
UNIVERSITY OF PENNSYLVANIA HEALTH SYSTEM



LOGO GUIDELINES

Use of the Penn Medicine logo

Consistent application and a unified look is essential to creating a strong brand, locally as well as nationally and internationally.

Because of this, only one Penn Medicine logo should represent our three-part mission of education, research and clinical care.

Shown below are three examples of the correct usage of the Penn Medicine logo. No other colors should be used for the Penn Medicine name and the Penn shield.



Penn Medicine



Penn Medicine



Penn Medicine

Incorrect usage of the Penn Medicine logo



~~Penn
Medicine~~



~~PENN
Medicine~~



~~PENN Medicine~~



~~UNIVERSITY OF
PENNSYLVANIA
HEALTH SYSTEM~~



~~UNIVERSITY OF
PENNSYLVANIA
SCHOOL OF MEDICINE~~



PRINT GUIDELINES

The Stationery

The stationery guidelines demonstrate how the branding process can be used to provide a strong, consistent identity for both internal and external communications.

Maintaining consistency throughout the stationery guideline program helps promote a unified identity for Penn Medicine. The components described on the following pages include: business cards, letterhead, business envelopes, and appointment cards.

Use of the Stationery

In all cases, Penn Medicine will be the only logo used in stationery. The School, Health System, hospitals and other ambulatory centers will be represented as text, under the Penn Medicine logo. These samples are shown on the following pages.

The School of Medicine and its departments will use the Penn Medicine logo with the "School of Medicine" version. This is also the same for all academic research centers and institutes (Cardiovascular Institute; Institute for Diabetes, Obesity and Metabolism, etc.).

For corporate support offices and Health System administration (Office of the CEO, Business Development, Human Resources, etc.), the University of Pennsylvania Health System version is used with the Penn Medicine logo.

The hospitals, ambulatory centers (Penn Medicine at Radnor, Rittenhouse, Cherry Hill), Home Care and Hospice Services, and CCA practices will all use the Penn Medicine stationery with their names in text (as shown in the samples).



STATIONERY GUIDELINES

BRAND GUIDELINES



Penn Medicine

University of Pennsylvania Health System

Person's Name
Person's title (s)

[Health System, Corporate]

Building Address | Street Address | City, State, ZIP | 215-000-0000 | Fax: 215-000-0000 | doctorx@uphs.upenn.edu



STATIONERY GUIDELINES

BRAND GUIDELINES



Penn Medicine

University of Pennsylvania Health System

Clinical Practices of the University of Pennsylvania

Person's Name
Person's title (s)

[CPUP, Administration]

Building Address | Street Address | City, State, ZIP | 215-000-0000 | Fax: 215-000-0000 | doctorx@uphs.upenn.edu



STATIONERY GUIDELINES

BRAND GUIDELINES



Penn Medicine

Hospital of the University of Pennsylvania

The Department or Division Name

Name of Person
Title(s) of Person

[Hospitals]

Building Address | Street Address | City, State, ZIP | 215-000-0000 | Fax: 215-000-0000 | doctorx@uphs.upenn.edu



STATIONERY GUIDELINES

BRAND GUIDELINES



Penn Medicine

Thoracic Aortic Surgery Program

Hospital of the University of Pennsylvania

Cardiac Surgery
John H. Doe, MD
Director

William H. Doe, MD
Associate Director

Clinical Practitioners
Robert Doe, MSN
Mary Doe, MSN, CRNP
Peter Doe, BSN, RN
Lisa Doe, RN

Cardiology
Charles B. Doe, MD

Vascular Surgery
John R. Doe, MD
Phillip J. Doe, MD
Thomas. Doe, MD

Cardiovascular Anesthesia
Janet G. Doe, MD

Neurology
Jane M. Doe, MD

[Perelman Center]

The Ruth and Raymond Perelman Center for Advanced Medicine

Building Address | Street Address | City, State, ZIP | 215.000.0000 | Fax: 215.000.0000 | doctorx@uphs.upenn.edu



STATIONERY GUIDELINES

BRAND GUIDELINES



Penn Medicine

Penn Presbyterian Medical Center

Patient and Guest Services

John Smith, MD
Director

[Hospitals]

Building Address | Street Address | City, State, ZIP | 215-000-0000 | Fax: 215-000-0000 | doctorx@uphs.upenn.edu



STATIONERY GUIDELINES

BRAND GUIDELINES



Penn Medicine

Pennsylvania Hospital

Patient and Guest Services

John Smith, MD
Director

[Hospitals]

The Nation's First Hospital – 1751

Building Address | Street Address | City, State, ZIP | 215-000-0000 | Fax: 215-000-0000 | doctorx@uphs.upenn.edu



PRINT GUIDELINES

BRAND GUIDELINES



Penn Medicine

Penn Home Care and Hospice Services

Name of Person
Title(s) of Person

[Home Care and Hospice]

HOSPICE CARE | INPATIENT HOSPICE UNIT | PALLIATIVE HOME CARE | SKILLED HOME CARE | HOME INFUSION THERAPY

150 Monument Road | Suite 300 | Bala Cynwyd, PA 19004 | Phone: xxx.xxx.xxxx | Fax: xxx.xxx.xxxx



STATIONERY GUIDELINES

BRAND GUIDELINES



Penn Medicine

Penn Medicine at Radnor [Bucks County, Cherry Hill, Rittenhouse]

Physical Plant and Maintenance

John Smith, MD
Director

[Ambulatory Sites]

Building Address | Street Address | City, State, ZIP | 215-000-0000 | Fax: 215-000-0000 | doctorx@uphs.upenn.edu



STATIONERY GUIDELINES

BRAND GUIDELINES



Penn Medicine

PennCare® – Internal Medicine Associates of Anytown

John H. Doe, MD
Director

William H. Doe, MD
Associate Director

Clinical Practitioners
Robert Doe, MSN
Mary Doe, MSN, CRNP
Peter Doe, BSN, RN
Lisa Doe, RN

[PennCare Practices]

Building Address | Street Address | City, State, ZIP | 215-000-0000 | Fax: 215-000-0000 | doctorx@uphs.upenn.edu



STATIONERY GUIDELINES

Guide for #10 Business Envelope (all hospitals and entities)

To maintain consistent style throughout the stationery program, it is important to use the guidelines that follow. The Penn Medicine logo is the sole logo used.


- size = 9 1/2" x 4 1/8"






STATIONERY GUIDELINES

BRAND GUIDELINES



Penn Medicine
Department, Division or Program Name
 Building Address
 Street Address
 City, State, ZIP



Penn Medicine
Department, Division or Program Name
 Building Address
 Street Address
 City, State, ZIP

University of Pennsylvania Health System



STATIONERY GUIDELINES

BRAND GUIDELINES



Penn Medicine

Department, Division or Program Name

Building Address
Street Address
City, State, ZIP

Hospital of the University of Pennsylvania



Penn Medicine

Department, Division or Program Name

Building Address
Street Address
City, State, ZIP

Penn Medicine at Rittenhouse



Penn Medicine

Building Address
Street Address
City, State, ZIP

PennCare- Internal Medicine Associates of Anytown



STATIONERY GUIDELINES

Business Cards

Business cards are printed on 100-pound white cover stock with a laid finish. All cards have the official logo printed in red and blue, with the departmental and personalized information printing in blue only.

- **size = 3.5" x 2"**
- **margins = .187" on all sides**

The diagram shows a business card layout with the following elements:

- Logo:** Penn Medicine logo (red and blue shield) and "Penn Medicine" text in blue.
- Separator:** A horizontal red line.
- Organization:** "University of Pennsylvania Health System" in red.
- Name:** "Person's Name" in bold blue, with "Person's Titles (s)" in italic blue below it.
- Department:** "Department and/or Division name" in bold blue.
- Address:** "Building Address", "Street Address", "City, State, Zip" in blue.
- Contact:** "Tel: 215-000-0000", "Fax: 215-000-0000", and "john.smith@uphs.upenn.edu" in blue.

Name in Bold
Title in italic
and center top
to bottom

Address Flush Right

Stationery can be ordered on line at [AELITHO.COM/Penn Medicine](http://AELITHO.COM/Penn%20Medicine) or by calling: 1-800-AEL-8888



STATIONERY GUIDELINES

BRAND GUIDELINES



Penn Medicine

University of Pennsylvania Health System

Person's Name

Person's Titles (s)

**Department and/or
Division name**

Building Address

Street Address

City, State, Zip

Tel: 215-000-0000

Fax: 215-000-0000


john.smith@uphs.upenn.edu




STATIONERY GUIDELINES

BRAND GUIDELINES


Business Cards, Entity Specific

 **Penn Medicine**
 Hospital of the University of Pennsylvania

Person's Name <i>Person's Titles (s)</i>	Perelman Center Building Address Street Address City, State, Zip Tel: 215-000-0000 Fax: 215-000-0000 john.smith@uphs.upenn.edu
Department and/or Division name	

 **Penn Medicine**
 Penn Presbyterian Medical Center

Person's Name <i>Person's Titles (s)</i>	Scheie Eye Institute Building Address Street Address City, State, Zip Tel: 215-000-0000 Fax: 215-000-0000 john.smith@uphs.upenn.edu
Department and/or Division name	

 **Penn Medicine**
 Pennsylvania Hospital

Person's Name <i>Person's Titles (s)</i>	Building Address Street Address City, State, Zip Tel: 215-000-0000 Fax: 215-000-0000 john.smith@uphs.upenn.edu
Department and/or Division name	


Stationery can be ordered on line at AELITHO.COM or by calling: 1-800-AEL-8888



STATIONERY GUIDELINES


BRAND GUIDELINES

Business Cards (continued)

 **Penn Medicine**

Penn Medicine *at* Radnor [Rittenhouse etc]

Person's Name	Building Address
<i>Person's Titles (s)</i>	Street Address
	City, State, Zip
	Tel: 215-000-0000
	Fax: 215-000-0000
	john.smith@uphs.upenn.edu

 **Penn Medicine**

PennCare® – Medical Associates of Anytown

Person's Name	Building Address
<i>Person's Titles (s)</i>	Street Address
	City, State, Zip
	Tel: 215-000-0000
	Fax: 215-000-0000
	john.smith@uphs.upenn.edu

Stationery can be ordered on line at AELITHO.COM or by calling: 1-800-AEL-8888



STATIONERY GUIDELINES

BRAND GUIDELINES


Appointment Cards

Appointment cards are printed on 80-pound white cover stock with a laid finish. All cards have the official logo printed in red and blue, with the departmental/ personalized information printing in blue only.

- size = 3.5" x 2"
- margins = .187" on all sides

Penn Medicine Appointment Card

Dept Name
in Bold

 **Penn Medicine**
Penn Presbyterian Medical Center

Department
Building Address
Street Address
City, State, Zip
Tel: 215-000-0000
Fax: 215-000-0000

Doctor Mxbkd
 Doctor Mabx
 Doctor Bhgax qw
 Doctor Nbwh
 Doctor NBagdiq
 Doctor GHSgq
 Doctor Ngcecw
 Doctor Pdkwcw
 Doctor Bgwei

APPOINTMENT

FOR _____

DATE & TIME _____

CANCELLATION FEE CHARGED FOR APPOINTMENT IF LESS THAN 24 HOURS NOTICE

List of Doctors
from the bottom,
flush right



STATIONERY GUIDELINES

How to Order Stationery

Penn Medicine has designated AELitho as the official source for letterhead, envelopes, rolodex and business cards. AELitho has created **on-line templates** to compose, view and order stationery products directly.

Please follow these steps when placing an order:

New online members:

- Website: **www.aelitho.com**
- Click on green box for “new members.”
- Fill out on-line form to receive your user password that permits you to order your products by email.
- Your password will be emailed directly to you the same day with instructions and a link to online ordering.

If you have an online password:

- Website: **www.aelitho.com**
- Log in with your password and pull down the menu marked “branding standards”