris finibus quis. Aliquam a libero finibus, efficitur velit a, dignissim mauris. Sed vel sollicitudin purus. Duis quis urna ligula. Fusce et gravida est. Aliquam at tincidunt neque. Fusce molestie cursus accumsan. viverra eget quam in. **Discover more at URLGoesHere.org**

Left align copy with left of logo

Minimum 0.5" clearance between copy and logo



Logo height 0.42"

0.3125"


When you have a **brand logo** or **hospital name logo lockup** and must include a **long center name/service line** along with a **CTA/URL**: The CTA/URL appears at the end of the body copy. The first line of the long center name/service line is vertically aligned left with the second line of the name and both lines are vertically aligned left with body copy. The logo lockup is also vertically aligned with the other elements and appears in the lower left corner.

Fusce molestie cursus accumsan. viverra eget quam in. **Discover more at URLGoesHere.org**

George & Estelle Sands Center for Cardiac & Pulmonary Care

Left align copy with left of logo

Minimum 0.5" clearance between center name and logo



Logo height 0.42"

0.3125"

Entire CTA should be 100% black and bold when it appears at the end of body copy.


When you have a **brand logo** or **hospital name logo lockup** and must include a **short center name** along with a **CTA/URL**: The CTA/URL appears at the end of the body copy. The center name is vertically aligned left with body copy. The logo is also vertically aligned with the other elements and appears in the lower-left corner.

Fusce molestie cursus accumsan. viverra eget quam in. **Discover more at URLGoesHere.org**

Ann B. Barshinger Cancer Institute

Left align copy with left of logo

Minimum 0.5" clearance between center name and logo



Logo height 0.42"

0.3125"


0.25"
This is where the subhead will be placed.

0.4375" Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla dictum euismod turpis, blandit dapibus mauris finibus quis. Aliquam a libero finibus, efficitur velit a, dignissim mauris. Sed vel sollicitudin purus. Duis quis urna ligula. Fusce et gravida est. Aliquam at tincidunt neque. Fusce molestie cursus accumsan. viverra eget quam in. **Discover more at URLGoesHere.org**

Ann B. Barshinger Cancer Institute

Left align copy with left of logo

Minimum 0.5" clearance between center name and logo



Logo height 0.42"

0.3125"


0.25"
This is where the subhead will be placed.

0.4375" Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla dictum euismod turpis, blandit dapibus mauris finibus quis. Aliquam a libero finibus, efficitur velit a, dignissim mauris. Sed vel sollicitudin purus. Duis quis urna ligula. Fusce et gravida est. Aliquam at tincidunt neque. Fusce molestie cursus accumsan. viverra eget quam in. **Discover more at URLGoesHere.org**

Heart and Vascular Center

Left align copy with left of logo

Minimum 0.5" clearance between center name and logo



Logo height 0.42"

0.3125"

Positioning and appearance of the various elements in a newspaper ad: headline, subhead, body copy, CTA/URL and logo.



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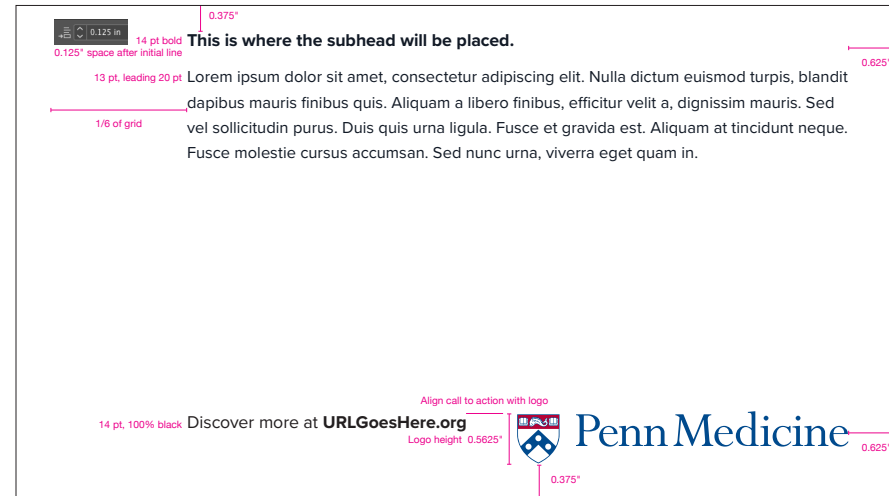
Discover more at PennCancer.org



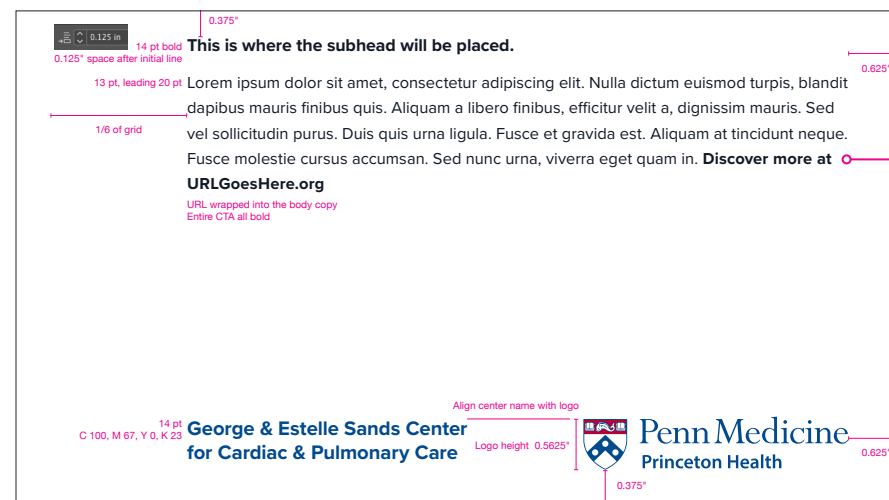
A closer look at how the information lays out and lines up in a newspaper ad.

The subhead should not be longer than one line.

When you have a **brand logo** or **hospital/center name/service line logo lockup** along with a **CTA/URL**: The CTA/URL is left justified in alignment with body copy. CTA/URL is also horizontally aligned with the top of the logo.

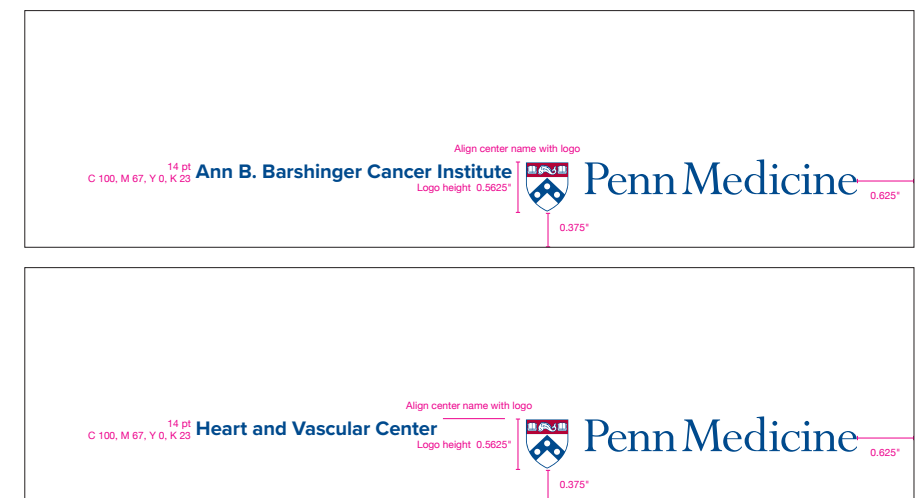
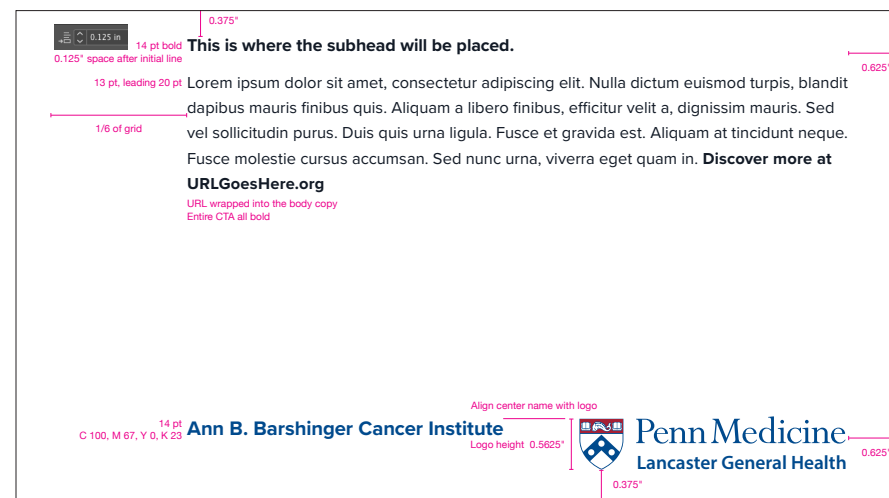


When you have a **brand logo** or **hospital name logo lockup** and must include a **long center name/service line** along with a **CTA/URL**: The CTA/URL appears at the end of the body copy. The first line of the long center name/service line is vertically aligned left with the second line of the name and horizontally aligned with the top of the logo. Both lines of the center name/service line are aligned left with body copy.



Entire CTA should be 100% black and bold when it appears at the end of body copy.

When you have a **brand logo** or **hospital name logo lockup** and a **short center name/service line** plus a **CTA/URL**: The CTA/URL appears at the end of the body copy. The short center name/service line is aligned left with body copy and horizontally aligned with the top of the logo.



Positioning and appearance of the various elements in a newspaper ad: headline, subhead, body copy, CTA/URL and logo.



Immunotherapies made from the patient's own cells.

There is a breakthrough changing the odds against leukemia. CAR-T therapy, developed by Penn Medicine, offers the world's first gene-based cancer therapy. A treatment that trains healthy cells to hunt down and eliminate cancer cells. Making what was unthinkable yesterday into a reality today. Another reason why your life is worth Penn Medicine.

Discover more at PennCancer.org



A closer look at how the information lays out and lines up in a half-page horizontal newspaper ad.

On ads smaller than full-page place a .25" black rule around the ad.

The subhead should not be longer than one line.

When you have a **multiple locations:** Position the locations after the CTA/URL and left justify.


Immunotherapies made from the patient's own cells.

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Schedule an appointment today.
800-789-PENN (7366)

Radnor
250 King of Prussia Road
Radnor, PA 19087

Valley Forge
1001 Chesterbrook Boulevard
Berwyn, PA 19312

 Penn Medicine

Annotations: 14 pt bold, 0.125" space after initial line, 0.375", 13 pt, leading 20 pt, 1/8 of grid, 0.625", Logo height 0.5625", 0.375", 0.625"

PRINT > NEWSPAPER HALF-PAGE VERTICAL

DESIGN AT WORK

Positioning and appearance of the various elements in a newspaper ad: headline, subhead, body copy, CTA/URL and logo.

LIFE ALTERING



Immunotherapies made from the patient's own cells.

There is a breakthrough changing the odds against leukemia. CAR-T therapy, developed by Penn Medicine, offers the world's first gene-based cancer therapy. A treatment that trains healthy cells to hunt down and eliminate cancer cells. Making what was unthinkable yesterday into a reality today. Another reason why your life is worth Penn Medicine.

Discover more at [PennCancer.org](https://www.pennmedicine.org)



PRINT > NEWSPAPER HALF-PAGE VERTICAL > BLUEPRINT

A closer look at how the information lays out and lines up in a half-page vertical newspaper ad.

On ads smaller than full-page place a .25" black rule around the ad.


**LIFE
ALTERING**

Kerning between letters is +200.
(In headlines that have more than one word, kerning between words is 0.)

Immunotherapies made from the patient's own cells.

There is a breakthrough changing the odds against leukemia. CAR-T therapy, developed by Penn Medicine, offers the world's first gene-based cancer therapy. A treatment that trains healthy cells to hunt down and eliminate cancer cells. Making what was unthinkable yesterday into a reality today. Another reason why your life is worth Penn Medicine.

Discover more at PennCancer.org

 **Penn Medicine**

Annotations and dimensions:
- Top margins: 0.375"
- Right margin: 0.375"
- Bottom margin: 0.375"
- Left margin: 0.375"
- Headline text box: 14 pt bold, 0.125" space after initial line, 13 pt, leading 20 pt
- Call to action: Align call to action with top of logo
- Logo height: 0.5625"
- Logo width: 0.375"
- Body text margins: 0.5625" (left and right)

PRINT > NEWSPAPER HALF-PAGE VERTICAL > USAGE OF THE VARIOUS ELEMENTS

When you have a **multiple locations:** Position the locations after the CTA/URL and left justify.

The layout features a large blue rectangular image at the top. Below it is a bold headline: **Immunotherapies made from the patient's own cells.** This is followed by a paragraph of text: "There is a breakthrough changing the odds against leukemia. CAR-T therapy, developed by Penn Medicine, offers the world's first gene-based cancer therapy. A treatment that trains healthy cells to hunt down and eliminate cancer cells. Making what was unthinkable yesterday into a reality today. Another reason why your life is worth Penn Medicine." Below the paragraph is a call to action: **Schedule an appointment today. 800-789-PENN (7366)**. This is followed by two location blocks: **Radnor** (250 King of Prussia Road, Radnor, PA 19087) and **Valley Forge** (1001 Chesterbrook Boulevard, Berwyn, PA 19312). At the bottom is the Penn Medicine logo and name. The layout is annotated with various dimensions and alignment rules: a 0.375" margin below the image; 14 pt bold text for the headline with 0.125" space after the initial line and 13 pt leading for 20 pt; 0.5625" margins on both sides of the paragraph; 0.5625" margins on both sides of the CTA; "Align call to action with top of logo" annotation; "Logo height 0.5625" annotation; and a 0.375" margin below the logo.


EXAMPLES OF IMPROPER USAGE OF THE VARIOUS ELEMENTS



Immunotherapies made from the patient's own cells.

There is a breakthrough changing the odds against leukemia. CAR-T therapy, developed by Penn Medicine, offers the world's first gene-based cancer therapy. A treatment that trains healthy cells to hunt down and eliminate cancer cells. Making what was unthinkable yesterday into a reality today. Another reason why your life is worth Penn Medicine.

Discover more at [PennCancer.org](#)

 **Penn Medicine**
Lancaster General Health
Ann B. Barshinger Cancer Institute

Don't add center name/service line under the hospital/logo lockup.



Don't bold the entire CTA, just the URL.

Immunotherapies made from the patient's own cells.

There is a breakthrough changing the odds against leukemia. CAR-T therapy, developed by Penn Medicine, offers the world's first gene-based cancer therapy. A treatment that trains healthy cells to hunt down and eliminate cancer cells. Making what was unthinkable yesterday into a reality today. Another reason why your life is worth Penn Medicine.

Discover more at [PennCancer.org](#)

 **Penn Medicine**




Entire CTA should be bold when it appears at the end of body copy.

Immunotherapies made from the patient's own cells.

There is a breakthrough changing the odds against leukemia. CAR-T therapy, developed by Penn Medicine, offers the world's first gene-based cancer therapy. A treatment that trains healthy cells to hunt down and eliminate cancer cells. Making what was unthinkable yesterday into a reality today. Another reason why your life is worth Penn Medicine. **Discover more at [PennCancer.org](#)**

Abramson Cancer Center

 **Penn Medicine**


EXAMPLES OF IMPROPER USAGE OF THE VARIOUS ELEMENTS CONT'D



Immunotherapies made from the patient's own cells.

There is a breakthrough changing the odds against leukemia. CAR-T therapy, developed by Penn Medicine, offers the world's first gene-based cancer therapy. A treatment that trains healthy cells to hunt down and eliminate cancer cells. Making what was unthinkable yesterday into a reality today. Another reason why your life is worth Penn Medicine. **Discover more at [PennCancer.org](#)**

Hospital name should not be separated from logo lockup.

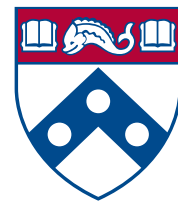
Lancaster General Health  Penn Medicine

Design at Work: Outdoor

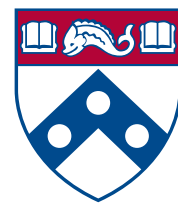
BILLBOARD LOGOS

DESIGN AT WORK

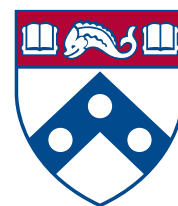
Three Penn Medicine hospitals have special logo lockups for billboard use: Chester County Hospital, Princeton Health and Lancaster General Health. These logos are specially designed for readability in billboards and should only be used for this purpose.



Penn Medicine
Chester County Hospital



Penn Medicine
Princeton Health



Penn Medicine
Lancaster General Health

Positioning and appearance of the various elements in an outdoor billboard: headline, subhead and logo.



More experience. More accuracy. More life.



A closer look at how the information lays out and lines up in an outdoor billboard.

Usage of the Various Elements in a Billboard

The brand logo or one of the logo lockups appears on the bottom right of the outdoor billboard panel as indicated. Only two key elements can be used in combination on the bottom left area of the outdoor billboard panel:

- Subhead (always 100% black)
- Center name/service line (Penn Medicine blue except in the rare instance when it replaces the subhead and appears in black [details following])

The examples on the following pages demonstrate proper usage of the elements in various combinations.

A Note About Headlines

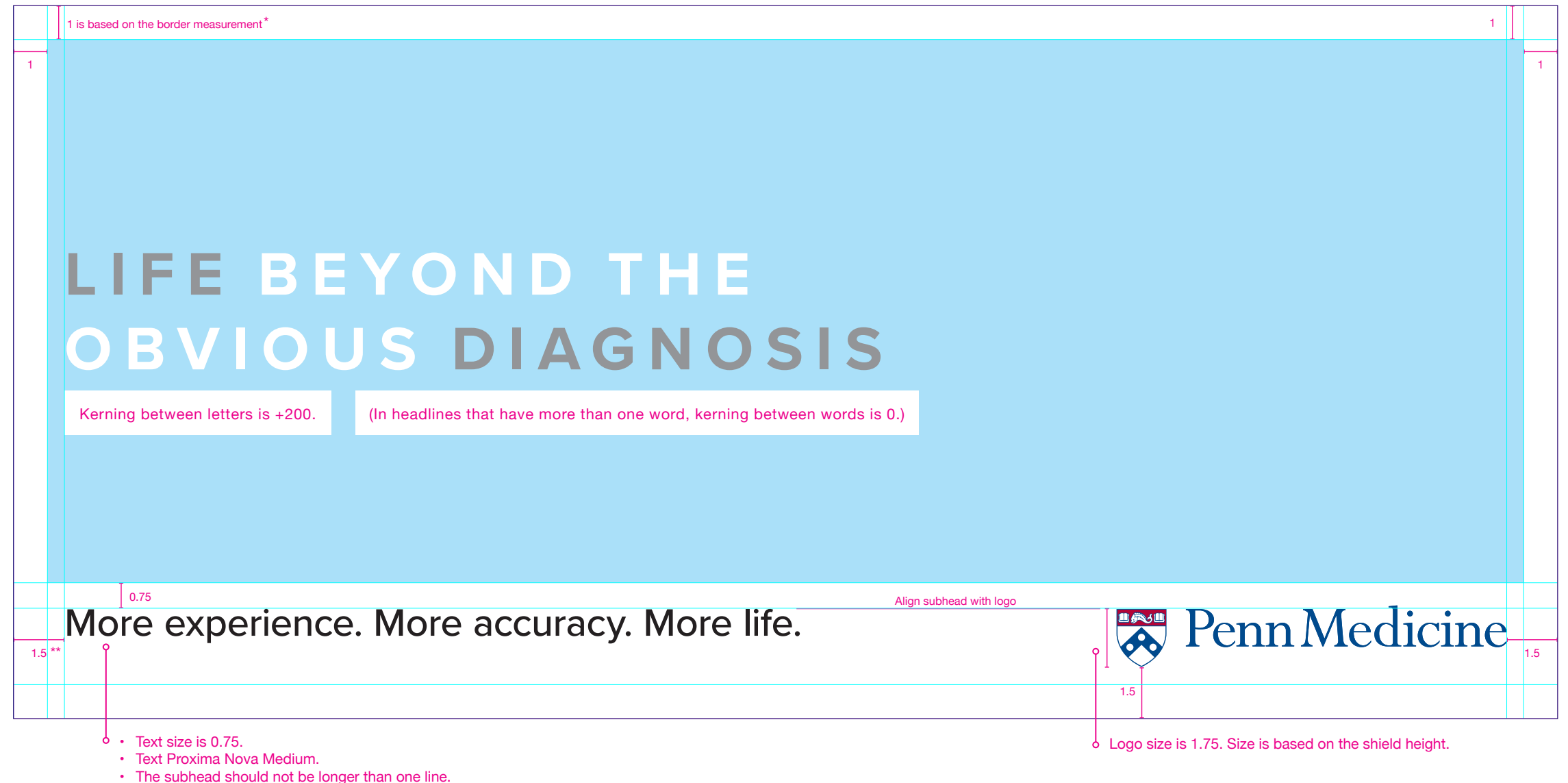
Point size of font used in headlines is based on length of headline and the way it integrates with the image. Generally speaking, the longer the headline, the smaller the font.

One constant is that the headline font will be larger than that used for any other element in the communication.

If headline is stacked, it should be left justified.

Border Sizes Based on Billboard Sizes

- Border for 22'8" x 10'8" = .5"
- Border for 30' x 10' = .625"
- Border for 40' x 12' = .625"
- Border for 48' x 14' = 1"
- Border for 60' x 16' = 1"
- Border for 70' x 20' = 1"
- Border for 78' x 24'6" = 1.5"
- Border for 748px x 220px = 14px
- Border for 1920px x 960px = 40px



Border sizes have been determined based on art director discretion. Use measurements on left for the specified billboard sizes. If you are developing a size different than what is indicated, use the border/billboard size that is closest to the one you are working with.

The measurements that pertain to the various elements in a billboard, or any outdoor material, are based on the size of the border. Since border sizes vary, use the following formula to determine the measurements:

*The size of the border is always expressed as equaling 1.**

If the border size is 2 inches, 1 = 2 inches.

*Therefore, the space between the border's edge and the beginning of the subhead that is always 1.5** would be 3 inches (1.5 = 2 inches + 1 inch).*

Whatever logo version being used, if you also have a **subhead**: The subhead appears top left in the panel as indicated, on one line and horizontally aligned with the top of the logo.

0.75

Align subhead with logo

1.5

1.5

1.5

- Text size is 0.75.
- Text Proxima Nova Medium.
- The subhead should not be longer than one line.

Logo size is 1.75. Size is based on the shield height.

Whatever logo version being used, if you have a **subhead and long center name/service line**: The subhead appears top left in the panel as indicated, on one line and horizontally aligned with the top of the logo. The long center name/service line appears on one line under the subhead and vertically aligned left with it.

0.75

Align subhead with logo

1.5

1.5

1.5

- Text size is 0.75.
- Text size should be the same pt. size for both subhead and center name.
- Leading between the two lines should be equal to the pt. size.

Logo size is 1.75. Size is based on the shield height.

Whatever logo version being used, if you have a **subhead and short center name/service line**: The subhead appears top left in the panel as indicated, on one line and horizontally aligned with the top of the logo. The short center name/service line appears on one line under the subhead and vertically aligned left with it.

0.75

Align subhead with logo

1.5

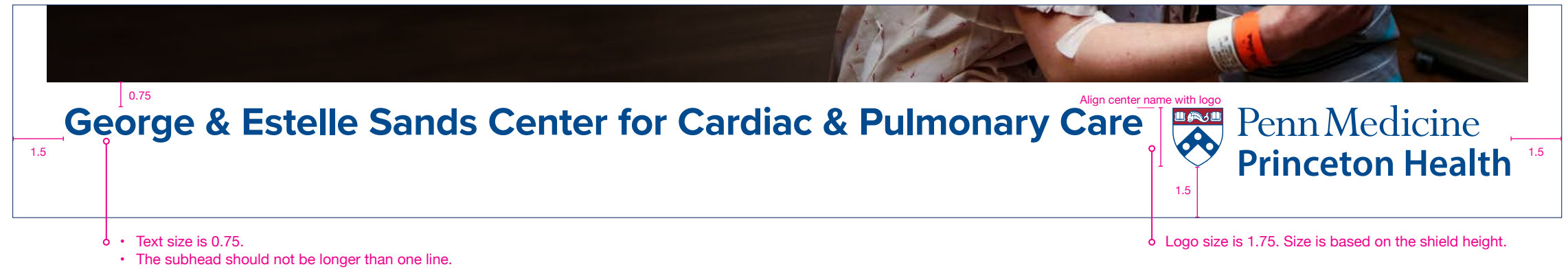
1.5

1.5

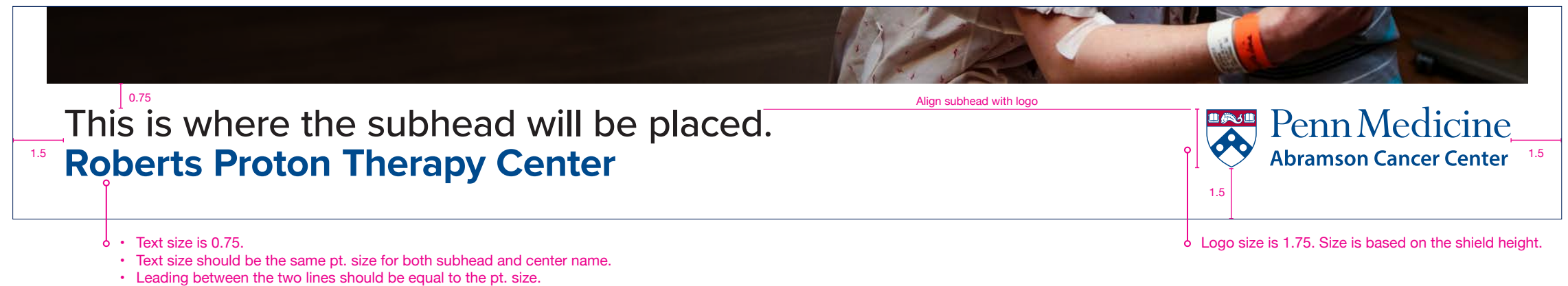
- Text size is 0.75.
- Text size should be the same pt. size for both subhead and center name.
- Leading between the two lines should be equal to the pt. size.

Logo size is 1.75. Size is based on the shield height.

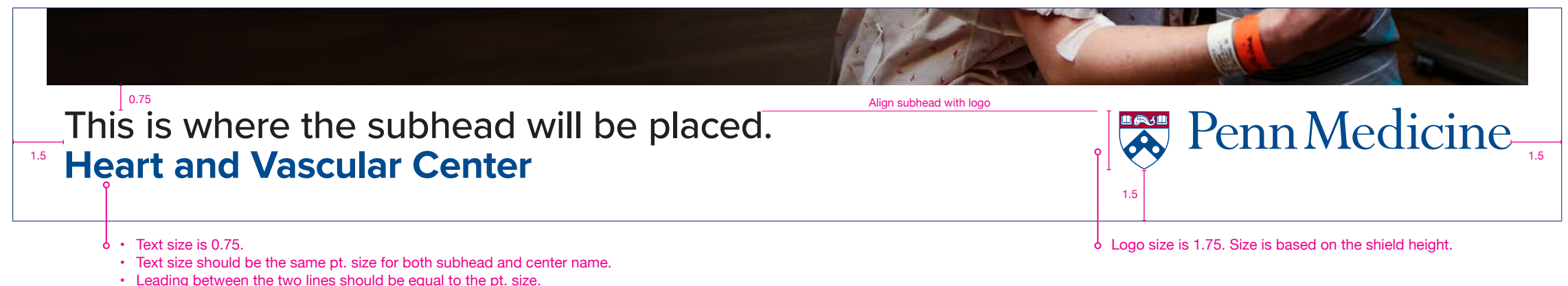
In the case where the **center name/service line** and **logo** are used but **no subhead** is used (unlikely unless the headline clearly includes the subject matter): The center name/service line appears in blue and bold, top left in the panel and horizontally aligned with the top of the logo. If no center name/service line is to be used, create an appropriate subhead.



When using a **subhead**, a **logo lockup with a center name** and another **center name**: The subhead appears top left in the panel as indicated, on one line and horizontally aligned with the top of the logo lockup. The secondary center name appears on one line under the subhead and vertically aligned left with it.



When using a **subhead**, a **brand logo** and a **center name/service line**: The subhead appears top left in the panel as indicated, on one line and horizontally aligned with the top of the logo. The center name/service line appears on one line under the subhead and vertically aligned left with it.



EXAMPLES OF IMPROPER USAGE OF THE VARIOUS ELEMENTS



No URL on billboards.*

This is where the subhead will be placed.
PennCancer.org



Subhead should be on one line and there should be no more than two total lines in this area.

This is where the subhead will be placed, this is where the subhead will be placed.
Abramson Cancer Center



George & Estelle Sands Center for Cardiac & Pulmonary Care
Princeton Health

Hospital name should not be separated from logo lockup.



* Consumers don't usually note URLs on large outdoor billboards that are viewed while in motion. To prevent a superfluous URL from convoluting the rest of the message in a billboard that has limited real estate and viewing time, it should not be used.

Positioning and appearance of the various elements in an outdoor poster: headline, subhead, URL and logo.



Immunotherapies made from the patient's own cells.

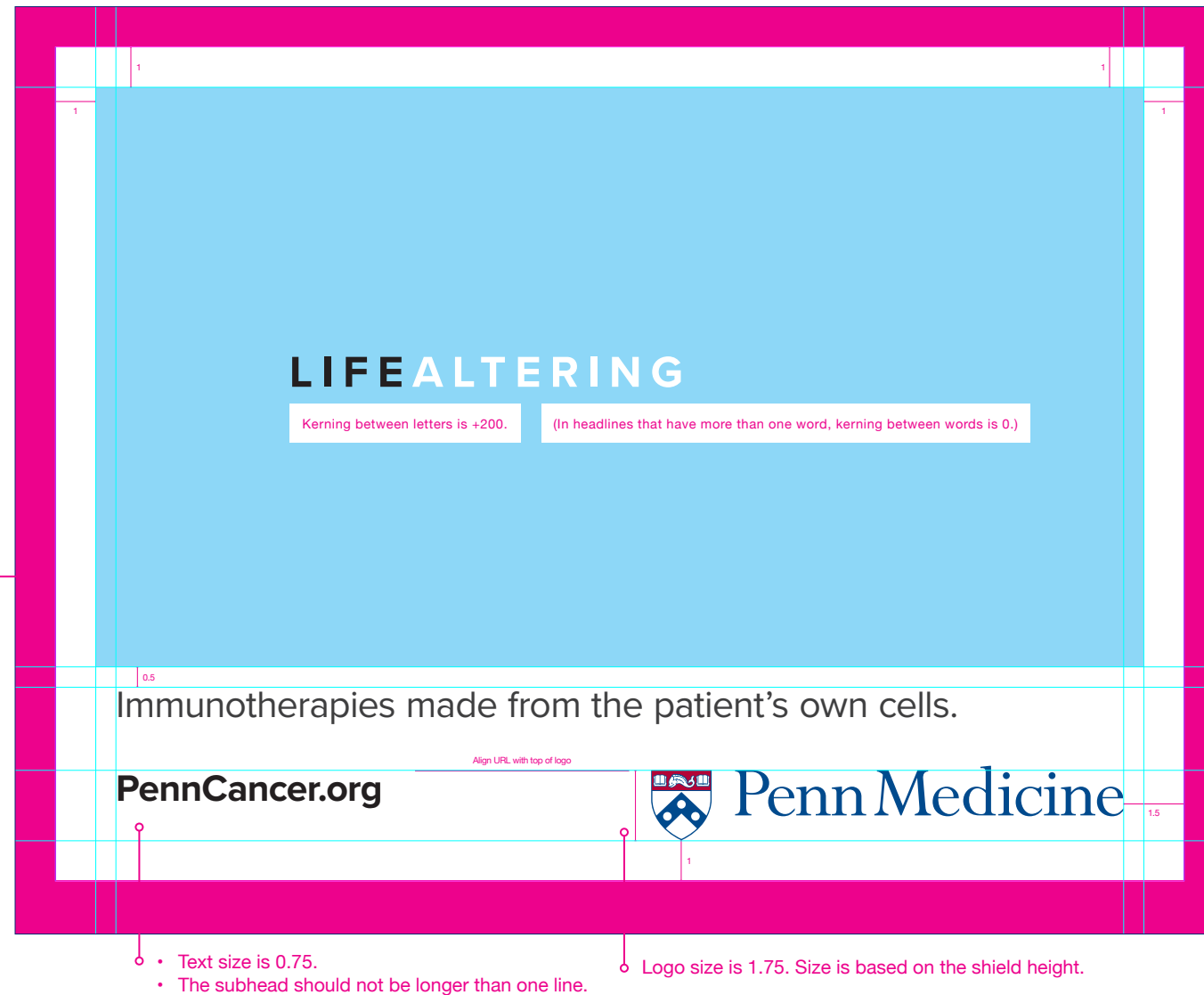
[PennCancer.org](https://penncancer.org)



- Text size is 0.75.
- Text size should be the same pt. size for both subhead and center name.
- Leading between the two lines should be equal to the pt. size.

A closer look at how the information lays out and lines up in an outdoor poster.

Additional safety around poster for frame.



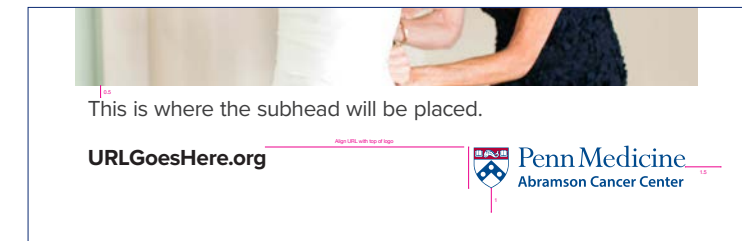
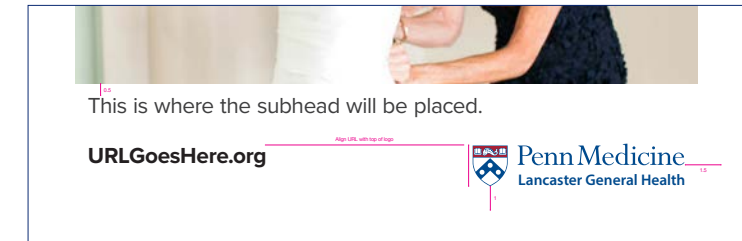
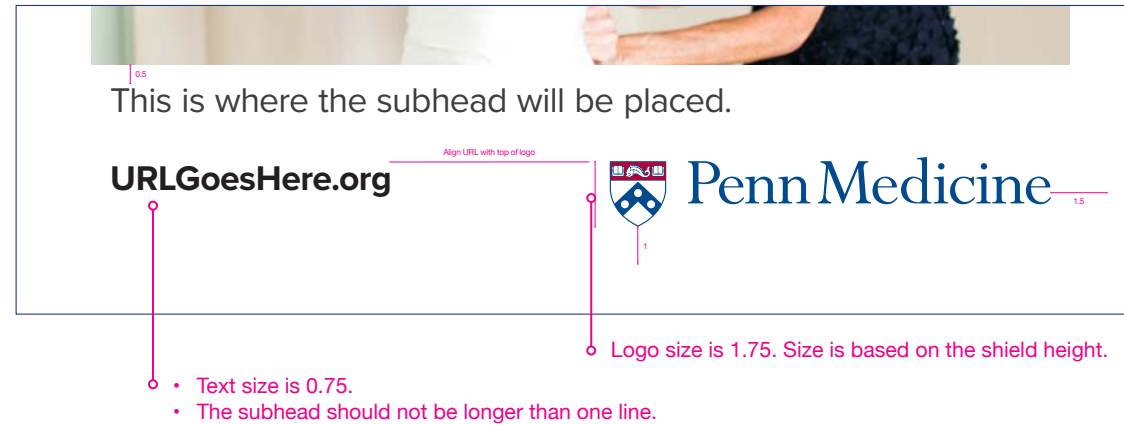
The measurements that pertain to the various elements in a poster, or any outdoor material, are based on the size of the border. Since border sizes vary, use the following formula to determine the measurements:

The size of the border is always expressed as equaling 1.*

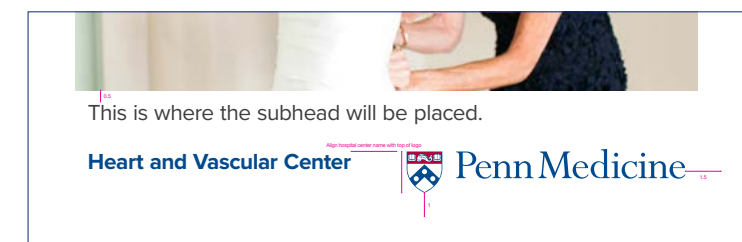
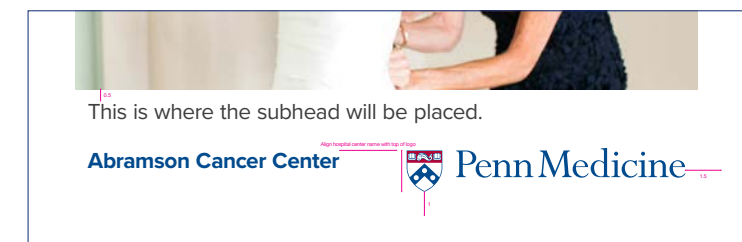
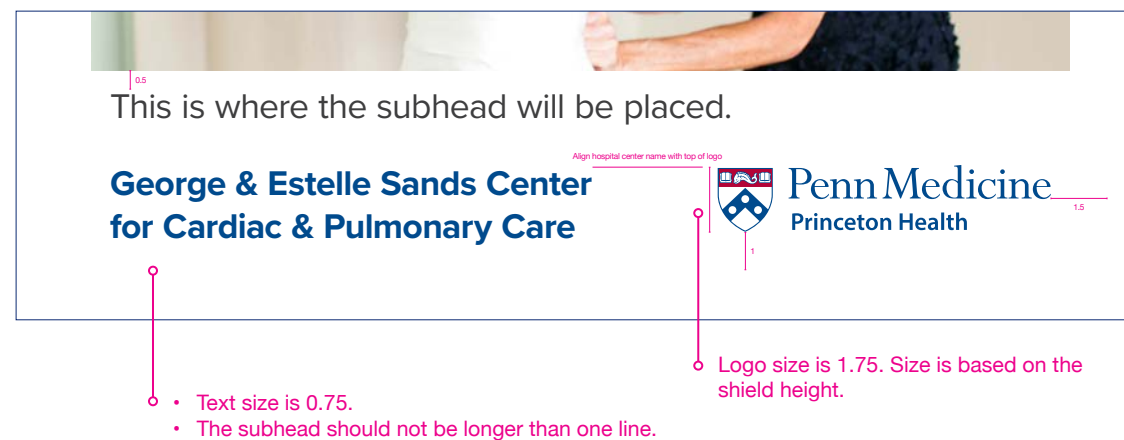
If the border size is 2 inches, 1 = 2 inches.

Therefore, the space between the border's edge and the beginning of the subhead that is always 1.5** would be 3 inches (1.5 = 2 inches + 1 inch).

When you have a **brand logo, hospital/center name logo lockup** along with a **subhead** and **URL**: The subhead appears on the left under the image as shown. The URL is left justified in alignment with the subhead and horizontally aligned with the top of the logo.



When you have a **brand logo or hospital name logo lockup** and must include a **long center name/service line** along with a **subhead**: The first line of the long center name/service line is vertically aligned left with the second line of the name and horizontally aligned with the top of the logo. Both lines of the center name/service line are aligned left with the subhead and appear under the subhead as shown.



When you have a **brand logo or hospital name logo lockup** and a **short center name/service line** plus a **subhead**: The subhead appears on the left under the image as shown. The short center name/service line is vertically aligned left with the subhead and horizontally aligned with the top of the logo.

EXAMPLES OF IMPROPER USAGE OF THE VARIOUS ELEMENTS



URL should be 100% black and bold.



Immunotherapies made from the patient's own cells.

PennCancer.org



Use no more than two elements in this area: subhead & center name/service line or subhead & URL, but never subhead, center name/service line and URL.



Immunotherapies made from the patient's own cells.

Abramson Cancer Center
URLGoesHere.org



Don't change the position of elements.



Abramson Cancer Center

URLGoesHere.org

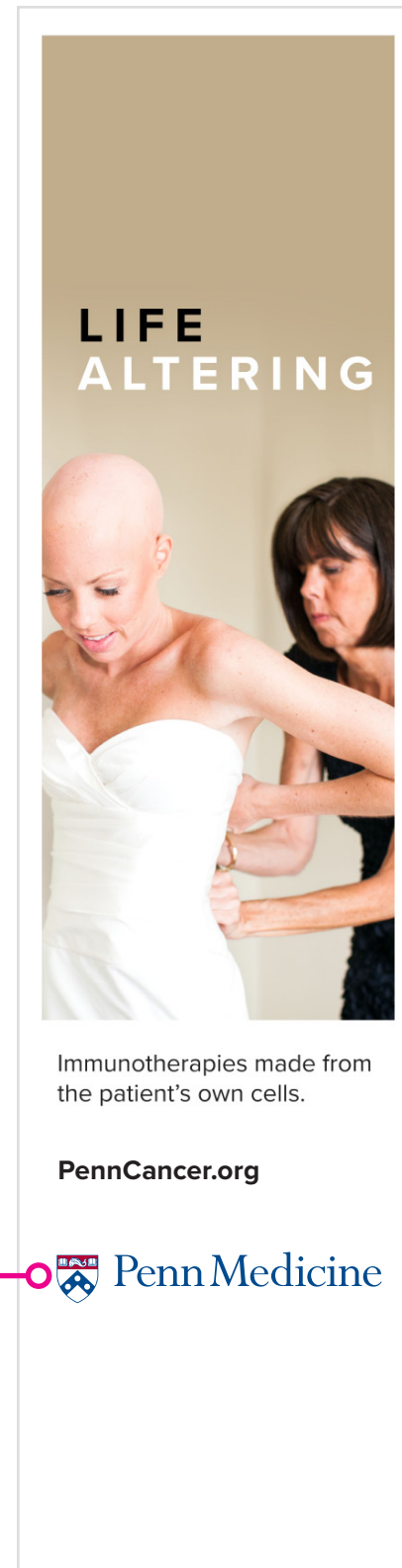


When you have a **subhead, URL** and **logo** of any kind on a nontraditional outdoor poster: Left align and stack the subhead, URL and logo under the image as shown. If the poster or banner extends to the floor, move the logo and other elements that are below the image up higher to increase visibility, leaving white space beneath the logo if necessary.

As a general rule, do not include more than three elements.

Specs are not provided for this type of design since there are no standard sizes to work with.

○ For pieces where the banner extends to the floor, move logo higher to increase visibility.



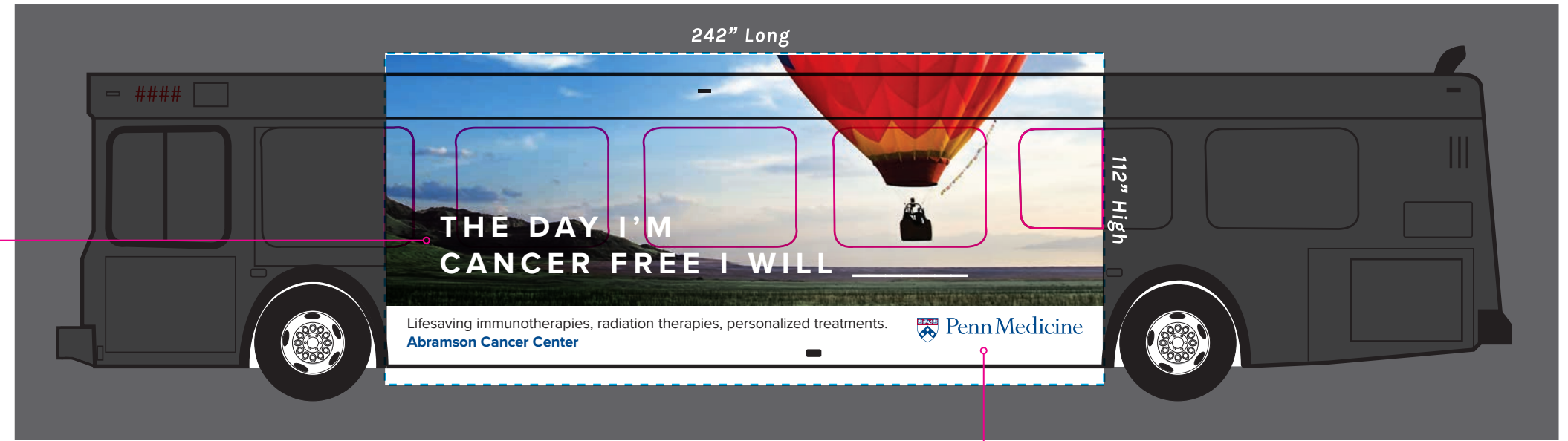
○ Don't position logo close to the bottom where the banner extends to the floor.



Option 1

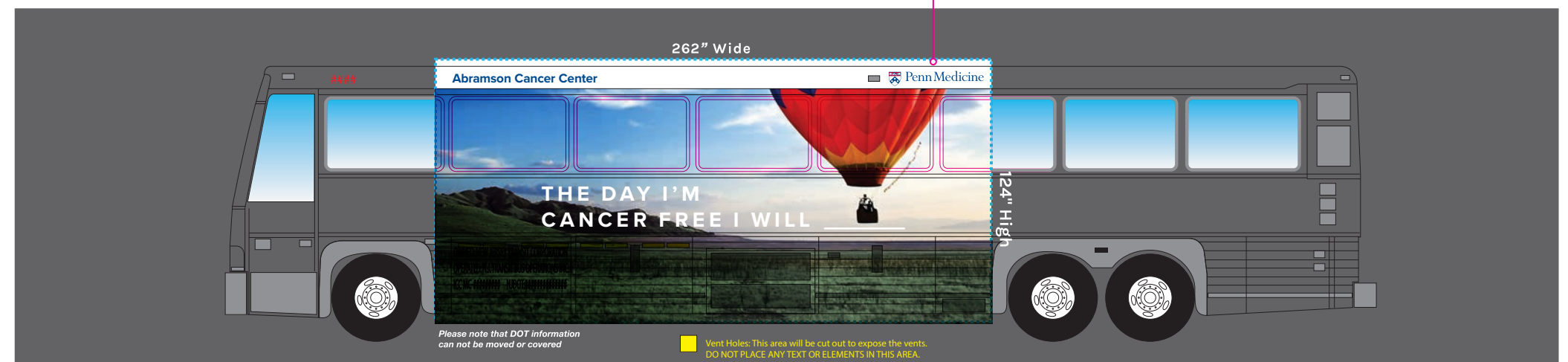
The first option is preferable. Use the second option as a backup if the bus has physical obstructions that interfere with the design.

Headlines are as large as possible without being obstructed by the windows.



Logo placement is determined by the bus design and whether there are obstructions on the lower portions of the bus.

Option 2



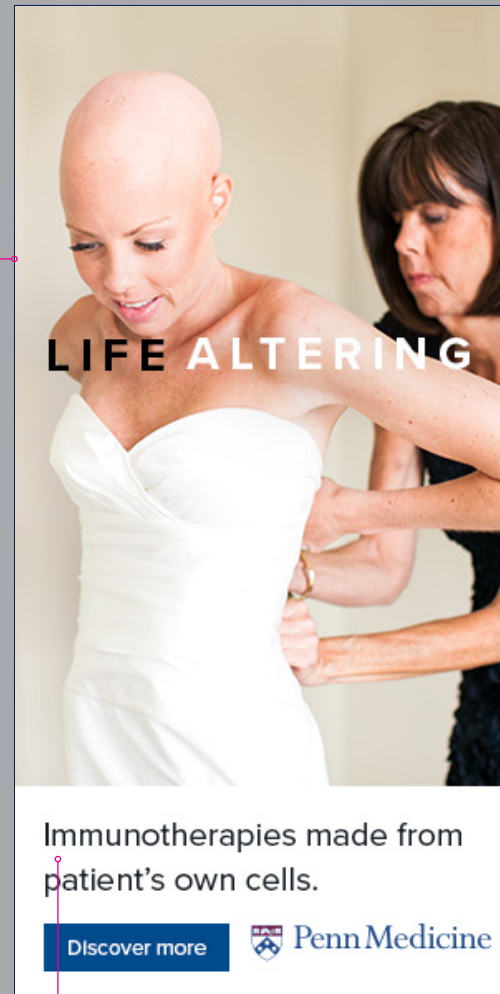
Design at Work: Digital Banners

300x600 + 300x250 + 320x50 + 300x50 + 728x90

Positioning and appearance of the various elements in various digital banners: headline, subhead, CTA and logo.

All digital ads should have a 1 pt gray (HEXa6a6a6) rule around the ad.

300x600



Immunotherapies made from patient's own cells.

Discover more Penn Medicine

Copy
Font - Proxima Nova (Reg)
Size - 22 pt
Leading - 28 pt
Color - Black

Logo Size
Size - 139 px

White Bar
Height - 128 px

300x250



Immunotherapies made from the patient's own cells.

Discover more Penn Medicine

Copy
Font - Proxima Nova (Reg)
Size - 15 pt
Color - Black

Logo Size
Size - 126 px

White Bar
Height - 67 px

320x50



Copy
Font - Proxima Nova (Bold)
Size - 11 pt
Color - Black

Logo Size
Size - 100 px

300x50

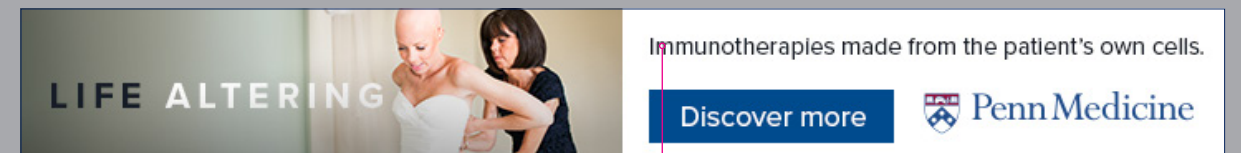


Copy
Font - Proxima Nova (Bold)
Size - 11 pt
Color - Black

Logo Size
Size - 93 px

White Bar
Width - 364 px

728x90



Immunotherapies made from the patient's own cells.

Discover more Penn Medicine

Copy
Font - Proxima Nova (Reg)
Size - 20 pt
Color - Black

Logo Size
Size - 158 px

DIGITAL BANNERS > BLUEPRINT

300x600:
subhead, CTA and brand logo

Stack subhead of three or more words on two lines and align upper left in the bottom panel as indicated. Vertically align "Discover more" CTA under subhead. Horizontally align CTA with top of brand logo that appears on bottom right.

300x250:
subhead, CTA and brand logo

Position subhead on one line and align upper left in the bottom panel as indicated. Vertically align "Discover more" CTA under subhead. Horizontally align CTA with top of brand logo that appears on bottom right.

320x50 and 300x50:
subhead, CTA and brand logo

In these small-space banners, the subhead takes the place of the headline and appears in all caps with no period. Position subhead on one line and align upper left in the panel as indicated. Vertically align "Discover more" CTA under subhead. Horizontally align CTA with top of brand logo that appears on bottom right.

728x90:
subhead, CTA and brand logo

Subhead appears on the upper left of the right side panel. Vertically align "Discover more" CTA under subhead. Horizontally align CTA with top of brand logo that appears on bottom right.

300x600



Copy
Font - Proxima Nova (Reg)
Size - 22 pt
Leading - 28 pt
Color - Black

Logo Size
Size - 139 px

300x250



Copy
Font - Proxima Nova (Reg)
Size - 15 pt
Color - Black

Logo Size
Size - 126 px

320x50



Copy
Font - Proxima Nova (Bold)
Size - 11 pt
Color - Black

Logo Size
Size - 100 px

300x50



Copy
Font - Proxima Nova (Bold)
Size - 11 pt
Color - Black

Logo Size
Size - 93 px

728x90



Copy
Font - Proxima Nova (Reg)
Size - 18 pt
Color - Black

Logo Size
Size - 158 px

In small-space digital banners, like 320x50 and 300x50, remove the image and use the subhead as a headline (capitalize letters and don't use a period).

300x600:
**subhead, CTA and center name/service line/
 logo lockup**

Stack subhead of three or more words on two lines and align upper left in the bottom panel as indicated. Vertically align “Discover more” CTA under subhead. Horizontally align CTA with top of logo lockup that appears on bottom right.

300x250:
**subhead, CTA and center name/service line/
 logo lockup**

Position subhead on one line and align upper left in the bottom panel as indicated. Vertically align “Discover more” CTA under subhead. Horizontally align CTA with top of logo lockup that appears on bottom right.

320x50 and 300x50:
**subhead, CTA and center name/service line/
 logo lockup**

In these small-space banners, the subhead takes the place of the headline and appears in all caps with no period. Position subhead on one line and align upper left in the panel as indicated. Vertically align “Discover more” CTA under subhead. Horizontally align CTA with top of logo lockup that appears on bottom right.

728x90:
**subhead, CTA and center name/service line/
 logo lockup**

Subhead appears on the upper left of the right side panel. Vertically align “Discover more” CTA under subhead. Horizontally align CTA with top of logo lockup that appears on bottom right.

300x600



Copy
 Font - Proxima Nova (Reg)
 Size - 22 pt
 Leading - 28 pt
 Color - Black

Logo Size
 Size - 139 px

300x250



Copy
 Font - Proxima Nova (Reg)
 Size - 15 pt
 Color - Black

Logo Size
 Size - 126 px

320x50



Copy
 Font - Proxima Nova (Bold)
 Size - 11 pt
 Color - Black

Logo Size
 Size - 100 px

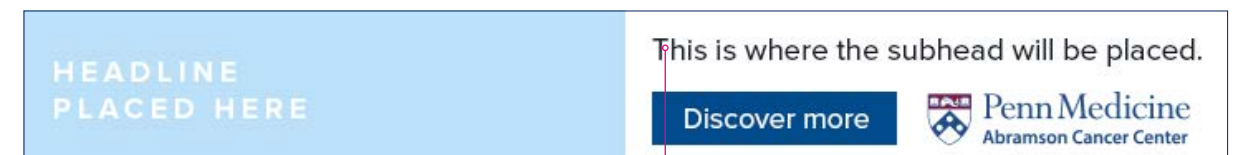
300x50



Copy
 Font - Proxima Nova (Bold)
 Size - 11 pt
 Color - Black

Logo Size
 Size - 93 px

728x90



Copy
 Font - Proxima Nova (Reg)
 Size - 20 pt
 Color - Black

Logo Size
 Size - 158 px

In small-space digital banners, like 320x50 and 300x50, remove the image and use the subhead as a headline (capitalize letters and don't use a period).

DIGITAL BANNERS > BLUEPRINT CONT'D

300x600:

short center name/service line, subhead, CTA and hospital/logo lockup

Place center name/service line at top left of bottom panel as indicated. Stack subhead of three or more words on two lines underneath center name/service line and left align. Vertically align "Discover more" CTA under subhead. Horizontally align CTA with top of logo lockup that appears on bottom right.

300x250:

short center name/service line, subhead, CTA and hospital/logo lockup

Place center name/service line at top left of bottom panel as indicated. Position subhead on one line and left align under center name/service line. Vertically align "Discover more" CTA under subhead. Horizontally align CTA with top of logo lockup that appears on bottom right.

320x50 and 300x50:

subhead, CTA and hospital/logo lockup but no center name/service line

In these small-space banners, the center name/service line must be eliminated due to limited area. The subhead takes the place of the headline and appears in all caps with no period. Position subhead on one line and align upper left in the panel as indicated. Vertically align "Discover more" CTA under subhead. Horizontally align CTA with top of logo lockup that appears on bottom right.

728x90:

short center name/service line, subhead, CTA and hospital/logo lockup

Place center name/service line at top left of the right side panel as indicated. Subhead appears left aligned under center name/service line. Vertically align "Discover more" CTA under subhead. Horizontally align CTA with top of logo lockup that appears on bottom right.

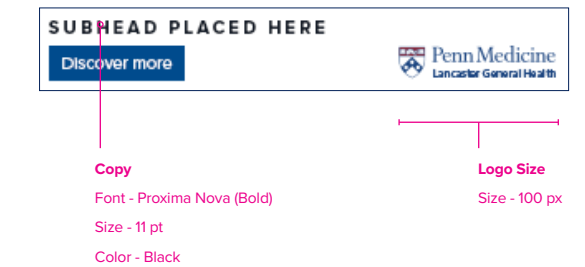
300x600



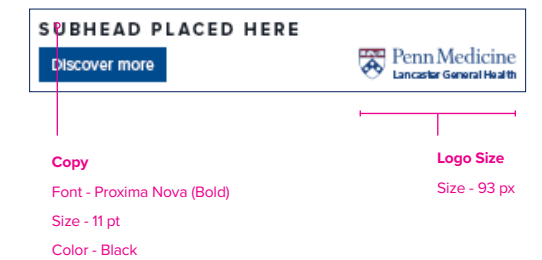
300x250



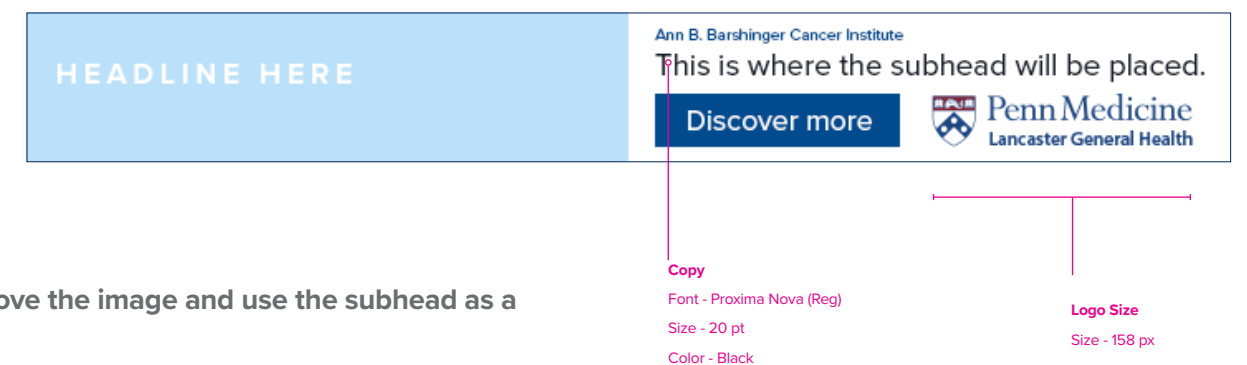
320x50



300x50



728x90



In small-space digital banners, like 320x50 and 300x50, remove the image and use the subhead as a headline (capitalize letters and don't use a period).

DIGITAL BANNERS > BLUEPRINT CONT'D

300x600:

long center name/service line, subhead, CTA and hospital/logo lockup

Stack long center name/service line on two lines at top left of bottom panel as indicated. Stack subhead of three or more words on two lines underneath center name/service line and left align. Vertically align “Discover more” CTA under subhead. Horizontally align CTA with top of logo lockup that appears on bottom right.

300x250:

long center name/service line, subhead, CTA and hospital/logo lockup

Stack long center name/service line on two lines at top left of bottom panel as indicated. Position subhead on one line and left align under center name/service line. Vertically align “Discover more” CTA under subhead. Horizontally align CTA with top of logo lockup that appears on bottom right.

320x50 and 300x50:

subhead, CTA and hospital/logo lockup but no center name/service line

In these small-space banners, the center name/service line must be eliminated due to limited area. The subhead takes the place of the headline and appears in all caps with no period. Position subhead on one line and align upper left in the panel as indicated. Vertically align “Discover more” CTA under subhead. Horizontally align CTA with top of logo lockup that appears on bottom right.

728x90:

long center name/service line, subhead, CTA and hospital/logo lockup

Place long center name/service line on one line at top left of the right side panel as indicated. Subhead appears left aligned under center name. Vertically align “Discover more” CTA under subhead. Horizontally align CTA with top of logo lockup that appears on bottom right.

300x600



Copy
Font - Proxima Nova (Reg)
Size - 22 pt
Leading - 28 pt
Color - Black

Logo Size
Size - 139 px

White Bar
Height - 140 px

300x250



Copy
Font - Proxima Nova (Reg)
Size - 15 pt
Color - Black

Logo Size
Size - 126 px

White Bar
Height - 95 px

320x50



Copy
Font - Proxima Nova (Bold)
Size - 11 pt
Color - Black

Logo Size
Size - 100 px

White Bar
Width - 364 px

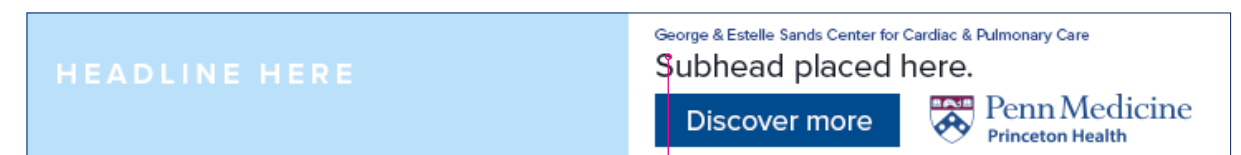
300x50



Copy
Font - Proxima Nova (Bold)
Size - 11 pt
Color - Black

Logo Size
Size - 93 px

728x90



Copy
Font - Proxima Nova (Reg)
Size - 20 pt
Color - Black

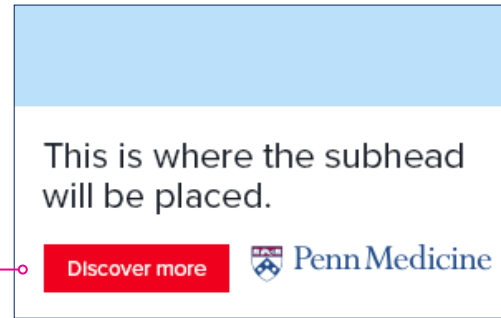
Logo Size
Size - 158 px

In small-space digital banners, like 320x50 and 300x50, remove the image and use the subhead as a headline (capitalize letters and don't use a period).

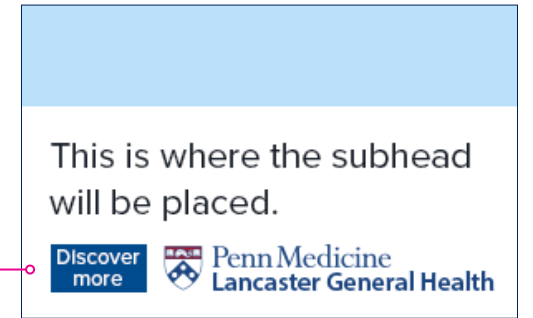
EXAMPLES OF IMPROPER USAGE OF THE VARIOUS ELEMENTS



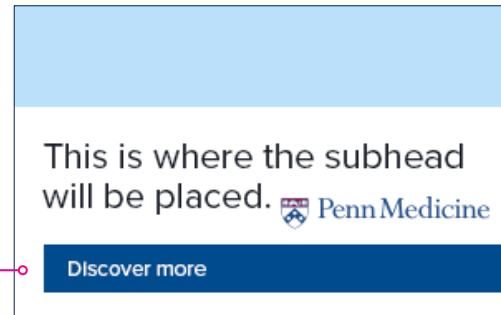
Don't change the CTA button color.



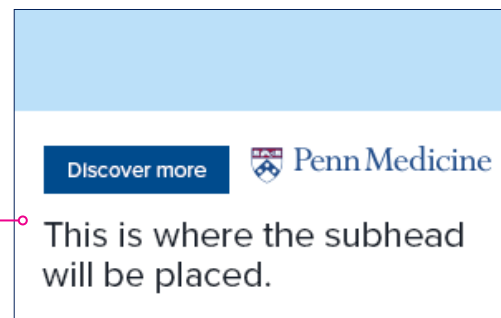
Don't compromise the size of the CTA button by using logo lockups not intended for digital banners.



Don't change the dimensions of the CTA button and the position of the logo.



Don't rearrange elements.



Design at Work: Broadcast

BROADCAST

Radio

Radio. Theatre of the mind. Anything can happen in radio and often does, but it's usually made up in the realm of make believe. For Penn Medicine, truth is just as captivating as fiction. Because Penn Medicine innovations are unheard of, shocking even, and ahead of their time.

Refer to these produced radio scripts to help inform your tone and approach. As with print, radio spots should close with a final thought along the lines of: "One more reason why your life is worth Penn Medicine."

Be dramatic. Be real. And remember, it's all about LIFE.

<https://vimeo.com/384911300>

TIER 1 SAMPLE RADIO. NOTICE HOW THE SPOT REACHES A CLIMAX AT THE WORD "LIFE", HIGHLIGHTED BY THE SUDDEN ABSENCE OF MUSIC.

'REVOLUTION OF LIFE' :60

SFX: DRAMATIC MUSIC UNDERSCORES

ANNCR: There's a revolution underway. One that will not be televised. There will be no banners. No anthems. No marching, chanting mobs. No, this revolution will be fought from within. By able bodies trained to fight disease with every fiber of their being. This is the immunorevolution. Living medicines made from the patient's own cells. The body's own defenses marshaled to attack the diseases that have dictated our lives for centuries. And the revolutionaries? They're here at Penn Medicine. Pushing the boundaries. Creating new gene therapies. Training the body to destroy cancer, regrow cartilage and restore vision, limbs ...

SFX: MUSIC IS SILENCED

ANNCR: ... and life.

SFX: MUSIC RESTARTS

ANNCR: At Penn Medicine, the revolution is alive and well, along with the lives of the those who embrace it. Long live the immunorevolution. One more reason why your life is worth Penn Medicine.

Learn more at PennMedicine.org.

BROADCAST

Radio

Tier 2 Sample Script

<https://vimeo.com/384911294>

'GREAT LENGTHS' :30

SFX: MUSIC UNDERSCORES

ANNCR: When it comes to the health of the people you love, you would do anything. At Lancaster General Health, we feel the same. We believe keeping you, your family, and our entire community healthy is our calling. As part of Penn Medicine, we provide life-saving advanced medicine—including nationally recognized heart and vascular care, neuroscience expertise, and breakthrough cancer treatments—right here in the place you call home.

Discover more at LGHealth.org

Radio

Tier 2 Sample Script

<https://vimeo.com/384911280>

'HEARTPOUNDING' :30

SFX: MUSIC UNDERSCORES

ANNCR: Live with all your heart. Through every jawdropping, breathtaking moment. Knowing your heart will always be up to the task. At Penn Medicine, we bring nationally ranked heart and vascular care to every step of your journey. With a team that handles more complex cases than any health system in the region. So you can keep biking. Running. Living. To your heart's content. Penn Medicine Heart and Vascular Center. Schedule an appointment today.

BROADCAST

Television

Tier 2 Sample Script

<https://vimeo.com/384091047/485d60a10c>

LANCASTER GENERAL HEALTH 'WOULD YOU' :60

OPEN ON A WIDE SHOT OF A CAR MOVING DOWN THE HIGHWAY FROM LEFT TO RIGHT.
WE HEAR A DAD AND HIS DAUGHTER HAVING A CONVERSATION.

GIRL: Would you swim to the bottom of the ocean?

DAD: Of course.

CUT TO DAD AND GIRL ON A SEESAW IN THE PARK, SHOT DRAMATICALLY SO THAT THE GIRL RISES IN AND OUT OF FRAME.

GIRL: Would you fly to the moon?

DAD: Yep.

CUT TO THE GIRL ON HER DAD'S SHOULDERS EATING AN ICE CREAM CONE AS THEY WALK INTO THEN OUT OF FRAME FROM LEFT TO RIGHT
ALONG A SIDEWALK IN DOWNTOWN LANCASTER.

GIRL: Would you fight a dinosaur?

DAD: No problem.

CUT TO DAD AND DAUGHTER NOW RIDING A TANDEM BIKE FROM RIGHT TO LEFT ON A BRIDGE.

GIRL: Even a T-Rex?

DAD: Pfft. Too easy.

CUT TO A WIDE AERIAL SHOT OF THE BRIDGE.

CUT TO DAUGHTER DRAGGING A KITE IN THE PARK FROM LEFT TO RIGHT, AND THE DAD IS CHASING IT.

GIRL: Would you eat a worm?

DAD: Pfft. Two worms.

CUT TO A DOG RUNNING FROM RIGHT TO LEFT IN THE BACKYARD, AND DAUGHTER IS CHASING IT.

WE NOW SEE THE FAMILY SITTING DOWN TO EAT TOGETHER IN THE BACKYARD.

ANNCR: As part of Penn Medicine, we provide life-saving advanced medicine, including nationally recognized heart and vascular care, neuroscience expertise and breakthrough cancer treatments... right here in the place you call home.

Girl: Would you let me stay up late tonight and watch TV?

FOCUS ON FATHER AND DAUGHTER MOMENT/EMBRACE.

DAD: Nice try.

ANNCR: Discover more at LGHealth.org

BROADCAST

Television

Tier 2 Sample Script

<https://vimeo.com/384091580/bda2dc3ba0>

LANCASTER GENERAL HEALTH 'WOULD YOU' :30

OPEN ON A WIDE SHOT OF A CAR MOVING DOWN THE HIGHWAY FROM LEFT TO RIGHT.
WE HEAR A DAD AND HIS DAUGHTER HAVING A CONVERSATION.

Girl: Would you swim to the bottom of the ocean?

DAD: Of course.

CUT TO THE GIRL ON HER DAD'S SHOULDERS EATING AN ICE CREAM CONE AS THEY WALK INTO THEN OUT OF FRAME FROM LEFT TO RIGHT
ALONG A SIDEWALK IN DOWNTOWN LANCASTER.

GIRL: Would you fight a dinosaur?

DAD: No problem.

CUT TO DAUGHTER DRAGGING A KITE IN THE PARK FROM LEFT TO RIGHT, AND THE DAD IS CHASING IT.

ANNCR: When it comes to the health of the people you love, you would do anything.

CUT TO A DOG RUNNING FROM RIGHT TO LEFT IN THE BACKYARD, AND DAUGHTER IS CHASING IT.

ANNCR: At Lancaster General Health, we feel the same way.

WE NOW SEE THE FAMILY SITTING DOWN TO EAT TOGETHER IN THE BACKYARD.

ANNCR: As part of Penn Medicine, we provide life-saving advanced medicine

THE GIRL TURNS TO HER DAD WITH A MISCHIEVOUS SMIRK AND ASKS A QUESTION.

Girl: Would you let me stay up late tonight and watch TV?

FOCUS ON FATHER AND DAUGHTER MOMENT/EMBRACE.

DAD: Nice try.

ANNCR: Right here in the place you call home.

BROADCAST

Television

Tier 2 Sample Script

<https://vimeo.com/384610202/7ae8034067>

PENN MEDICINE H&V 'EYE-POPPING LIFE' :30

MUSIC UNDERSCORES

OPEN ON AERIAL SHOT OF THE EARTH FROM 10,000 FEET UP.

VO: Live with all your heart.

CUT TO SKYDIVER JUMPING OUT OF PLANE. CUT TO A POV OF ROLLER COASTER RIDER LOOPING UPSIDE DOWN.

VO: Through every jaw-dropping, breathtaking moment.

SEE SKIER ON A DOWNHILL RUN.

VO: Knowing your heart will always be up to the task.

WOMAN INSPECTS HER MOUNTAIN BIKE; A SWIMMER ON A BEACH WARMS UP FOR A SWIM; A LITTLE BOY GOES FOR A RIDE IN A WHEELBARROW.

VO: At Penn Medicine, we bring nationally ranked heart and vascular care to every step of your journey.

CUT TO SOMEONE WITH A DOG ON A MOTORCYCLE.

VO: With a team that handles more complex cases ...

A WOMAN PERFORMS YOGA; AN OLDER GROUP OF MEN TAKE A BREAK FROM A BASKETBALL GAME.

VO: ... than any health system in the region.

CUT TO JOGGERS IN THE RAIN, THEN TO AN OLDER MAN TAKING A BIKE RIDE.

VO: So you can keep biking.

CUT TO A MIDDLE-AGED WOMAN JOGGING BY THE BEACH.

VO: Running.

YOUNG GIRL RIDES PIGGY BACK ON AN OLDER WOMAN'S BACK.

VO: Living.

MAN IN SCUBA GEAR SMILES AT CAMERA.

VO: To your heart's content.

DISSOLVE TO END TITLE

VO: Penn Medicine Heart and Vascular Center.

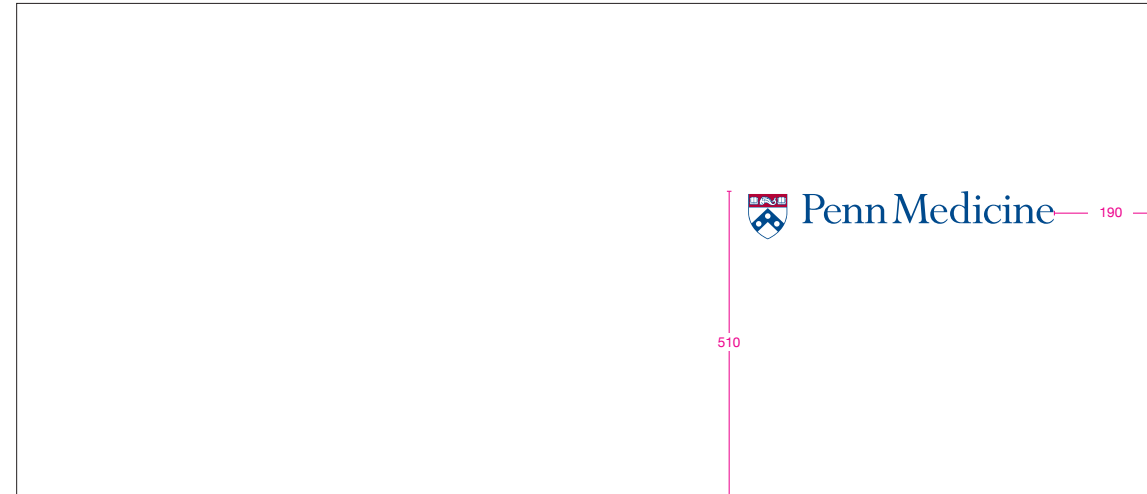
Schedule an appointment today.

All Penn Medicine TV spots end with the Penn Medicine logo. Please refer to the following pages for the various forms and appearances of the logo on the end title.



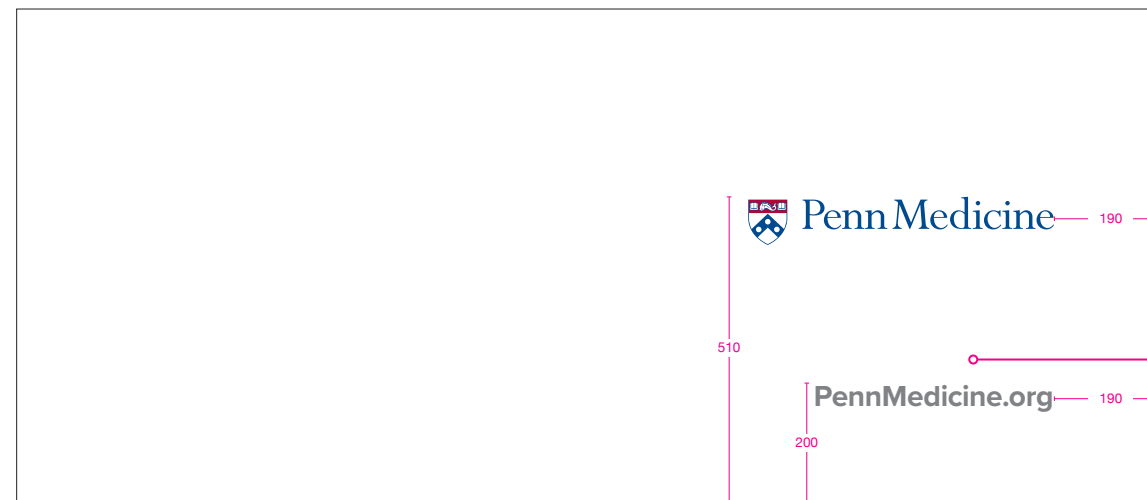
When including a URL at the end of a TV spot, the logo should fade up against white first, followed by the URL. Both the logo and URL fade off together.

Note the position of the logo on the screen.



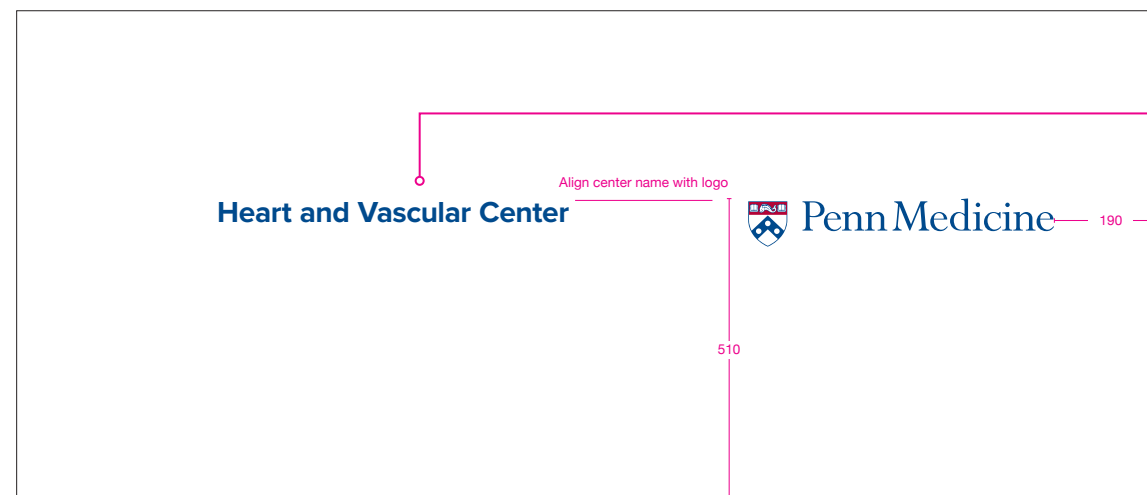
When including a URL at the end of a TV spot, the logo should fade up against white first, followed by the URL. Both the logo and URL fade off together.

Note the position of the logo and URL as well as the relationship between the two.



When including a center name at the end of a TV spot, the center name should fade up against white first, followed by the logo. Both the center name and logo fade off together.

Note the position of the center name and logo as well as the relationship between the two.



VIDEO

Many people turn to videos to be entertained and for learning.

Penn Medicine communications may not necessarily be considered entertaining, but they can be interesting and in that way be entertaining. Penn Medicine breakthroughs are captivating and make for good video subject matter. Sound and moving pictures can make the message that much more impactful.

Use these guidelines to create a video that's in-voice for Penn Medicine:

- Video treatment should follow guideline tenets:
 - Avoid animation & icons
 - Refer to photography guidelines to inform video look and feel, including lighting
- Follow the specific channel's best practices and your business objectives to determine the length of your video

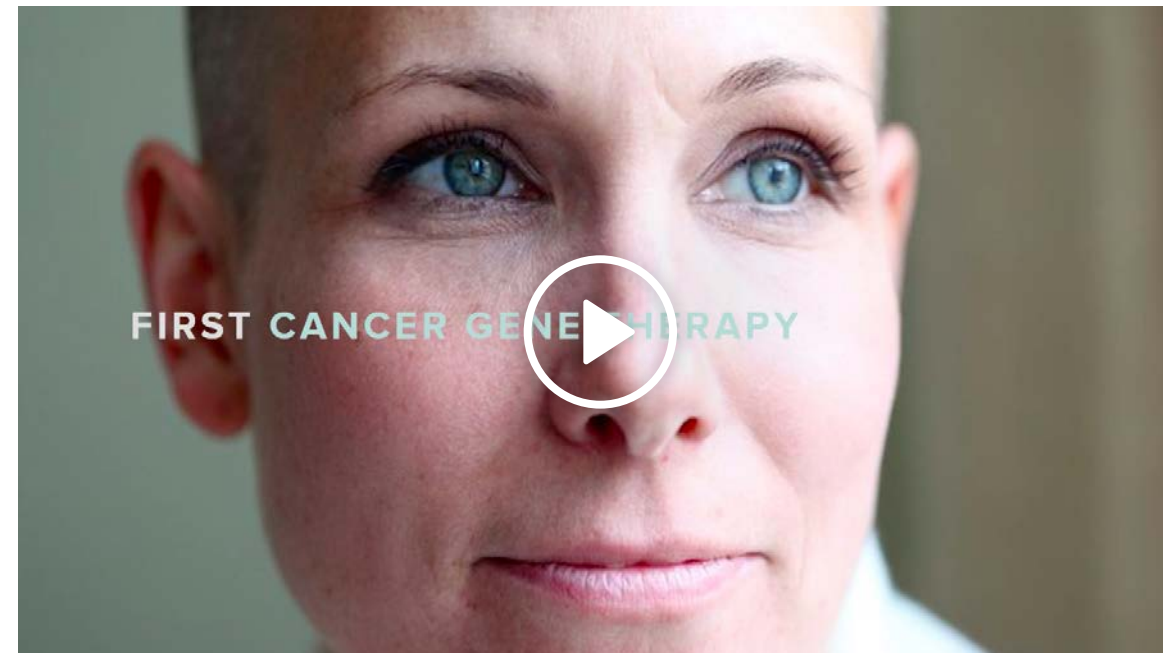


VIDEO

Video treatment should follow guideline tenets.

- Refer to photography guidelines to inform video look and feel, including lighting [visual style is real, natural, photo-journalistic].

<https://vimeo.com/295156838>



- Real, natural, photojournalist look

VIDEO

- When a video or part of a video features an expert discussing a topic on camera, he or she should be filmed in a natural setting with little or no Penn Medicine logo placement. If a logo is used, it should appear organically within the environment; for instance, on signage that is a natural part of the setting.

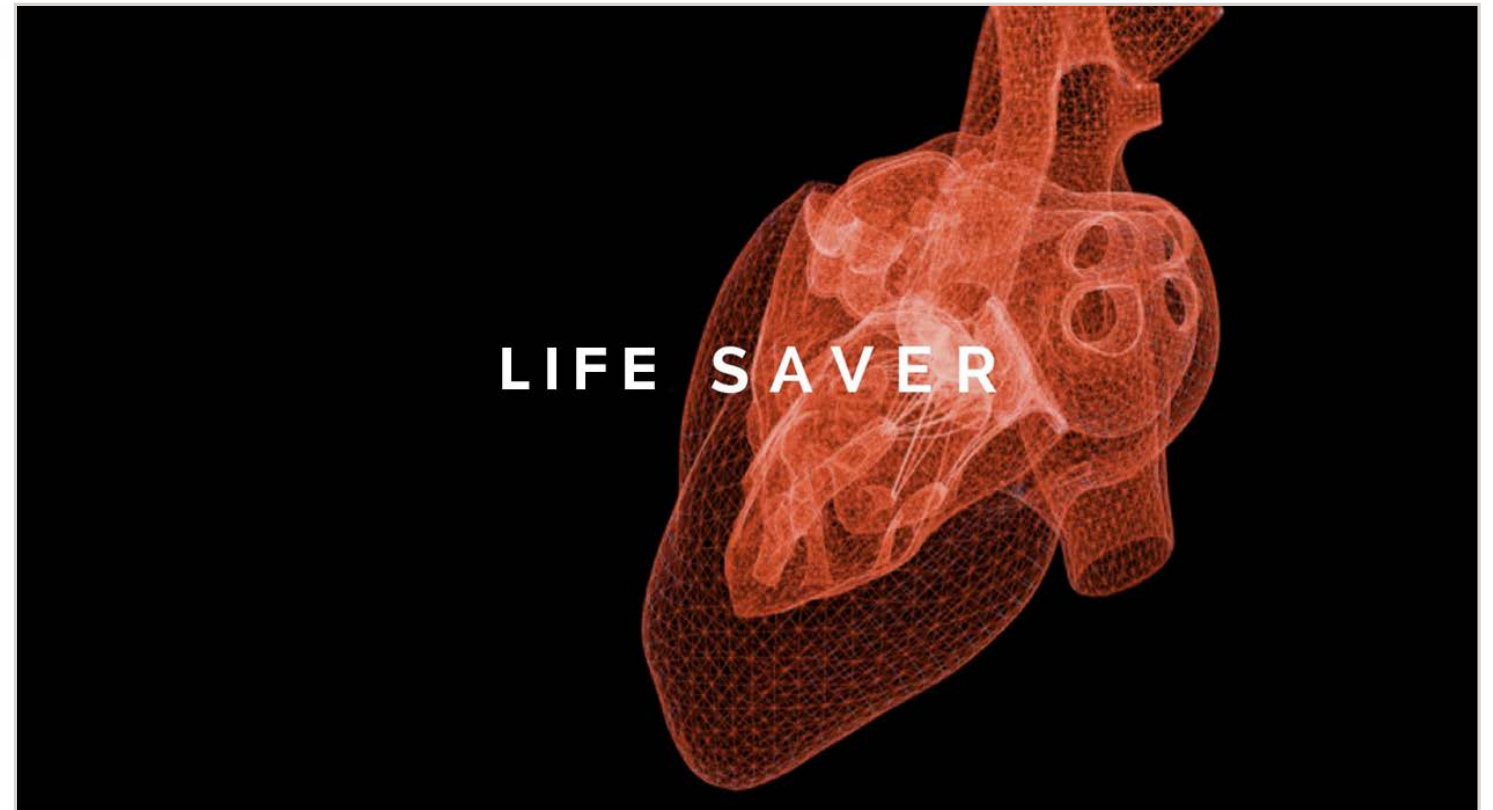


- Organically appearing logo
- Natural setting



VIDEO

- If using animation, the style should be high-tech and futuristic.
- Avoid icons.



● Use hi-tech animation



● Avoid Icons

VIDEO

Video on Web

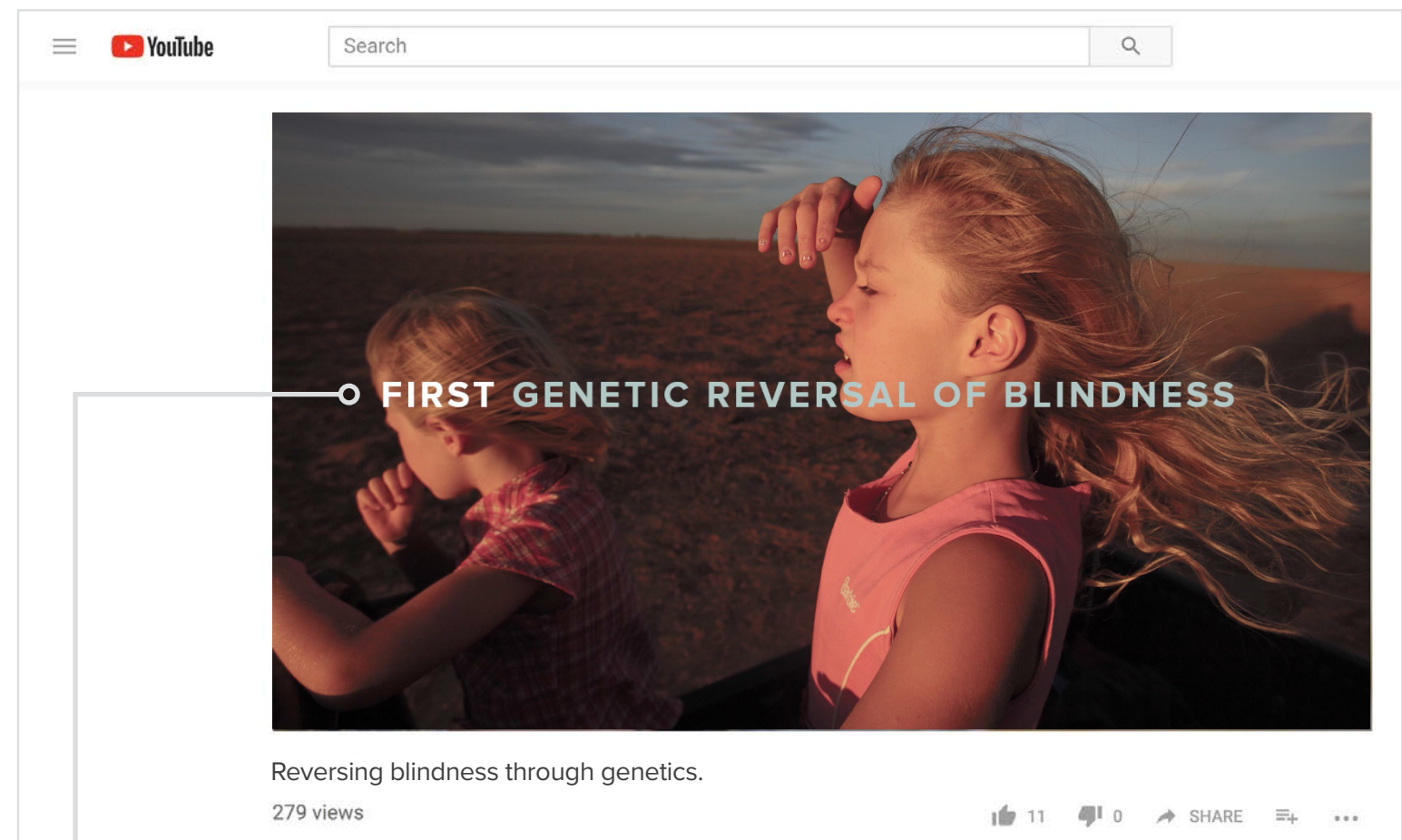
Sound may or may not be heard on web video, therefore the video should communicate without the benefit of sound. The “Firsts” :30 TV spot is a good example of how a Penn Medicine video communicates even without sound.

:30 Brand Anthem

<https://vimeo.com/295156838>

The following title/super specs are for content being finished in HD (1920 x 1080 at 72 dpi):

- Use Proxima Nova Bold in all caps and at a point-size of or close to 65.
- Tracking should be at or close to +100.
- Titles should be kept to a single line but can be positioned, within title safe, to work over stills or video.
- Letters should NOT have any drop shadow (background images or video should be color graded to help the visibility of headlines, and brand appropriate color can be applied to type to improve readability if necessary).
- Key words, such as “FIRST,” can be called out by making the font black or white (black and white key words can be used at a percentage to help with visibility).
- When titles appear in immediate succession, they should be aligned vertically.



Use supers on web videos to help tell the story.

Thank you.

APPENDIX

EDITORIAL GUIDELINES

Penn Medicine Editorial Guidelines are general in nature and, for the most part, cover subjects these guidelines do not. The following editorial sections needed to be revised to suit the Penn Medicine campaign voice. The first page is the revised content. The second page indicates the changes made.

Formatting Headlines

- Use single quotation marks when using quotation marks in a headline.
- Don't use periods in abbreviations or at the end of a headline.
- Use numerals for numbers greater than nine except in casual cases.
 - Example:** Use hundreds, not 100s
 - Example:** There were hundreds of doctors at the conference.
- Abbreviate millions or billions in headlines.
 - Example:** \$18.5M PRICE TAG ON LIFE

Capitalization

Never capitalize all the letters in a word within body copy. Avoid using all caps in body copy as much as possible. They are difficult to read. Readers skim over, rarely reading capped items.

- PENN is no longer used. Use "Penn Medicine."
- myPennMedicine is kept together and not initial caps.

Em Dash (—), En Dash (–) and Hyphen (-)

The em dash can take the place of a comma, parentheses or a colon and can also be judiciously used to create emphasis.

For example —

Most newspapers — and other publications that follow AP style — insert a space before and after the em dash.

The en dash is used to specify range, as in "May–September" and "pages 147–150." An en dash also connects a prefix to its object, as in "pre–World War II."

The hyphen joins words that have a combined meaning like "call-to-action" and joins compound adjectives like "four-year-old boy." A hyphen is also used to indicate the division of a word at the end of a line and to indicate an implied element, as in "short- and long-term."