Penn State Health and Penn State College of Medicine

Visual Identity Standards
Letter from the Dean and CEO

Penn State Health strives for excellence in education, research, patient care, and service to our community. Achieving consistent regional, national, and international recognition for our accomplishments in each of our missions requires thoughtfulness and attention to detail on the part of every member of our organization.

When each individual acts as an ambassador of Penn State Health, its various health care facilities and our Penn State College of Medicine—focused on service excellence and living our values—everyone who is part of our organizational family benefits from the positive impression that is created.

Such excellence and attention to detail applies to our visual identity and communications standards as much as anything else. People notice when we are consistent, when we demonstrate appropriate style, and do things in a tasteful manner. When each component of our organization contributes to our consistency, everyone benefits from the cumulative result. Each unit, department, center, institute, school, hospital, and clinic is rewarded for being an effective member of the overall team, and Penn State Health and Penn State University gain increased awareness, prominence, and credibility.

These Visual Communications Standards and Brand Guidelines are essential to the effective communication of our image and quality both internally and externally. The information contained in this document provides both guidance and creative opportunities. Please use it to assist you in the preparation of your communications materials. If you need further assistance, please contact the Office of Marketing and Communications at 717-531-8606. The department's representatives stand ready to help you.

Thank you for your commitment to our shared values and for your support of our institutional visual communications standards.

A. Craig Hillemeyer, M.D.
Dean, CEO, and Senior Vice President for Health Affairs
Table of Contents

Introduction ..............................................................................4
Penn State Health name and look ..............................................4
Why we protect our name and images ........................................5
Using this graphic standards guide .............................................5
When you need advice ...............................................................5

Logo Guidelines ........................................................................6
Penn State Health and Penn State College of Medicine logos ......6
Primary horizontal, two-color mark .............................................7
Special-use marks: shield alone ..................................................8
Special-use marks: Social media avatars .....................................9
Brand architecture: Tiers 1 and 2 .................................................11
Brand architecture: Tiers 3 ........................................................13
Color: Mark use .........................................................................16
Color specification ....................................................................17
Mark use on background colors ................................................19
One color without screen ..........................................................21
Correct mark use: minimum clear space ....................................22
Correct mark use: minimum size ...............................................23
Product marks with registration mark .......................................24
Alignment with the mark ............................................................25
Mark on photographs .................................................................25

Mark misuse ................................................................................26
The intercollegiate Athletics logo ................................................28
Penn State Children’s Hospital mark with secondary logo .........29

Gallery .....................................................................................30
Typography ................................................................................30
Web site and social media ........................................................31
Merchandise and uniform apparel .............................................32
Standards for stationery .............................................................33

Writing style and web guideline .................................................34
Use by other organizations and group .......................................35
Checklist of usage considerations ..............................................35

Nomenclature guideline ..........................................................36
Health system and hospitals ......................................................36
Departments and programs .......................................................36
Institutes and Centers ...............................................................37
Use of abbreviations ...............................................................38
Medical Groups .......................................................................38
Multiple entities .................................................................39
Introduction

Our overall reputation as a leader in our core missions—education, research, community health, and patient care—reaches audiences ranging from local to worldwide. Our reputation can be influenced by how we present ourselves to our public. As much as how we handle relationships with colleagues, peer institutions, the news media, our students, and patients, our logo (or brand mark) and overall visual identity make a statement about us. They are an outward expression of our organizational personality, values, and goals.

Clarity and consistency should convey our commitment to trust, quality, and the core values that serve to enhance public perception of Penn State Health, and Penn State College of Medicine.

The consistent application of our visual identity guidelines benefits Penn State Health and Penn State College of Medicine in many ways. Increased recognition of our brand identity and its association with all of our missions and each of our enterprises means increased understanding and appreciation of our values among and within the many communities we strive to serve.

This document contains guidelines to help you apply our organizational identity to the materials used to communicate to our many audiences. Please use them to help Penn State Health and our College of Medicine project a consistent image of trust and quality.

Penn State College of Medicine and Penn State Health’s name and look

Our name and graphic identity are vital parts of building and presenting our image. Protecting our logos and marks—that is, using them correctly and consistently—helps strengthen the image of Penn State Health and Penn State College of Medicine and the value we create for those we serve.
Why we protect our name and images

Careful management and ongoing revitalization of our brand identity is necessary to effectively represent our ever-evolving health care system and make a clear, consistent, and distinctive statement about the quality of our organization. Our name and graphic identity instantaneously identify the promise of Penn State, Penn State Health and our College of Medicine. Our identity marks and names represent the quality and trust we have built among those we serve.

We wish our name and symbols to represent past generations of achievement by our health care providers, scientists, faculty, students, staff, and alumni—and the continued promise of excellence in our missions now and in the future. This distinction creates value in our name and brings respect, trust, confidence, and economic benefit to our organization and our communities.

Our ultimate goal is to make the Penn State Health brand mark one of the most recognizable health care symbols in the nation. Using Penn State Health's logo correctly adds value to all those affiliated with it. And consistent use of a recognizable logo reinforces the overall positive identity of Penn State Health.

Using this graphic standards guide

This guide was designed to answer the questions commonly associated with the use of Penn State Health logos, trademarks, and word marks. You’ll find important information on the use of the name and image. You can also find detailed information about Penn State’s Visual Identity Standards at http://strategiccommunications.psu.edu/marketing_and_advertising.html.

When you need advice

Please contact the Office of Marketing and Communications at 717-531-8606 or e-mail graphics@pennstatehealth.psu.edu with any questions you may have.
Logo Guidelines

**Penn State Health and Penn State College of Medicine logos**

The Penn State Health and College of Medicine marks are based on the visual identity system of our parent University, Penn State.

The health system mark in its entirety consists of a “Penn State Health” logo type, and a shield as shown below. These elements are proportioned and positioned in a specific way. This precise arrangement may not be altered when featuring the entire mark. The official Penn State Health colors are blue (specifically PMS 287, PMS 284) and white.

The mark is used to identify everything we communicate through our Web site, print communications, presentations, social media sites, signs and other visual mediums. Having a clear and consistent visual identity helps build greater recognition for and awareness of Penn State Health and Penn State College of Medicine.

Never redraw or try to recreate our mark, including our shield or our logotype. Any modification of our mark diminishes its impact and weakens our legal protection. **Only authorized artwork may be used.**
Primary horizontal, two-color mark:

The primary mark is used in the majority of applications. Special-use marks shown below have an important but limited use.

Two vertical or centered marks below are reserved for special situations where formal center axis design would require the use of a vertical mark. There are other situations where the mark is used alone on an application such as a folder cover, sweatshirt, or cap. In these cases, a vertical mark may be more effective.

In the horizontal mark and vertical mark 1, the size relationship between the shield and the logotype are the same.

On the vertical mark 2, the logotype is smaller and above our shield. This allows for a larger, more powerful use of the shield. This version is very effective on some products and merchandise. This mark also can be useful when the width is restricted, as in a banner.

Never redraw or try to recreate our mark, including our shield or our logotype. Any modification of our mark diminishes its impact and weakens our legal protection. Only authorized artwork may be used.

Special-use marks:

Vertical mark 1

Vertical mark 2
**Special-use marks:**

**Shield alone**

In general, the shield should not be used without the logotype. However, for certain merchandise, such as a pin, or social media avatar, the use of the shield alone is appropriate.

The shield also is used alone as our social media avatar. Although our logotype is not used in these applications, our name does appear in close proximity.

The schematic folder cover demonstrates another opportunity to use the shield alone large as a graphic element. This design approach is only to be used when our full mark appears on the same surface.
Special-use marks:

Social media avatars

Following avatar icons are for social media sites as jpegs in the pixel sizes indicated:

Facebook 180 x 180  Instagram 250 x 250
Linkedin 500 x 500  YouTube 800 x 800
Twitter 400 x 400  Pinterest 165 x 165
Google+ 250 x 250  Flickr PNG without containing shape 250 x 250
Vine 250 x 250

The use of the Penn State Health shield for all social media avatars follows our consistent approach to brand architecture. All Penn State Health and Penn State College of Medicine units, Medical Groups, centers and institutes will use the same avatar.

Unique avatars for special events or programs affiliated with Penn State Health should not be used.
Mark misuse: Avatar

The incorrect avatar use on this page is representative of the ways in which marks are often misused. The incorrect use of a mark tends to give license to, and spawn, other misuses.

Never redraw or try to recreate our avatar. Any modification of our shield diminishes its impact and weakens our legal protection. Only authorized artwork may be used.

**Do not** change the size of the avatar

**Do not** reposition the avatar

**Do not** add any names to the avatar

**Do not** crop the avatar

**Do not** distort or add special effects

**Do not** use photographs as the avatar
Brand architecture:

Tiers 1 and 2

Brand architecture is a powerful tool that allows us to connect the many entities within Penn State Health in a clear and logical manner. We achieve this by creating a system of the entities that use our mark, as shown here. These entity marks include our campuses, colleges, and many administrative/academic units.

Tier 1: We refer to Penn State as a tier 1 mark because it is the overarching entity to which all other entities are connected. Likewise, Penn State Health is a Tier 1 mark, because it serves as the master identity mark for all health system enterprises.

Tier 2: This tier includes College of Medicine and the various hospitals within Penn State Health. The typeface and size relationships in our marks have been carefully resolved to provide a strong presence for Penn State Health while allowing for the addition of the entity names.

The same principles on color use, clear space, minimum size, etc., shown through these standards apply to our entity marks as well.

Tier 1: Master brand mark

![PennState](image1)

![PennState Health](image2)

Tier 2: Hospital, System and College marks

![PennState College of Medicine](image3)

![PennState Health St. Joseph](image4)

![PennState Health Children's Hospital](image5)

![PennState Health St. Joseph Medical Center](image6)

![PennState Health Milton S. Hershey Medical Center](image7)
It is possible to communicate and identify a tier 3 without using it as part of an entity mark.

The schematic demonstrations on this page show different ways in which a tier 3 entity can be used next to a tier 2 entity.

The first example shows how the institute name can be used at a small size near the Penn State Health’s mark. In this example, and all examples on this page, note the tier 3 name should never impinge on the clear space surrounding our marks.

In some situations it may be useful to place the tier 3 name large, as shown in the second example. Here we show Division of Gamma, the tier 4 entity, linked with the tier 3 name, the tier 2 entity, linked with the tier 3 name.

In the third example, we demonstrate how reversing the name out of a blue band can be an effective way of both linking and separating the tier 2 and tier 3 entities.

Reversing the name in color out of a photograph is also a strong way of identifying our entities while communicating useful information.
Brand architecture:

Tier 3, institutes and centers

Institutes and centers are important entities within Penn State Health. If an institute or center is housed in the Medical Center only, use the Penn State Health Milton S. Hershey Medical Center mark and separate the institute or center name from the main mark.

If an institute or center is interdisciplinary, with more than one administrating Medical Center and College, use the Penn State Health mark and separate the institute or center name from the main marks.

The purpose of these two systems is to allow the institutes to link back to Penn State Health. We want to avoid situations where two or more Penn State Health marks would be used with a single institute or center.

Note the tier 3 names should never impinge on the clear space surrounding our marks. The names should be in PSU dark blue, PSU light blue, or Pantone 285 to be in harmony, and not compete, with our entity marks.
The institutes, centers, departments and programs should not use highly distinctive symbols or logotypes. The examples shown here demonstrate how type treatment can be used to create visual interest and distinction without competing with the college or university mark.

Change of weight

**Theta Research Center**

Change of color

**T H E T A**

Research Center

Change of capitalization

**THETA**

Research Center

Change of letter spacing

**T H E T A**

Research Center

Change of placement

**THETA**

Research Center

Change of scale

**T H E T A**

Research Center

---

The institutes, centers, departments and programs should always be seen in context of the College of Medicine or Penn State Health marks.
Do not use entity marks similar to the those below.

Do not use a tier 3 name with an entity mark

Do not use a tier 4 name to replace a tier 2 name in a entity mark

The incorrect mark use on this page is representative of the ways in which marks are often misused. The incorrect use of a mark tends to give license to, and spawn, other misuses.
Color: Mark use

Our two-color marks are the preferred versions, as they provide the most effective presentation of our mark. These two-color marks should be used whenever possible.

Our reverse-use marks are not simply the positive marks with a white logotype. The scale, position, and weights have been optically adjusted. Use the reverse-use marks for reverse applications.

The one-color blue mark can be used as a cost-effective alternative and the one-color black mark is permitted where printing in black is required, such as a newspaper ad.

Two-color mark with dark blue, Pantone 287 and, light blue Pantone 284 is the preferred color version.

Two-color reverse mark with dark blue, Pantone 287 and, light blue Pantone 284 is the preferred color version.

One-color mark, Pantone 287 with screen

One-color reverse mark, dark blue and screen

One-color mark, black with screen

One-color reverse mark, black with screen
Our preferred color version is the two-color mark with PSU dark blue and PSU light blue. This two-color mark is preferred and should be used on most applications.

One-color applications may use PSU dark blue with a screen as a cost-saving measure, or black with a screen, which is intended primarily for ads in newspapers or other inexpensive applications.

Logo artwork has been prepared for all color combinations demonstrated here. We have Pantone® artwork for match-color printing, CMYK artwork for four-color process printing and RGB artwork for web, PowerPoint, and Word applications.

The information on this page provides specifications to manage our mark colors in Pantone®, CMYK, and RGB color systems. Colors look different in application, from match-color to four-color process, from page to screen, and even coated to uncoated paper stocks. When trying to match our colors in other media, such as a thread for stitching or silk-screen, use the Pantone® coated color swatch to match.
Full color pallet:

Our Penn State Health color palette is broad to allow for the appropriate expression of our brand personality. This does not mean all colors should be used at once. In fact, such usage is not recommended. Use good design sense and work with the personality attributes in mind.
We can use our mark on both light and dark colors as shown in the variety of color examples used on this page. These colors are not part of a specific color palette and are for demonstration purposes only.

This use is possible because of the white outline around the shield, which provides a separation from the background and prevents common conflicts between marks and backgrounds with similar values or hues. The use of subtle textures as shown below also is possible.

Note that the positive-use mark with the blue logotype is used on light backgrounds and the reverse use logo with the white logotype is used on the dark backgrounds. Also, placing the mark on another color or photographic background is acceptable as long as it adheres to our visual identity standards.
Color specifications for mark use on background colors

We have two marks: one for use on white or light color backgrounds, and one for use on dark backgrounds. They look very similar, and one might assume the positive-use mark could be used in reverse applications simply by changing our logotype to white. This is not the case. The reverse mark is slightly smaller than the positive-use mark because the white outline makes the mark appear larger. The logotype also is drawn slightly thinner because white letters appear bolder than dark letters on white.

Simply put, they have been optically corrected to appear more similar than they would without the corrections. They are equally simple to use, just remember to use the reverse mark on backgrounds that are darker than approximately 35% black, as shown to the left. This also applies to color backgrounds or simple background photographs.

The middle background values, from 30% to 40%, are the most challenging with regard to the legibility of our logotype.

These background principles apply to the vertical marks, as well as all entity marks.

Never redraw or try to recreate our mark, including our shield or logotype. Any modification of our visual identity diminishes its impact and weakens our legal protection. Only authorized artwork may be used.
**Special-use marks:**

**One color without screen**

One color, without any screens can be used for foil stamp printing, embroidery, embossing or debossing. It can be used in blue, black or white. These makes should not appear in other colors with the possible exception of silver or gold.

The use of our primary horizontal mark in two colors is always preferable. While this one-color mark appears to be the same as the primary mark with the light blue removed, it has important differences.
Correct mark use:

Minimum clear space

To effectively identify our communications, our marks need to have visual presence.

One way to ensure the visual presence of our marks is to maintain a protected area or clear space surrounding our mark, where no other elements may be placed. Headlines, text, graphic elements, imagery, and the edge of a page are not permitted within the clear space. The light gray square is set by the width of the shield, as shown, and the outer line defines the minimum clear space.

These minimum space requirements apply to our vertical marks and the shield when used alone. As shown, it also applies to our entity marks.

Recommended clear space at .5 width of the shield

Absolute minimum clear space at .25 width of the shield
Correct mark use:

Minimum size

To effectively identify our communications, our marks need to have visual presence.

The size of the mark is important. A mark that is too large can appear aggressive and clumsy. A mark that is too small can appear weak.

The marks to the left are measured across the width of the shield. We use this dimension so that it can apply to our entity marks as well. Most of our artwork is set up with a mark that is one inch wide and with a clear space of .5 shield around the mark.

Key factors in determining the correct size include how the mark will be seen and what other information is included with the mark. In some cases, such as a sign, there may be a need to make the mark as large as possible. In other cases, such as stationery, print materials, or the Web site, the mark must clearly identify that it is from Penn State Health without overpowering the other messages.

Using the width of the shield as the measurement, the horizontal mark should not be used smaller than .3 inches wide. Both of the vertical marks should not be used smaller than .5 inches wide.
Special-use marks:

Product marks with ®

The horizontal mark with two colors, as shown here, is our primary mark and is used in the majority of applications. Special-use marks have an important but limited use.

The special-use marks shown here are used only on our products, and merchandise. These items are often seen outside the context of Penn State and use the ® (registration mark) to provide legal protection for our valuable assets.

Other uses such as stationery, marketing materials, presentations, signs, and digital applications are not required to, and should not, use the marks with ®.

Trademark designations are required for items that bear the Penn State Health’s mark and are for commercial use. Please contact:licensing@psu.edu for questions related to Penn State merchandise.

The placement of the ® is always used in conjunction with the Penn State Health logotype, never with the shield.

The use of the ® may be used with special-use marks, such as one color without screens.

The entity marks for our hospitals, health system, campuses, colleges, and administrative/academic units do not have vertical marks. The marks should not be reconfigured as vertical marks.

Never redraw or try to recreate our mark, including our shield or logotype. Any modification of our mark diminishes its impact and weakens our legal protection. Only authorized artwork may be used.
Alignment with the mark

Careful placement of our mark is essential to identifying our communications. We want to avoid placement that seems arbitrary or indecisive. The alignments shown to the left have been used on our initial applications. The same alignment principles can apply to typography, imagery, or graphic shapes. Aligning provides a sense of order and structure to the design.

The principles demonstrated here apply to our college, campus, and administrative/academic unit marks.

It isn’t essential to use these alignment principles for all work. The key is to be aware of the importance of the placement of elements with the mark. Avoid situations where alignment is closely but not quite aligned, as this can appear to be a mistake.

On photographs

We can use our mark on both light and dark photographs. This use is possible because of the white outline around the shield, which provides a separation from the background and prevents common conflicts between marks and backgrounds with similar values or hues.

Note that the positive-use mark with the blue logotype is used on light backgrounds and the reverse-use mark with the white logotype is used on the dark backgrounds.
**Mark misuse**

The incorrect mark use on this page is representative of the ways in which marks are often misused. The incorrect use of a mark tends to give license to, and spawn, other misuses.

Never redraw or try to recreate our mark, including our shield or logotype. Any modification of our mark diminishes its impact and weakens our legal protection. Only authorized artwork may be used.

---

**Do not** change the size relationship or position of the mark or logotype

![Penn State Health](image1)

**Do not** reset the name in another font or color or add a word space

![Penn State Health](image2)

**Do not** change the position or orientation of the mark

![Penn State Health](image3)

**Do not** use any previous marks

![Penn State Health](image4)

**Do not** change the color of the mark or logotype

![Penn State Health](image5)

**Do not** distort or add special effects to the mark

![Penn State Health](image6)

---

**Do not** use the reverse artwork on a light background

![Penn State Health](image7)

**Do not** use the positive artwork on a dark background

![Penn State Health](image8)

**Do not** place the logo on a distracting pattern or image

![Penn State Health](image9)

**Do not** remove the white shape behind the shield

![Penn State Health](image10)
Do not remove the logotype

Children’s Hospital

Do not remove the shield

PennState Health

Do not place the department, program, center or institute name with an entity mark

Gamma Department

Do not create or add entity logo to our mark

PennState Health

Do not create entity logos to replace the shield

A

PennState Health

A

PennState Health

A

Gamma Center at Penn State Health

Do not create symbols for institute or centers or program

THETA Research Center

Do not create logotypes for institutes or centers

THETA Research Center

Do not rearrange the hierarchy of our names or create other logos

THETA Research Center

Do not use an institute or center name in a distinctive shape

THE TA Research Center

Do not use an institute or center name without having the College of Medicine or the Penn State Health mark.

THE TA Research Center
The Intercollegiate Athletics logo

The Penn State Intercollegiate Athletics logo, featuring an oval-shaped, stylized side view of the head of the Nittany Lion statue, is relegated to the promotion of Penn State athletics and sports programs only. This logo may not be used to represent academic or administrative units of the University. It may not be used to represent the hospitals, administrative units, institutes, centers, departments, or degree-conferring units of Penn State Health or Penn State College of Medicine.

Use of the Magnet™ logo

Having earned ANCC Magnet Recognition, Penn State Health is entitled to use the Magnet logo in promoting its clinical services. The magnet logo should be used alongside the Milton S. Hershey mark as a recognizable symbol of nursing excellence. The Magnet logo must be placed to the right of the Milton S. Hershey mark and no closer than half the width of the shield. Magnet marketing tool kit and the logo guideline can be found at http://www.nursecredentialing.org/.

Co-branding with affiliates

When Penn State Health, a division, or other internal entity collaborates with entities outside the Penn State Health, its logo may be placed alongside the partner logos, retaining the appropriate clear space. When multiple Penn State Health entities collaborate with entities outside the Penn State Health, our logo should be used and may be placed alongside the partner logos, maintaining the appropriate clear space.
**Penn State Children’s Hospital mark with secondary logos**

Sometimes, Penn State Children’s Hospital will endorse a partner organization. When the two entities’ logos appear together, the second organization’s logo should always be sized smaller than Penn State Hershey logo unless it is being used in an instance of “co-branding” in which Penn State Hershey and the second organization are equal partners. The secondary logo may not be altered in any way.

In terms of placement, the secondary logo must be no closer to the Penn State Health Children’s Hospital mark than half of the width of the shield as shown below.

---

**Children’s Hospital paw print**

This paw print may be used as an additional graphic element for Penn State Children’s Hospital materials. It must be rendered as a four-toed paw and should only be reproduced using master artwork provided by the Office of Marketing and Communications. The paw print may be used independent of the Penn State Health Children's Hospital mark, but should never be presented as the Children's Hospital logo.
Typography

Typography is an essential component of our brand identity. Used consistently and effectively, typography distinguishes and adds personality to our communications, in addition to ensuring legibility.

For most print applications, we will continue to use Berkeley and Fruitiger font families. Fruitiger font is the recommended sans serif font for use in print communications. Berkeley font is a classic serif with a large x-height in the lowercase letters.

If Fruitiger and Berkeley fonts are not available in your system, you may use Garamond and Trebuchet respectively as a substitute. All designers/professionals should use Fruitiger and Berkeley.

For our marks, we use custom typefaces that aren’t available for other uses.

Type families for web use

Verdana is Penn State Health’s choice of font for the Web. This is controlled by the enterprise web portal for consistency across all web pages.
**Gallery: Web site**

In the gallery, we show work that not only adheres to the visual identity standards, but is also strong, creative, and effective. Our home page is shown here with the mark large, with clear space around it.

---

**Social Media**
**Gallery: merchandise**

This image of a mug demonstrates how the vertical mark can be used. The focus on the large graphic image of the shield works well here while still keeping our name visible.

Trademark designations are required for items that bear the Penn State Health’s mark that are for commercial use. Please contact: Office of Marketing and Communications for questions related to Penn State Health merchandise.

**Uniform apparel**

All uniform apparel shall carry the Penn State Health or the Penn State College of Medicine mark on the left chest. These items include but are not limited to lab coats, scrubs, polo shirts, and jackets.

The unit logo will appear embroidered on the left breast of the uniform. The name and title of the individual may be embroidered on the right breast of the uniform if required.

For quality assurance and compliance purposes, all official uniform apparel must be produced in coordination with the Medical Center’s Linen Services 717-531-8320. Ordering may be done online through the Linen Services Web site at https://infonet.pennstatehershey.net/web/linen/home.
Standards for stationery

To present a consistent image for Penn State Health, all departments and offices will use the official letterhead, envelopes, and business cards. All stationery must be ordered through Penn State Health Printing Services, 717-534-1749, which is responsible for the consistent application of the stationery formats.
Writing style

The Office of Marketing and Communications uses Associated Press style to keep our content consistent so that they present a positive image of the Penn State Health and Penn State College of Medicine.

The Associated Press Stylebook provides an A-Z guide to issues such as capitalization, abbreviation, punctuation, spelling, numerals and many other questions of language usage.

Use of Penn State Health images on the Web site

The Office of Marketing and Communications maintain images for use on Penn State Health Web pages. All contents and images are protected by copyright and are the exclusive property of Penn State Health. Vendors and others wishing to use any Penn State Health images must receive prior approval from the Office of Marketing and Communications by calling 717-531-8606 or emailing webmarketing@hmc.psu.edu.

Images from our online health library are provided by a vendor service and may be used on our Web pages without any alteration. High-resolution print versions of these images are available by contacting the Office of Marketing and Communications at webmarketing@hmc.psu.edu.

Downloadable PDF documents from the Web site

The use of downloadable PDF documents is common from a Web site. Any PDF document produced that will be downloadable from our Web site should be identified as a Penn State Health or Penn State College of Medicine document by including, at a minimum, an approved Penn State Health mark as described elsewhere in this guide. It is also advisable to indicate the date of publication and copyright reference. Providing alterable documents (like Word, Excel and PowerPoint) not converted to PDF format is risky and should be avoided. Including a proper mark, date of publication, and copyright reference before converting documents to PDF format is strongly encouraged. Use of downloadable documents limits the ability of Web site visitors using mobile devices to view or use these documents. Informational documents should be published as web pages whenever possible.

Other things to consider

Web page authors must refrain from any activity that impedes the efficient operation of Penn State Health’s Web site or its associated network, or impedes the flow of information necessary in the operation of the institution. This includes (but is not limited to) enabling download of large files such as MP3 audio and large video files. Videos can be submitted to the Web Solutions Office for upload to the Penn State Hershey Health YouTube channel, and then linked from the department Web site. Web sites and information resources that negatively impact operations or uses excessive bandwidth or resources is not permitted.

Third-party advertising or commercial promotion is not permitted on Penn State Health Web sites. All Web sites on the Penn State Health domains (including pennstatehealth.org, pennstatehealth.net, pennstatehershey.org, pennstatehershey.com, pennstatehershey.psu.edu and med.psu.edu) must comply with our legal and copyright statement.
Use by other organizations and groups

Requests to make use of Penn State Health’s name and images may be received from organizations, businesses, and groups not affiliated with Penn State or Penn State Health. Such requests may be made in connection with consumer products or services, fundraising, sponsorship of activities, advertising, marketing, or for other purposes.

All requests must be submitted to and approved by the chief marketing officer in consultation with the University Licensing Programs Office, and in some circumstances, Penn State Health’s legal counsel. If approved, a written license agreement with the organization or group will be required. In some instances, payment of a royalty fee may be required if such use is approved. Approval for using the Penn State Health name and marks is at the sole and unrestricted discretion of Penn State Health. Usage, in this regard, pertains to: consumer products, fundraising, corporate sponsors, local businesses, news, and media services.

Penn State Health’s name and images cannot be used by or on behalf of a political candidate, political party, political action committee, or a committee formed to support a political candidate.

Checklist of usage considerations

Before using Penn State Health’s name and images, it is important to consider whether the use would be supportive of Penn State Health missions, reputation, and values.

As you consider specific situations, ask yourself whether the use of Penn State College of Medicine and Penn State Health’s name and marks would:

• be consistent with and supportive of Penn State Health’s missions of patient care, research, education, and community engagement;
• reflect Penn State Health’s commitment to the values of honesty, integrity, and compassion;
• preserve Penn State Health’s reputation as a recognized leader in health research and services to its community;
• be in compliance with Penn State Health’s policies and codes of conduct;
• show respect for people, particularly physicians, nurses, and staff members.
Nomenclature guidelines

Goal
Reinforce the master brand, achieve “word economy,” and create a system that is as intuitive as possible.

Guidelines

Health System and Hospitals
The full legal name and the communicative name of the health system is Penn State Health. The full legal name of the Medical Center is: “The Milton S. Hershey Medical Center”; however, it should not be used in regular forms of communication, titles, journals, media, or publications. The full legal name will be used in contracts, legal documents, and as required by the Articles of Trust for the Milton S. Hershey Medical Center.

When individual units are referenced, they use the communicative names below:

First references:
• Penn State Health (used only in reference to the overall system and not an individual hospital within the system)
• Penn State Health Milton S. Hershey Medical Center
• Penn State Health St. Joseph Medical Center
• Penn State College of Medicine
• Penn State Children's Hospital

Subsequent or familiar references:
• Milton S. Hershey Medical Center; Hershey Medical Center
• St. Joseph Medical Center (Limit use of “the Medical Center” to avoid confusion between hospitals/medical centers that are part of the health system)
• College of Medicine; the College
• Children's Hospital
Departments and programs
Generally speaking, departments, divisions or sections should not be combined with the Penn State Health master brand because they are aligned with the Medical Center or College rather than the health system as a whole. It is not necessary to use “Department,” “Office” or “Program” as part of the name, especially for external audiences, who are focused on our services not our structure.

Examples:
Preferred construction: Neurosurgery at Penn State Health Milton S. Hershey Medical Center
Alternate construction: The Department of Neurosurgery at Penn State Health Milton S. Hershey Medical Center
Preferred construction: Facilities at Penn State Health Milton S. Hershey Medical Center
Alternate construction: The Department of Facilities at Penn State Health Milton S. Hershey Medical Center
Preferred construction: Penn State College of Medicine Office of Medical Education
Alternate construction: The Office of Medical Education at Penn State College of Medicine
Preferred construction: Transplant at Penn State Health Milton S. Hershey Medical Center
Alternate construction: The Transplant Program at Penn State Health Milton S. Hershey Medical Center

Institutes and Centers
Institutes and centers should not be referenced in affiliation with the Penn State Health mark:

Examples:
Penn State Cancer Institute
Penn State Heart and Vascular Institute
Penn State Institute for Personalized Medicine
Penn State IBD Center
Penn State Center for the Protection of Children
Introduction

Use of abbreviations
Internally, people throughout our organization may use abbreviations to refer to various entities within the Penn State Health enterprise, but this practice should be limited to instances when space is limited. For example, in presentations and other internal communication materials where space is at a premium, faculty, staff, and students may refer to the College of Medicine as “COM,” the Heart and Vascular Institute as “HVI,” or Penn State Health as “PSH.” However because we are a large and complex organization with a workforce of diverse perspectives and levels of experience, it is recommended that names are spelled out at least on first reference, with the abbreviation noted in parentheses after the full name, to avoid confusion.

While this practice is acceptable for internal purposes, abbreviations should not be used to publicly reference these or any other Penn State Health entities or facilities. Abbreviations are useful for individuals with a high degree of familiarity with our organization but they will more than likely confuse or fail to inform our external audiences.

Specific guidelines for Medical Groups
Penn State Medical Group is the academic physician practice and associated outpatient practice sites of Penn State Health. This is to help distinguish this particular practice model/group from others that may be part of the health system, such as the Penn State Health St. Joseph Medical Group.

The Penn State Medical Group name refers to the overall collection of practices as well the individual practice sites. The individual site or practice locations are no longer used as an official part of the name. Rather, the location should be used as an identifying characteristic that provides context to the audience.

Example:
First or formal reference of the collective practice: Penn State Medical Group

Second or familiar reference: Medical Group (only in contexts where this will not create confusion with any other practice groups that are also part of the health system)

Reference options for individual sites:

• Penn State Medical Group site in Camp Hill
• Pediatrics at Penn State Medical Group in Elizabethtown
• Penn State Medical Group, 941 Park Drive, Palmyra
• Penn State Medical Group on Benner Pike

… and so on.
If referencing more than one Medical Group practice in the same sentence, it is not necessary to repeat the Medical Group name. The practice locations should follow Penn State Medical Group in alphabetical order. The Medical Group name does not become plural.

Example: Penn State Medical Group sites in Camp Hill, Elizabethtown, and Palmyra

**Referencing multiple entities**
When referencing more than one Penn State Health entity in the same sentence, the order of priority is as follows: the Medical Center should appear first, followed by the College of Medicine. After that, entities should be shown alphabetically, with hospitals and institutes ranking above centers, the Medical Group, departments, divisions, and services.

Examples:
- Penn State Health Milton S. Hershey Medical Center, Penn State College of Medicine and Graduate Education
- Penn State Health Milton S. Hershey Medical Center and Penn State Children's Hospital
- Penn State Cancer Institute and Penn State Children's Hospital
- Penn State Children's Hospital and Orthopaedics