Penn Medicine

Brand Identity Standards

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Our organization has long stood at the forefront of medical history—unmatched in capability, exceptional in skill, and unwavering in its dedication to life. This brand standards guide helps us share that legacy with a unified voice.

Brand standards provide:

- Connection to our legacy
- Consistency across the organization
- Clarity and efficiency

Penn Medicine Logo

Our logo—**Penn Shield + logotype**—is the core of our visual identity and must always appear in its approved form.

The Penn Shield may only be used with:

- Penn
- Penn Medicine
- Perelman School of Medicine

Never use the Penn Shield alone or pair it with department, program, or other names.

The logo must be used consistently across web, print, presentations, social media, and signage to maintain a strong, unified brand.



Penn Shield Logotype

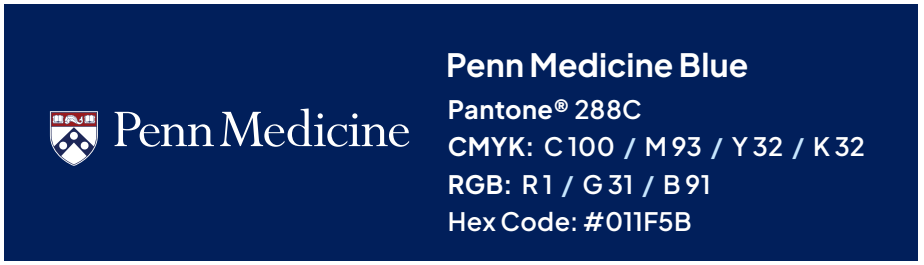
Logo Usage & Color

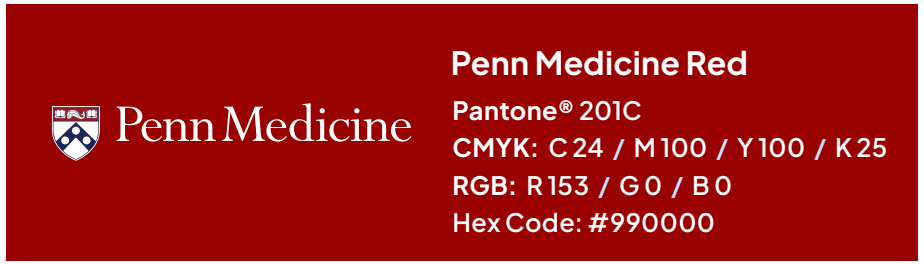
Preferred Version
Use the two-color logo (Blue and Red) whenever possible. These colors are core to our identity and must be reproduced accurately.

Color Formats
- Pantone® – for match-color printing
- CMYK – for standard four-color printing
- RGB – for digital use

For specialty media (e.g., stitching, screen printing), match the Pantone® coated swatch.

On Dark Backgrounds
Use reversed versions as needed, ensuring strong contrast.





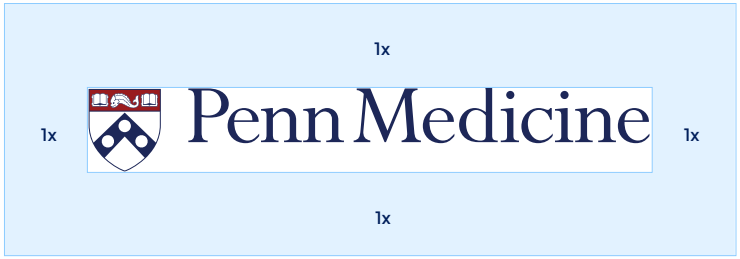
Download Logo Files: PennMedicine.org/PennLens

Logo Clear Space

To keep our logo strong and visible:

- Maintain minimum clear space around it—no text, images, or graphics should invade the clear space.
- Clear space formula is based on the height of the Penn Shield.
- This is the minimum required—more space is better for visibility.

Logo clear space diagram



Background Color Contrast

Use the correct logo based on background color:

Standard Logo
For white and light backgrounds

Reverse Logo
For dark backgrounds

Use online color checking tools to confirm contrast meets WCGA standards.

These principles apply to all Penn Medicine logos including Penn Specialty Network Members and Penn Cancer Network Members.



Background color contrast examples



Standard Logo
Use light background



Reverse Logo
Use dark background

File Format Options

EPS files or vector-based (.eps)
Vector-based files are the optimal file format for any project as they are scalable and will not lose image quality.

PNG files (.png)
PNGs are primarily used for PowerPoint and web applications but are not scalable. Do not enlarge PNG files.

JPG files (.jpg)
JPGs are used for print (CMYK) and web (RGB) applications but are not scalable. Do not enlarge JPG files.

Special-Use Logos

Use these only when necessary:

One-Color Logo (Black)
For non-color print needs like newspaper ads.

One-Color Logo (White/Reverse)
For printing on dark materials (e.g., sweatshirts, water bottles).

Simplified Logo
Use the simplified shield when the Penn Shield becomes too small to reproduce clearly and the fine details (dolphin and open volumes) are no longer distinguishable (e.g., small embroidery, small giveaways).

Also available in a reverse version for white-on-dark use.

Application of special-use logos must be approved by the Marketing department at PennMarketing@uphs.upenn.edu.

One-Color Logo (Black)



One-Color Logo (White/Reverse)



Simplified Logo



Typography

Typography is a key part of our brand identity—used consistently, it ensures clarity, personality, and legibility across all communications.

Plus Jakarta Sans is the standard for:

- Collateral, website and digital designs
- Media Campaigns

Myriad Pro is the standard for:

- Stationery
- Wayfinding
- Signage

Calibri is the standard for Templafy Word and Powerpoint as it is a PC-friendly font.

Plus Jakarta Sans Font

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Light | Regular | **Semibold** | **Bold** | **Extra Bold**

Italic versions of the font may also be used.

Myriad Pro Font

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Light | Regular | **Semibold** | **Bold** | **Black**

Italic versions of the font may also be used.





Logo Usage: Do

- Use approved assets only
- Always source logos from **PennLens**, the official brand portal, to ensure consistency and quality
- Maintain minimum size and clear space
- Ensure proper contrast
- Use the logo on high-contrast backgrounds that meet WCAG accessibility standards

Logo Usage: Don’t

- Never separate the Penn Shield from the logotype
- Don’t use unofficial or outdated versions
- Avoid copying logos from the web, screenshots, or recreated logos that are unofficial and low resolution—always use the latest source files
- Don’t alter or stylize
- Never add shadows, filters, animations, or change proportions
- Don’t place logos on busy backgrounds. Use solid, neutral backgrounds to preserve clarity and impact
- Don’t distort the logo and never stretch, compress, or pixelate
- Don’t use as decoration
- The logo should never be used as a background graphic, watermark, or pattern
- Don’t co-brand without approval from the Marketing Department
- Keep the logo isolated from third-party logos or taglines unless approved as part of a co-branding guideline

Penn Cancer Network & Penn Specialty Network Logos

Our Penn Cancer Network and Penn Specialty Network members extend the Penn Medicine brand to select medical offices.

The logos have been developed to focus on the member nature of the relationship:

- **"Member"** is bolded to highlight the connection.
- Logos are used alongside the medical office's own branding to build mutual recognition.
- A larger Penn Shield is used to balance the added network name and enhance brand presence.

Key Guidelines Apply:

- Use correct color versions
- Maintain minimum clear space
- Ensure background contrast
- Follow alignment rules

Please email PennMarketing@uphs.upenn.edu for more information on member branding.





Strategic Alliance Logos

Strategic alliance logos represent a 50/50 partnership between Penn Medicine and selected health system programs.

- Logos are presented side-by-side to reflect equal partnership.
- The clinical area or program name appears below the logos.

This co-branded approach builds recognition for both organizations while reinforcing the strength of the alliance.

Key Guidelines Apply:

- Use correct color versions
- Maintain minimum clear space
- Ensure background contrast
- Follow alignment rules

Please email PennMarketing@uphs.upenn.edu for more information on strategic alliance branding.





Giveaways and Merchandise

To support a strong and unified brand, all giveaway items must follow these standards:

Logo Prominence
- The Penn Medicine logo must be the dominant visual.

Supporting Names
- Only entity, center, institute, department and practice names are allowed to accompany the Penn Medicine logo.
- Allowed in text only, using secondary typographic treatment.
- No logo lockups, motifs or custom fonts.
- All fonts must follow approved brand typography.

Selection Considerations

Choose items that:
- Are easy to reproduce clearly (print, emboss, silk-screen, etc.)
- Feature a visible, legible logo. Full-color logo is preferred.
- Are useful and long-lasting
  Example: An insulated bottle over a standard plastic one

The goal is to create brand awareness and deliver a positive, lasting experience.

Small Imprint Areas

For items with limited space (e.g., pens, lip balm):
- Use the Penn Medicine logo only—no additional elements.
- If a second imprint area is available, it may include supporting text (e.g., entity name or web address).

Prioritize clarity and brand recognition in small-scale applications.



Logo Consistency & Brand Unity

The Penn Medicine logo is our primary visual identifier and must be used consistently across all platforms. Creating custom graphics for departments or programs weakens the brand. One strong, recognizable logo reinforces system-wide identity.

Custom graphics or logos are not permitted for any individual group, service, or program.

Use of Motifs

Motifs are limited-use visual elements approved only for:

- Select Centers, Institutes, or Special Projects

Motifs are not permitted for:

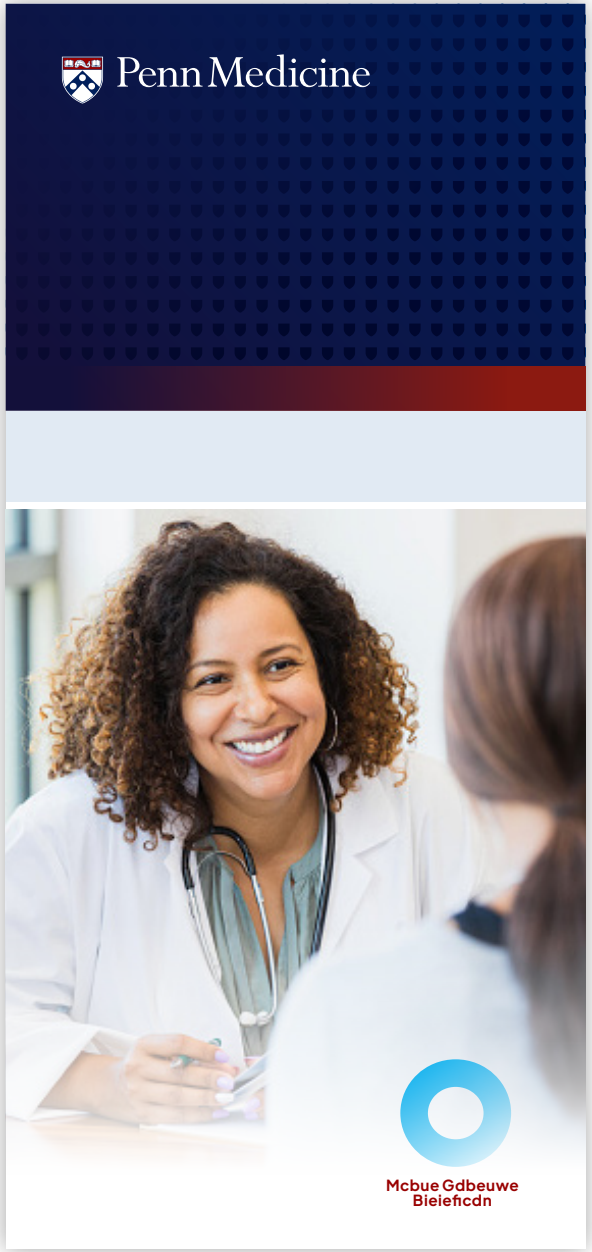
- Clinical departments/divisions
- Programs or practices
- Labs
- Campaigns
- Team names or slogans

Motif Usage Rules:

- Must be approved and created by Strategic Marketing Services
- Cannot be used on stationery, forms, or email signatures
- Must be accompanied by the Penn Medicine logo, which must be equal or larger in scale
- Minimum clear space guidelines apply
- Motifs cannot be locked up with the Penn Medicine logo or used as standalone symbols
- No self-designed icons or illustrations

When motifs are not allowed, a stylized type treatment may be recommended.

All requests for graphic motifs or campaign styles must be reviewed and approved by the Marketing Department at PennMarketing@uphs.upenn.edu.





Provider-Based Status (PBS)

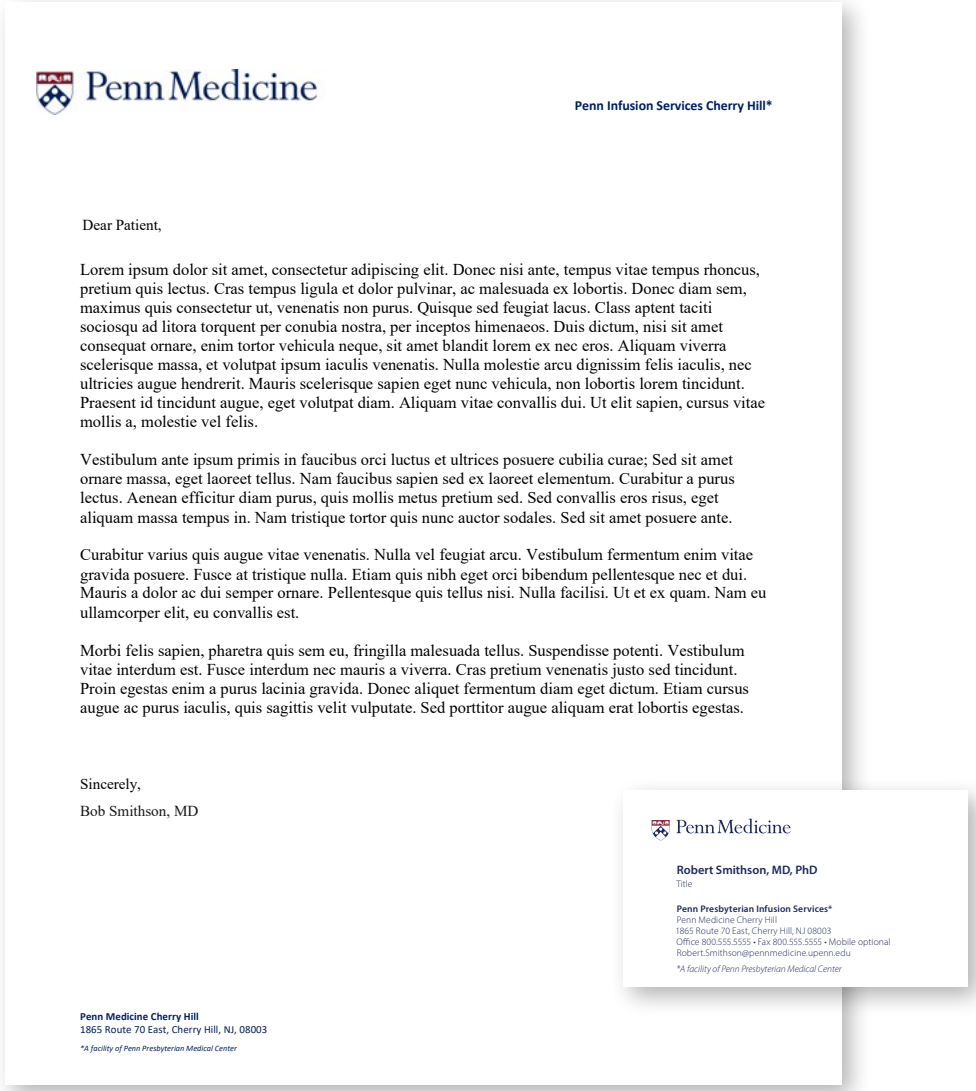
PBS allows facilities to bill Medicare as hospital outpatient departments, resulting in higher reimbursements.

Maintaining strict compliance is essential.

Refer to the Provider-Based Brand Identity Standards for detailed guidance on:

- Stationery
- Signage
- Staff ID Badges
- Marketing Materials
- Practice Web Profiles
- EPIC Generated Documents
- Separately Licensed Surgical Facilities

For more information, please reference the Provider-Based Brand Identity Standards supplement, or contact the Marketing Department at PennMarketing@uphs.upenn.edu.



Stationery

Stationery is a high-visibility brand touchpoint that reinforces a unified, cohesive identity across the system.

Printed Letterhead

Stationery can be ordered online at Intellicor.com. For more information, or if you need assistance with ordering, please contact PennMarketing@uphs.upenn.edu.

Digital letterhead

A digital version of letterhead can be produced using Templafy for Word. Templates are available for all approved departments, divisions and practice names.

For information specific to Provider-Based practices, please reference the Provider-Based Identity Standards.



Signage

Signage is a high-impact brand element—often the first impression visitors have of our facilities. Consistent signage strengthens visibility and reinforces brand recognition across locations.

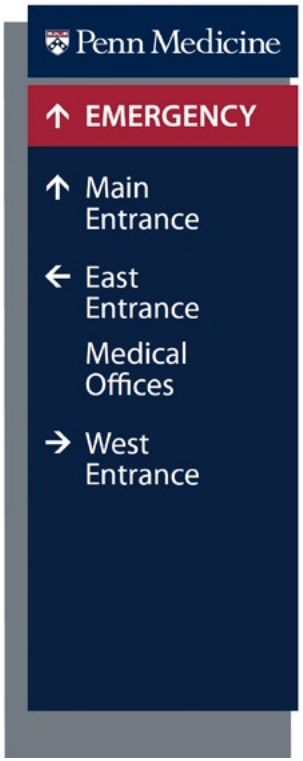
- All signage and wayfinding use the Penn Medicine master brand
- All copy set in Myriad Pro, using upper and lower case
- For building signage, pin-mounted letters should feature the master brand

For signage only, the Penn Shield is enlarged to improve visibility. This adjustment ensures the logotype remains legible from a distance. **Proportions differ from the standard logo and are used exclusively for signage.**

For more detailed information regarding signage standards, please reference the Signage and Wayfinding Design Guidelines.

Review and approval of all new or replacement signage or wayfinding is required by marketing. Before proceeding with a signage project, please contact PennMarketing@uphs.upenn.edu.







Employee Apparel and Uniforms

To ensure a unified and professional appearance across all Penn Medicine apparel, the following specifications must be followed for all branded clothing items worn by employees.

Penn Medicine Logo
Placement ..... Right chest
Colors ..... Blue Maderia 1967, Red Maderia 1981 and White

Name & Credentials (optional)
Placement ..... Left Chest
Font..... Myriad Bold
Alignment.....Center
Colors ..... Blue Maderia 1967, Red Maderia 1981 and White

Clinical Area or Department Name (optional)
Placement ..... Left Chest
Font..... Myriad Regular
Alignment.....Center
Colors ..... Blue Maderia 1967, Red Maderia 1981 and White

Entity (optional)
Placement ..... Left Sleeve
Font..... Myriad Regular
Alignment.....Center (up to three lines)
Colors ..... Blue Maderia 1967, Red Maderia 1981 and White

The Penn Medicine logo must always stand alone on the right chest.

If only one element is selected for the left chest, it should be in Myriad Bold and size of the name shown in this example.

All other additional embroidery is optional.

Employees may purchase items from the Company Store: https://ShopPennMed.gotaces.com or other approved vendors.



Employed Provider Lab Coats

Penn Medicine's official white lab coats reflect professionalism, brand consistency, and meet regulatory compliance. All employed provider lab coats must feature the Penn Medicine logo embroidered on the right chest with name and credentials embroidered on the left chest. Optional entity listing is permitted on the left sleeve.

The alignment of the Penn Medicine logo and the name/credentials will vary based on the number of lines of text. See next page for guidance.



The following standardized specifications must be applied:

Penn Medicine Logo
Placement ..... Right chest
Colors ..... Blue Maderia 1967 and Red Maderia 1981

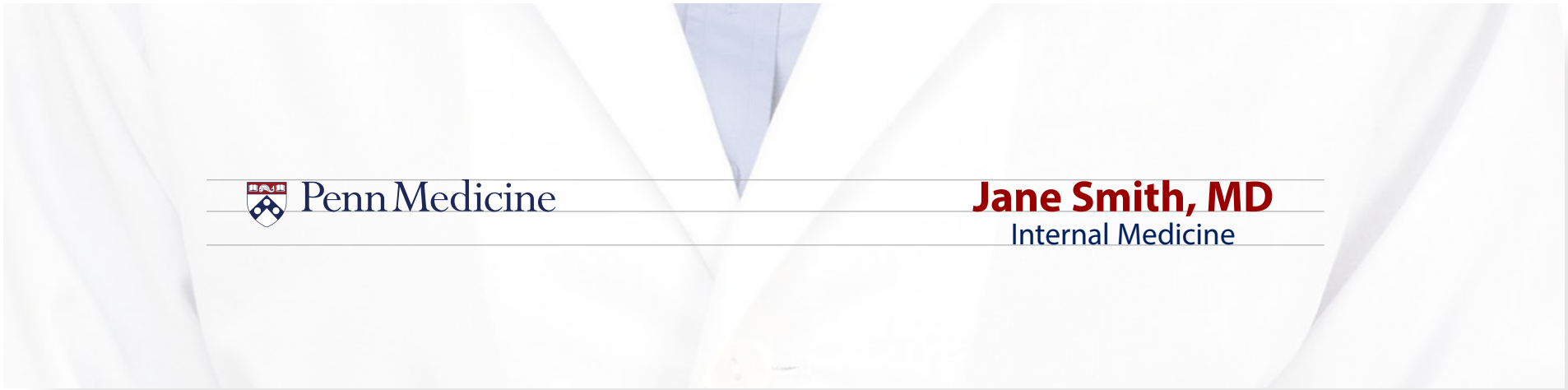
Name & Credentials
Placement ..... Left Chest
Font ..... Myriad Bold
Alignment ..... Center
Colors ..... Red Maderia 1981

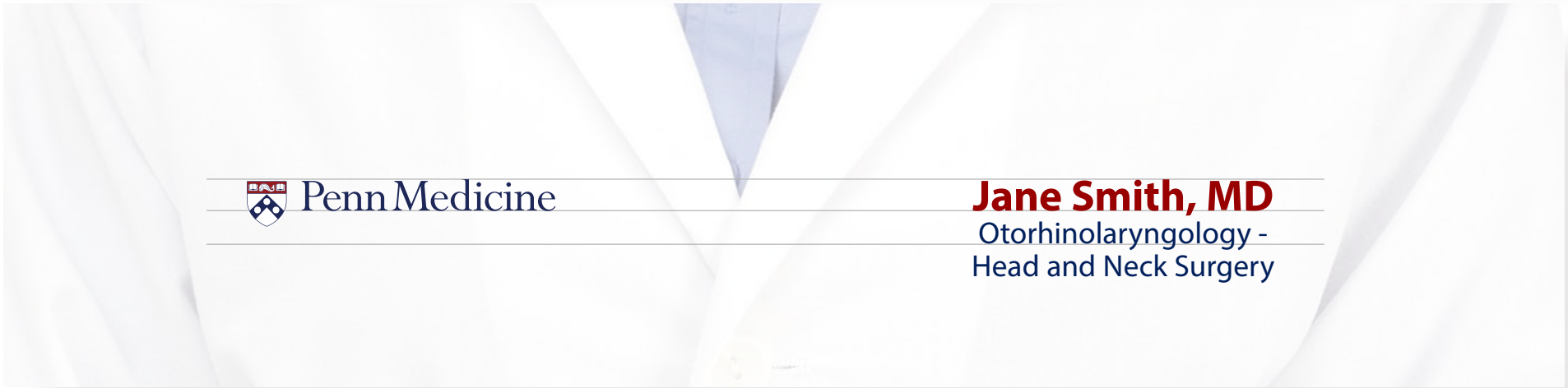
Clinical Area or Department Name
Placement ..... Left Chest
Font ..... Myriad Regular
Alignment ..... Center
Colors ..... Blue Maderia 1967

Entity (optional)
Placement ..... Left Sleeve
Font ..... Myriad Regular
Alignment ..... Center (up to three lines)
Colors ..... Blue Maderia 1967

Adhering to these standards is essential for compliance with institutional policies and professional licensing regulations.

Embroidery sizes: Logo (4.888” W x 0.748” H), Name (4.888” W x 0.394”H), Left sleeve (2.992” W x 1.22” H)
The baseline of the name should align with the baseline of the logotype.





Non-employed Provider Lab Coats

Independent, contracted, and affiliated providers on medical staff may not use the Penn Medicine shield. Instead, non-employed providers will have the words “Medical Staff” with their entity name. For example, “Penn Medicine Doylestown Health” as shown at left.

The alignment of the words “Medical Staff” and the name and credentials will vary based on the number of lines of text. See next page for guidance.



The following standardized specifications must be applied:

Medical Staff

Placement ..... Right Chest
Font ..... Myriad Bold
Alignment ..... Left
Colors ..... Red Maderia 1981

Entity Name

Placement ..... Right chest
Font ..... Myriad Semi-Bold
Alignment ..... Left
Colors ..... Blue Maderia 1967

Clinical Area or Department Name

Placement ..... Left Chest
Font ..... Myriad Bold
Alignment ..... Center
Colors ..... Red Maderia 1981

Name & Credentials

Placement ..... Left Chest
Font ..... Myriad Regular
Alignment ..... Center
Colors ..... Blue Maderia 1967

Adhering to these standards is essential for compliance with institutional policies and professional licensing regulations.

Medical Staff height = Clinical Area and Name height
Entity name under Medical Staff = height of Medical Staff lowercase letters
The first line of the clinical area text should align with the baseline of Medical Staff.



