



DIGITAL GRAPHIC STYLE GUIDE

Office of Marketing and Communications
March 2025

PCOM DIGITAL STYLE GUIDE

The purpose of the PCOM Digital Style Guide is to ensure consistent brand usage across the College's online channels including websites, digital ads, social media channels and email communications.

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

PRIMARY



PCOM BLUE

RGB - 0, 68, 141
WEB - #00448D



PCOM YELLOW

RGB - 252, 175, 22
WEB - #FCAF16



PCOM RED

RGB - 250, 44, 55
WEB - #FB2D37

PCOM brand colors should be used when designing digital content.

See RGB color values and Hexachrome color values below each box.

This color palette is used across the digital platform including our website. Paragraph text, headers, buttons, color washes, digital assets artwork and call out boxes all use specific combinations.

Online use of color, including text and links, should meet the contrast ratios defined in Web Content Accessibility Guidelines 2.0 (WCAG). There are several free tools available to check accessibility including the [WebAIM contrast checker](#).

SECONDARY



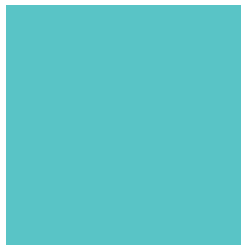
PCOM DARK BLUE

RGB - 26, 31, 57
WEB - #1A203A



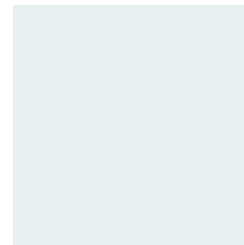
PCOM DARK RED

RGB - 161, 9, 57
WEB - #A20A3A



PCOM CYAN

RGB - 0, 227, 224
WEB - #00E4E1



PCOM COOL GRAY

RGB - 236, 246, 245
WEB - #EDF6F5

Inter

The preferred font for PCOM websites; a free font available for download through Google fonts. Inter is a web-safe, accessible, fast-loading and cross-browser compatible alternative to Avenir that does not require ongoing licensing for use.

The PCOM brand uses three approved typeface and they should be used across all digital platforms and channels when possible.

GT WALSHEIM

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 all campus locations as most computers have had the Avenir font loaded onto their systems by ITS.

VERTICAL



PCOM®



PCOM®

Georgia



PCOM®

South
Georgia

HORIZONTAL



PCOM®



PCOM®

Georgia



PCOM®

South Georgia

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

The logos on this page should be used on light backgrounds only to ensure proper visibility and contrast. It is the responsibility of the content creator to ensure that applicable accessibility standards have been met.

The College flame logos are graphic representations of a red and yellow flame on a blue shield. The vertical logo features the blue shield with the letters PCOM below in blue, justified left and right to the blue shield. The horizontal version shows the letters PCOM larger and to the right of the shield; centered top and bottom.

When referencing a specific location for the vertical version, there is a yellow line under the letters PCOM with the location spelled out in GT Walsheim font in PCOM blue. There is equal spacing above and below the yellow line. In the horizontal version the yellow rule goes the length of the letters PCOM with the location name below. Entire wording is centered top and bottom with shield

Two or more logos should never appear on the same page of a website or other digital asset.

The PCOM flame logo is a registered trademarked logo. It cannot be altered, copied or recreated in any way. This includes changing the aspect ratio.

To request logo files, please complete a [MarCom Work Request](#).

VERTICAL



HORIZONTAL



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

The logos on this page should be used on dark backgrounds only to ensure proper visibility and contrast. It is the responsibility of the content creator to ensure that applicable accessibility standards have been met.

The College flame logos are graphic representations of a red and yellow flame on a blue shield. On a dark background the vertical logo features the blue shield with the letters PCOM below in white, justified left and right to the blue shield. The horizontal version shows the letters PCOM larger and to the right of the shield; centered top and bottom.

When referencing a specific location for the vertical version, there is a yellow line under the letters PCOM with the location spelled out in GT Walsheim font in white. There is equal spacing above and below the yellow line. In the horizontal version the yellow rule goes the length of the letters PCOM with the location name below. Entire wording is centered top and bottom with shield.

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PCOM.

PCOM.

PCOM. Georgia

PCOM. Georgia

PCOM. South Georgia

PCOM. South Georgia

 PCOM. South Georgia

 PCOM. South Georgia

PCOM. South Georgia

PCOM. South Georgia

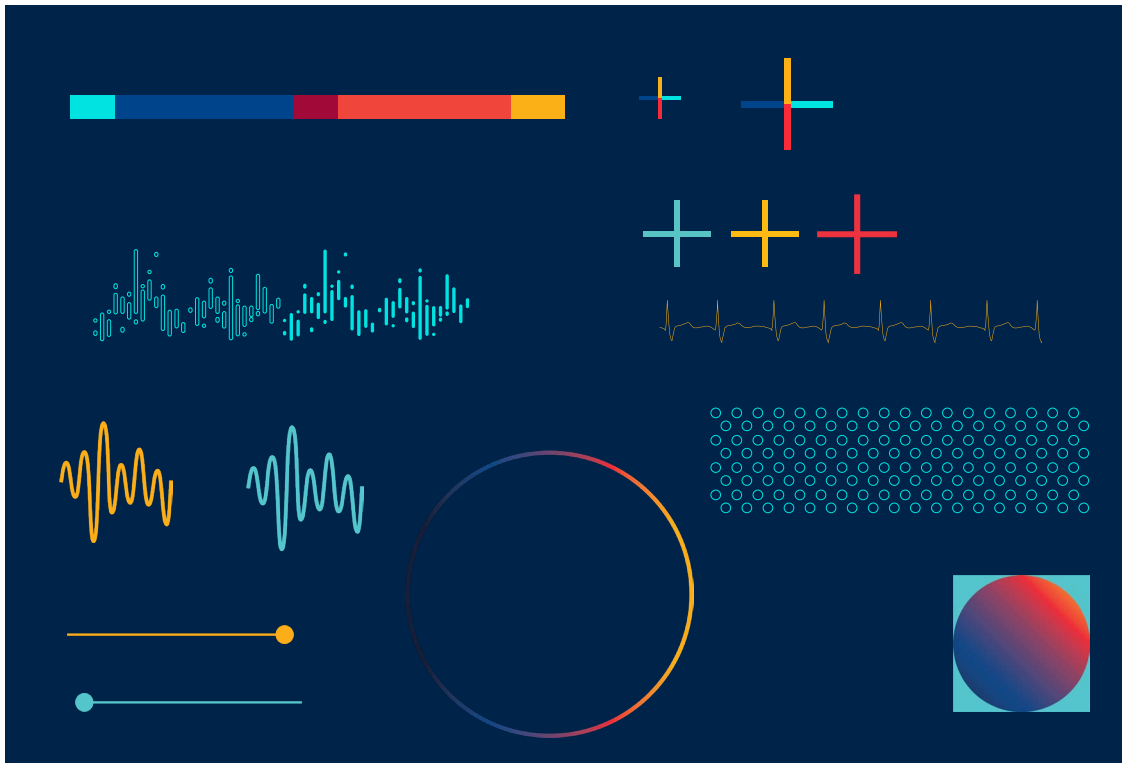
~~PCOM.~~~~PCOM. Georgia~~~~South Georgia PCOM.~~

Federally licensed nameplates should not be used in conjunction with the logo or wordmark. The nameplates are intended for use only in instances in which the logo or wordmark are not of the appropriate size or orientation to properly, attractively and effectively represent the brand in the digital space allotted. Additional image assets can be added to the nameplates for increased interest and design.

Complete the [Marketing Request Form](#) to obtain guidance regarding the appropriate use of the nameplate for your project.

IMPORTANT:

- Do NOT use the light nameplate on a dark background.
- Do NOT use the dark nameplate on a light background.
- Do NOT remove the trademark insignia.
- Do NOT alter or rearrange the words on the nameplate.
- Do NOT change the colors on the nameplate.



Graphic elements represent various aspects of the PCOM brand. They depict the scientific rigor and deeper understanding that comes with our approach to medicine. Use these elements judiciously to balance the composition and visually reinforce these themes as appropriate.

Digital brand elements in various online formats can be requested from Marketing and Communications by submitting a [work request](#).

Consult the [PCOM Brand Guidelines](#) for detailed information regarding appropriate usage. Content creators are responsible for ensuring that all materials comply with accessibility standards, including maintaining sufficient color contrast between text and backgrounds to enhance readability for all users.

COLOR BAR

- » Primary branding element
- » Can be used on edge of page
- » Can be used as an overlay
- » Can be used as smaller icon on page

COLOR BAR PLUS SYMBOL

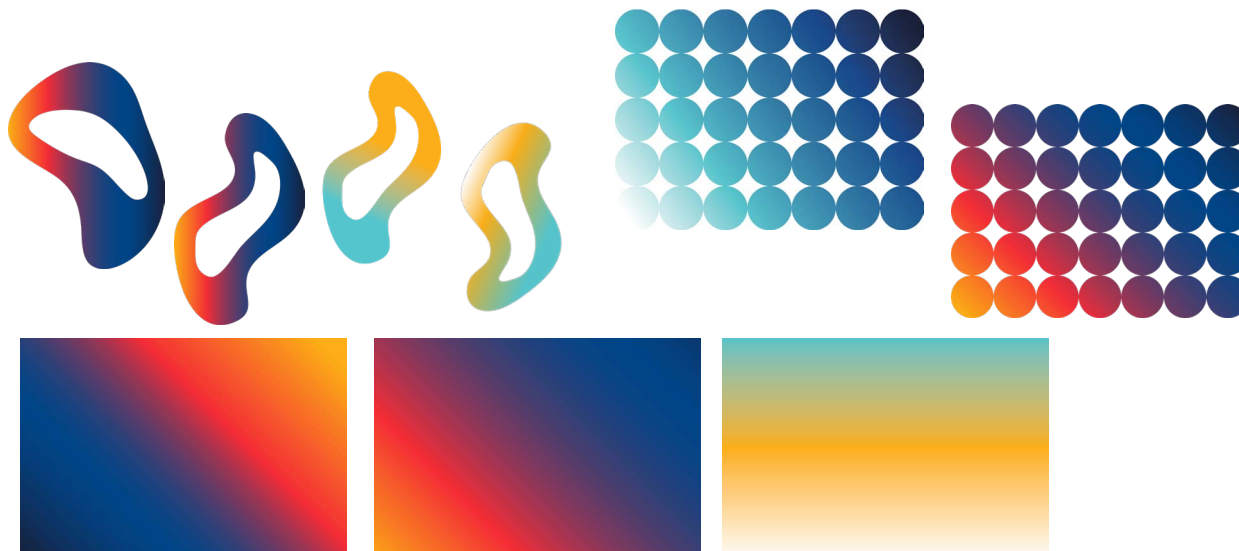
- » Can be used for conceptual emphasis on display words
- » Can be used as smaller iconic element on page
- » Can be used on lighter backgrounds with darker brand colors

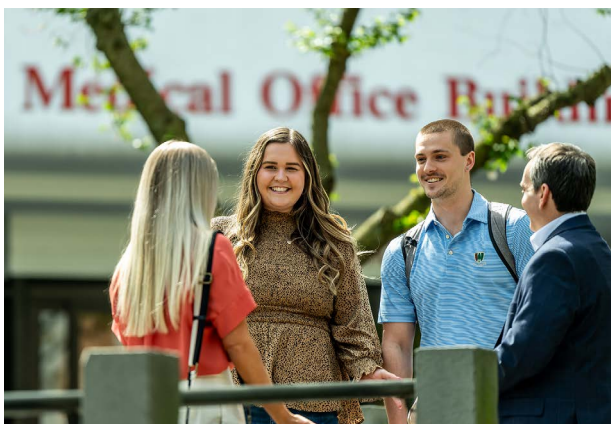
EKG, HEALTH FLOW, NODES, EKS, AND OTHER DIAGRAMS

- » Can be used as graphic elements over imagery
- » Can be used to activate fields of solid color

ABSTRACTS, DOTS AND GRADIENTS

- » Can be used collectively for graphic treatments and backgrounds at different angles and sizes
- » Can be used in outline form instead of color fills



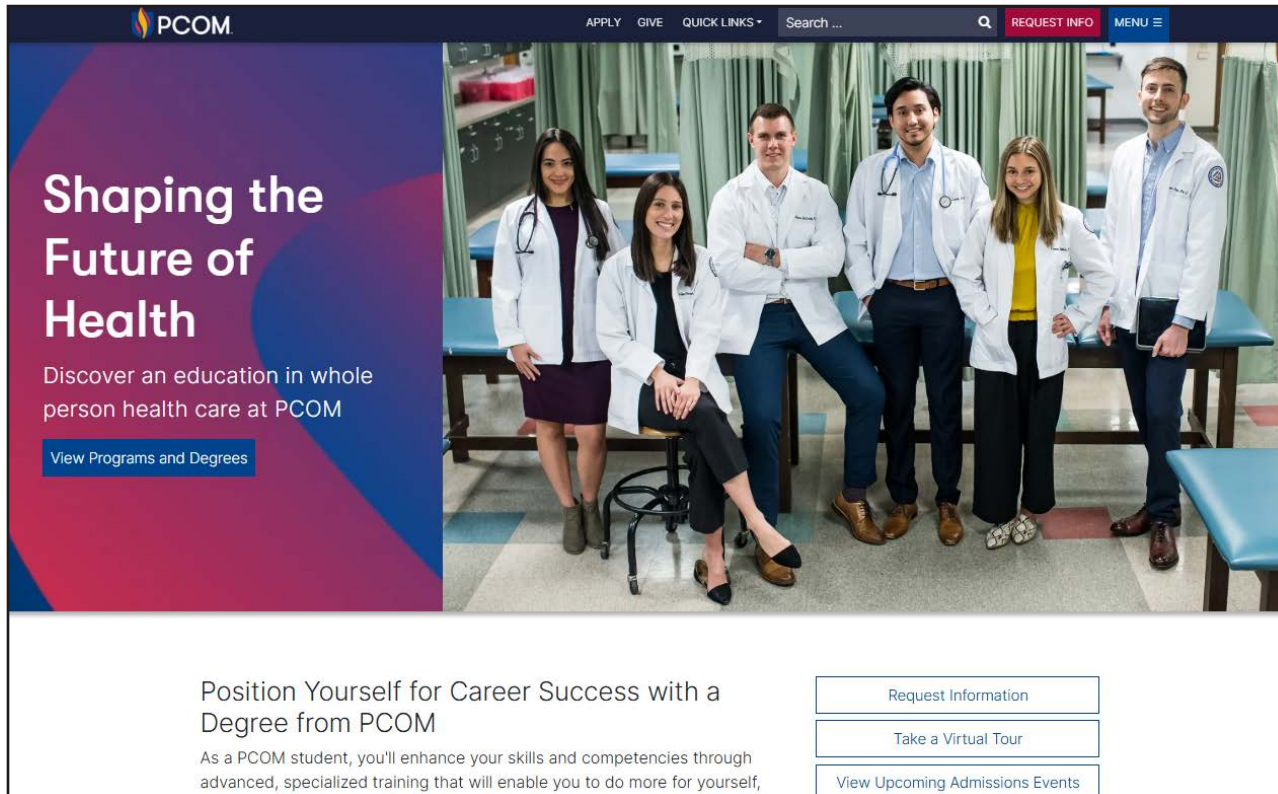


Photos should enhance content, provide context, and add visual interest. Refer to the [PCOM Brand Guidelines](#) for helpful information about campus, classroom and portrait photography.

When capturing images for the web, consider that different web components may have varying image requirements. In general, photos should be high-resolution JPEG or WEBP files in landscape orientation, with sufficient space around the subject to allow for flexible cropping. Avoid distracting elements such as signage, construction sites, or waste. Subjects should not wear apparel featuring other colleges' logos or large brand logos, nor should they be holding or consuming food or drinks.

Photos uploaded to the web should be optimized for both user experience and technical performance. Each image must also include appropriate alt text to ensure accessibility for all users.

WEBSITE HEADER AND FOOTER GUIDELINES



PLEASE ADHERE TO THE FOLLOWING GUIDELINES FOR WEBSITE HEADERS AND FOOTERS:

- Website headers and footers should use PCOM brand colors.
- Text colors should meet WCAG 2.0 level AA color contrast requirements.
- Logos and wordmarks should be appropriate for the background (dark vs. light) and should have appropriate alternate text for accessibility purposes.
- Link hover actions and link colors should meet WCAG 2.0 level AA guidelines.
- Headers and footers should be mobile-friendly with appropriate tap targets.

FOOTERS SHOULD CONTAIN:

- Contact information for the applicable website manager/team.
- Links to website-specific privacy policy, accessibility information and terms of use.
- Copyright information.



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Recipients

Subject

—

employee
title
Office or Department
Philadelphia College of Osteopathic Medicine
4180 City Avenue, Philadelphia PA 19131
215-871-xxxx
pcom.edu

EMAILS SHOULD BE ACCESSIBLE, MOBILE-FRIENDLY AND CONSISTENT WITH BRAND GUIDELINES. PLEASE FOLLOW THESE GUIDELINES WHEN COMPOSING EMAILS:

- Use proper subject lines – no emojis, excessive punctuation, etc.
- Use web safe fonts (Google mail provides a core list of web safe fonts in their drop down menu)
- Do not embed images in emails. If you must use an image, ensure it is optimized for web viewing and is small in file size.
- Attach any images larger than 1MB to the email instead of embedding them.
- See the [ITS Guide to Accessible Messages](#) for more information.

EMAIL SIGNATURE LINE:

ITS provides an email signature generator that can be found on my.PCOM.edu. If you wish to manually create your signature within Gmail, please list your contact information in the following order: name, title, office, College of location name, address, phone number, web address. If you wish to include your pronoun, that may be included at the end. Do NOT include personal quotes, mantras, imagery or non-standard fonts or font colors in your email signature.

← Template gallery

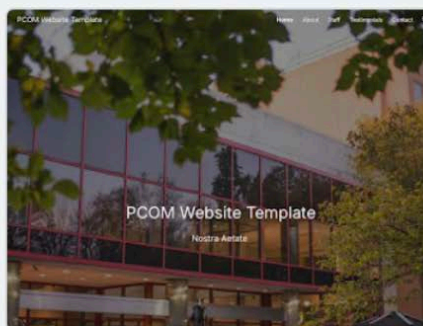
Philadelphia College of Osteopa...

General

Basics



PCOM Residency Test Site



PCOM Website Template

Faculty and staff have access to Google Sites, a free, web-based tool that allows users to create and manage websites without requiring coding or design experience. With Google Sites, users can build websites for collaboration, information sharing, and departmental resources. By default, Google Sites created with Enterprise accounts are internal and accessible only to authorized users within the organization. However, sites may be made accessible to external users upon review and approval by ITS.

The PCOM Web Team has created two Google Site templates in order to provide a structured starting point for creating a website. To access these templates, go to sites.google.com, sign in with your PCOM credentials and click "Template gallery" at the top of the page. Choose the section labeled "Philadelphia College of Osteopathic Medicine" to view available templates. Once you select a template, an editable copy will open. For additional instructions, please contact webteam@pcom.edu.