



# GRAPHIC STYLE GUIDE

PHILADELPHIA COLLEGE OF OSTEOPATHIC MEDICINE

Office of Marketing and Communications  
January 2024

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# ABOUT THE GRAPHIC STYLE GUIDE

The PCOM Graphic Style Guide has been created to serve as a resource for printed and online materials for PCOM and its additional locations. Use of this Graphic Style Guide will ensure that a consistent image of PCOM is presented both internally and externally.

Please note that this document is an evolving document; it will be updated as necessary by the Office of Marketing and Communications.

# LOGO REGISTRATION AND USAGE

## FEDERAL REGISTRATION STATEMENT

Philadelphia College of Osteopathic Medicine's trademark is a recognizable sign, design and expression that identifies the College from other companies, universities or products. The trademark is federally registered and protected by the United States Patent and Trademark Office. Unauthorized use of the College's marks, including any production or sale of unauthorized products or services, is trademark infringement, and a violation of the Federal Lanham Trademark Act of 1946, the Federal Trademark Act of 1984, and state trademark and unfair competition laws, among others.

PCOM has the following items federally registered: the College flame, the College wordmark, the College seal and nameplate (examples below).

The College requires anyone using (with official permission) PCOM's federally registered trademarks for any purpose outside of official College printed materials and publications to use the PCOM logo with the federally registered trademark symbol ®. The use of this symbol will help to preserve the College's brand reputation.



PCOM®



PHILADELPHIA  
COLLEGE OF  
OSTEOPATHIC  
MEDICINE®

PCOM®

Requirements for using the PCOM flame logo requiring the federally registered trademark symbol apply to:

- College branded merchandise
- College branded giveaways
- External College-approved retailers
- External corporate sponsorships

Any request to use the PCOM logo must be made through the Office of Marketing and Communications (communications@pcom.edu) and should be printed through a College-approved vendor. PCOM Printing Solutions is a resource for the ordering of general promotional products.

Unregistered trademarks are denoted by a ™ following the name or mark. If a trademark bears the ™, it is not federally registered but is still a recognized College trademark. The ™ is to be used for any purpose outside of official College printed materials and publications and applies to all requirements in the bulleted list above.

There is a series of guidelines that must be followed when printing the College logos:

### FEDERALLY REGISTERED AND UNREGISTERED TRADEMARK GUIDELINES

Federally registered and unregistered trademark symbols need not appear when used for internal College business and/or when the full College name accompanies the trademark symbol (e.g. business cards, stationery, on-campus signage).

Any official external, high-volume, high-visual trademark usage must be denoted with the ® or ™ symbol (e.g. advertisements, billboards, brochures, special event invitations).

Use of College trademarks on merchandise or in relation to goods and services requires the ® or ™ symbol as well as the express permission of Philadelphia College of Osteopathic Medicine.

This policy applies to all students, alumni, faculty, staff, manufacturers, retailers and customers. In order to comply with and ensure protection under trademark law, the College is required to monitor and control all uses of its trademarks. For more information, please contact the Office of Marketing and Communications: 215-871-6300 or [communications@pcom.edu](mailto:communications@pcom.edu).

For more information, please refer to page 5 for the College's Federally Registered Trademark Statement.

### COLLEGE BRAND CAMPUS AND ADDITIONAL LOCATION IDENTIFIERS

The PCOM logo and wordmark, without an additional location identifier, is to be used when referencing the overarching degree-granting institution or when referencing more than one location. For example, all non-location specific admissions materials will use one PCOM wordmark without a campus identifier.

The PCOM wordmark with a location identifier will only be used when referencing a specific location outside of Philadelphia.

In running copy, the College's branch campus and additional location will be referenced as "PCOM Georgia" and "PCOM South Georgia."

### A WORD ABOUT TRADEMARK - INTERNAL VS. EXTERNAL

All PCOM logos and wordmarks, with or without an additional location identifier, are to be used with the trademark symbols for all printed pieces which are created for external audiences such as ads, brochures, and publications. For on-campus signage, internal digital and printed signage, for internal audiences, the trademark symbols are not needed.

### BOOKSTORE GUIDELINES

PCOM operates an on-campus bookstore kiosk, managed by PCOM Printing Solutions as well as a virtual bookstore for educational supplies, medical supplies/instruments, notebooks, stationery, desk and room accessories, gift items, class and alumni rings and jewelry and clothing, including any and all such items bearing any Philadelphia College of Osteopathic Medicine logo or other identifying mark, managed by the Bursar's Office. Merchandise bearing the PCOM logo or wordmark must be approved by the Office of Marketing and Communications (for proper usage) before product purchase or sale.

The bookstores at PCOM Georgia and PCOM South Georgia are also run internally by the administrative service and events manager, out of the Office of the Chief Campus Officer. Merchandise requiring the PCOM Georgia logo or wordmark must be approved by the Office of Marketing and Communications (for proper usage) before product purchase or sale.

Bookstore managers and/or buyers should reference this Graphic Style Guide regarding logo and wordmark usage rights and consult the Office of Marketing and Communications as required.

### NON-PROFIT GIVEAWAY GUIDELINES

When using any of the PCOM logos for non-profit organizations or gift products (giveaways), it is important to refer to the logo standards. PCOM Printing Solutions offers PCOM, its branch campus, additional location, student organizations, and departments the service of ordering general promotional products and giveaway items for their activities and events. This centralized process will help maintain the College's brand image and will guide organizations and students in their research for competitive product pricing.

### DEPARTMENT GUIDELINES

An organization's logo is one of its most valuable tools in the marketplace. It draws that value through consistent, repeated use across all of the organization's departments and programs and strengthens the overall brand through the public's collective experiences and interactions with the logo.

In an effort to preserve the value and impact of the PCOM logo, the Office of Marketing and Communications does not permit the use of, nor support the creation of, logos for individual departments, divisions, offices or programs.

Upon request, the Office of Marketing and Communications can modify the existing wordmark and/or logo to include the name of a specific department, division, office or program.

See samples below:



### STUDENT GUIDELINES

Student groups that wish to use the trademarked PCOM logo or wordmark must use it in conjunction with the group name. For example, a shirt for the Pediatrics Club would say "PCOM Pediatrics Club" alongside the PCOM logo or the PCOM wordmark. The PCOM Flame logo is preferred as it is our primary mark, but workmarks and nameplates can be used. Permission must be granted by the Office of Student Affairs. The Office of Marketing and Communications will assist with producing logos, but must have a Marketing and Communications work request completed and approved by a staff member from the Office of Student Affairs.

Certain student clubs cannot create logos specific to their group. Student clubs that have official/national (e.g. national fraternities, associations, etc.) chapter logos may use the chapter logo along with the College name.

Please refer to the Student Organization Club Handbook available through the Office of Student Affairs for full guidelines.

**See samples below:**



**PCOM Georgia**  
PEDIATRICS CLUB  
2021-2022



\* Previously designed logos that are still correct in the new naming conventions of the College will be legaced in with the new College brand.



### SUB-IDENTITY EXTERNAL LOGOS

PCOM's identity system recognizes that there are a few units of the College that fall under the nature of the College's core identity, but they have their own personalities and missions. At the same time, they are linked to the core identity for strategic purposes. The goal is to allow individual units to express their own identities while concurrently projecting a relationship to the College.

#### THESE UNITS:

Serve or support an exclusive audience.

Offer products or services different from the primary functions of the College.

Use a different visual identity, but it is still obviously related to the core identity.

Even those units who qualify for sub-identity external logo usage are urged to use this approach sparingly. They must properly incorporate the College visual brand into their identity, both in the logo and in any collateral materials.

#### EXTERNAL SAMPLES:

Sub-identity logos incorporate College nameplates, fonts and color palettes.

Previously designed logos that are still correct in the new naming conventions of the College will be legacied in with the new College brand.

All sub-identity logos must be approved by senior level administration and created by the Office of Marketing and Communications.



## SUB-IDENTITY INTERNAL LOGOS

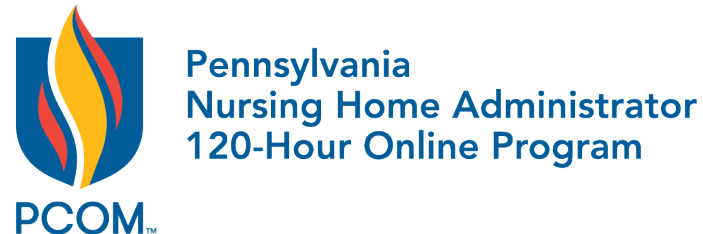
PCOM's identity system recognizes that there are a few units of the College that fall under the nature of the College's core identity, but they have their own personalities and missions. At the same time, they are linked to the core identity for strategic purposes. The goal is to allow individual units to express their own identities while concurrently projecting a relationship to the College.

At present, there are three units that use a sub-identity internal logo to:

Serve or support a specific internal audience (employees and students)

Offer products or services different from the primary functions of the College (internal – employees and students)

Each office is urged to use this approach sparingly. In addition, they must properly incorporate the College visual brand into their identity, both in the logo and in any collateral materials.



Sub-identity logos incorporate College nameplates, fonts and color palettes.

Previously designed logos that are still correct in the new naming conventions of the College will be legaced in with the new College brand.

**All sub-identity logos must be approved by senior level administration and created by the Office of Marketing and Communications.**

# COLOR AND TYPEFACE USAGE

PCOM primary colors are used most often for all marketing elements and are created via the PMS (Pantone Matching System) in 3-color, the CYMK values (cyan, yellow, magenta, black), and RGB color values.

See values below:



### **PCOM BLUE**

PANTONE 301 CP  
CMYK - 100, 53, 4, 19  
RGB - 0, 68, 141  
WEB - #00448D



### **PCOM YELLOW**

PANTONE 7408 CP  
CMYK - 0, 29, 100, 0  
RGB - 252, 175, 22  
WEB - #FCAF16



### **PCOM RED**

PANTONE 1788 CP  
CMYK - 0, 88, 82, 0  
RGB - 250, 44, 55  
WEB - #FB2D37

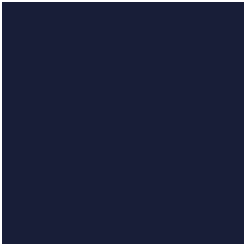
Please do not attempt to recreate the logo.

Downloading the PCOM logo from the PCOM website, PCOM Facebook page or other online venue, will result in incorrect sizing and color calibration; most web published logos have been optimized.

RGB and web values are often used for logos that are online. Primarily, any trademarked PCOM logo is already in web-ready format such as .JPG or .GIF provided by the Office of Marketing and Communications (communications@pcom.edu). Occasionally, external web support teams need to have the logo in on-screen values.

## PCOM SECONDARY COLORS

PCOM's secondary colors are used less often but are still prominent. They are primarily used in College-produced marketing materials created in the Office of Marketing and Communications.



### **PCOM DARK BLUE**

PANTONE 7463 CP  
CMYK - 100, 63, 12, 67  
RGB - 26, 31, 57  
WEB - #1A203A



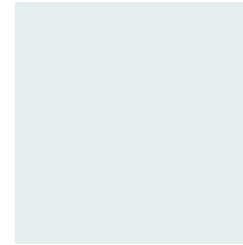
### **PCOM DARK RED**

PANTONE 1945 CP  
CMYK - 5, 100, 55, 28  
RGB - 161, 9, 57  
WEB - #A20A3A



### **PCOM CYAN**

PANTONE 2227 CP  
CMYK - 60, 0, 25, 0  
RGB - 0, 227, 224  
WEB - #00E4E1



### **PCOM COOL GRAY**

PANTONE 7541 CP  
CMYK - 7, 1, 3, 2  
RGB - 236, 246, 245  
WEB - #EDF6F5

Please do not attempt to recreate the logo.

Downloading the PCOM logo from the PCOM website, PCOM Facebook page or other online venue, will result in incorrect sizing and color calibration; most web published logos have been optimized.

RGB and web values are often used for logos that are online. Primarily, any trademarked PCOM logo is already in web-ready format such as .JPG or .GIF provided by the Office of Marketing and Communications (communications@pcom.edu). Occasionally, external web support teams need to have the logo in on-screen values.

# ACCESSIBLE COLOR COMBINATIONS

PCOM brand colors are bold and eye catching, but we realize that some color combinations may not be the best for some users. Below is a simple chart to finding more accessible color combinations in the PCOM brand.

		TEXT COLORS							
BACKGROUND COLORS									
		X	X	X	BIG/BOLD	BIG/BOLD	YES	YES	
		X	X	BIG/BOLD	BIG/BOLD	X	YES	YES	
		BIG/BOLD	BIG/BOLD	X	X	X	BIG/BOLD	BIG/BOLD	
		BIG/BOLD	BIG/BOLD	BIG/BOLD	X	X	X	BIG/BOLD	
		BIG/BOLD	X	X	X	X	BIG/BOLD	YES	
		YES	YES	BIG/BOLD	BIG/BOLD	BIG/BOLD	X	YES	
		YES	YES	BIG/BOLD	BIG/BOLD	YES	BIG/BOLD	X	

The colors on either side of this chart can be used for text or background.

Where possible, try to stick with the "YES" options as they are the most accessible.

The "BOLD /BIG" requires at least 14 point font (typically 19 pixels) and bold, or at least 18 point font (typically 24 pixels) when not bold; to be used as head-lines and subheads.

The PCOM brand uses two approved typefaces:

### GT WALSHHEIM

Used for display type such as headlines and large bold express type. Created by Grilli Type Foundry. Ownership of this font is strictly within the Office of Marketing and Communications and is to be used for College promotional pieces. It is recommended that the OpenType font family is to be used prior to the TrueType family of fonts for readability issues.

### AVENIR

Used for body copy, information charts, and other smaller type uses. Created by Linotype Type Foundry. This type can be used across both campuses as most computers have had the Avenir font loaded onto their systems by ITS.

# LOGO AND WORDMARK USAGE



### VERTICAL FLAT



### VERTICAL DIMENSIONAL



In 2024, Marketing and Communications worked with branding firm 160over90 to update the flame logo for a refreshed and streamlined look. The PCOM flame logo has been refined and now uses our brighter red of our color palette against a blue shield background. The letters PCOM appear below in our brand font GT Walsheim with the letters justified left and right to width of the shield.

When on a dark background, the letters PCOM are reversed out and display in white. All other aspects of the logo are the same.

There is also a new dimensional logo that can be used for added effect, depending on your project. This is a full color reproduction with the added dimension so it is not recommended for some printed pieces but can be used often for digital display.

The PCOM flame logo is used for College signage, marketing and promotional materials, and simply as an identifier for Philadelphia College of Osteopathic Medicine.

The updated PCOM flame logo is currently undergoing an updated federal registration. It cannot be altered, copied or recreated in any way.

**The updated PCOM flame logo continues to be the primary mark of the College and should be used above all others.**

### HORIZONTAL FLAT



### HORIZONTAL DIMENSIONAL



Branding firm 160over90 also created a horizontal version of the flame logo for additional uses.

The letters PCOM can appear to the right of our flame and centered with the vertical height of the shield.

When on a dark background, the swap of color rule still applies. The letters PCOM are reversed out and print in white. All other aspects of the logo are the same.

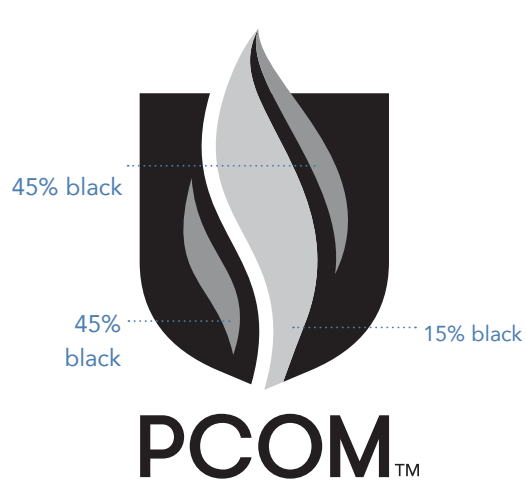
As with the vertical logo, there is also a new dimensional horizontal logo that can be used for added effect, depending on your project. This is a full color reproduction with the added dimension so it is not recommended for some printed pieces but can be used often for digital display.

The PCOM flame logo is used for College signage, marketing and promotional materials, and simply as an identifier for Philadelphia College of Osteopathic Medicine.

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The updated PCOM flame logo continues to be the primary mark of the College and should be used above all others.

## PCOM FLAME LOGOS – ONE COLOR



**GREYSCALE -  
WITH HALFTONES**



**100% BLACK LINE ART**



**REVERSED OUT**

The PCOM one-color flame logos may be reproduced in two formats: greyscale and one-color 100% black. The one-color outline format is specifically used for logo imprinting on various giveaways and PCOM materials with imprinting techniques that cannot handle halftones.

These logo is only to be used on a project approved by the Office of Marketing and Communications.



**GREYSCALE -  
WITH HALFTONES**



**100% BLACK LINE ART**



**REVERSED OUT**

## PCOM GEORGIA FLAME LOGO - VERTICAL

### VERTICAL FLAT



In 2024, Marketing and Communications worked with branding firm 160over90 to update the flame logo for a refreshed and streamlined look. The PCOM Georgia flame logo has been refined and now uses our brighter red of our color palette against a blue shield background. The letters PCOM appear below in our brand font GT Walsheim with the letters justified left and right to the blue background. Underneath there is a yellow rule followed by the word Georgia printed in upper and lower case, GT Walsheim in blue.

When on a dark background, the logo is slightly altered. The letters PCOM and the word Georgia are reversed out and change to white. The yellow rule and all other elements remain.

The PCOM Georgia logo is used only to indicate the PCOM Georgia branch campus and its specific programs. All marketing and promotional materials will use the College flame. In running copy, the branch campus will be referenced as "PCOM Georgia." Do not abbreviate (e.g. PCOM Ga).

### VERTICAL DIMENSIONAL



The PCOM flame logo is currently undergoing an updated federal registration. It cannot be altered, copied or recreated in any way.

**The updated PCOM flame logo continues to be the primary mark of the College and should be used above all others.**

## HORIZONTAL FLAT



## HORIZONTAL DIMENSIONAL



A horizontal version of the PCOM Georgia flame logo for additional uses. The letters PCOM can appear to the right of our flame and centered with the vertical height of the shield. Underneath, a yellow rule runs justified left and right with the letters PCOM. The word Georgia appears equally spaced below the yellow rule in a smaller typeface, in blue, and bottom aligns with the bottom of the shield to the left.

When on a dark background, the swap of color rule still applies. The letters PCOM are reversed out and print in white. The yellow rule remains, but the word Georgia goes to white as well.

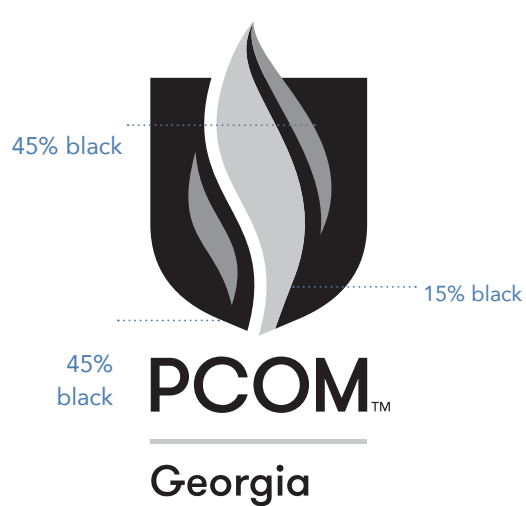
As with the vertical logo, there is also a new dimensional horizontal logo that can be used for added effect, depending on your project. This is a full color reproduction with the added dimension so it is not recommended for some printed pieces but can be used often for digital display.

The PCOM flame logo is used for College signage, marketing and promotional materials, and simply as an identifier for Philadelphia College of Osteopathic Medicine.

The PCOM flame logo is currently undergoing an updated federal registration. It cannot be altered, copied or recreated in any way.

The updated PCOM flame logo continues to be the primary mark of the College and should be used above all others.

## PCOM GEORGIA FLAME LOGO – ONE COLOR



**GREYSCALE -  
WITH HALFTONES**



**100% BLACK LINE  
ART**



**REVERSED  
OUT**

The PCOM Georgia one-color flame logos may be reproduced in two formats: greyscale and one-color 100% black. The one-color outline format is specifically used for logo imprinting on various giveaways and PCOM materials with imprinting techniques that cannot handle halftones.

These logo is only to be used on a project approved by the Office of Marketing and Communications.



**GREYSCALE -  
WITH HALFTONES**



**100% BLACK LINE ART**



**REVERSED OUT**

### **DO NOT ATTEMPT TO RECREATE ANY LOGO.**

All College flame logos and wordmarks must be supplied from an electronic file. You may request an electronic file from the Office of Marketing and Communications, email [communications@pcom.edu](mailto:communications@pcom.edu).

Do not pull any logo off the College website. It is not in the proper format for any type of reproduction.

## PCOM SOUTH GEORGIA FLAME LOGO - VERTICAL

### VERTICAL FLAT



In 2024, Marketing and Communications worked with branding firm 160over90 to update the flame logo for a refreshed and streamlined look. The PCOM South Georgia flame logo has been refined and now uses our brighter red of our color palette against a blue shield background. The letters PCOM appear below in our brand font GT Walsheim with the letters justified left and right to the blue background. Underneath there is a yellow rule followed by the words South Georgia aligned left and printed in upper and lower case, GT Walsheim in blue.

When on a dark background, the logo is slightly altered. The letters PCOM and the words South Georgia are reversed out and change to white. The yellow rule and all other elements remain.

The PCOM Georgia logo is used only to indicate the PCOM Georgia branch campus and its specific programs. All marketing and promotional materials will use the College flame. In running copy, the branch campus will be referenced as "PCOM Georgia." Do not abbreviate (e.g. PCOM Ga).

### VERTICAL DIMENSIONAL



The PCOM flame logo is currently undergoing an updated federal registration. It cannot be altered, copied or recreated in any way.

**The updated PCOM flame logo continues to be the primary mark of the College and should be used above all others.**

## PCOM SOUTH GEORGIA FLAME LOGO –HORIZONTAL

### HORIZONTAL FLAT



### HORIZONTAL DIMENSIONAL



A horizontal version of the PCOM South Georgia flame logo for additional uses.

The letters PCOM can appear to the right of our flame and centered with the vertical height of the shield. Underneath, a yellow rule runs justified left and right with the letters PCOM. The words South Georgia appears equally spaced below the yellow rule, on the same line and in a smaller typeface, in blue, and bottom aligns with the bottom of the shield to the left.

When on a dark background, the swap of color rule still applies. The letters PCOM are reversed out and print in white. The yellow rule remains, but the word Georgia goes to white as well.

As with the vertical logo, there is also a new dimensional horizontal logo that can be used for added effect, depending on your project. This is a full color reproduction with the added dimension so it is not recommended for some printed pieces but can be used often for digital display.

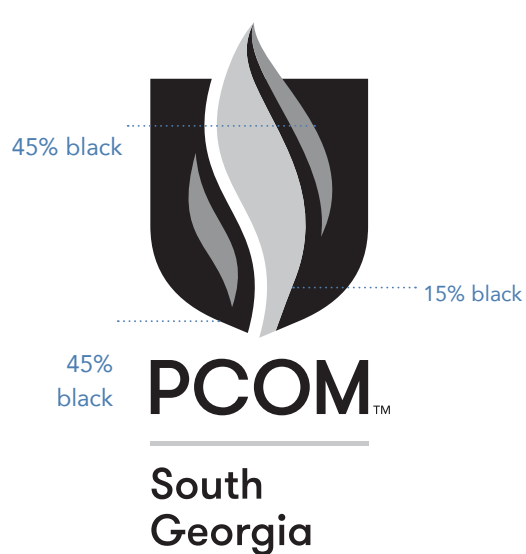
The PCOM flame logo is used for College signage, marketing and promotional materials, and simply as an identifier for Philadelphia College of Osteopathic Medicine.

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**The updated PCOM flame logo continues to be the primary mark of the College and should be used above all others.**



## PCOM SOUTH GEORGIA FLAME LOGO – ONE COLOR



GREYSCALE -  
WITH HALFTONES



100% BLACK LINE ART



REVERSED OUT

The PCOM South Georgia one-color flame logos may be reproduced in two formats: greyscale and one-color 100% black. The one-color outline format is specifically used for logo imprinting on various giveaways and PCOM materials with imprinting techniques that cannot handle halftones.

These logo is only to be used on a project approved by the Office of Marketing and Communications.



GREYSCALE -  
WITH HALFTONES



100% BLACK LINE ART



REVERSED OUT

### DO NOT ATTEMPT TO RECREATE ANY LOGO.

All College flame logos and wordmarks must be supplied from an electronic file. You may request an electronic file from the Office of Marketing and Communications, email [communications@pcom.edu](mailto:communications@pcom.edu).

Do not pull any logo off the College website. It is not in the proper format for any type of reproduction.



### COLOR SWAP

The logo must strictly adhere to the yellow and red flame on the blue background.

### NO LETTERS BELOW

According to PCOM standards, you **MUST** keep the letters "PCOM" with the flame at all times.

### WRONG LOGO ON WRONG BACKGROUND

Make sure to use the alternate logo with the yellow PCOM letters on dark backgrounds or the logo with the blue PCOM letters on light backgrounds.

### MORE THAN ONE LOGO

Only the PCOM flame logo, without an identifier, is to be used on promotional pieces or presentations about the College as a whole.

The PCOM flame logo with a location identifier may be used when referencing a specific location outside of Philadelphia.

It is mission critical that the College build national recognition as an overarching degree-granting institution and when necessary, delineate additional locations.

Below are a few frequently asked questions asked about the identity system.

### **WHICH LOGO SHOULD I USE ON MY PROJECT?**

When referring to the College as a whole (representing more than one location), the PCOM flame logo should always be used. When referring to a specific location, please use the PCOM flame logo with the campus identifier.

### **CAN I USE TWO OR THREE OF THE LOGOS ON MY PROJECT?**

No, you cannot.

### **CAN I USE THE PCOM FLAME LOGO AND A WORDMARK WITH THE CAMPUS IDENTIFIER?**

Again, that would not adhere to PCOM style guidelines and should only be used in limited situations. Please contact Marketing and Communications for permission.

### **CAN I USE JUST THE PCOM WORDMARK?**

The PCOM flame logo is the primary mark of the College and should be used above all others. However, there will be situations where the PCOM flame logo will not meet certain parameters. In those situations, the wordmark or nameplate can be used. Please contact Marketing and Communications for permission.

### **WHERE CAN I GET THE HIGH RESOLUTION LOGO?**

You can get a copy of the logo in the file format requested by contacting PCOM Marketing and Communications at [communications@pcom.edu](mailto:communications@pcom.edu).

When in doubt, please contact us with any questions you may have regarding the new identity system.

We are here to help!

The federally registered PCOM wordmark uses the new brand font, GT Walsheim (owned by the Office of Marketing and Communications) with each line or combination of words in a different brand color.

It can be used in one-, two-, and four-line formats, in both dark and light color schemes.

Most instances the logo is printed in four-color, however, there are times when a one-color option is needed. Please print the one-color logo in either black and white or in a brand specific color.

See samples below:

PHILADELPHIA  
COLLEGE OF  
OSTEOPATHIC  
MEDICINE®

PHILADELPHIA COLLEGE OF  
OSTEOPATHIC MEDICINE®

PHILADELPHIA COLLEGE OF OSTEOPATHIC MEDICINE®

PHILADELPHIA  
COLLEGE OF  
OSTEOPATHIC  
MEDICINE®

PHILADELPHIA COLLEGE OF  
OSTEOPATHIC MEDICINE®

PHILADELPHIA COLLEGE OF OSTEOPATHIC MEDICINE®

PHILADELPHIA  
COLLEGE OF  
OSTEOPATHIC  
MEDICINE®

PHILADELPHIA COLLEGE OF  
OSTEOPATHIC MEDICINE®

PHILADELPHIA COLLEGE OF OSTEOPATHIC MEDICINE®

## PCOM SCHOOL WORDMARKS

Similar to the PCOM wordmark, PCOM School of Pharmacy, PCOM School of Health Sciences and PCOM School of Professional and Applied Psychology names may be spelled out in both dark and light color schemes. Because the school names contain the PCOM nameplate, the federally registered trademark ® is used.

Most instances the wordmark is printed in four-color; however, there are times when a one-color option is needed. Please print the one-color logo in either black and white or in a brand specific color.

These wordmarks are to be used in conjunction with the PCOM flame logo, our primary mark, on any printed piece for an external audience.

See samples below:

PCOM® SCHOOL OF  
PHARMACY

PCOM® SCHOOL OF  
HEALTH SCIENCES

PCOM® SCHOOL OF  
PHARMACY

PCOM® SCHOOL OF  
HEALTH SCIENCES

PCOM® SCHOOL OF  
PROFESSIONAL AND  
APPLIED PSYCHOLOGY

PCOM® SCHOOL OF  
PROFESSIONAL AND  
APPLIED PSYCHOLOGY

The new PCOM nameplate is an identifier of the College. It took on a new design after our new brand launch in 2015 using our brand font GT Walstein. It is a federally registered trademark.

It can be used one-color; primarily in black, PCOM Blue, PCOM Dark Red or PCOM Yellow.

See samples below:

**PCOM<sup>®</sup>** **PCOM<sup>®</sup>**

**PCOM<sup>®</sup>** **PCOM<sup>®</sup>**

The PCOM nameplate is an identifier of the College. It was originally created in the traditional PCOM font that is used in the PCOM flame logo - Caslon 224 Black.

It can be used one-color; primarily in black, PCOM Blue, PCOM Dark Red or PCOM Yellow.

See samples below:

**PCOM®** **PCOM®**

**PCOM®** **PCOM®**

## PCOM AND LOCATION SPECIFIC NAMEPLATES



The PCOM and location specific nameplates are to be used only by the Office of Marketing and Communications at their discretion. These nameplates can be used if parameters don't comply for PCOM flame logo usage. These files will be used primarily in a digital advertising setting for a specific location.



The PCOM flame logo is the primary mark of the College and should be used above all others.

On an as-requested basis, the PCOM and location specific nameplates can be used by itself, with a color bar, or other branding elements or images to establish a cohesive branded graphic. Because the school names contain the PCOM nameplate, the federally registered trademark ® is used.

The location specific nameplates will only be used when referencing a location other than the degree-granting institution.



## COLLEGE ACADEMIC SEAL

The College seal is the most formal of all College identifiers. It is used for formal academic functions such as Commencement and is placed on printed materials such as certificates and diplomas. While the seal is not the official logo of the College, it does signify the official nature of a document or an event. Unlike to the flame logo, the seal should not be used for most occasions.



### **BLACK AND WHITE:**

Traditional form of the College seal.

### **REVERSED:**

College seal may be reversed.

PCOM's system of Healthcare Centers has its own logo. The logo has been created to differentiate the PCOM Healthcare Centers from the College and to give the centers a strong identity in their communities. This logo can be created in one-color and three-color and can be obtained from the Office of Marketing and Communications when being used for promotion of the Healthcare Centers. Only for this logo will the font Avenir be used on the words "Healthcare Center." These are the only instances in PCOM promotion, including signage, where you will see these fonts. See examples below:



### ONE-COLOR:

For the PCOM initials the standard rules apply. "Healthcare Centers" is in Avenir type printed on one line in black. Below that the brand color bar goes to full black and is aligned with the bottom of the shield of the logo.



### FOUR-COLOR:

Same type specifications as above.



### DIVISION DESIGNATION:

When the division of the PCOM Healthcare Center is needed, it is below the color bar in GT Walsheim font in PCOM blue, aligned left with the color bar and text above and aligned with the baseline of the bottom of the blue shield of the PCOM flame logo. Reminder of the logo shifts up and aligns with top of blue shield.



## HASSMAN FAMILY MEDICINE CENTER

In January 2024, Family Medicine at PCOM was renamed the Joseph M. Hassman, DO '65 Family Medicine Center. As a result, a new logo was created.

This logo can be created in one- or full-color and can be obtained from the Office of Marketing and Communications. See examples below.



### FOUR-COLOR:

For the PCOM initials the standard rules apply. "Healthcare Centers" is in Avenir type printed on one line in black. Below that is the brand color bar in grey-scale aligned with the bottom of the blue box of the logo.

### FOUR-COLOR DARK BACKGROUND:

Same type specifications as above.

### ONE COLOR:

Same type specifications as above.

LETTERHEAD

College letterhead:



### PCOM FLAME LOGO:

4-color logo is 1/2" from left 1" from the top.

### COLLEGE WORDMARK:

Words are in GT Walsheim, all caps, two-line option. Wordmark is 1 1/2" from the bottom and centered left and right with PCOM flame logo above.

### COLOR BAR:

Justified with the College address below. Aligns base-lines with College wordmark to the left.

### COLLEGE ADDRESS:

Baseline is 1/2" from bottom. Text is printed in 9.5 point Avenir Medium all caps. Text is justified with color bar and is 1/2" from bottom of sheet.

### NOTE:

Second sheets are also available which simply feature the PCOM flame logo in the bottom right corner.

All PCOM letterhead is printed in CMYK four-color inks by PCOM Printing Solutions.

Federally registered and unregistered trademark symbols need not appear when used for internal College business and/or when the full College name accompanies the trademark symbol (e.g. business cards, stationery, on-campus signage).

PCOM Georgia letterhead:



### **PCOM GEORGIA FLAME LOGO:**

4-color logo is 1/2" from left 1" from the top.

### **COLLEGE WORDMARK:**

Words are in GT Walsheim, all caps, three-line option. Wordmark is 1 1/2" from the bottom and centered left and right with PCOM Georgia flame logo above.

### **COLOR BAR:**

Justified with the College address below. Aligns base-lines with College wordmark to the left.

### **COLLEGE ADDRESS:**

Baseline is 1/2" from bottom. Text is printed in 9.5 point Avenir Medium all caps. Text is justified with color bar and is 1/2" from bottom of sheet.

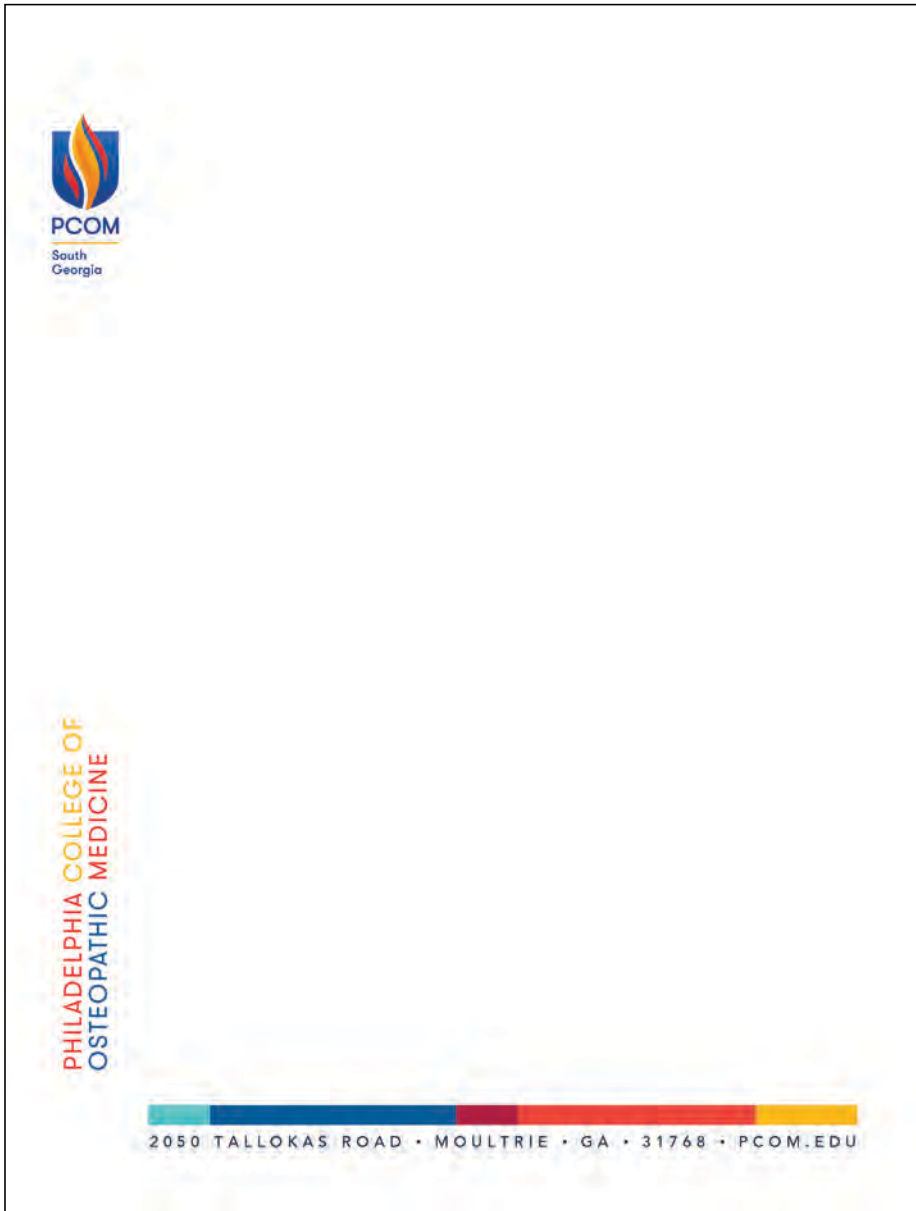
### **NOTE:**

Second sheets are also available which simply feature the PCOM Georgia flame logo in the bottom right corner.

All PCOM letterhead is printed in CMYK four-color inks by PCOM Printing Solutions.

## PCOM SOUTH GEORGIA LETTERHEAD

PCOM South Georgia letterhead:



### PCOM SOUTH GEORGIA FLAME LOGO:

4-color logo is 1/2" from left 1" from the top.

### COLLEGE WORDMARK:

Words are in GT Walsheim, all caps, three-line option. Wordmark is 7/8" from the bottom and centered left and right with PCOM South Georgia flame logo above.

### COLOR BAR:

Justified with the College address below. Aligns base-lines with College wordmark to the left.

### COLLEGE ADDRESS:

Baseline is 1/2" from bottom. Text is printed in 9.5 point Avenir Medium all caps. Text is justified with color bar and is 1/2" from bottom of sheet.

### NOTE:

Second sheets are also available which simply feature the PCOM South Georgia flame logo in the bottom right corner.

All PCOM letterhead is printed in CMYK four-color inks by PCOM Printing Solutions.

## PCOM LETTERHEAD – ALL LOCATIONS

College letterhead with all three locations:



### PCOM FLAME LOGO:

4-color logo is 1/2" from left 1" from the top.

### COLLEGE WORDMARK:

Words are in GT Walsheim, all caps, two-line option. Wordmark is 1 1/2" from the bottom and centered left and right with PCOM flame logo above.

### COLOR BAR:

Justified with the College address below. Aligns base-lines with College wordmark to the left.

### COLLEGE ADDRESSES:

Baseline is 1/4" from bottom. Text is printed in 9.5 point Avenir Medium all caps. Text is justified with color bar and is 1/2" from bottom of sheet. Each location broken out into 3-column text box.

### NOTE:

Second sheets are also available which simply feature the designated PCOM flame logo in the bottom right corner.

All PCOM letterhead is printed in CMYK four-color inks by PCOM Printing Solutions.

Federally registered and unregistered trademark symbols need not appear when used for internal College business and/or when the full College name accompanies the trademark symbol (e.g. business cards, stationery, on-campus signage).



When composing a letter on PCOM letterhead, it is recommended to follow a specific page set up.



**JAY S. FELDSTEIN, DO**  
 President and Chief Executive Officer  
 215-871-6800 • 215-871-6802 FAX  
 jfeldstein@pcom.edu

July 28, 2016

Michelle Merritt  
 Director of Pyramid Healthcare  
 123 Highland Ave.  
 Wynnewood, PA 19096

Dear Ms. Merritt:

Uptatur, etus, quam nihillatias audae verchicia dignis dit es que pellupt atatusam, officias auda posandam exerepedit qui dolute litatis et harum quaeraticid quam, con pratium veriore ceprovit quatiatio que latiorp orehenet laut valorit autem faccus moluptio.

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Thank you,

Jay S. Feldstein, DO  
 President and Chief Executive Officer

PHILADELPHIA COLLEGE OF  
 OSTEOPATHIC MEDICINE



4170 CITY AVENUE • PHILADELPHIA • PA • 19131-1694 • PCOM.EDU

### PERSONALIZATION:

Name, title, contact numbers and email address are stacked and aligned 2 1/2" from the left and aligned at the bottom with the bottom of the blue box of the PCOM flame logo.

### BODY OF THE LETTER:

The text box of the letter should start 1.5" from the left edge of the sheet and 3" from the top edge aligned with the color bar at the bottom of the page and start below the PCOM flame logo to the left. The paragraph width should not exceed the length of the color bar at the bottom of the page. Paragraph style is left aligned.

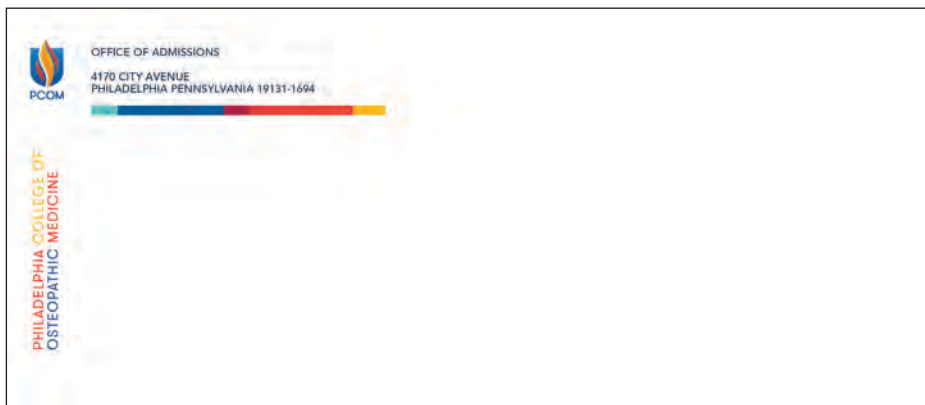
### ELECTRONIC LETTERHEAD:

Electronic Microsoft Word template files has been created with proper header, footer, logo and text placement built in so a letter can be personalized.

This template can be requested from the Office of Marketing and Communications through the Online Work Request.

### NOTE:

Registered and unregistered trademark symbols need not appear when used for internal College business and/or when the full College name accompanies the trademark symbol (e.g. business cards, stationery, on-campus signage).



### ENVELOPE: SIMILAR TO LETTERHEAD

#### COLLEGE ADDRESS:

Aligns with top of blue box of logo, flush left in all caps. Line breaks are as shown.

#### NAME/TITLE:

Placed below College address. Receives same type treatment as letterhead.

#### FLAME LOGO:

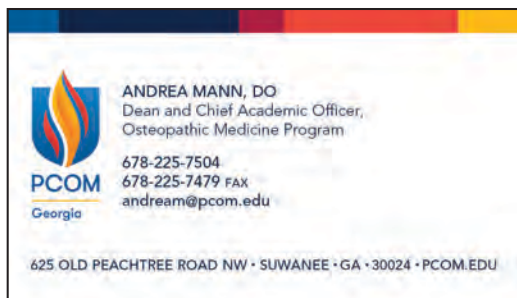
Logo is 1" tall; 1/4" from top.

#### NOTE:

For complete specifications regarding PCOM stationery, contact Printing Solutions at 215-871-6670.

Registered and unregistered trademark symbols need not appear when used for internal College business and/or when the full College name accompanies the trademark symbol (e.g. business cards, stationery, on-campus signage).

All PCOM, PCOM Georgia and PCOM South Georgia business cards are printed by PCOM Printing Solutions.



## PRONOUN OPTION:



## SIDE 1:

### FLAME LOGO:

Placed 1/8" from left, and baseline rests 1 1/2" from the top. Full-color flame logo.

### NAME:

Printed in all caps in Avenir Medium. Aligned with bottom of blue box of flame logo, 1/4" to the right.

### PRONOUN: (OPTIONAL):

Printed in upper and lower case in Avenir Medium directly below name before title. Wording will be "Pronoun: [He/Him/His] [She/Her/Hers] [They/Them/Theirs]" Aligned with bottom of blue box of flame logo, 1/4" to the right.

### TITLE/DEPARTMENT:

Avenir light upper and lower case; flush left under name.

### PHONE/EMAIL INFORMATION:

Printed in Avenir Light in small caps. Aligns with the other information.

### COLLEGE ADDRESS:

Text is printed in Avenir all caps. Text is justified along length of card.

## SIDE 2:

### COLLEGE NAME:

The full-color College wordmark is used against a full-bleed PCOM dark blue background with the College web address below in yellow with a graphic element printed in yellow.

## NOTE:

Registered and unregistered trademark symbols need not appear when used for internal College business and/or when the full College name accompanies the trademark symbol (e.g. business cards, stationery, on-campus signage).

Using consistent email signatures for College email accounts is an opportunity to create brand alignment while relaying relevant contact information. Consistent and clear email signatures present a professional appearance for conducting business through email.

New recommendations are to avoid logos and social media icons in email signatures; many users process them as attachments or block them by default.

Do not personalize your College signature with additional quotes, images, colors, fonts.

An email signature generator tool can be found on [my.pcom.edu](https://my.pcom.edu) [Resources for Employees tab].

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Office of Student Affairs  
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215-871-6115  
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Pronoun: He/Him/His

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625 Old Peachtree Road NW  
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678-225-7500 | [GAadmissions@pcom.edu](mailto:GAadmissions@pcom.edu)  
[pcom.edu](https://pcom.edu)

Sam Johnson, MBA  
Recruiter  
Office of Admissions  
PCOM South Georgia  
2060 Tallokas Road  
Moultrie, GA 31768  
123-456-7890  
[pcom.edu](https://pcom.edu)  
Pronoun: They/Them/Theirs

### NAME:

Your name as you'd like it to professionally appear. Printed in the default font and default size used by Google Mail.

### POSITION AND DEPARTMENT/OFFICE NAME:

Your current position and department/office name separated by a comma. Printed in the default font and default size used by the Google Mail.

### FULL COLLEGE LOCATION NAME AND ADDRESS:

Printed in the default font and default size used by Google Mail.

### PHONE AND/OR EMAIL/FAX:

Use hyphens, not periods or parentheses. Printed in the default font and default size used by Google Mail. Separate number and email address by a straight line.

### WEBSITE

### PRONOUN (OPTIONAL):

Printed in the default font and default size used by Google Mail. Wording will be "Pronoun: [He/Him/His] [She/Her/Hers] [They/Them/Theirs]"

## FINAL WORD

Consistent reproduction of the PCOM logo is critical in creating a strong brand identity. The College's most visible and recognizable symbol, the PCOM logo, is the primary identification of our College and cannot be altered in any way. Before using PCOM seals or logos, please consult this Style Guide and contact the Office of Marketing and Communications at [communications@pcom.edu](mailto:communications@pcom.edu).

Thank you for following the graphic style guidelines presented in this booklet.