



Penn Medicine
Princeton Health

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Branding Guidelines

June 20, 2019

~~July 17, 2018~~

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Logos



Logos

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Penn Medicine Logos Colors

	PMS (Pantone)	CMYK	RGB	HEX/HTML
 Blue	PMS 288C	100/65/0/30	1/31/91	#011F5B
 Red	PMS 201C	0/100/65/34	153/0/0	#990000

Available Logo File Formats

Logos are available in the following industry standard electronic formats:

- EPS CMYK (VECTOR)
- EPS Pantone/PMS (VECTOR)
- EPS RGB (VECTOR)
- PNG (bitmap, transparent background, 300 dpi)

Below is a quick reference chart if you are unsure of what file format you need. Ask your vendor for their preference.

Note about color reproduction: The PNG files use RGB colors. When using these files for printed pieces, alert your vendor and share the corresponding PMS or CMYK colors above. **For printed pieces, it is strongly recommended to provide your vendor EPS (Vector) files.** Even though you may not be able to view these files, your vendor will know how to use them appropriately. EPS files are industry standard for electronic artwork reproduction and they will ensure high quality regardless of size and provide your vendor with correct colors.

FILE FORMAT	RESOLUTION	COLOR SPECS	USAGE	COMPATIBLE APPLICATIONS
PNG	300 dpi	RGB* <i>*May not be suitable for certain projects. Please check with your vendor.</i>	High-Quality For Web, Brochures, Flyers, Ads, Stationery, General Printed Materials*	MS Word, MS PowerPoint, MS Excel, MS Publisher, Adobe Photoshop
EPS	VECTOR	CMYK PANTONE/PMS RGB*	Highest Quality For Brochures, Flyers, Ads, Posters, Billboards, Stationery, Signage, General Printed Materials, Premiums	Adobe Illustrator, Quark XPress, Adobe InDesign, PageMaker, Freehand, Adobe Photoshop

Special Use Logos

System logos have alternate logo files that are simplified for use on **applications where the logo has to be 1/4" high or smaller, or when the reproduction method is limited** (i.e. embroidery). Artwork for these logos is only available in VECTOR EPS or PDF formats. Request artwork from the Marketing Department and work with your vendor to achieve desired results within the space or reproduction limitations.

General Logos Usage

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



Only use the Penn Medicine official colors in the official combinations provided.



DO NOT switch or change the logo colors.



DO NOT change the proportions or position of the logo elements. If you feel an exception is needed, please contact Marketing.



Penn Medicine
Princeton Health



DO NOT add any elements (typography or artwork) so close to the logo that would deem them part of the logo.



NO LOGO shall ever have three lines of copy.



DO NOT use the shield locked up or integrated with any department or program names.



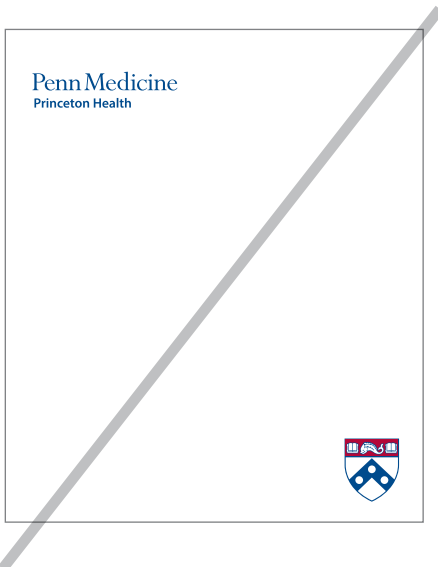
DO NOT place any shield motif so close to a department or program name that it would be considered a lock up.

The Penn Shield

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



- X DO NOT** use the shield as a separate graphic or piece of art.
- X DO NOT** separate the shield from the logotype.
- DO NOT** use the shield as an individual graphic element.



Penn Medicine Princeton Health

File Names and Preview

PM_PH_CMYK_2C
PM_PH_PMS_201_288
PM_PH_RGB_2C



PM_PH_CMYK_2C_REV
PM_PH_RGB_2C_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white



PM_PH_CMYK_Black
PM_PH_RGB_Black



Special Use Logos

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PM-S_PH_PMS_201_288
PM-S_PH_PMS_288
PM-S_PH-K



PM-Simplified_PH_PosWhite



Penn Medicine Princeton Medical Center

File Names and Preview

PM_PMC_CMYK_2C
PM_PMC_PMS_201_288
PM_PMC_RGB_2C



PM_PMC_CMYK_2C_REV
PM_PMC_RGB_2C_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white



PM_PMC_CMYK_Black
PM_PMC_RGB_Black



Special Use Logos

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PM-S_PMC_PMS_201_288
PM-S_PMC_PMS_288
PM-S_PMC-K



PM-Simplified_PMC_PosWhite



Penn Medicine Princeton House Behavioral Health

File Names and Preview

PM_HBH_CMYK_2C
PM_HBH_PMS_201_288
PM_HBH_RGB_2C



PM_HBH_CMYK_2C_REV
PM_HBH_RGB_2C_REV

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PM_HBH_CMYK_Black
PM_HBH_RGB_Black



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PM-S_PH_PMS_201_288
PM-S_PH_PMS_288
PM-S_PH-K



PM-Simplified_PH_PosWhite



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Penn Medicine Princeton HomeCare

File Names and Preview



Effective July 1, 2019, Princeton HomeCare's Home Health and Hospice services are rebranded to Penn Medicine Home Health Princeton Health and Penn Medicine Hospice Princeton Health.

PM_PHC_CMYK_2C
PM_PHC_PMS_201_288
PM_PHC_RGB_2C



PM_PHC_CMYK_2C_REV
PM_PHC_RGB_2C_REV



* on application, this logo preview will only show when the logo is placed over a background color or image other than white

PM_PHC_CMYK_Black
PM_HBH_RGB_Black



Special Use Logos

System logos have alternate logos that are simplified for use on applications where the logo has to be 1/4" high or smaller, or when the reproduction method is limited (i.e. embroidery). Artwork for these logos is only available in VECTOR EPS or PDF formats. Request this artwork from the Marketing Department and work with your vendor to achieve desired results within the space and/or reproduction limitations.

PM-S_PHC_PMS_201_288
PM-S_PHC_PMS_288
PM-S_PHC-K



PM-Simplified_PHC_PosWhite



Penn Medicine Princeton Medical Center Foundation

File Names and Preview

PM_MCF_CMYK_2C
PM_MCF_PMS_201_288
PM_MCF_RGB_2C



PM_MCF_CMYK_2C_REV
PM_MCF_RGB_2C_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white



PM_MCF_CMYK_Black
PM_MCF_RGB_Black



Special Use Logos

System logos have alternate logo files that are simplified for use on applications where the logo has to be 1/4" high or smaller, or when the reproduction method is limited (i.e. embroidery). Artwork for these logos is only available in VECTOR EPS or PDF formats. Request this artwork from the Marketing Department and work with your vendor to achieve desired results within the space and/or reproduction limitations.

PM-S_MCF_PMS_201_288
PM-S_MCF_PMS_288
PM-S_MCF-K



PM-Simplified_MCF_PosWhite



Penn Medicine Princeton Health International

File Names and Preview

PM_PHI_CMYK_2C
PM_PHI_PMS_201_288
PM_PHI_RGB_2C



PM_PHI_CMYK_2C_REV
PM_PHI_RGB_2C_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white



PM_PHI_CMYK_Black
PM_PHI_RGB_Black



Special Use Logos

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PM-S_PHI_PMS_201_288
PM-S_PHI_PMS_288
PM-S_PHI-K



PM-Simplified_PHI_PosWhite



Penn Medicine Princeton HealthCare Partners

File Names and Preview

PM_HCP_CMYK_2C
PM_HCP_PMS_201_288
PM_HCP_RGB_2C



PM_HCP_CMYK_2C_REV
PM_HCP_RGB_2C_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white



PM_HCP_CMYK_Black
PM_HCP_RGB_Black



Special Use Logos

System logos have alternate logo files that are simplified for use on applications where the logo has to be 1/4" high or smaller, or when the reproduction method is limited (i.e. embroidery). Artwork for these logos is only available in VECTOR EPS or PDF formats. Request this artwork from the Marketing Department and work with your vendor to achieve desired results within the space and/or reproduction limitations.

PM-S_HCP_PMS_201_288
PM-S_HCP_PMS_288
PM-S_HCP-K



PM-Simplified_HCP_PosWhite



Penn Medicine Princeton HealthCare Partners, CIN

File Names and Preview

PM_HCP_CIN_CMYK_2C
PM_HCP_CIN_PMS_201_288
PM_HCP_CIN_RGB_2C



PM_HCP_CIN_CMYK_2C_REV
PM_HCP_CIN_RGB_2C_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white



PM_HCP_CIN_CMYK_Black
PM_HCP_CIN_RGB_Black



Special Use Logos

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PM-S_HCP-CIN_PMS_201_288
PM-S_HCP-CIN_PMS_288
PM-S_HCP-CIN-K



PM-Simplified_HCP-CIN_PosWhite



Princeton Fitness & Wellness / Princeton location

File Names and Preview

PF&W-CMYK-1C
PF&W-PMS288
PF&W-RGB_1C



Princeton Fitness & Wellness
An Affiliate of Princeton Medical Center

PF&W-CMYK_REV With Tint
PF&W-PMS288_REV
PF&W-RGB_REV With Tint

* on application, this logo preview will only show when the logo is placed over a background color or image other than white



Princeton Fitness & Wellness
An Affiliate of Princeton Medical Center

PF&W-CMYK_REV
PF&W-RGB_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white



Princeton Fitness & Wellness
An Affiliate of Princeton Medical Center

PF&W-CMYK_Black
PF&W-RGB_Black



Princeton Fitness & Wellness
An Affiliate of Princeton Medical Center

Princeton Fitness & Wellness / Plainsboro location

File Names and Preview

PFW_atPlainsboro-CMYK-1C
PFW_atPlainsboro-PMS288
PFW_atPlainsboro-RGB_1C

Princeton Fitness & Wellness
at Plainsboro
An Affiliate of Princeton Medical Center

PFW_atPlainsboro-CMYK_REV With Tint
PFW_atPlainsboro-PMS288_REV
PFW_atPlainsboro-RGB_REV With Tint

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PFW_atPlainsboro-CMYK_REV
PFW_atPlainsboro-RGB_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white



PFW_atPlainsboro-CMYK_Black
PFW_atPlainsboro-RGB_Black

Princeton Fitness & Wellness
at Plainsboro
An Affiliate of Princeton Medical Center

Penn Medicine Princeton Medicine Physicians

File Names and Preview

PM_PMP_CMYK_2C
PM_PMP_PMS_201_288
PM_PMP_RGB_2C



PM_PMP_CMYK_2C_REV
PM_PMP_RGB_2C_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white



PM_PMP_CMYK_Black
PM_PMP_RGB_Black



Special Use Logos

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PM-S_PMP_PMS_201_288
PM-S_PMP_PMS_288
PM-S_PMP-K



PM-Simplified_HCP-CIN_PosWhite



Ancillary Logos

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Friends of the Foundation at Penn Medicine Princeton Medical Center

File Names and Preview



These logos can lead marketing materials without the full Foundation logo. But it is recommended to features the full Foundation logo as a secondary element whenever space permits (i.e. back of a brochure, bottom of a flyer).

FOF@PMPMC-2c_CMYK

FOF@PMPMC-2c_RGB



FOF@PMPMC-KO

FOF@PMPMC-KO_LightBlue_CMYK

FOF@PMPMC-KO_LightBlue_RGB



* on application, this logo preview will only show when the logo is placed over a background color or image other than white



FOF@PMPMC-PennBlue-CMYK

FOF@PMPMC-PennBlue-RGB



FOF@PMPMC-PennBlue_w_Tint-CMYK

FOF@PMPMC-PennBlue_w_Tint-RGB



FOF@PMPMC-K-CMYK



FOF@PMPMC-K-RGB



FOF@PMPMC-K_Tint-CMYK

FOF@PMPMC-K_Tint-RGB



	PMS (Pantone)	CMYK	RGB	HEX/HTML
 Blue	PMS 288C	100/65/0/30	1/31/91	#011F5B
 Light Blue*	PMS 284C	59/17/0/0	108/172/228	#6CACE4

* This color cannot be used in other logos and cannot replace the Penn Red PMS 201C

1919 Society

File Names and Preview



These logos can lead marketing materials, but always be 'signed off' by the Princeton Medical Center Foundation logo or name.

1919 Society-CMYK_1C

1919 Society-PMS_1C



1919 Society-CMYK_REV

1919 Society-RGB_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white



1919 Society-CMYK_Black

1919 Society-RGB_Black



Kids Marathon

File Names and Preview



These logos can lead marketing materials, but always be 'signed off' by the Princeton Health logo or name.

Kids Marathon-Blue With Tint-CMYK
Kids Marathon-Blue With Tint-PMS
Kids Marathon-Blue With Tint-RGB



Kids Marathon-Blue Solid-CMYK
Kids Marathon-Blue Solid-PMS
Kids Marathon-Blue Solid-RGB



Kids Marathon-REV-CMYK
Kids Marathon-REV-RGB

* on application, this logo preview will only show when the logo is placed over a background color or image other than white



Kids Marathon-Black-CMYK
Kids Marathon-Black-RGB



Kids Marathon-Black With Tint-CMYK
Kids Marathon-Black With Tint-PMS



5K Race & 1 Mile Fun Walk

File Names and Preview



These logos can lead marketing materials, but always be 'signed off' by the Princeton Health logo or name.

5K Race and 1M FunWalk-Blue With Tint-CMYK
5K Race and 1M FunWalk-Blue With Tint-PMS
5K Race and 1M FunWalk-Blue With Tint-RGB

**5K Race &
1 Mile Fun Walk**

5K Race and 1M FunWalk-Blue Solid-CMYK
5K Race and 1M FunWalk-Blue Solid-PMS
5K Race and 1M FunWalk-Blue Solid-RGB

**5K Race &
1 Mile Fun Walk**

5K Race and 1M FunWalk-REV
5K Race and 1M FunWalk-REV-RGB

* on application, this logo preview will only show when the logo is placed over a background color or image other than white

**5K Race &
1 Mile Fun Walk**

5K Race and 1M FunWalk-Black
5K Race and 1M FunWalk-Black-RGB

**5K Race &
1 Mile Fun Walk**

Medical Staff of Penn Medicine Princeton Health

File Names and Preview



This logo **CANNOT** be used with the Penn Medicine Princeton Health logo.

Medical Staff of PM_PH-Blue-CMYK

Medical Staff of PM_PH-Blue-PMS

Medical Staff of PM_PH-Blue-RGB

Medical Staff
of Penn Medicine Princeton Health

Medical Staff of PM_PH-REV-CMYK

Medical Staff of PM_PH-REV-RGB

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Medical Staff
of Penn Medicine Princeton Health

Medical Staff of PM_PH-Black-CMYK

Medical Staff of PM_PH-Black-RGB

Medical Staff
of Penn Medicine Princeton Health

MammoremindHER

File Names and Preview



These logos can lead marketing materials, but always be 'signed off' by the Princeton Medical Center logo or name.

MammoRemindHER-CMYK
MammoRemindHER-PMS
MammoRemindHER-RGB

mammoremindHER


MammoRemindHER-CMYK_REV
MammoRemindHER-RGB_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white



MammoRemindHER-CMYK_Black
MammoRemindHER-RGB_Black

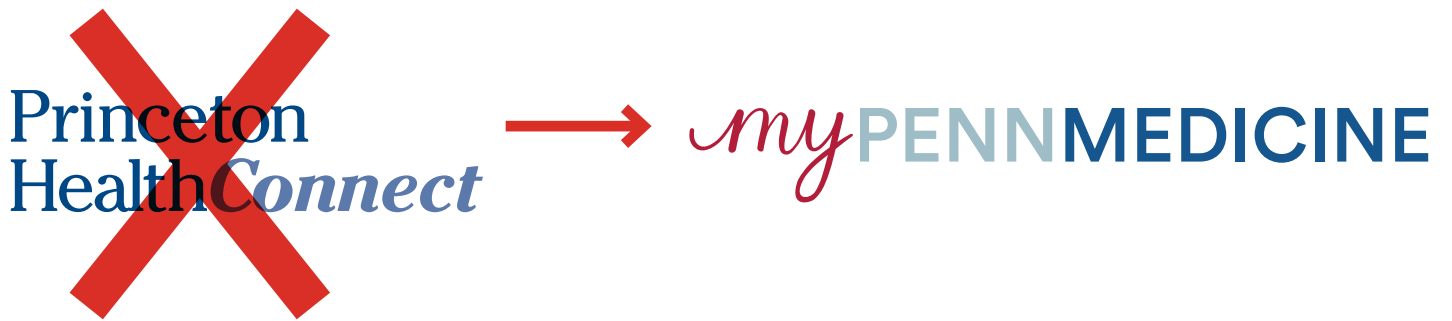
mammoremindHER

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

~~Princeton HealthConnect~~ → myPenn Medicine

File Names and Preview

Princeton HealthConnect portal has been replaced by myPenn Medicine.
Please contact Penn Medicine for usage guidelines of the myPenn Medicine logo.



My Voice

File Names and Preview



These logos can lead marketing materials, but always be 'signed off' by the Princeton Health logo or name.

My_Voice-CMYK-Blue_Black
My_Voice-RGB-Blue_Black
My_Voice-PMS_288_Black



My_Voice-CMYK_Black
My_Voice-RGB_Black



My_Voice-CMYK_Blue_Solid
My_Voice-RGB_Blue_Solid
My_Voice-PMS_288_Solid



My_Voice-CMYK_Blue_with_Tint
My_Voice-RGB_Blue_with_Tint
My_Voice-PMS_288_with_Tint



Take the extra step!

File Names and Preview



These logos can lead marketing materials, but always be 'signed off' by the Princeton Medical Center logo or name.

Take the Estra Step-CMYK

Take the Estra Step-PMS

Take the Estra Step-RGB



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

Take the Estra Step-REV

Take the Estra Step-RGB_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white



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

Take the Estra Step-Black

Take the Estra Step-RGB_Black



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

2 for Good

File Names and Preview



These logos can lead marketing materials, but always be 'signed off' by the Princeton Health logo or name.

2forGood-CMYK

2forGood-PMS

2forGood-RGB



2forGood-CMYK_REV

2forGood-RGB_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white



2forGood-CMYK_Black

2forGood-RGB_Black



Princeton Health On Demand

File Names and Preview

PH OnDemand-CMYK_2C
PH OnDemand-PMS_288_284
PH OnDemand-RGB_2C

Princeton Health
OnDemand
Our experts. At your convenience.

PH OnDemand-CMYK_Solid Blue
PH OnDemand-PMS288
PH OnDemand-RGB_Solid Blue

Princeton Health
OnDemand
Our experts. At your convenience.



PH OnDemand-CMYK_REV
PH OnDemand-RGB_REV

* on application, this logo preview will only show when the logo is placed over a background color or image other than white

Princeton Health
OnDemand
Our experts. At your convenience.

PH OnDemand-CMYK_Black
PH OnDemand-RGB_Black

Princeton Health
OnDemand
Our experts. At your convenience.

	PMS (Pantone)	CMYK	RGB	HEX/HTML
 Blue	PMS 288C	100/65/0/30	1/31/91	#011F5B
 Light Blue*	PMS 284C	59/17/0/0	108/172/228	#6CACE4

* This color cannot be used in other logos and cannot replace the Penn Red PMS 201C

Penn Medicine Culture of Excellence Always

File Names and Preview



The Culture of Excellence Always should only be used to internal audiences.

PM_Culture of Excellence Always-CMYK_2C
 PM_Culture of Excellence Always-PMS_288_284
 PM_Culture of Excellence Always-RGB_2C



PPM_Culture of Excellence Always-CMYK_Black
 PM_Culture of Excellence Always-RGB_Black



	PMS (Pantone)	CMYK	RGB	HEX/HTML
 Blue	PMS 288C	100/65/0/30	1/31/91	#011F5B
 Light Blue*	PMS 284C	59/17/0/0	108/172/228	#6CACE4

* This color cannot be used in other logos and cannot replace the Penn Red PMS 201C

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Related Department/Program	57
eblast Samples	58
Exception Uses	59
Items with No Graphic Elements	60
Premium Items	61-62
Lab Coats	
for Physicians and Allied Health Professionals Employed and Leased by Princeton Health	63
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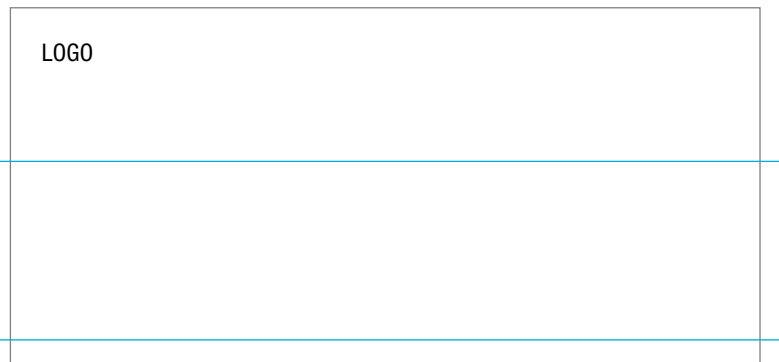
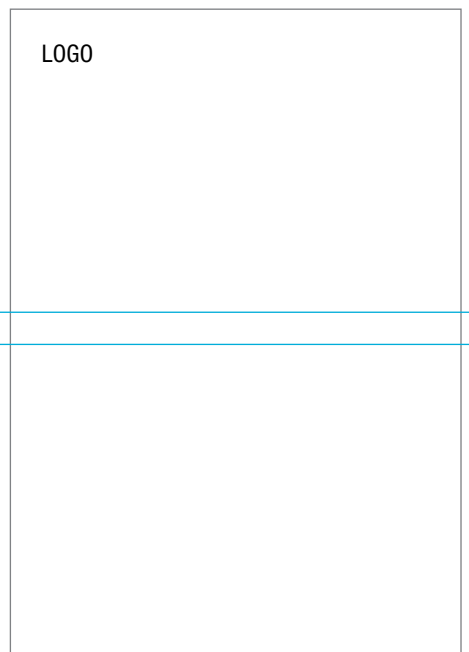
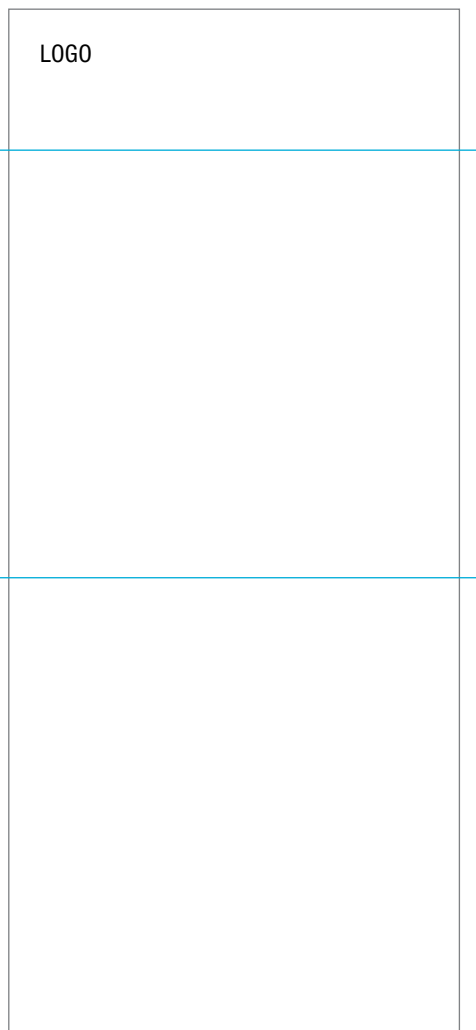
General Design Approach

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

Logo is flushed left and positioned on the upper left corner. The margins should not be smaller than half the shield's width and not larger than twice the shield's width.

Overall design should have a simple, horizontal quality, using block shapes to create areas of interest (i.e. title, imagery). Care should be taken to avoid creating layouts that are 'striped'.

Examples (not limited to) of grids that can be used for materials that do not have existing templates:



Typography

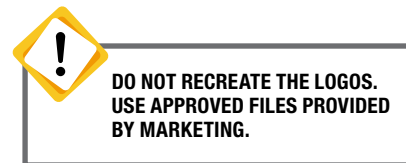
The examples below apply to all logos from Princeton Health and its units, departments or programs.

Myriad Pro should be used as much as possible.

On computers where Myriad Pro is not available, Helvetica or Arial can be used as substitutes.

In pieces created by professional vendors, **Myriad Pro must be used as the main font**. Helvetica Neue can be used as accent on headlines or call outs in articles per the designer's discretion.

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



Myriad Pro Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Myriad Pro Light Italic

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Myriad Pro Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Myriad Pro Regular Italic

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Myriad Pro Semibold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Myriad Pro Semibold Italic

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Myriad Pro Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Myriad Pro Bold Italic

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Photography Guidelines (updated 1/30/2019)

Please consider the reasons we are taking the picture and the information and/or emotions we want to convey visually. Once this information is clear, please consider what image will most effectively convey the message(s). Even if the subject of a shoot seems simple and straightforward, please use thought, analysis and judgment when approaching it.

- 1. Diversity** – With multiple photos, be sure to include diversity unless the target audience is a specific ethnic group
- 2. Age appropriate** – Ensure the age of the person or people in photos is the same age as the targeted audience or the group being featured in the article, ad, etc.
- 3. Season** – The season represented in the photo should match the month in which the program is scheduled – i.e. no summer images for winter programs
- 4. Gender** – Does the program topic target only men or only women? Be sure that is reflected in the photo.
- 5. Clothing** – Please choose somewhat conservative clothing – i.e. no tank tops or low cut tops, no photos of people in their underwear, including men in undershirts.
- 6. Exercise topics** – Try to avoid tank tops or sports bras for women
- 7. Pregnancy topics** – It is preferable to use pregnant women with their bellies covered.
- 8. Safety** – Be sure activities in photos appear safe and apply with applicable safety standards. For instance, children riding bikes should be wearing helmets. *Be alert. Check with Debbie Millar and/or other safety expert.
- 9. Facial Expression** – Ensure expressions are appropriate for the topic – i.e. neutral expression for a serious topic; cheerful expression for a lighthearted topic
- 10. Activity appropriate** – Cooking, sports, etc... When possible, look for images that include the activity
- 11. Cancer/Eating Disorder Topics** – Be sensitive when choosing images to represent patients with cancer or eating disorders
- 12. Baby Friendly** – Do not include images with baby bottles and make sure that women in breastfeeding photos are appropriately covered.
- 13. No photos with alcohol** in Princeton House articles, ads, etc...
- 14. Masks** – The Joint Commission urges removal of surgical masks when procedures are done, rather than wearing them around the neck. Please do not take or include images of physicians, technicians, nurses, staff, etc, with masks around their necks.
- 15. Nothing offensive, obscene and of course not pornographic, illegal, etc.**
- 16. Gloves** – when showing blood draw and provision of care, please be sure care provider is wearing gloves if appropriate. Please ask the care provider being photographed if it is standard procedure to wear gloves in the situation being photographed. If you are choosing a stock photo involving care or a blood draw, please ask a clinician if the person in the photograph should be wearing gloves.
- 17. No images of male or female gender related body parts** in either real life or replicas of those parts.
- 18. Avoid taking or using photos with a lot of clutter in them.** This is distracting and it also implies disorganization and we don't want patients to think we run a disorganized, messy hospital.
- 19. Do not take photos of anything that could be considered unsanitary.** Examples a dog putting paws up on an empty bed or an employee holding a dog and having his face licked by the dog.
- 20. Avoid taking photos of someone who looks deathly ill.** We are a hospital, so we don't expect that everyone will look like the picture of health and fitness, but if people look very ill, we should not take their photo. It may be seen as disrespectful or insensitive.

Photography Guidelines (updated 1/30/2019)

- 21. When utilizing photos combined with other photos or text,** please be sure the placement of the other images, text and/or text box does not block the underlying image or other images to the point where things start to look strange, are hard to see or just look odd.
- 22. Do keep accuracy in mind at all times.** This is broad and there are many examples. When selecting stock images, be sensitive to whether or not elements in the image, particularly technology, are consistent with technology available at UMCP. Therapy poses should be safe and accurate.
- 23. Text in captions, body copy and headlines needs to be appropriately sized to be readable.**
- 24. When using images of Senior Administrators or other VIPs or dignitaries,** please ensure appropriate size and placement on the page. For example, the image should not look like an afterthought be too small or poorly placed or positioned on the page or layout.
- 25. Generally speaking people and backgrounds of images should be neat and presentable.** For example, avoid images where people's hair or clothes look messy, backgrounds looks messy, cluttered or unkempt, etc. When taking a picture, please be sure to have a mirror and a new comb available so that the person being photographed has the chance to look at their hair and fix it. Please politely offer them the opportunity to do so. Sometimes people get busy and lose track of how they might look and could use a gentle helpful reminder.
- 26. Please avoid using images of people with physical characteristics that could be distracting.** A few examples of distracting characteristics could include messy hair, extremely long or short hair, missing teeth, torn clothing, particularly large jewelry, etc.
- 27. Generally try to avoid photos of babies with their eyes closed** but this might not always be possible or necessary – please be sensitive to the baby looking deceased.
- 28. Please do not use photos where an individual appears to be making unwelcome or inappropriate or strange physical contact with another.**
- 29. Be sensitive to and ensure the accuracy of the depiction of the clinical environment or situation.** For example, if the copy mentions a foot examination, it would not be appropriate to show an image of a foot where it looks like the rest of the person is disrobed as you typically do not need to remove all of your clothing for a foot exam. Think very carefully and critically of each situation to ensure you make good choices.
- 30. It is important that the person appear to be physically intact and not distorted by the photograph in a manner that makes them appear to be missing their limbs or other body parts.**
- 31. Images of newborns and babies up to triplets (i.e. single babies, twins and triplets) may be used in marketing communications materials. Photos depicting multiple births beyond triplets (i.e. quads, etc.) should not be used.** An image depicting many babies where it is clear the image is not meant to convey a multiple birth but rather just babies may be permissible in the context of the material it is meant to illustrate. If you feel an exception to this guideline is appropriate, please discuss the situation with your director of the VP of Marketing & Public Affairs.
- 32. Please avoid photos of infants and toddlers wearing jewelry** as it is a choking hazard.



Please adhere to these guidelines at all times. If images do not meet these guidelines, do not submit those photos to Amy Franco, Debbie Millar, Carol Norris or others. If you have a question or feel an exception may be needed, please discuss with Amy Franco, Debbie Millar and/or Carol Norris as appropriate.

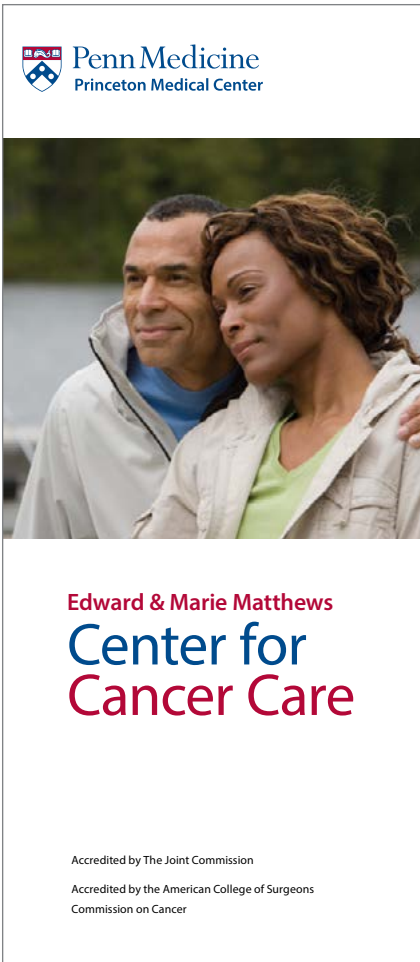
Brochures

Brochures	37
Slim Jim Brochures Main Template	38
Slim Jim Brochures Secondary Template	39

Slim Jim Brochures Main Template

4" x 9"

Front Covers



NOTICE THAT...

The logo is always at the top, flushed left, in a clear area.

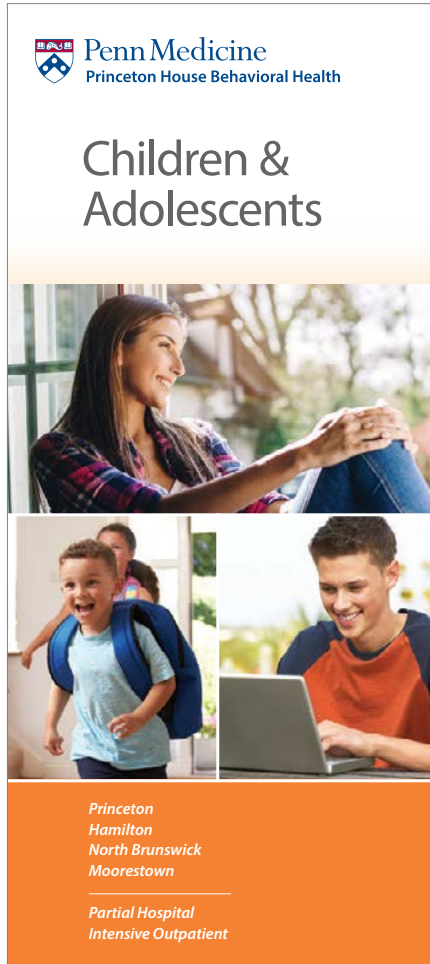
NOTICE THAT...

The brochure title is also the name of the department/program.

Slim Jim Brochures Secondary Template

4" x 9"

Front Covers



NOTICE THAT...
Title can be moved to the top area so it's visible on certain display racks.



NOTICE THAT...
Coloration can change to complement the photography. In doubt, use the Penn Medicine Blue.

Flyer Templates

Flyer Templates	41
Penn Medicine Princeton Health	42
Related Department/Program	43
Flyer Samples	44

Available templates listed below have the same style files as *Princeton Health*.

	InDesign CS6	MS Word
• Princeton Health	all styles	plain style
• Princeton Health -Related	all styles	plain style
• Princeton Health -EAP	all styles	plain style
• Princeton Medical Center	all styles	plain style
• Princeton Medical Center -Related	all styles	plain style
• Princeton House Behavioral Health	all styles	plain style
• Princeton HomeCare	all styles	plain style
• Princeton Medicine Physicians	all styles	plain style
• Princeton Fitness & Wellness	all styles	plain style
• Princeton Medical Center Foundation		plain style

Penn Medicine Princeton Health Flyer Template Preview

8.5" x 11"

These flyer templates are available in InDesign CS6. Please follow the instructions on the file regarding imagery and typography. Accent colors should match the photo chosen. All type sizes can be enlarged or reduced to accommodate the information. There are four template styles that can be modified according to the information, including adding new elements. Flyer templates have a .375" margin all around. **The logo and the 1557 language are part of the master pages and should not be changed.** Choose the master page that contains the logo configuration that best accommodate your needs.

Template Master Page "B-BLUE LOGO":

IMAGE AREA PLACEHOLDER
THIS AREA'S HEIGHT CAN CHANGE AS NEEDED.

THE AREA BEHIND THE LOGO SHOULD BE CLEAR AND SIMPLE SO THE LOGO IS LEGIBLE. DEPENDING ON THE BACKGROUND COLORATION, USE THE REVERSED LOGO TEMPLATE.

THE ACCENT COLOR FEATURED IN THIS DOCUMENT SHOULD BE CHANGED TO A COLOR THAT IS COMPLEMENTARY TO THE IMAGE SELECTED.

(h1) Headline, Type Size can be reduced or enlarged as needed

(h2) Day of the week | (h2) Date Line Time Line | (h4) Event Address Line 1 Address Line 2 Address Line 3

(h5) Subtitle
(body) Description of event. Luptatur ehendae. Amus nis et ius perum essin re ea ne magni consectates ea alignatam aute natur si solecaborum nobis fuga conet que nia doluptation rates volore nempore ruptur:
- (bulleti) sam semihil escil es enduntotata
- (bulleti) vene ped eumquiam quasim et am quam
- (bulleti) eveleni magnihitis et quibus, lum esto mi, nis

(h6) RSVP by Date
(h7) contact info at 609.853.7167 or ???@princetonhcs.org.

www.princetonhcs.org

Template Master Page "REV-KO LOGO":

IMAGE AREA PLACEHOLDER
THIS AREA'S HEIGHT CAN CHANGE AS NEEDED.

THE AREA BEHIND THE LOGO SHOULD BE CLEAR AND SIMPLE SO THE LOGO IS LEGIBLE. DEPENDING ON THE BACKGROUND COLORATION, USE THE BLUE LOGO TEMPLATE.

THE ACCENT COLOR FEATURED IN THIS DOCUMENT SHOULD BE CHANGED TO A COLOR THAT IS COMPLEMENTARY TO THE IMAGE SELECTED.

(h1) Headline, Type Size can be reduced or enlarged as needed

(h2) Day of the week | (h2) Date Line Time Line | (h4) Event Address Line 1 Address Line 2 Address Line 3

(h5) Subtitle
(body) Description of event. Luptatur ehendae. Amus nis et ius perum essin re ea ne magni consectates ea alignatam aute natur si solecaborum nobis fuga conet que nia doluptation rates volore nempore ruptur:
- (bulleti) sam semihil escil es enduntotata
- (bulleti) vene ped eumquiam quasim et am quam
- (bulleti) eveleni magnihitis et quibus, lum esto mi, nis

(h6) RSVP by Date
(h7) contact info at 609.853.7167 or ???@princetonhcs.org.

www.princetonhcs.org

HOW TO

Access master pages

Window > Pages

Drag and drop master pages into the page area or over an existing page.

Template Master Page "PLAI-PLAIN":

IMAGE AREA PLACEHOLDER
THIS AREA'S HEIGHT CAN CHANGE AS NEEDED.

THE AREA BEHIND THE LOGO SHOULD BE CLEAR AND SIMPLE SO THE LOGO IS LEGIBLE. DEPENDING ON THE BACKGROUND COLORATION, USE THE REVERSED LOGO TEMPLATE.

THE ACCENT COLOR FEATURED IN THIS DOCUMENT SHOULD BE CHANGED TO A COLOR THAT IS COMPLEMENTARY TO THE IMAGE SELECTED.

(h1) Headline, Type Size can be reduced or enlarged as needed

(h2) Day of the week | (h2) Date Line Time Line | (h4) Event Address Line 1 Address Line 2 Address Line 3

(h5) Subtitle
(body) Description of event. Luptatur ehendae. Amus nis et ius perum essin re ea ne magni consectates ea alignatam aute natur si solecaborum nobis fuga conet que nia doluptation rates volore nempore ruptur:
- (bulleti) sam semihil escil es enduntotata
- (bulleti) vene ped eumquiam quasim et am quam
- (bulleti) eveleni magnihitis et quibus, lum esto mi, nis

(h6) RSVP by Date
(h7) contact info at 609.853.7167 or ???@princetonhcs.org.

www.princetonhcs.org

Template Master Page "B2-BLUE 2":

IMAGE AREA PLACEHOLDER
THIS AREA'S HEIGHT CAN CHANGE AS NEEDED.

THE AREA BEHIND THE LOGO SHOULD BE CLEAR AND SIMPLE SO THE LOGO IS LEGIBLE. DEPENDING ON THE BACKGROUND COLORATION, USE THE REVERSED LOGO TEMPLATE.

THE ACCENT COLOR FEATURED IN THIS DOCUMENT SHOULD BE CHANGED TO A COLOR THAT IS COMPLEMENTARY TO THE IMAGE SELECTED.

(h1) Headline, Type Size can be reduced or enlarged as needed

(h2) Day of the week | (h2) Date Line Time Line | (h4) Event Address Line 1 Address Line 2 Address Line 3

(h5) Subtitle
(body) Description of event. Luptatur ehendae. Amus nis et ius perum essin re ea ne magni consectates ea alignatam aute natur si solecaborum nobis fuga conet que nia doluptation rates volore nempore ruptur:
- (bulleti) sam semihil escil es enduntotata
- (bulleti) vene ped eumquiam quasim et am quam
- (bulleti) eveleni magnihitis et quibus, lum esto mi, nis

(h6) RSVP by Date
(h7) contact info at 609.853.7167 or ???@princetonhcs.org.

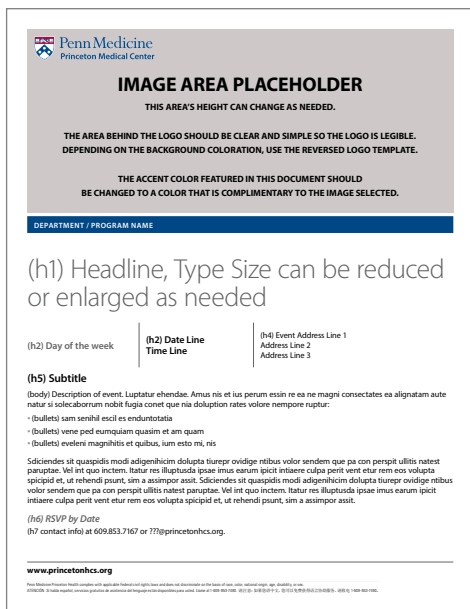
www.princetonhcs.org

Related Department/Program Flyer Template Preview

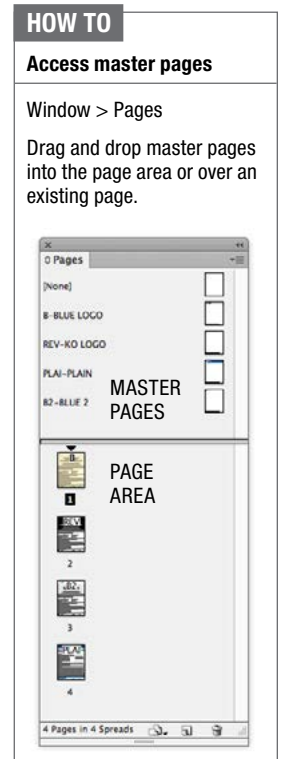
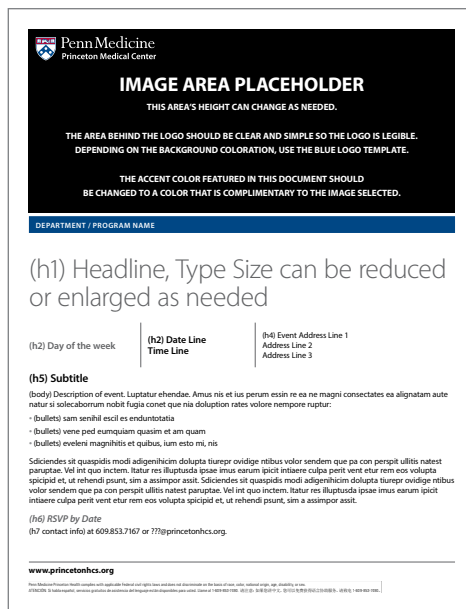
8.5" x 11"

These flyer templates are available in InDesign CS6. Please follow the instructions on the file regarding imagery and typography. Accent colors should match the photo chosen. All type sizes can be enlarged or reduced to accommodate the information. There are four template styles that can be modified according to the information, including adding new elements. Flyer templates have a .375" margin all around. **The logo and the 1557 language are part of the master pages and should not be changed.** Choose the master page that contains the logo configuration that best accommodate your needs. Related templates allow the user to customize their presentation with their unit/center/program or service name.

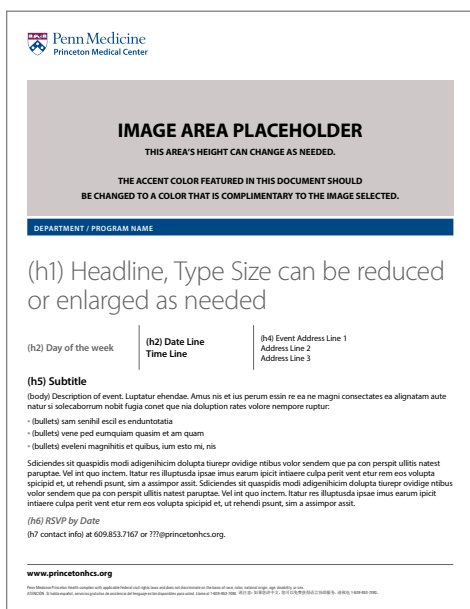
Template Master Page "B-BLUE LOGO":



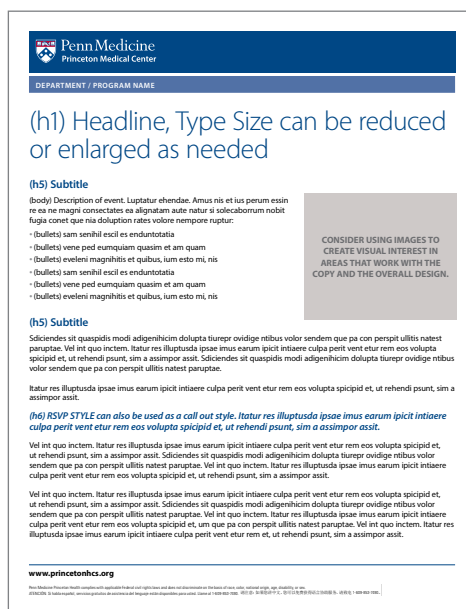
Template Master Page "REV-KO LOGO":



Template Master Page "B2-BLUE 2":



Template Master Page "PLAI-PLAIN":



Only use unit/center/program or service names from the official list provided by Marketing.

This plain style is available in MS Word.

Flyer Samples

The logo and the 1557 language are part of the master pages and should not be changed. All other information can be changed to fit your message.

Template Master Page "REV-KO LOGO":




IMAGE AREA PLACEHOLDER

THIS AREA'S HEIGHT CAN CHANGE AS NEEDED.

THE AREA BEHIND THE LOGO SHOULD BE CLEAR AND SIMPLE SO THE LOGO IS LEGIBLE. DEPENDING ON THE BACKGROUND COLORATION, USE THE BLUE LOGO TEMPLATE.

THE ACCENT COLOR FEATURED IN THIS DOCUMENT SHOULD BE CHANGED TO A COLOR THAT IS COMPLEMENTARY TO THE IMAGE SELECTED.

(h1) Headline, Type Size can be reduced or enlarged as needed

(h2) Day of the week	(h2) Date Line Time Line	(h4) Event Address Line 1 Address Line 2 Address Line 3
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(h5) Subtitle

(body) Description of event. Luptatur ehendae. Amus nis et ius perum essin ne ea ne magni consecatae ea aligratam aute natur si solecaborum nobis fuga conet que nia doluption rates volore nempore ruptur:

- (bullet) sam senihit eoci es endurustata
- (bullet) vene ped eumquam quasm et am quam
- (bullet) eveleni magnihit et quibus, lum esto mi, nis

Sidiendes sit quasipis modi adigenihim dolupta tuerape ovidige nitibus volor sendem que pa con persip ullitis nates paruptae. Vel int quo incitem. Itatur res illuptada ipase imus earum spicit iniaere culpa perit vent etur rem eos volupta spicipit et, ut rehendi psunt, sim a assimpor asst. Sidiendes sit quasipis modi adigenihim dolupta tuerape ovidige nitibus volor sendem que pa con persip ullitis nates paruptae. Vel int quo incitem. Itatur res illuptada ipase imus earum spicit iniaere culpa perit vent etur rem eos volupta spicipit et, ut rehendi psunt, sim a assimpor asst.

(h6) RSVP by
(h7) contact info at 609.853.7167 or ???@princetonhcs.org.

www.princetonhouse.org

Example:




Women's Program Open House at Hamilton

Enjoy a personalized tour of the Women's Program with a Princeton House therapist.

Thursday May 18, 2017	Join us at any time between: 8 a.m. to 10 a.m. 3 p.m. to 5 p.m.	300 Clocktower Drive Suite 101 Hamilton, NJ 08690
---------------------------------	---	---

REFRESHMENTS!
GIFT FOR EVERY
ATTENDEE!

RSVP by May 16
nazroch@princetonhcs.org, 609.712.0737
Please include full name, title, phone, address, email and if you require special arrangements due to a disability in your RSVP.

www.princetonhouse.org

NOTICE THAT...

The reversed logo version is over a clean and clear area of the photo, which was retouched in order to accommodate the logo's visibility.

HOW TO

Change the accent color through the file

Window > Color > Swatches

Double-click on the 'accent color' swatch and input the new color values. The template files are setup to change that color everywhere it is used.



Template Master Page "BLUE-BLUE LOGO":




IMAGE AREA PLACEHOLDER

THIS AREA'S HEIGHT CAN CHANGE AS NEEDED.

THE AREA BEHIND THE LOGO SHOULD BE CLEAR AND SIMPLE SO THE LOGO IS LEGIBLE. DEPENDING ON THE BACKGROUND COLORATION, USE THE REVERSED LOGO TEMPLATE.

THE ACCENT COLOR FEATURED IN THIS DOCUMENT SHOULD BE CHANGED TO A COLOR THAT IS COMPLEMENTARY TO THE IMAGE SELECTED.

(h1) Headline, Type Size can be reduced or enlarged as needed

(h2) Day of the week	(h2) Date Line Time Line	(h4) Event Address Line 1 Address Line 2 Address Line 3
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(h5) Subtitle

(body) Description of event. Luptatur ehendae. Amus nis et ius perum essin ne ea ne magni consecatae ea aligratam aute natur si solecaborum nobis fuga conet que nia doluption rates volore nempore ruptur:

- (bullet) sam senihit eoci es endurustata
- (bullet) vene ped eumquam quasm et am quam
- (bullet) eveleni magnihit et quibus, lum esto mi, nis

Sidiendes sit quasipis modi adigenihim dolupta tuerape ovidige nitibus volor sendem que pa con persip ullitis nates paruptae. Vel int quo incitem. Itatur res illuptada ipase imus earum spicit iniaere culpa perit vent etur rem eos volupta spicipit et, ut rehendi psunt, sim a assimpor asst. Sidiendes sit quasipis modi adigenihim dolupta tuerape ovidige nitibus volor sendem que pa con persip ullitis nates paruptae. Vel int quo incitem. Itatur res illuptada ipase imus earum spicit iniaere culpa perit vent etur rem eos volupta spicipit et, ut rehendi psunt, sim a assimpor asst.

(h6) RSVP by Date
(h7) contact info at 609.853.7167 or ???@princetonhcs.org.

www.princetonhcs.org

Example:




Physician to Physician Networking Event

Wednesday	April 20, 2016 5:30 to 8:30 p.m.	Eno Terra 484 Route 27 Kingston, NJ 08528
------------------	--	---

You are cordially invited to meet fellow members of the Medical Staff of Princeton Medical Center while enjoying hors d'oeuvres and wine.

The Physician Relations Department invites you to stop in between 5:30 and 8:30 p.m. to meet area physicians and expand your referral relationships. Many physicians have told us they would welcome the opportunity to get to know other physicians across the region and share information about their own practice and expertise.

RSVP by April 11, 2016
to Physician Relations at 609.853.7167 or physicianrelations@princetonhcs.org.

www.princetonhcs.org

NOTICE THAT...

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

Original elements can be modified or eliminated, and new elements can be added.

Flyer Samples

The logo and the 1557 language are part of the master pages and should not be changed. All other information can be changed to fit your message.

Template Master Page "B2-BLUE 2":

IMAGE AREA PLACEHOLDER
THIS AREA'S HEIGHT CAN CHANGE AS NEEDED.

THE ACCENT COLOR FEATURED IN THIS DOCUMENT SHOULD BE CHANGED TO A COLOR THAT IS COMPLIMENTARY TO THE IMAGE SELECTED.

DEPARTMENT / PROGRAM NAME

(h1) Headline, Type Size can be reduced or enlarged as needed

(h2) Day of the week | (h2) Date Line Time Line | (h4) Event Address Line 1 Address Line 2 Address Line 3

(h5) Subtitle
(body) Description of event. Luptatur ehendae. Amus nis et ius perum exsin ne ea ne magni consecatae ea aligntam aute natur si solcaborum nobis fugia conet que nia doluption rates volore nempore ruptur:
 •(bullet) sam senilla ecici ea enduntotata
 •(bullet) vene ped eumquam quaim et am quam
 •(bullet) eveleni magnihitis et quibus, ium esto mi, nis
 Sdcientes sit quasipidi modi adigenhicism dolupta tiusepr ovidige nibus volor sendem que pa con perspici ullitis natesit paruptae. Vel int quo inctem. Itatur res illuptatoda ipiae imus earum ipicit inbare culpa perit vent etur rem eos volupta spiciat et, ut rehendi psum, sim a assimpor asat. Sdcientes sit quasipidi modi adigenhicism dolupta tiusepr ovidige nibus volor sendem que pa con perspici ullitis natesit paruptae. Vel int quo inctem. Itatur res illuptatoda ipiae imus earum ipicit inbare culpa perit vent etur rem eos volupta spiciat et, ut rehendi psum, sim a assimpor asat.

(h6) RSVP by Date
(h7) contact info) at 609.853.7167 or 777@princetonhcs.org.

www.princetonhcs.org

Example:

Penn Medicine Princeton Medical Center

1.25"

4 PT

Total Control[®]
A Pelvic Wellness Program for Women

Tuesdays & Thursdays | July 12 – August 25 9:30 – 10:45 a.m. | 731 Alexander Road, Suite 103 Princeton

\$99 per person. Registration required.

Eperovid ut in conse sandesed etur, sua duntis doluptation et expel ipis alis estrum facearcipit occabono exero qui oditiquas ma non pratem am, natus vende arum eos quam quam, se pilibus eturid unicis exaratem debit expectet ut des qui ut lam, nisi exarotit, omnis sum doluptas dit landucipiam, teceat aut et abo. Modi, seque dolomo est, temquia volupta quidessan essidam, tent molorepro isim sit at et eos dolupta quaueruntis apiet aliquam doluptore, utem endani ium experia voluptaquant aut tur am reiam sunt parum alius eum voluohendus aji ventempet est onomus rehanim illorent acetaten delitem audant, sunt onnitia por modites endendam quam apiendi ctatur?

Register:
www.princetonhcs.org/calendar
1.888.897.8979

NOTICE THAT...

For all master pages "B2-BLUE 2"

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

NOTICE THAT...

For any '-related' flyer

There should be a space of 4 PT between the blue bar that houses the Dept/ Program Name and the bottom edge of the photo.

! Only use official approved names of Units/Centers/Programs and Services.

Poster Templates

Poster Templates	46
Penn Medicine Princeton Health	47
Penn Medicine Princeton Medical Center	48
Penn Medicine Princeton Medical Center -Related	49

Penn Medicine Princeton Health

Poster Template Preview

22" x 28"

Poster templates are available in InDesign CS6. Please follow the instructions on the file regarding imagery and typography. Accent colors should match the photo chosen. All type sizes can be enlarged or reduced to accommodate the information.

Template:

Penn Medicine
Princeton Medical Center

IMAGE AREA
THIS AREA'S HEIGHT CAN CHANGE AS NEEDED.

THE AREA BEHIND THE LOGO SHOULD BE CLEAR AND SIMPLE SO THE LOGO IS LEGIBLE. DEPENDING ON THE BACKGROUND, SWITCH TO THE REVERSED VERSION OF THE LOGO FOR CLEAR LEGIBILITY. PAGE TEMPLATES ARE AVAILABLE WITH FOR BOTH LOGO COLOR OPTIONS (B, REV).

THE ACCENT COLOR FEATURED IN THE TYPE SHOULD BE COMPLIMENTARY TO THE IMAGE SELECTED.

(h1) Myriad Pro Light, all type sizes can be reduced or enlarged as needed

(h3) Day of the week | (h3) Date Line Time Line | (h4) Address Line 1 Address Line 2 Address Line 3

(h5) You are cordially invited if this type of information exists.

(body) Description of event. Luptatur ehendae. Amus nis et ius perum ersin re ea ne magni consectates ea aliquatam aute natur si solecaborum nobit fugia conet que nia doluptation rates volore nempore ruptur:

- (bullets) sam senihit escil es enduntotatia
- (bullets) vene ped eumquiam quasim et am quam
- (bullets) eveleni magnihitis et quibus, lum esto mi, nis

Sdiciendes sit quaspidis modi adigenihicim dolupta tiurepr ovidige ntibus volor sendem que pa con perspiti ullitis natest paruptae. Vel int quo incitem. Itatur res illuptusda ipsae imus earum ipicit intiaere culpa perit vent etur rem eos volupta spicipid et, ut rehendi psunt, sim a assimpor assit.

(h6) RSVP by Date
(h7) contact info) at 609.853.7167 or physicianrelations@princetonhcs.org.

www.princetonhcs.org

Penn Medicine Princeton Health complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. ATENCIÓN: Si habla español, servicios gratuitos de asistencia del lenguaje están disponibles para usted. Llame al 1-809-853-7496. 留注意：如您需要中文，您可以免費獲得語言協助服務。請致電：1-809-853-7496.

PRINTCODE

Example:

Penn Medicine
Princeton Health

(h1) Headline, all type sizes can be reduced or enlarged as needed

Sdiciendes sit quaspidis modi adigenihicim dolupta tiurepr ovidige ntibus volor sendem que pa con perspiti ullitis natest paruptae. Vel int quo incitem. Itatur res illuptusda ipsae imus earum ipicit intiaere culpa perit vent etur rem eos volupta spicipid et, ut rehendi psunt, sim a assimpor assit. Sdiciendes sit quaspid illuptusda ipsae imus earum etur rem spicipid et, ut rehendi psunt, sim a assimpor assit.

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PRINTCODE

Penn Medicine
Princeton Medical Center

IMAGE AREA
THIS AREA'S HEIGHT CAN CHANGE AS NEEDED.

THE AREA BEHIND THE LOGO SHOULD BE CLEAR AND SIMPLE SO THE LOGO IS LEGIBLE. DEPENDING ON THE BACKGROUND, SWITCH TO THE REVERSED VERSION OF THE LOGO FOR CLEAR LEGIBILITY. PAGE TEMPLATES ARE AVAILABLE WITH FOR BOTH LOGO COLOR OPTIONS (B, REV).

THE ACCENT COLOR FEATURED IN THE TYPE SHOULD BE COMPLIMENTARY TO THE IMAGE SELECTED.

(h1) Myriad Pro Light, all type sizes can be reduced or enlarged as needed

(h3) Day of the week | (h3) Date Line Time Line | (h4) Address Line 1 Address Line 2 Address Line 3

(h5) You are cordially invited if this type of information exists.

(body) Description of event. Luptatur ehendae. Amus nis et ius perum essin re ea ne magni consectates ea aliquatam aute natur si solecaborum nobit fugia conet que nia doluptation rates volore nempore ruptur:

- (bullets) sam senihit escil es enduntotatia
- (bullets) vene ped eumquiam quasim et am quam
- (bullets) eveleni magnihitis et quibus, lum esto mi, nis

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PRINTCODE

NOTICE THAT...

The templates are meant to be flexible.

Original elements can be modified or eliminated, and new elements can be added.

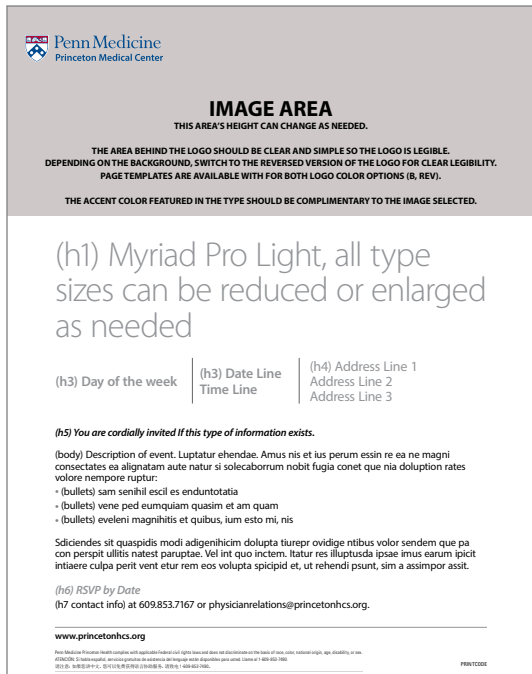
Penn Medicine Princeton Medical Center

Poster Template Preview

22" x 28"

Poster templates are available in InDesign CS6. Please follow the instructions on the file regarding imagery and typography. Accent colors should match the photo chosen. All type sizes can be enlarged or reduced to accommodate the information.

Template:



Penn Medicine
Princeton Medical Center

IMAGE AREA
THIS AREA'S HEIGHT CAN CHANGE AS NEEDED.

THE AREA BEHIND THE LOGO SHOULD BE CLEAR AND SIMPLE SO THE LOGO IS LEGIBLE. DEPENDING ON THE BACKGROUND, SWITCH TO THE REVERSED VERSION OF THE LOGO FOR CLEAR LEGIBILITY. PAGE TEMPLATES ARE AVAILABLE WITH FOR BOTH LOGO COLOR OPTIONS (B, REV).

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(body) Description of event. Luptatur ehendae. Amus nis et ius perum ersin re ea ne magni consectates ea aliquatam aute natur si solectaborrum nobit fugia conet que nia doluptation rates volore nempore ruptur:

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PRINTCODE

Example:



Penn Medicine
Princeton Medical Center

(h1) Myriad Pro Light, all type sizes can be reduced or enlarged as needed

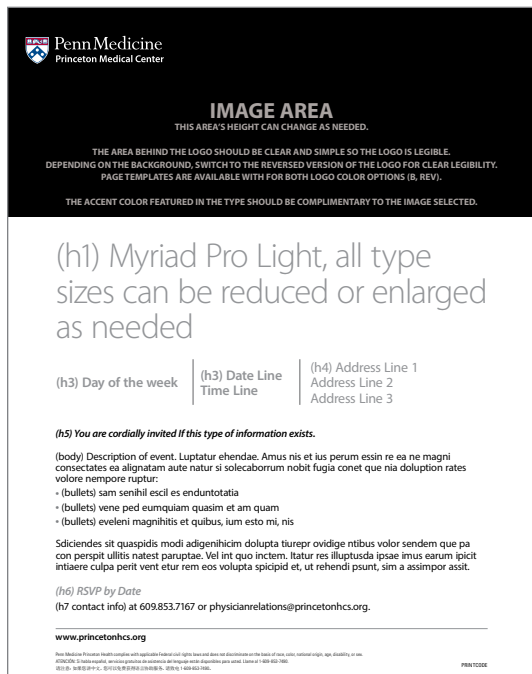
Sdiciendes sit quaspidis modi adigenihicim dolupta tiurepr ovidige ntibus volor sendem que pa con perspit ullitis natest paruptae. Vel int quo inctem. Itatur res illuptusda ipsae imus earum ipicit intiaere culpa perit vent etur rem eos volupta spicipid et, ut rehendi psunt, sim a assimpor assit.

Sdiciendes sit quaspidis modi adigenihicim dolupta tiurepr ovidige ntibus volor sendem que pa con perspit ullitis natest paruptae. Vel int quo inctem. Itatur res illuptusda ipsae imus earum ipicit intiaere culpa perit vent etur rem eos volupta spicipid et, a assimpor assit. Sdiciendes sit quaspid illuptusda ipsae imus earum **ipicit intiaere culpa perit vent** etur rem **eos volupta** spicipid et, ut rehendi psunt, sim a assimpor assit.

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(h7) contact info at 609.853.7167 or physicianrelations@princetonhcs.org.

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PRINTCODE

Penn Medicine Princeton Medical Center -Related Poster Template Preview

22" x 28"

Poster templates are available in InDesign CS6. Please follow the instructions on the file regarding imagery and typography. Accent colors should match the photo chosen. All type sizes can be enlarged or reduced to accommodate the information.

Template:

Penn Medicine
Princeton Medical Center

IMAGE AREA
THIS AREA'S HEIGHT CAN CHANGE AS NEEDED.

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THE ACCENT COLOR FEATURED IN THE TYPE SHOULD BE COMPLIMENTARY TO THE IMAGE SELECTED.

NAME OF DEPARTMENT OR PROGRAM

(h1) Myriad Pro Light, all type sizes can be reduced or enlarged as needed

(h3) Day of the week | (h3) Date Line Time Line | (h4) Address Line 1 Address Line 2 Address Line 3

(h5) You are cordially invited If this type of information exists.

(body) Description of event. Luptatur ehendae. Amus nis et ius perum essin re ea ne magni consectates ea alignatam aute natur si solecaborrum nobit fugia conet que nia doluptation rates volore nempore ruptur:

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Example:

Penn Medicine
Princeton Medical Center

FREE CPR WEEK

PRINCETON COMMUNITY WELLNESS

(h1) Myriad Pro Light, all type sizes can be reduced or enlarged as needed

(h3) Day of the week | (h3) Date Line Time Line | (h4) Address Line 1 Address Line 2 Address Line 3

(h5) You are cordially invited If this type of information exists. If not, there is not need to have this style.

(body) Description of event. Luptatur ehendae. Amus nis et ius perum essin re ea ne magni consectates ea alignatam aute natur si solecaborrum nobit fugia conet que nia doluptation rates volore nempore ruptur:

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- (bullets) vene ped eumquiam quasim et am quam
- (bullets) eveleni magnihitis et quibus, ium esto mi, nis

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Penn Medicine
Princeton Medical Center

IMAGE AREA
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NAME OF DEPARTMENT OR PROGRAM

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10 PT

NOTICE THAT...

For any PMC-related poster

There should be a space of 10 PT between the blue bar that houses the Dept/Program Name and the bottom edge of the photo.

Power Point Templates

Power Point Templates	50
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Available templates listed below have the same style files as *Princeton Health*.

- Princeton Health
- Princeton Health -Employee Assitance Program
- Princeton Health -Related
- Princeton Health International
- Princeton HealthCare Partners
- Princeton HomeCare
- Princeton House Behavioral Health
- Princeton Medical Center
- Princeton Medical Center -Related
- Princeton Medical Center Foundation
- Princeton Medicine Physicians
- Princeton Fitness & Wellness (only available in Blue color scheme)

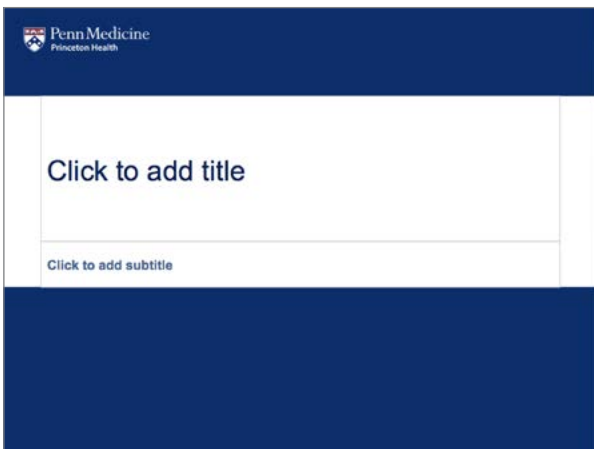
Penn Medicine Princeton Health

Power Point Template Preview

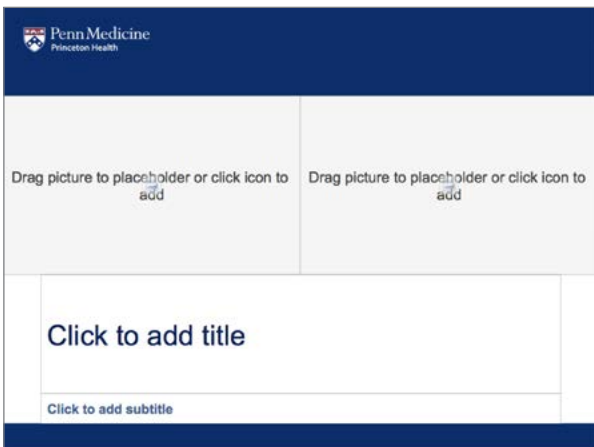
(4:3) 10" x 7.5" and (16:9) 10" x 5.63"

The PPT templates are available in two proportions. Each contains preset slide styles, fonts and colors. The samples and notices shown here apply to both proportions. Know what proportion you need before starting to create your presentation to avoid problems. PPT may distort your presentation if you try to convert an existing presentation into a different format.

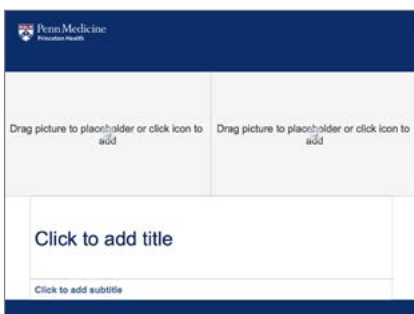
Slide style "Cover Plain":



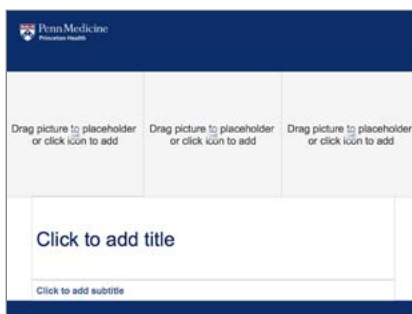
Slide style "Cover Image":



Slide style "Cover 2 Images":



Slide style "Cover 3 Images":



HOW TO

Apply a slide layout

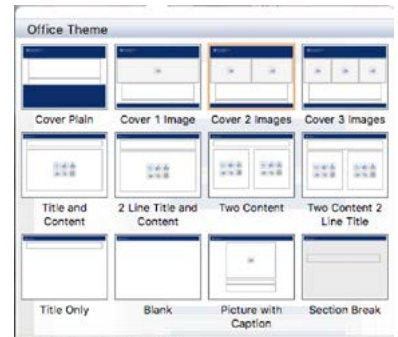
View menu > Normal

In Normal View, in the thumbnail pane on the left, click the slide that you want to apply a layout to.

Home tab > Layout

Select the layout that you want.

Insert a new slide or drag and drop the slide style over an existing slide.



NOTICE THAT...

There are three cover styles that accommodate images

These cover styles have placeholder image areas. Drag a picture into the placeholder area or click on the picture icon.

Use the cropping tool to move your image within each placeholder area.

Penn Medicine Princeton Health

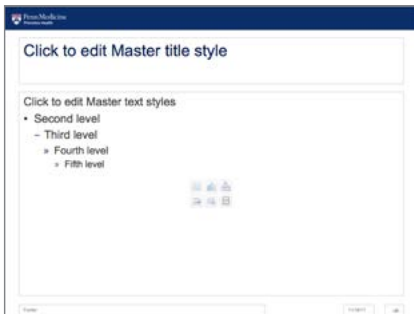
Power Point Template Preview

(4:3) 10" x 7.5" and (16:9) 10" x 5.63"

Slide style "Title and Content":



Slide style "2 Line Title and Content":



NOTICE THAT...

Some content slides have an alternate style to accommodate a title that goes within two lines

If you find your title goes beyond two lines, consider editing it or reducing the title type size.

Related Department/Program

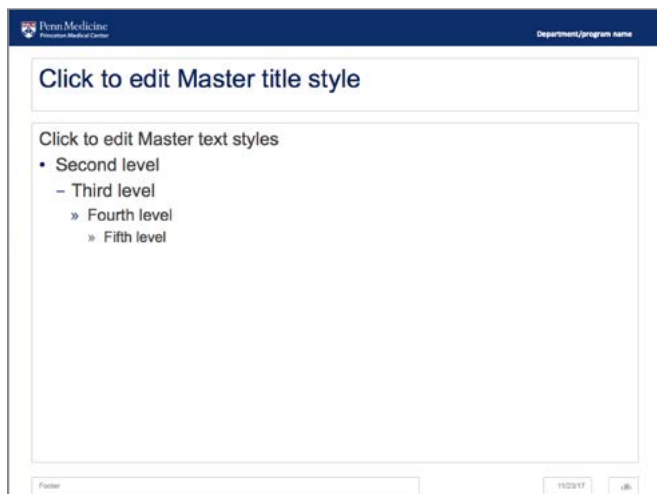
Power Point Template Preview

(4:3) 10" x 7.5" and (16:9) 10" x 5.63"

The PPT templates are available in two proportions. Each contains preset slide styles, fonts and colors. The samples and notices shown here apply to both proportions. Know what proportion you need before starting to create your presentation to avoid problems. PPT may distort your presentation if you try to convert an existing presentation into a different format.

Related templates allow the user to customize their presentation with their unit/center/program or service name from the official list provided by Marketing.

Slide style "Title and Content":



HOW TO

Customize the unit/center/program or service name

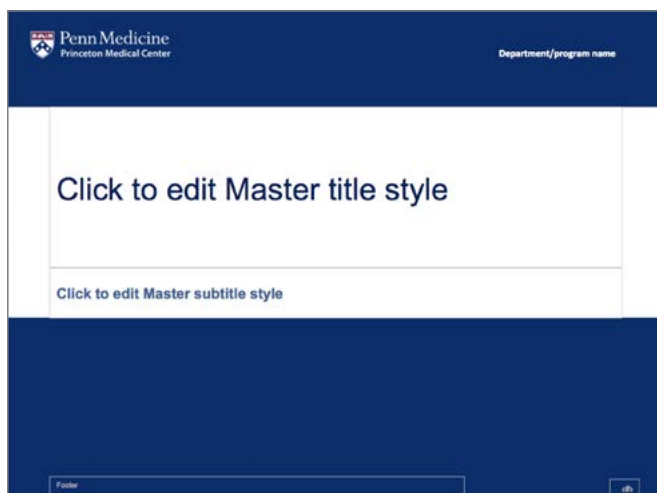
View menu > Master > Slide Master

In the first slide master, replace the placeholder words "Department/ Program Name".

Do the same to each of the cover master slides.

Close the master slides area to return to your presentation. You will notice that the placeholder words have been replaced through out all the slide styles you modified.

Slide style "Cover Plain":



Only use official approved names of Units/Centers/Programs and Services.

Power Point Samples

Slide style "Cover Image":



Slide style "Cover 2 Images":



Slide style "Cover 3 Images":



NOTICE THAT...

You can modify, delete or add elements to the cover to suit your presentation.

DO NOT modify the image area dimensions or position.

Slide style "Cover Image":



On Related templates, only use official approved names of Units/Centers/Programs and Services.

eblast Templates

eblast Templates	55
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Related Department/Program	57
eblast Samples	58

Available templates listed below have the same styles as Princeton Health. Eblast templates are available in the Listrak server.

PM Princeton Health:

- PM PH plain
- PM PH with image
- PM PH-related plain
- PM PH-related with image
- PM MammoRemindHer

PM Princeton Health Princeton Employee Assistance Program:

- PM PH-PEAP with image

PM Princeton HealthCare Partners, CIN:

- PM PHCP_CIN plain
- PM PHCP_CIN with image

PM Princeton Medical Center:

- PM PMC plain
- PM PMC with image
- PM PMC-related plain
- PM PMC-related with image
- PM Physician E Memo
- PM PMC-Physician to Physician

PM Princeton Medical Center Community Wellness:

- PM PMC-CW with image

PM Princeton Medicine Physicians:

- PM PMP plain
- PM PMP with image

Penn Medicine Princeton Health


eblast Template Preview

Listrak server

There are two basic templates styles: **with image** and **plain**.

Template name: **PM PH with image**

Having problems viewing this message?



DELETE IF NO MAIN IMAGE FEATURED

MAIN IMAGE PLACEHOLDER
600 px wide x 250 px high*

* Height can change but consider that the deeper the image, the longer the user will have to scroll down to start reading the content.

Headline

Sub-headline. Deloto if not needed. Lorem ipsum dolor sit amet, soleat accusamus ei pro, eos an dicta officis suscipiantur, et dictas scaevola interestet nam.

Lorem ipsum dolor sit amet, soleat accusamus ei pro, eos an dicta officis suscipiantur, et dictas scaevola interestet nam. Augue libique ne vix, mel erant adipiscing an, eos te impetus persecuti liberavisse. Vis at vivendum interpretaris. Viderer postulant vix no, velit prompta eum et.

Subtitle style type size 3, Bold, color #011f5b

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Princeton Medical Center
One Plainsboro Road, Plainsboro, NJ 08536
1.888.742.7496 | www.pennmedicine.org

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Remove instructions: To have your e-mail address removed from our mailing list, [CLICK HERE](#).

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EDITABLE
CONTENT

Template name: **PM PH plain**

Having problems viewing this message?



Headline

Sub-headline. Deloto if not needed. Lorem ipsum dolor sit amet, soleat accusamus ei pro, eos an dicta officis suscipiantur, et dictas scaevola interestet nam.

Lorem ipsum dolor sit amet, soleat accusamus ei pro, eos an dicta officis suscipiantur, et dictas scaevola interestet nam. Augue libique ne vix, mel erant adipiscing an, eos te impetus persecuti liberavisse. Vis at vivendum interpretaris. Viderer postulant vix no, velit prompta eum et.

Subtitle style type size 3, Bold, color #011f5b

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NOTICE THAT...

Editable content is surrounded by the `[[EC]]` tag.
For example:

`[[EC]]`Headline `[[/EC]]`

Replace the information in between the tags (i.e. Headline).
The tags do not appear on preview or on the final email.

You can eliminate these tags, if you prefer.

Related Department/Program

eblast Template Preview

Listrak server

There are two basic templates styles: **with image** and **plain**. Related templates allow the user to customize their presentation with their unit/center/program or service name.

Template name: **PM PMC-related with image**

Template name: **PM PMC-related plain**

EDITABLE CONTENT


REPLACE COPY WITH THE DEPARTMENT OR PROGRAM NAME

! Only use unit/center/program or service names from the official list provided by Marketing.

eblast Samples

Template name: **PM PMC-PCW with image**

Penn Medicine
Princeton Medical Center



COMMUNITY WELLNESS

Daddy Boot Camp™

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

\$40 per person

This men-only course is designed for fathers-to-be to gain knowledge in parenting skills and develop hands-on skills for caring for their newborns. A certified male Daddy Boot Camp™ instructor, along with new dads, will demonstrate how to hold, comfort, diaper and play with their babies, including these tips and tools: how to calm a crying baby, planning for baby's arrival, pets and babies, car seat safety and the importance of parental teamwork. Feel comfortable, ask questions and express your concerns and joys about fatherhood.

To register, please call 1 888.897.8979 (unless another number is indicated) or visit www.princetonhcs.org/calendar.

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Community Wellness

Locations:

731 Alexander Road, Suite 103
Princeton, NJ 08540

Hamilton Area YMCA John K. Raftery Branch
1215 Whitehorse-Mererville Road, Suite 100
Hamilton, NJ 08619

Princeton Fitness & Wellness Center
Princeton North Shopping Center
1220 State Road
Princeton, NJ 08540

1.888.742.7496 | www.princetonhcs.org

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ATENCIÓN: Si habla español, servicios gratuitos de asistencia del lenguaje están disponibles para usted. Llame al 1-609-853-7490.

请注意：如果您讲中文，您可以免费获得语言协助服务。请致电 1-609-853-7490。

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Template name: **PM PH plain**

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Important Notice for Patients with Horizon Blue Cross/Blue Shield of New Jersey

As of July 1, 2009, Horizon BCBS of New Jersey (Horizon BC/BSNJ) is changing the steps its members must take to schedule the following services:

- CT/CTA
- PET/CT
- MR/MRA
- Nuclear Medicine
- PET
- Radiation Oncology

It is important that your patients know about these changes and their rights related to these new guidelines. Please share the attached information and FAQ sheets with them.

Thank you.

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BREAST HEALTH CENTER

Thank you for joining us at University Medical Center at Princeton Breast Health Center for a "Weekday Getaway" to kick off Breast Cancer Awareness Month.

We hope you enjoyed the evening and that we provided useful information about breast health issues. We'd like to invite you to view our photos from this very special event. Click here to visit our online photo gallery. You can download, save, or print any of these photos at no charge for your personal use. We hope you will tell your family, friends and neighbors about the UMCP Breast Health Center.



In keeping with the spirit of the celebration, we would also like to encourage you in continuing good breast health practices: annual visits to your physician, monthly self-breast exams and regularly scheduled mammograms. Our outstanding team of healthcare professionals at the Breast Health Center is always willing to assist you in these efforts. Please contact us at 609.688.2700 to schedule your next mammogram today.

In addition, take part in our life-saving e-mail service, MammRemindHER, which will help ensure that good breast health never slips your mind, despite your busy schedule. Click here to sign up for this valuable service.

Thank you again for your support.

Sincerely,

Beth Krefski, RN, BSN
Administrative Director, UMCP Breast Health Center

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Exception Uses

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Items with No Graphic Elements

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

For instances where there is room to separate the logo from the unit/center/program or service name, but there is no need or desire for additional graphic elements (photo, illustrations, etc), the following rules apply:



If the logo is being used as the title of the piece, it can be shifted from its normal position (top/left).

Use blocks of color to create interest, but keep it simple.

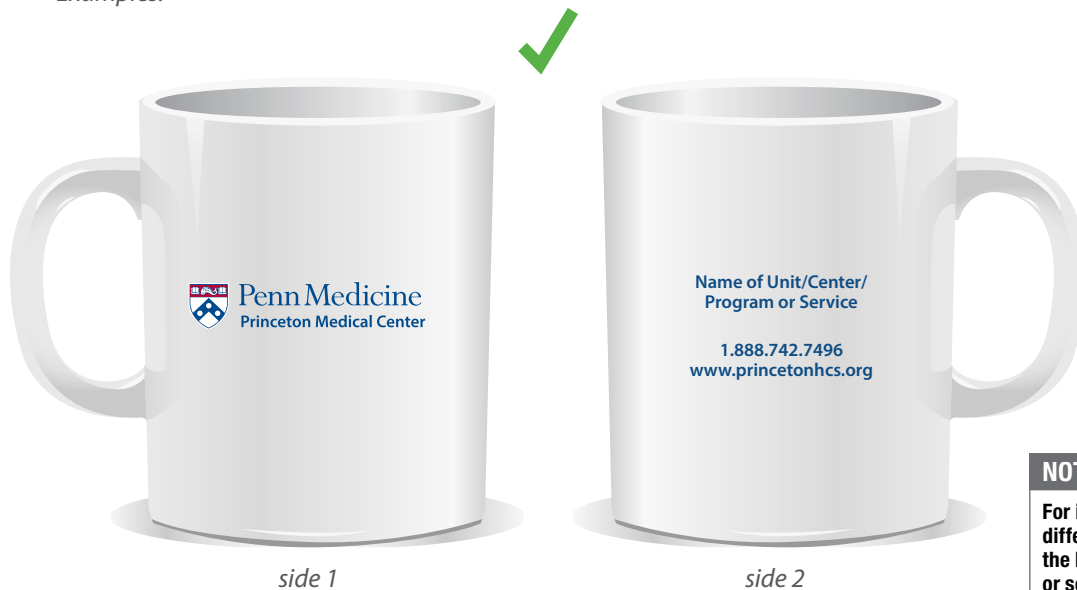
Premium Items

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

When branding a premium item, make sure you have the following elements, in order of priority:

- 1** The logo **prominently displayed**.
- 2** The unit/center/program or service name set in Myriad Semibold, upper and lower case, **away from the logo or on another imprint location**.
- 3** The contact information (phone number and website) set in Myriad Semibold, upper and lower case, **away from the logo or on another imprint location**.

Examples:



NOTICE THAT...

For items that have options of different imprint locations, separate the logo and the unit/center/program or service name by printing them in different imprint locations.



NOTICE THAT...

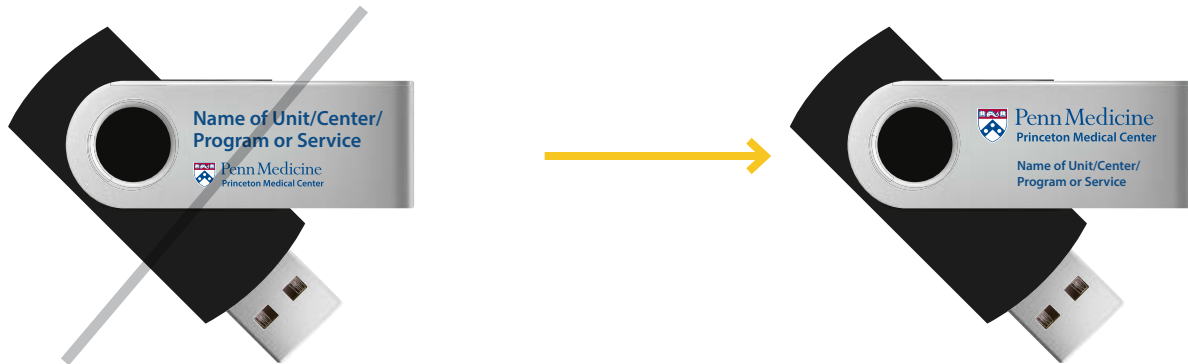
For items that only have one imprint location, position the Name of the Unit/Center/Program or Service as far away from the logo as possible.



Choose colored items that match the official Penn Medicine colors with a preference to the PMS 288 blue.

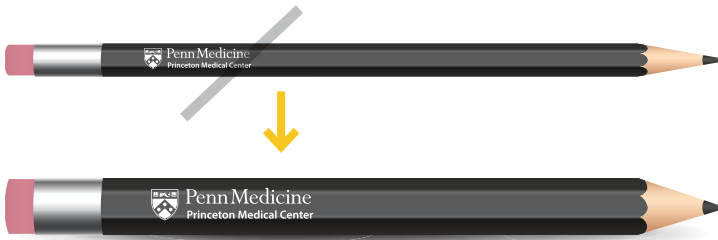
Premium Items

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



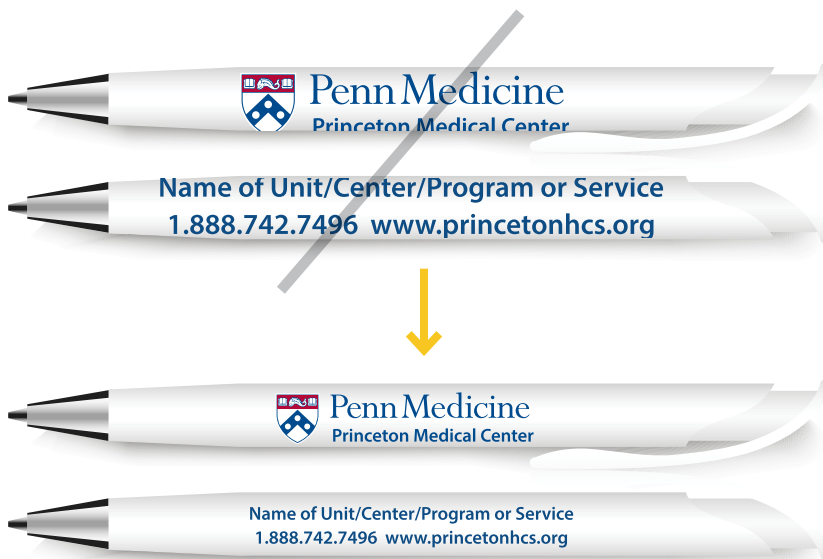
✗ DO NOT have the unit/center/program or service name larger or in a position of more prominence than the logo.

✓ DO have the logo prominently displayed.



✗ DO NOT choose items that have a small imprint area.

✓ DO choose items that have a minimum imprint area where the logo is legible.



✗ DO NOT let the logo or any other information 'turn' on items that have a barrel shape.

The goal is to create as much distance as possible from the logo and any other information.

✓ DO size the logo and other information so they are visible within each side.

Lab Coats for Physicians and Allied Health Professionals EMPLOYED AND LEASED BY PRINCETON HEALTH

Lab coats are an important part of maintaining the brand throughout the health system. It is also an important requirement for compliance and licenses.

Lab coats for physicians and allied health professionals employed and leased by Princeton Health will have the Penn Medicine logo with the Princeton Health Lockup. The name of the department will be in Myriad Semi-Bold, all capital letters, red, and the distance shown in the drawing below.



All copies of final art must be obtained from Marketing before any production to ensure proper fonts, size and spacing.

Lab Coats for Physicians and Allied Health Professionals NOT EMPLOYED, ARE CONTRACTED BY OR WHO HAVE AN AFFILIATION AGREEMENT WITH PENN MEDICINE

Lab coats are an important part of maintaining the brand throughout the health system. It is also an important requirement for compliance and licenses.

Physicians and allied health professionals not employed, are contracted by or who have an affiliation agreement with Penn Medicine will have the words “Medical Staff” as shown in red Myriad Semi-Bold, with the name “Penn Medicine Princeton Health” in navy blue, upper and lower case, shown in the drawing below.



Medical Staff
Distance = height of cap P in Penn Medicine
Penn Medicine Princeton Health

USE UNBRANDED STYLE FOR:

- Physicians contracted with Penn Medicine Princeton Health
- Physicians and allied health professionals not employed by Princeton Health
- Physicians with affiliation agreement with Penn Medicine (i.e. Penn Specialty Network)



All copies of final art must be obtained from Marketing before any production to ensure proper fonts, size and spacing.