



PCOM

Brand Style Guide
v6.0

December 2024

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INTRODUCTION

This Style Guide, version 6.0, provides a resource for future implementation of the Philadelphia College of Osteopathic Medicine brand. The brand guidelines contained in this document describe the essential elements of the brand, along with basic instruction for how to use them.

We want to ensure that every facet of PCOM—from our campuses and healthcare centers, to our employee and student communications and events—conveys the same sentiment. Adherence to these guidelines will ensure consistency and recognition of the brand. When the greater Philadelphia College of Osteopathic Medicine brand is recognized, it benefits each of PCOM's campuses and programs individually.

It should be noted that the elements and uses in this initial guide are open to change. However, these changes will be reviewed and assessed periodically to ensure that there is always a single standard usage overall.



Brand Positioning



In 2022, we refreshed our brand strategy with this new idea at the core of our brand:

Health is Everything.

Health has an impact on every aspect of your life—because your future, your children’s future, your community’s future, is made possible when you have your health.

Being healthy isn’t just how you feel or how long you live; health is every little detail and how it all comes together. It’s about treating the illness, but also about preventing the preventable. At PCOM, whole-person health is our profession, our passion, our life’s work. We learn to take every little detail, collaborate with every individual doctor, patient and healthcare professional to understand everything, all at once. Because we’ve learned it’s never just one thing working by itself, but rather, whole-person health is about connecting—connecting the pieces and connecting the people.

An education from PCOM isn’t just about becoming the best DO, pharmacist, psychologist or healthcare professional you can be—but rather, understanding that health isn’t just one thing, it’s everything.

The positioning statement “Health is Everything” is built upon these four pillars of truth that give it meaning. These four aspects of the institution support the brand’s fundamental truth. All marketing communications should focus on these attributes (or a selection of these attributes) as proof-points for what makes PCOM unique.

WHO WE ARE

A COLLECTIVE OF HEALTHCARE CHAMPIONS

HOW WE DO IT

EMPOWERING VERSATILITY

WHAT WE DO

ADVANCING THE WHOLE

WHY IT MATTERS

FOR THE WELL-BEING OF HUMANITY

WHO WE ARE

A COLLECTIVE OF HEALTHCARE CHAMPIONS

We aren't just churning out healthcare professionals, but rather, educating and shaping a strong collective of leaders with a whole-person approach that look inward at our values, our people and our culture. We are a unified team who dig deeper, work with intention and prioritize consideration and connection with one another and the communities we serve. We have several homes, but we are one entity, sharing knowledge that strengthens our practice, creating well-rounded leaders sought after for their influence and impact. We play an essential role within a larger healthcare ecosystem, providing education and care to help strengthen the whole collective through our unique approach.

- Since PCOM's founding in 1899, we have been at the forefront of health education—expanding both geographically and academically.
- Our Philadelphia campus, along with our PCOM Georgia and PCOM South Georgia campuses, is working to educate the front lines of health and empower the next generation of healthcare professionals.
- We represent a body of over 18,500 alumni who are practicing medicine and behavioral health across the nation.
- Nearly 7,000 new osteopathic physicians enter the workforce each year, with approximately 135,000 fully licensed, active osteopathic physicians who currently practice the entire scope of modern medicine.

WHAT WE DO

ADVANCING THE WHOLE

At PCOM, we are educators who look at healthcare through a wider lens, seeking to provide integrated care, prevention and wellness for the whole body, the whole person, the whole community. It goes beyond treating the symptoms; by advancing the science of health, we are able to develop attitudes and lifestyles that improve well-being—not just for the patient, but for everyone. We are training every student that walks through our doors to challenge the role they play within their communities by learning not just to be providers, but rather, advisors, confidants and change-makers.

- What began as a medical school training students in the osteopathic tradition, has now grown into a robust hub of programs ranging from clinical psychology, to forensic medicine, to pharmacy and more.

- With a focus on preventive health care, DOs help patients not only fight illness, but also help prevent it
- Our students, regardless of their chosen academic path, are taught to care for the whole person, as a foundation of their educational pursuits.
- President Jay S. Feldstein, DO '81 formed the Community Wellness Initiative, which develops programs that support and sustain the health of local populations across our three campuses.
- Admission to PCOM is competitive and selective. We seek well-rounded, achievement-oriented persons whose character, maturity and sense of dedication point to a productive life as a professional. When we review an application for admission, we look beyond transcripts to discover who you really are, and the professional you soon can become.

HOW WE DO IT

EMPOWERING VERSATILITY

We create, expand and innovate every day to help bring the whole-person approach to the world of today. Building on our history of success, we are able to provide an education that goes beyond basic care and allows us the flexibility to approach healthcare beyond a linear path. Students are trained to become adaptable team members with the knowledge of providing collaborative care. With a robust toolkit of human skills built on the foundation of empathy, humanity and partnership, our students are prepared for meaningful careers that are as diverse as the communities they serve.

- With our interdisciplinary learning structure, we are building on our foundation of osteopathic medicine to train more effective healthcare professionals.
- From state-of-the-art simulation labs, to real-world experiences, we work directly with diverse populations.
- With the support of esteemed faculty, our students learn to ask the right questions, listen for answers and solve problems.
- PCOM is an institution that has historically sought diversity in its student population and actively recruits underrepresented minority students and nontraditional students, including veterans.

WHY IT MATTERS

FOR THE WELL-BEING OF HUMANITY

We are paving the way for communities to experience a brighter and more inclusive medical future by improving the quality and experience of healthcare. By training our students in whole-person wellness, we are educating healthcare professionals who are helping our communities and patients optimize their health, all while keeping the whole-person philosophy alive. However, healthcare extends beyond just the service being provided, to the experience along the way. By educating our students in empathetic and effective care, we are helping change the way that healthcare is experienced. Through a partnership between providers and patients, a new approach is created, one that is more positive, meaningful and personalized.

- While DOs and MDs are licensed to prescribe medicine and perform surgery in all 50 states, DOs have extra skills and training that allow them to do more for their patients.
- Many DOs fill a critical need for healthcare by practicing in rural and other underserved communities.
- We work to uniquely position PCOM students to connect with and serve their surrounding communities in empathetic and effective ways.
- Our Family Medicine City Avenue office, and our Lancaster Avenue and Cambria divisions, offer a wide range of specialties and services to meet the healthcare needs of their communities.



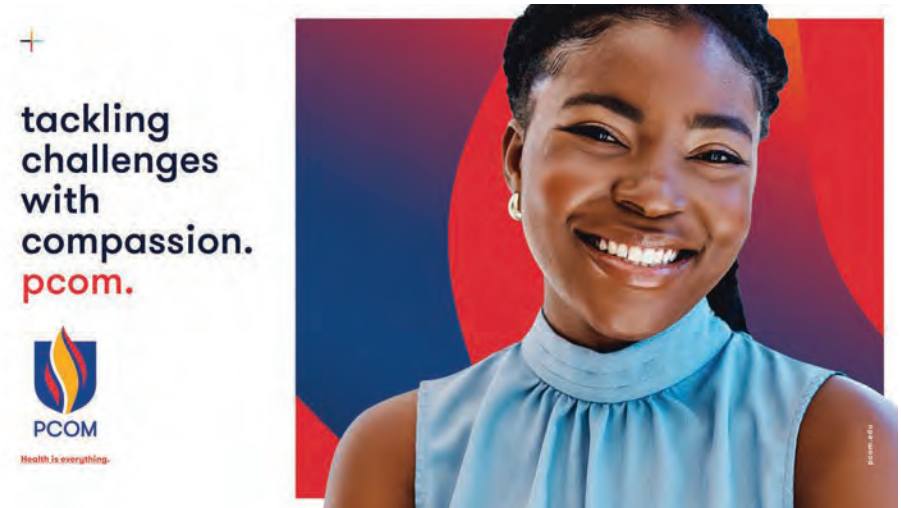
BRAND TONE

The positioning statement is complemented with tonal words that reflect the personality of the institution. All PCOM communications, from social media posts, to student materials, to event promotions, to billboards, should use the following tone words as a guide.

- Collaborative
- Prestigious
- Innovative
- Inclusive
- Passionate
- Empathetic



At PCOM, **health is everything**. We train champions of whole-person health who become part of a lifelong collective, caring for their communities today and for the future. Our osteopathic philosophy extends to everything we do—encouraging our students to bring their full selves and experiences to their profession. When we teach our students as whole people, they treat patients as whole people, with passion, care and purpose. And when our graduates bring that approach out into the world, applying compassionate care to every interaction and community, it changes everything.



Our brand has a unique, colorful look and feel that has many components that are used to communicate our brand narrative. Throughout this document, we will break down these pieces and discuss how they are used.



Copy Tone

PCOM's voice is confident and altruistic. Copy should convey the academic and scientific rigor of PCOM while making readers feel the whole-person approach that sets us apart. The tone should always be warm, human and conversational. Our voice should convey a holistic, human-centered philosophy rooted in empathy, and aspirations that go beyond personal achievement. Overall, the brand voice should establish that PCOM enables students to do more and have a greater impact on humanity.

Headlines should be short and attention-grabbing. When possible, they should emphasize PCOM's whole-person philosophy and what makes our approach different. Use the subject matter as a guide. Find a differentiating added benefit of PCOM in the story and use it as a driving message in the headline.

We can still use our "Health is ____" headline structure to directly state our purpose. However, as we refresh our campaign, we should also extend our messaging. Headlines are an opportunity to show personality while calling out stories and proof points.

Healthcare champions
are made here.

Meet your match.

Health is hands-on.

Tackling challenges
with compassion.

Passion. Profession. Purpose.

Bring your humanity to
healthcare.

Body copy should expand on the headline. Use body copy to unpack the story and provide additional details. When possible, highlight proof points, differentiators, student/faculty/alumni stories and PCOM's osteopathic philosophy. Keep body copy as clear and concise as possible, and ensure that the voice remains human and conversational.

HEALTHCARE CENTER

PCOM trains students in a whole-person approach to medicine, empowering them to be leaders as they achieve meaningful careers outside our walls. In our healthcare centers, this approach to medicine is put into practice, allowing our students to learn to partner with their patients and work together to optimize their health. This also represents our commitment to greater access to care for underserved populations in and around Philadelphia.

MEET YOUR MATCH

With an emphasis on residency matching and postgraduate placement, PCOM prepares you for Day 1 success.

HEALTH IS HANDS-ON

A PCOM education nurtures interdisciplinary collaboration and sparks innovative ways of thinking. This prepares future healthcare professionals to be adaptive leaders in their ever-evolving fields. Because when we work together, with empathy as our foundation, we unlock the whole picture of health.



Typography

The PCOM brand uses two approved typefaces: GT Walsheim and Avenir.

GT WALSHEIM

Used for display type, such as headlines, and large, bold, expressive type. Created by the Grilli Type foundry.

GT Walsheim is used for headlines
and large display type.

GT WALSHEIM AND AVENIR

Used for body copy, information charts and other smaller-type uses. Created by Grilli Type and the Linotype type foundry, respectively.

BOLD BODY HEADERS ARE SET IN GT WALSHEIM BOLD.

Body copy is set in GT Walsheim Regular. This will work for most digital uses as well as positive-printing text. For printing lighter text over darker backgrounds, use GT Walsheim Medium.

BOLD BODY HEADERS ARE SET IN AVENIR BLACK.

Body copy is set in Avenir Book. This will work for most digital uses as well as positive-printing text. For printing lighter text over darker backgrounds, use Avenir Book Medium.



THE UNDERLINE: Adds emphasis; can be used with all caps and sentence case.

The background features a grid of overlapping circles in various shades of blue, purple, and red. Two thin, curved lines, one blue and one orange, intersect to form a large, irregular shape that frames the central text.

Color

PRIMARY BRAND COLORS

These are the primary colors that are used most often and for many different elements.

- Background color
- Headline and body text
- Icons
- Photo washes



PCOM BLUE

PANTONE 301 CP
CMYK - 100, 53, 4, 19
R00 G68 B141
#00448D



PCOM ORANGE

PANTONE 1788 CP
CMYK - 0, 88, 82, 0
R250 G44 B55
#FB2D37



PCOM YELLOW

PANTONE 7408 CP
CMYK - 0, 29, 100, 0
R252 G175 B22
#FCAF16

SECONDARY BRAND COLORS

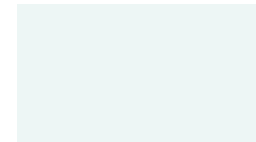
These are the secondary colors that are used less often but are still prominent players.

- Background color
- Photo washes
- Multiple secondary colors should only be used together for the “+” vector element



PCOM DARK BLUE

PANTONE 7463 CP
CMYK - 100, 63, 12, 67
R26 G31 B57
#1A203A



PCOM COOL GRAY

PANTONE 7541 CP
CMYK - 7, 1, 3, 2
R236 G246 B245
#EDF6F5

TERTIARY BRAND COLORS

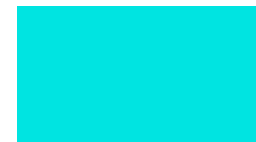
These are the tertiary colors that are used least often and for very specific purposes.

- Background color (sparingly)
- Text on darker backgrounds
- Icons on darker backgrounds
- Multiple tertiary colors should only be used together for the “+” vector element



PCOM DARK RED

PANTONE 1945 CP
CMYK - 5, 100, 55, 28
R161 G09 B57
#A20A3A



PCOM CYAN

PANTONE 2227 CP
CMYK - 60, 0, 25, 0
R00 G227 B224
#00E4E1



Graphic Elements

GRAPHIC ELEMENTS

These elements represent various aspects of the PCOM brand, such as the scientific rigor and deeper understanding that come with our approach to medicine. Use these elements judiciously to balance the composition and visually reinforce these themes throughout all materials.



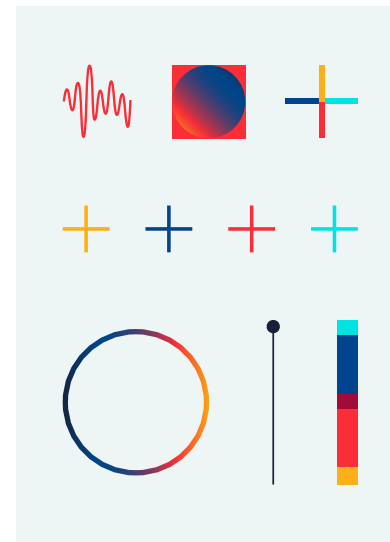
ABSTRACT GRADIENT

- Primary branding element; should be present on most pieces



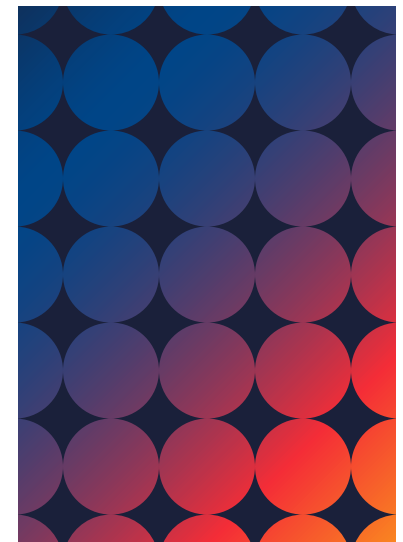
BRAND GRADIENTS

- Use as high-impact visual
- Use in conjunction with Abstract Gradient



VECTOR ELEMENTS

- Use as graphic elements over imagery
- Use to activate designs



GRADIENT CIRCLES PATTERN

- Use as backgrounds in advertising and signage
- Use in conjunction with Primary Brand Gradients



ABSTRACT GRADIENT WITH GRAIN TEXTURE

ABSTRACT GRADIENT

This is the primary visual of the brand.
The shapes symbolize the fluidity and movement of the human body and how that energy relates to healthcare.

GRAIN TEXTURE

We use a subtle grain texture to give the work a tactile, human feel.
There are gradient files with grain, and without grain.



< Pairing of Abstract Gradient with Primary Brand Gradient





ABSTRACT GRADIENT DOs AND DON'Ts

DO

- Use in conjunction with the Primary Brand Gradients
- Add Grain/Noise (amount will vary based on design—the example to the right is based on a design size of 1920px X 1080px)
- Adjust scale as the design demands.
Be sure the shape runs off the page and creates an interesting crop
- Adjust angle of the shape as the design dictates



DON'T

- Use as a stand-alone element
- Use with any other gradients including Secondary Brand Gradients
- Alter the base shapes



ABSTRACT GRADIENT: EXAMPLES IN USE



**PRIMARY
BRAND GRADIENTS**

The primary gradients are used to represent the dynamic energy of healthcare.

- Background color
- Headline text
- Backgrounds for clipped-out photography

**SECONDARY
BRAND GRADIENTS**

The secondary gradients are used to support the dynamic energy.

- Background color
- Headline text
- Backgrounds for clipped-out photography





PRIMARY BRAND GRADIENTS DOs AND DON'Ts

DO

- Use with 45° or -45° angles (unless used for the Circle Outline vector element and the Gradient Circles Pattern—refer to pages 39 and 42)
- Pair with Abstract Gradients

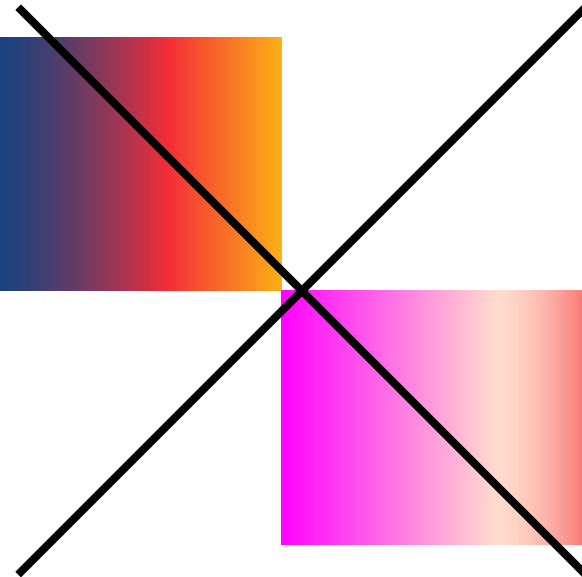
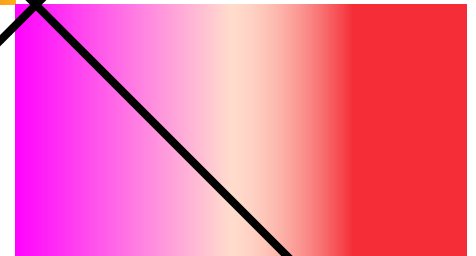
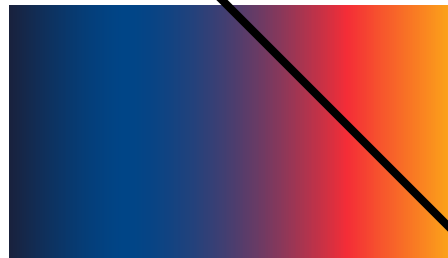
DON'T

- Use with any angle other than those listed above
- Use any other color combination



< 45° angle

with Abstract Gradient >





SECONDARY BRAND GRADIENTS DOs AND DON'Ts

DO

- Use with a 90° angle
- Pair with Abstract Gradients when using for type. The angle should be set at 0° or -0°



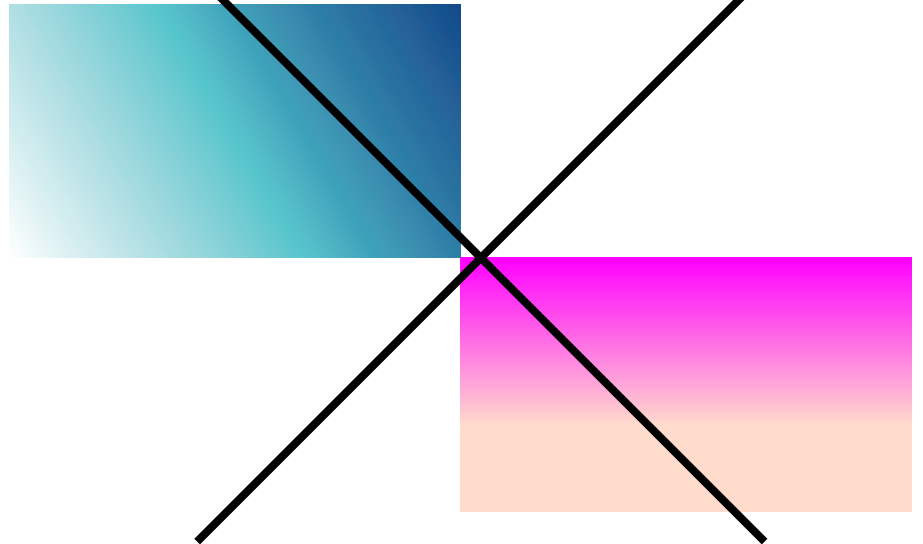
< 90° angle

0° angle >



DON'T

- Use with any angle other than those listed above
- Use any other color combination



BRAND GRADIENTS: EXAMPLES IN USE



VECTOR ELEMENTS

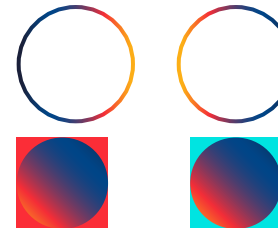




VECTOR ELEMENTS: COLOR USAGE

Here is the color usage for each graphic element. **Use this only.**

- Vector Elements > Solid Plus Pattern uses the following colors: PCOM Yellow, PCOM Blue, PCOM Orange and PCOM Cyan. The pattern may be repeated, but the assigned color order must remain.
- Vector Elements > Gradient Plus uses the following colors: PCOM Yellow, PCOM Cyan, PCOM Orange and PCOM Blue. Colors must remain in this arrangement.
- Vector Elements > Heartbeat allows for the use of all primary, secondary and tertiary colors as background color and design dictate.
- Vector Elements > Heartbeat Plus Pattern allows for the use of all primary, secondary and tertiary colors as background color and design dictate.
- Vector Elements > Gradient Circle Outline uses the primary brand gradients at an angle of 90° or -90°.
- Vector Elements > Gradient Circle Fill uses the primary brand gradient for the circles and PCOM Orange or PCOM Cyan for the square.
- Vector Elements > Color Bar uses the following colors: PCOM Cyan, PCOM Blue, PCOM Red, PCOM Orange and PCOM Yellow. The colors may be reversed, but their order must remain the same.
- Vector Elements > Node allows for the use of all primary, secondary and tertiary colors as background color and design dictate.



VECTOR ELEMENTS DOs AND DON'Ts: SOLID PLUS



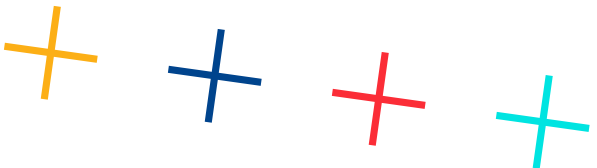
DO

- Use as a design embellishment. Scale is determined by design, but this pattern is meant to serve as a secondary element
- Use only this color pattern
- Use only on white backgrounds



DON'T

- Use non-brand colors
- Use gradients as a fill color
- Change the shape of the element
- Rotate the pattern



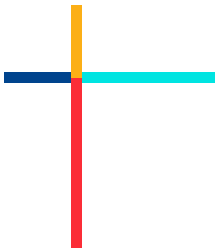
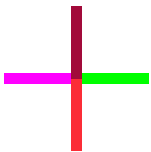


VECTOR ELEMENTS DOs AND DON'Ts: GRADIENT PLUS



DO

- Use as a design embellishment. Scale is determined by design, but this pattern is meant to serve as a secondary element
- Use only this color arrangement
- Use only on white backgrounds



DON'T

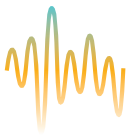
- Use non-brand colors
- Use gradients as a fill color
- Change the shape of the element
- Rotate the element

VECTOR ELEMENTS DOs AND DON'Ts: HEARTBEAT



DO

- Use as a design embellishment. Scale is determined by design, but this pattern is meant to serve as a secondary element
- Use with any primary, secondary or tertiary brand color as design dictates
- Use only on background colors that allow for legible contrast



DON'T

- Use non-brand colors
- Use gradients as a fill color
- Change the shape of the element
- Rotate the shape





VECTOR ELEMENTS DOs AND DON'Ts: HEARTBEAT PLUS PATTERN



DO

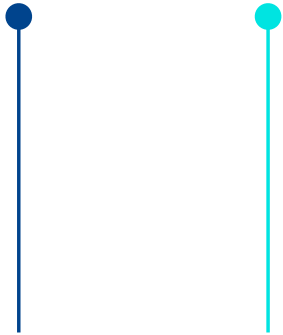
- Use as a design embellishment. Scale is determined by design, but this pattern is meant to serve as a secondary element
- Use with any primary, secondary or tertiary brand color as design dictates
- Use only on background colors that allow for legible contrast



DON'T

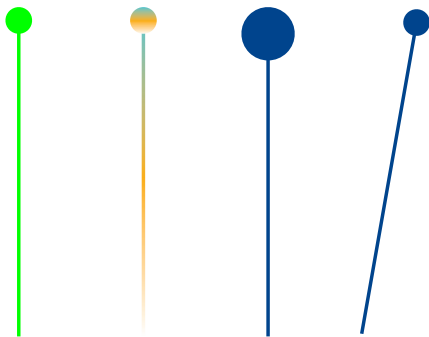
- Use non-brand colors
- Use gradients as a fill color
- Change the shape of the element
- Rotate the shape

VECTOR ELEMENTS DOs AND DON'Ts: NODE



DO

- Use as a design element to frame body copy. Line length may be changed depending on length of body copy. The intention is for the shape to have the same height as the copy
- Use with any primary, secondary or tertiary brand color as design dictates
- Use only on background colors that allow for legible contrast

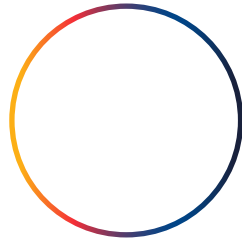
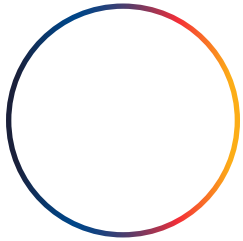


DON'T

- Use non-brand colors
- Use gradients as a fill color
- Change the size relationship of the circle and line
- Rotate the shape



VECTOR ELEMENTS DOs AND DON'Ts: CIRCLE OUTLINE (GRADIENT AND PHOTO CONTAINER)

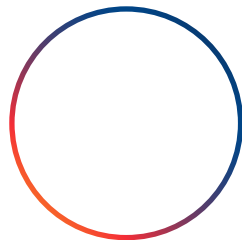
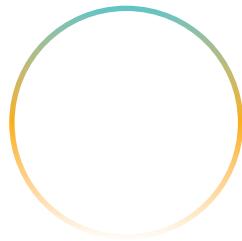
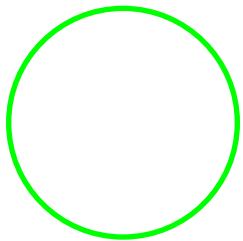


DO

- Use with a 0° or -0° angle when using gradient stroke
- Adjust stroke weight as design dictates; however, be mindful that it's meant to be relatively thin
- Use only with the Primary Brand Gradients when acting as a stand-alone element
- Use only on background colors that allow for legible contrast
- Use as a holding shape for photography. Photography may be contained within the circle breaking out of it. When used as a container, you may use any primary, secondary or tertiary brand color as background and design dictate

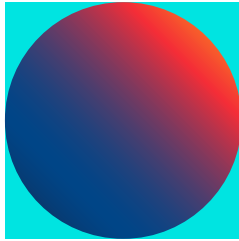
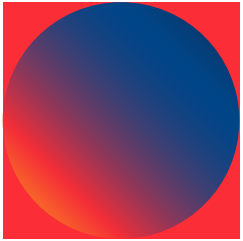
DON'T

- Use non-brand colors
- Use gradients as a fill color
- Change the shape of the element
- Rotate the angle of the gradient



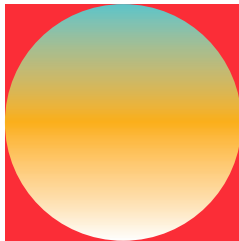
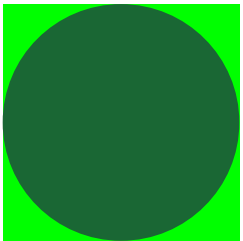


VECTOR ELEMENTS DOs AND DON'Ts: GRADIENT CIRCLE FILL



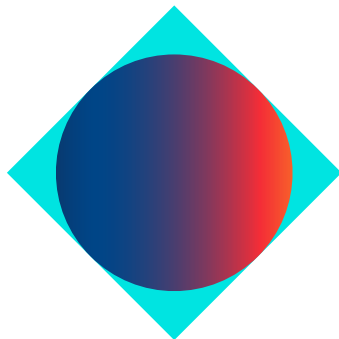
DO

- Use only the Primary Brand Gradient with a 45° or -45° angle for the circle
- Use PCOM Orange or PCOM Cyan for the square
- Use as a design embellishment. Scale is determined by design, but shape is meant to serve as a secondary element
- Allow the element to be scaled and cropped to fit the composition



DON'T

- Use non-brand colors
- Use a solid color fill for the circle
- Use gradients other than the Primary Brand Gradients for the circle
- Change the shape of the element
- Rotate the angle



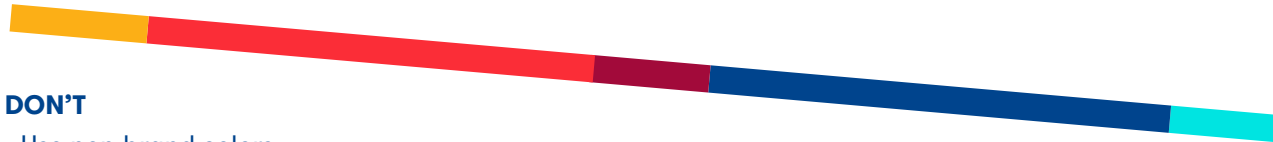


VECTOR ELEMENTS DOs AND DON'Ts: COLOR BAR



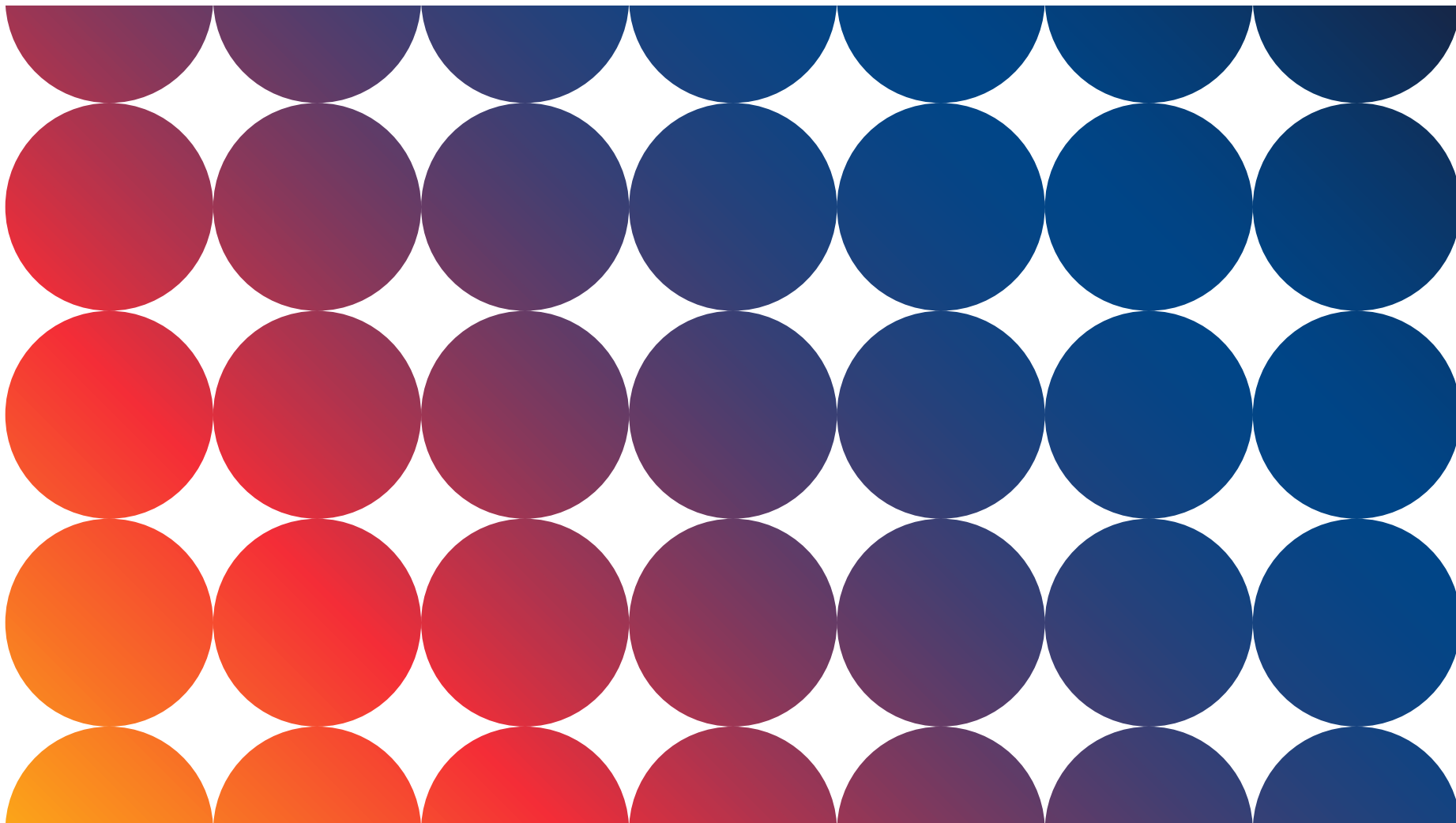
DO

- Use only the color patterns above
- Use both horizontally and vertically (90°, -90°, 180° or -180°) as design dictates
- Use only on background colors that allow for legible contrast
- Increase or decrease height and width as design dictates, always making sure that the sections remain in ratio with each other. Also, be mindful that it's meant to be relatively thin



DON'T

- Use non-brand colors
- Use gradients as a fill color
- Rotate the angle other than the approved angles of 90°, -90°, 180° or -180°

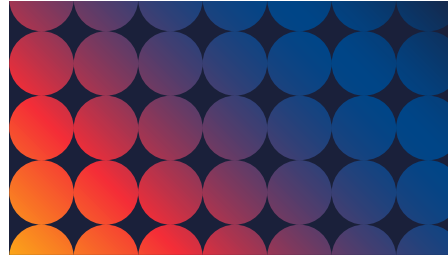




GRADIENT CIRCLES PATTERN DOs AND DON'Ts

DO

- Use only with Primary Brand Gradients
- Use only the following angles: 0°, -0°, 45° and -45°
- Add Grain art on top of Gradient



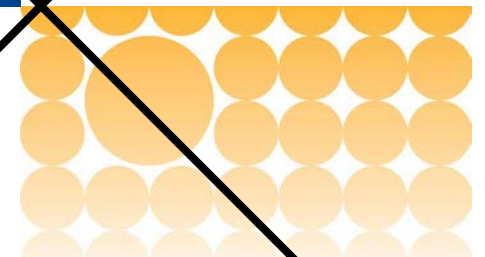
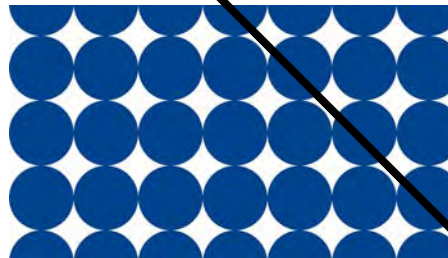
< Pairing of Circles Pattern with Primary Brand Gradient

Add Grain/Noise (amount varies based on design) >



DON'T

- Use with a solid color
- Adjust the scale of individual circles
- Use with any other gradients including Secondary Brand Gradients
- Use with any angle other than those listed above





VECTOR ELEMENTS: EXAMPLES IN USE





Photo & Video

CAMPUS PHOTOGRAPHY

Campus photography should show an active, exciting space that is well-lit and attractive, and shows off the most interesting aspects of campus. Use natural lighting and interesting angles as much as possible. Play with longer exposures to create an atmosphere of excitement and action.



CLASS & LAB PHOTOGRAPHY

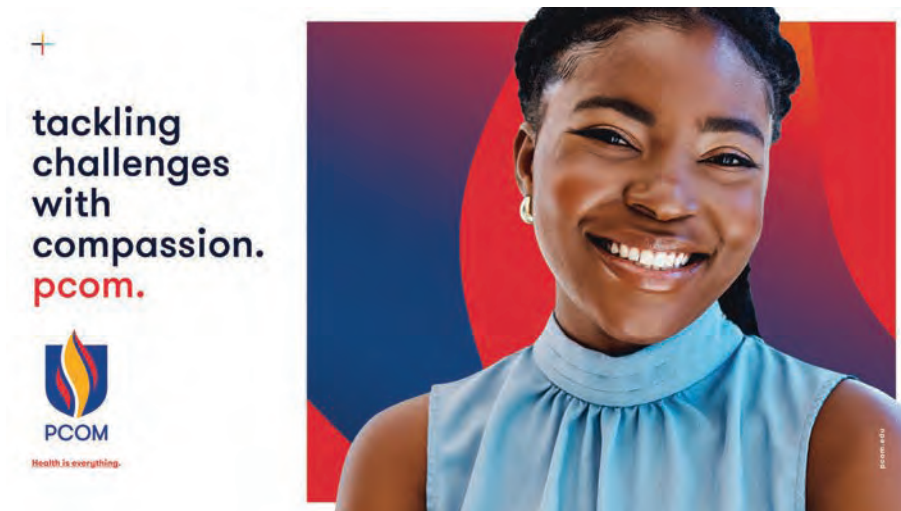
Indoor photography should be bright and clean, with added lighting used to achieve a natural effect when needed. Show human interaction with the lab equipment as much as possible, because this is about being immersed in the process. Play with depth of field and interesting framing of subject matter.



PORTRAIT PHOTOGRAPHY

Portrait photography can be used as aspirational, studio close-ups of students or more naturalistic scenes such as social interaction, hands-on work or daily activities. Use ample natural lighting and take care to balance real-world authenticity with idealized, beautiful shots.





Our video work is a moving version of the photo and graphic styles of the brand, focusing on human moments and warm expressions. Motion graphics are used in light additions, and we often use a grid mosaic to help communicate the diversity of our community.



Logo & Wordmark Usage

In January 2024, PCOM introduced an updated logo. This update introduces refinements while leveraging the brand equity established by previous iterations of the PCOM logo. The “PCOM” letters and the wordmark now align to use the same font, and the introduction of the shield brings a sense of collegiate tradition as well as a connection to healthcare and medicine. It represents safety, stability and longevity while providing a sense of protection.

The horizontal logo is typically used in instances where there is ample space to showcase the brand name and icon side by side. This format is great for website headers, letterheads and other marketing materials.

The vertical logo is perfect for situations where space is limited or where a more compact design is needed.

When deciding which logo to use, consider the context in which it will be displayed. If there is ample space and the design can be displayed without being compromised, the horizontal logo is a great choice. But if space is limited or a more compact design is needed, the vertical logo is the way to go.





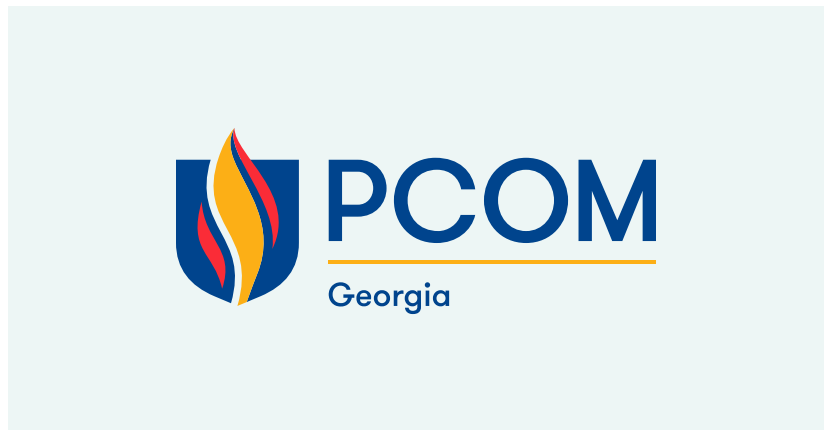
This is the primary flame logo for use on a light background. It uses PCOM Blue for the text color.

This is the primary flame logo for use on a dark-blue background. It uses white for the text color.



This is the dimensional flame logo for use on a light background. It uses PCOM Blue for the text color.

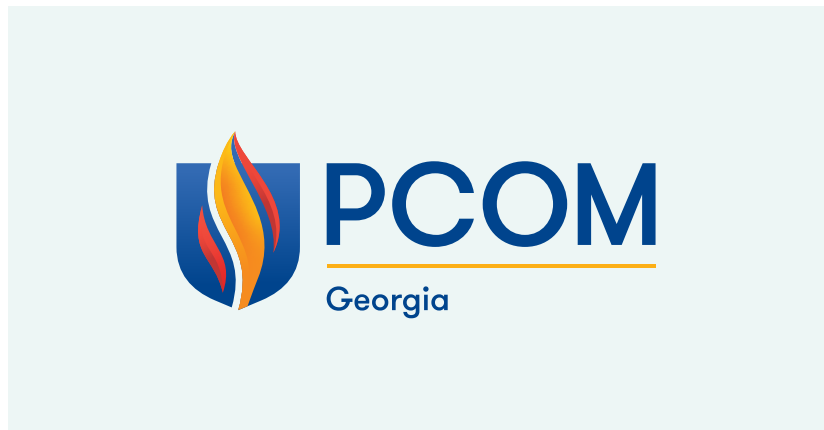
This is the dimensional flame logo for use on a dark-blue background. It uses white for the text color.



This is the PCOM Georgia logo for use on a light background. It uses PCOM Blue for the text color.



This is the PCOM Georgia logo for use on a dark-blue background. It uses white for the text color.



This the dimensional PCOM Georgia logo for use on a light background. It uses PCOM Blue for the text color.

This the dimensional PCOM Georgia logo for use on a dark-blue background. It uses white for the text color.



This is the PCOM South Georgia logo for use on a light background. It uses PCOM Blue for the text color.

This is the PCOM South Georgia logo for use on a dark-blue background. It uses white for the text color.



This is the dimensional PCOM South Georgia logo for use on a light background. It uses PCOM Blue for the text color.

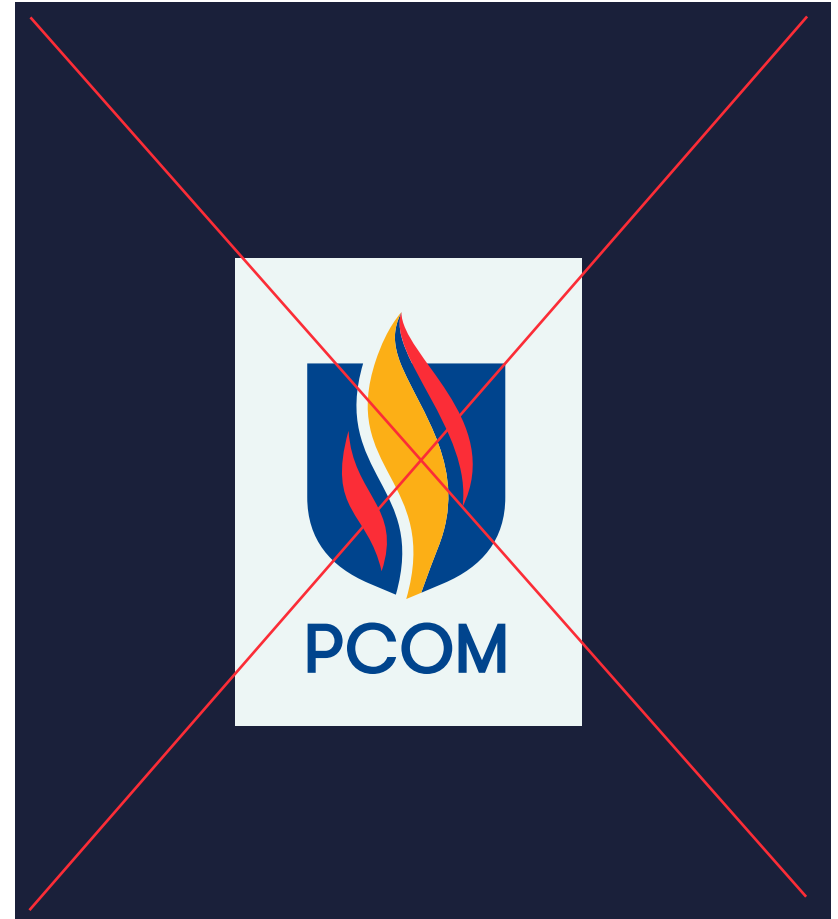


This is the dimensional PCOM South Georgia logo for use on a dark-blue background. It uses white for the text color.

LOGO USAGE: WATCH-OUTS



Minimum clearance space of the logo should be equal to the height of the PCOM lettering.



It is not advisable to place the PCOM flame logo within a white box to sit on a dark background, when the alternate could be used.

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.®

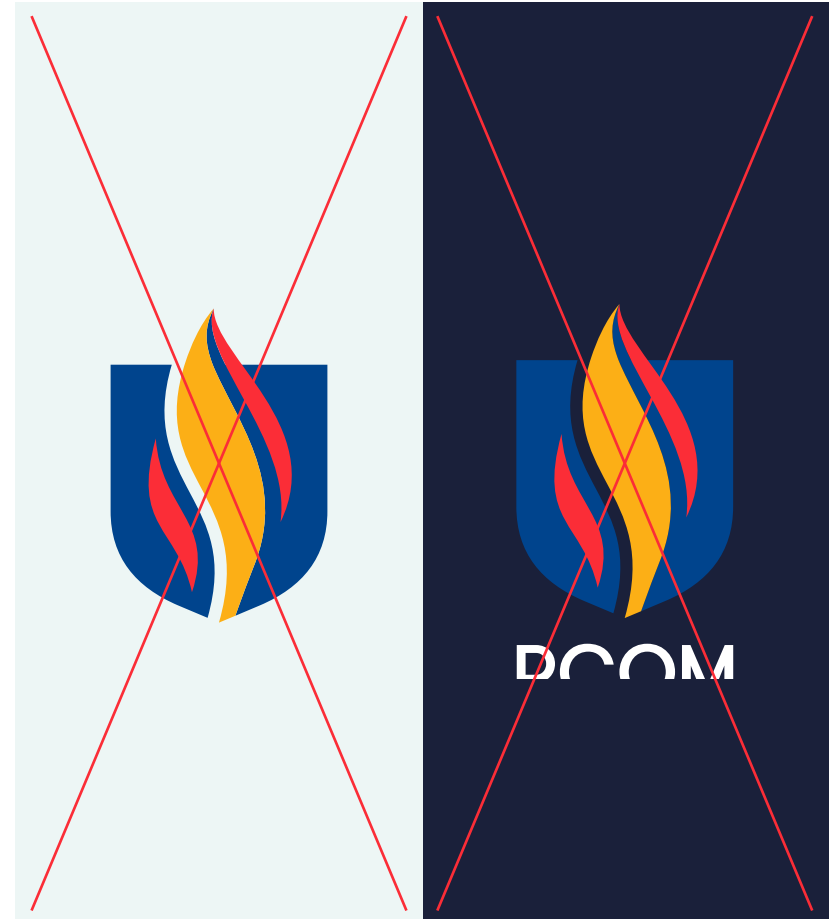
PHILADELPHIA COLLEGE OF OSTEOPATHIC MEDICINE.®

Use the wordmark as an alternate, supporting mark that can help identify the full name of the college, and provide an alternative for signage, marketing materials and swag.

LOGO USAGE: DON'TS



Never stretch the horizontal or vertical proportions of the logo.



Never crop or delete the PCOM letters, as they are part of the logo.



WORDMARK USAGE: DON'TS



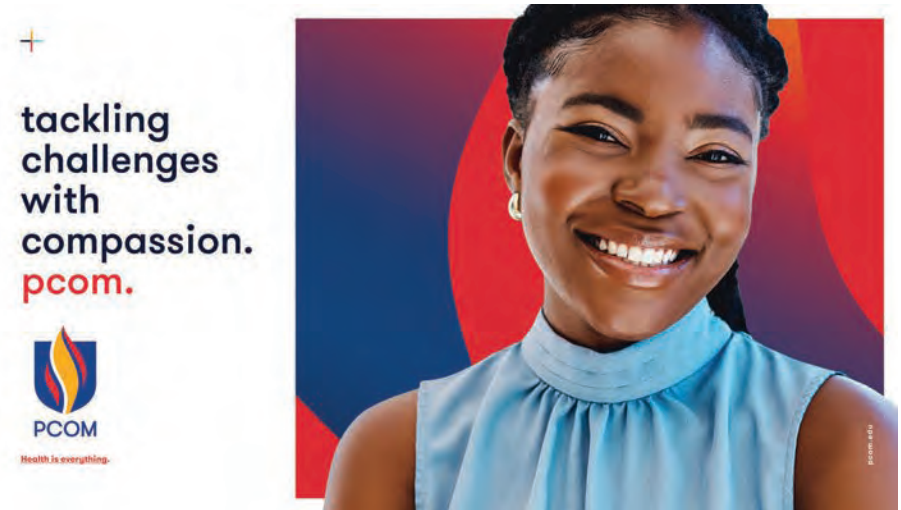
Do not change the color combination of the wordmark, or use it in all one color (unless printing with only one color). Also, do not change the font of the wordmark.



Do not use the light background version on a dark background, or vice versa. Do not use the marks together in a different lockup that is not approved. Never use the wordmark and the PCOM logo as a lockup. These are separate marks that add to the flexibility of the brand.



Overview









Contact



CONTACT US

This style guide is designed to inspire a strong and flexible brand and provide a platform for expression. It ensures consistency across materials. Along with our brand toolkit and approved image assets, it will help us create and build a truly great brand for PCOM. For access to our toolkit and assets, or if you have any questions, please contact:

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