



PCOM™

Brand Style Guide

v3

February 2024

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INTRODUCTION

This Style Guide, Version 3, 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 there is always a single standard usage, overall.



Brand Positioning

POSITIONING STATEMENT

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.

BRAND PILLARS

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

BRAND PILLARS

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.

BRAND PILLARS

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 to not just 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.
- At PCOM, we are committed to training diverse and inclusive next-generation healthcare professionals to meet the needs of the communities they serve.
- 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 can soon become.

BRAND PILLARS

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 working 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.

BRAND PILLARS

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



Brand Concept

RATIONALE

At PCOM, health is everything. We understand that health makes us uniquely human, bonding us firmly together amidst the challenges of the modern world. Our whole-person approach to care is founded on the belief that health is not only fueled by humanity — health is humanity. Humanity is found when we practice with compassion and intention, prioritizing this common ground above all else. That's why PCOM's philosophy is to treat the whole person through an educated, empathetic, and engaged approach, allowing our humanity to guide us in all we do. Working across disciplines, we are committed to shaping the future of whole-person care. That, above all, is what makes us PCOM.

BRAND LOOK AND FEEL



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

VOICE

The PCOM voice is one of confidence, rigor, and altruism. In addition to conveying necessary information, copy should ensure the readers that they are in a sophisticated academic and scientific environment. It should also convey a holistic, human-centered philosophy rooted in empathy, and aspirations that go beyond personal achievement. Overall, the voice should establish that PCOM enables students to do more and have a greater impact on humanity.

HEADLINES

Headlines for PCOM materials should strive to feel both advanced and altruistic. When possible, they should convey PCOM's unique approach and why it's superior. Use the subject matter as a guide. Find a differentiating added benefit of PCOM being discussed, and use it as a driving message in the headline.

Headline structures may vary, but they often are directly stating our purpose, with language and a shared brand lexicon that all comes from the same unified voice.

Health is more than
treating one symptom.

Health is feeling connected
to your community.

Health is looking
deeper for an answer.

BODY COPY

The PCOM brand should always strive for a human, conversational tone. Content should be sincere, confident, and eye-opening. Keeping your audience in mind, copy should inspire the reader to look at problems from new perspectives. When appropriate, provide specific examples of the added experiences students have at PCOM, and how that's enabling students to do more for individuals, and thus humanity as a whole. Endings can recap the overall theme, play off the opening or headline, or be used as a call-to-action.

Through interdisciplinary learning, we enhance the educational experience of students from across our three campuses. Our Interprofessional Education (IPE) training, abundance of shared spaces, and committed faculty all foster a tight-knit community with a team-first approach. These opportunities grant PCOM students the unique experience to learn as part of a healthcare team in a medical school environment that integrates a whole-person approach.

 [pcom.edu](https://www.pcom.edu)

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.

A PCOM education nurtures interdisciplinary collaboration and sparks innovative ways of thinking. This prepares future health 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

TYPEFACES

The PCOM brand uses two approved typefaces:

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

AVENIR

Used for body copy, information charts, other smaller type uses. Created by the Linotype type foundry.

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 Medium. Pos serum quam et, coreius aspicimin comniandae perspisp molor autBitium que dolor sitis corita volorro rporis amus

Body copy is set in Avenir Book. Pos serum quam et, coreius aspicimin comniandae perspisp molor autBitium que dolor sitis corita volorro rporis amus mi, quibus sit, solecate veniendus, qui cus et hilibuscium, inullac erferer umquam, eos experite parchilibus exerum doluptatum volut volum etur si il eum esequos sinvero vidipsu ndiciam quod ut aboremp orrovit ipsandandit eumque poresti alitiis impori inis a des si

TYPEFACES

“Health Is” DISPLAY

Set in GT Walsheim, the “HEALTH IS” bar offers a formatted alternative to our typical headline type. The PCOM plus sign at the top left of the bar offers additional structure, while the first word or phrase following the bar can be highlighted in PCOM CYAN to emphasize action.





Color

BRAND COLORS

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 RED

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

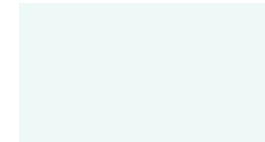
These are the secondary colors that are used less often but are still prominent players.

- Background color
- Photo washes



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

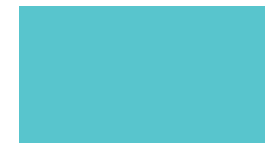
These are the tertiary colors that are used least often and for very specific purposes.

- Background color (sparingly)
- Text on darker backgrounds
- Icons on darker backgrounds



PCOM DARK RED

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



PCOM CYAN

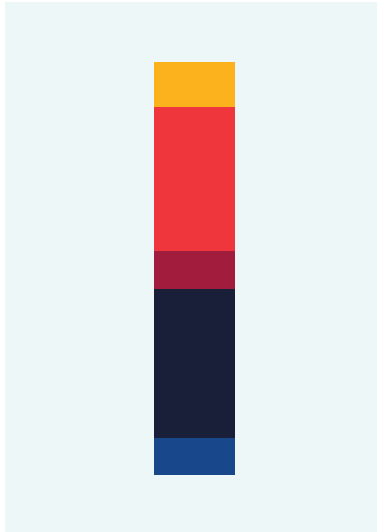
PANTONE 2227 CP
CMYK - 60, 0, 25, 0
R00 G227 B224
#00E4E1



Graphic Elements

BRAND ELEMENTS

These graphic elements represent various aspects of the PCOM brand, such as 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 throughout all materials.



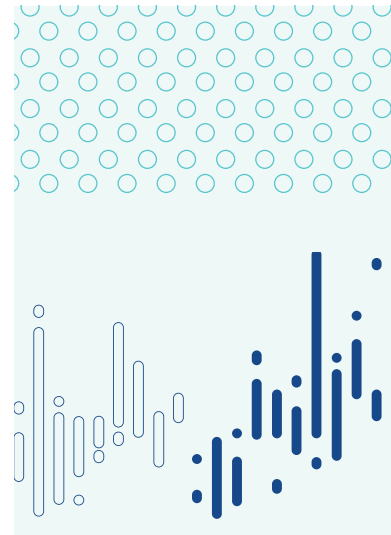
THE COLOR BAR

- Primary branding element, should be present on all pieces at least once
- Use on edge of page
- Use as an overlay
- Use as smaller iconic element on page



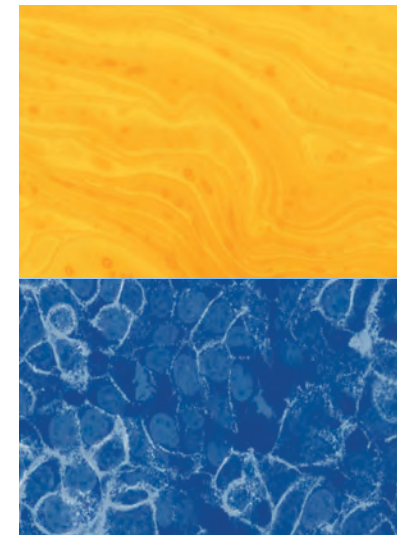
BRAND IMAGES

- Used as high-impact visual for advertising
- Can be used on many background colors
- General, Psychology and Pharmacy specific images



VECTOR ELEMENTS

- Use as graphic elements over imagery
- Use to activate fields of solid color
- Updates are included in the 2023 Toolkit



TEXTURES

- Use as backgrounds in advertising and signage
- These are included in the 2023 Toolkit

COLOR BARS: EXAMPLE USE



Color bar as floating elements



Color bar as support for logo signage



Color bar as floating divider



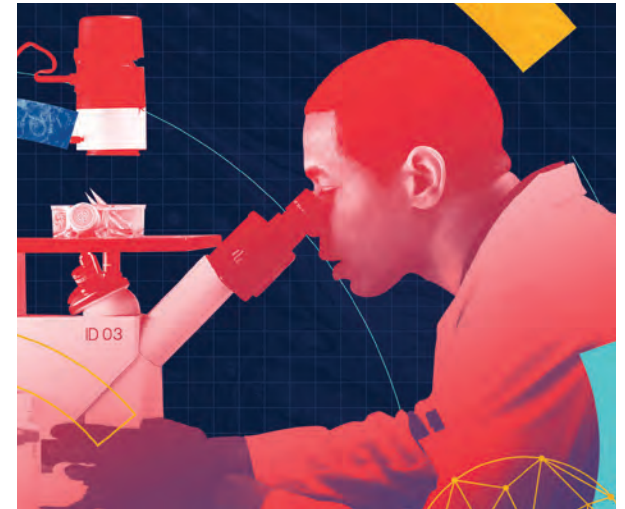
Color bar as side of page element

BRAND IMAGES: EXAMPLES

These custom image assets have been created for use in all branding and marketing materials where appropriate. Using color-treated and isolated portraits layered with vector elements and textures, they can primarily be used as-is, but there is flexibility to arrange and replace elements based on context. They should be used for high-impact visual needs such as advertising, social content, and printed brand materials.

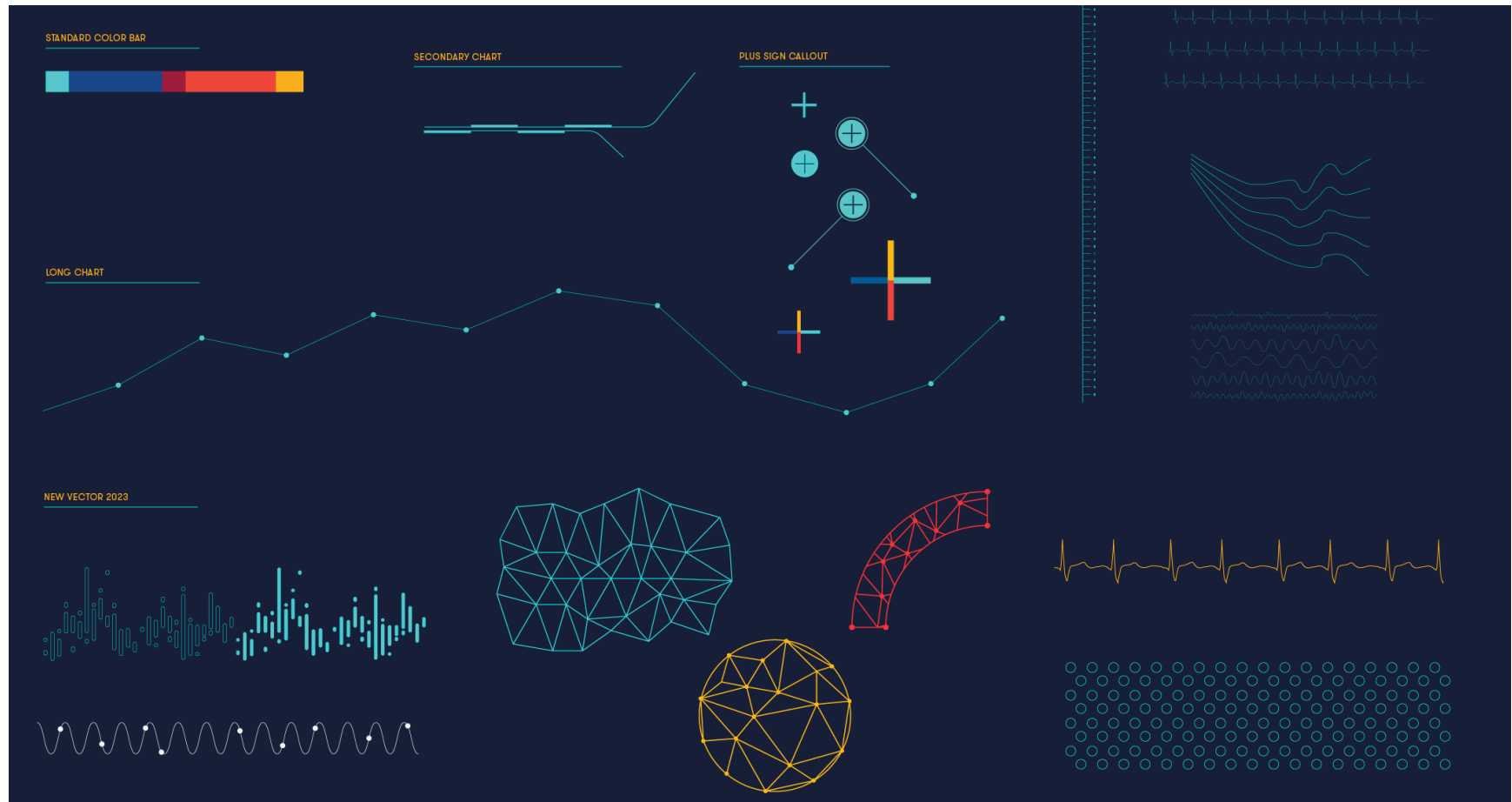


BRAND IMAGES: EXAMPLES



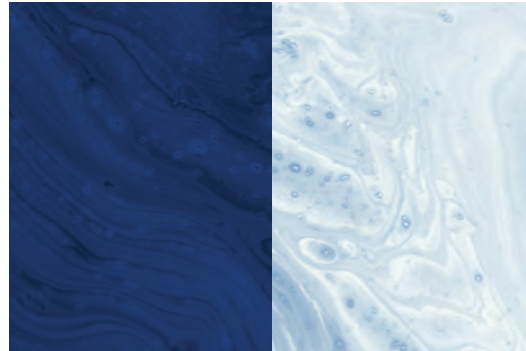
VECTOR ELEMENTS: TOOLKIT

This vector toolkit has been updated in Version 3.0 to include a few additional chart and graph elements, and are used in the brand images, awareness campaign work, and many of our existing materials. See the creative examples throughout this document for examples of their use.



TEXTURES: EXAMPLES FROM TOOLKIT

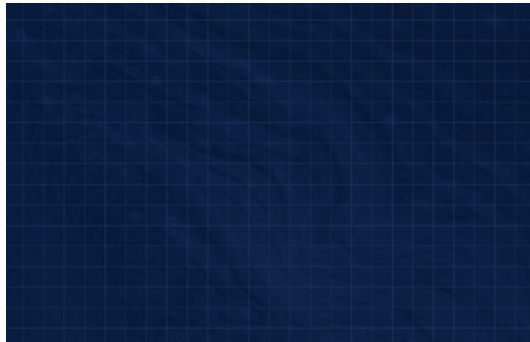
These textures have been updated in our 2023 toolkit. They are used as background textures for brand images and can be used in other layouts if a texture is more preferable to a solid color. You can crop and scale these as needed, see creative examples throughout this guide for use.



PCOM Texture 01 Blue & Cool Blue



PCOM Texture 02



PCOM Texture 03



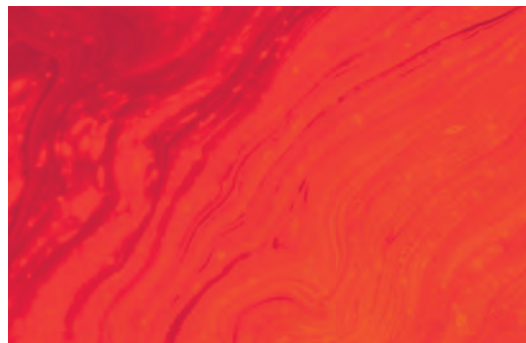
PCOM Texture 04



PCOM Texture 05



PCOM Texture 06

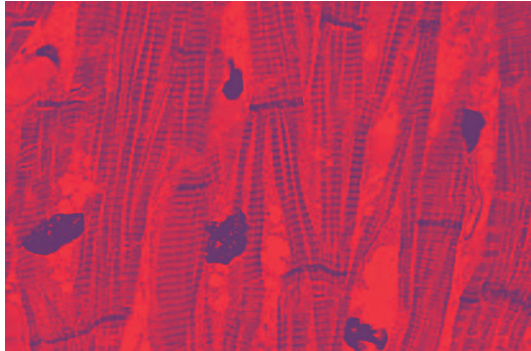


PCOM Texture 07



PCOM Texture 08

TEXTURES: EXAMPLES FROM TOOLKIT



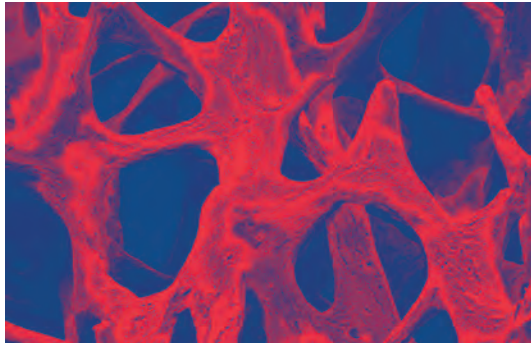
PCOM Texture 09



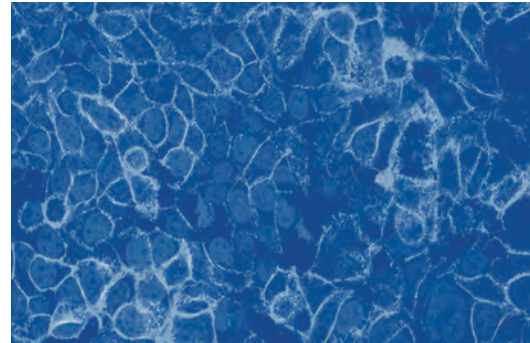
PCOM Texture 10



PCOM Texture 11



PCOM Texture 12



PCOM Texture 13



PCOM Texture 14



PCOM Texture 15



Photo & Video

PHOTO & VIDEO

CAMPUS PHOTOGRAPHY

Campus photography should show an active, exciting space that is well-lit, 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

Shooting indoors is challenging because we want lighting to look natural but be as bright and clean as possible. 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.

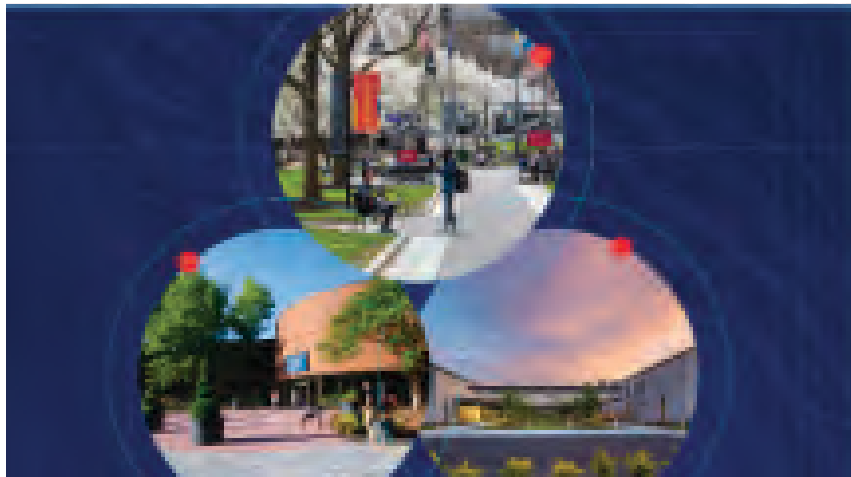
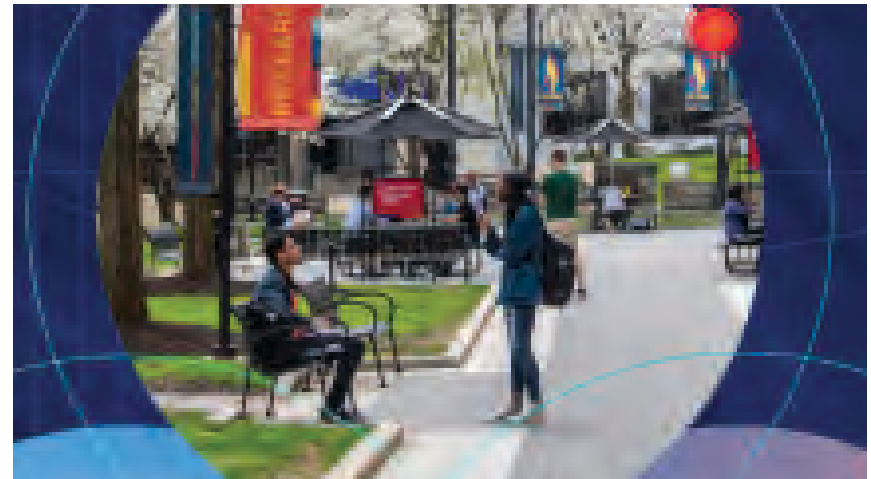


VIDEO AND MOTION

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

FLAME LOGO VERTICAL USAGE



The newly updated Philadelphia College of Osteopathic Medicine logo can be used with the PCOM brand. The logo should be used in a manner consistent with previously-established PCOM branding, keeping the same color scheme and general usage.



Here is the alternate version for use on a dark blue background. It uses white for the text color.

FLAME LOGO HORIZONTAL USAGE



The newly updated Philadelphia College of Osteopathic Medicine horizontal logo can be used with the PCOM brand. The logo should be used in a manner consistent with previously-established PCOM branding, keeping the same color scheme and general usage.



Here is the alternate version for use on a dark blue background. It uses white for the text color.

PCOM GEORGIA | FLAME LOGO VERTICAL USAGE



This the newly updated PCOM Georgia flame logo, for light backgrounds.



This the newly updated PCOM Georgia flame logo, for dark backgrounds.

PCOM GEORGIA | FLAME LOGO HORIZONTAL USAGE



The newly updated PCOM Georgia horizontal logo can be used with the PCOM brand. The logo should be used in a manner consistent with previously-established PCOM branding, keeping the same color scheme and general usage.



Here is the alternate version for use on a dark blue background. It uses white for the text color.

PCOM SOUTH GEORGIA | FLAME LOGO VERTICAL USAGE



This the newly updated PCOM South Georgia flame logo, for light backgrounds.

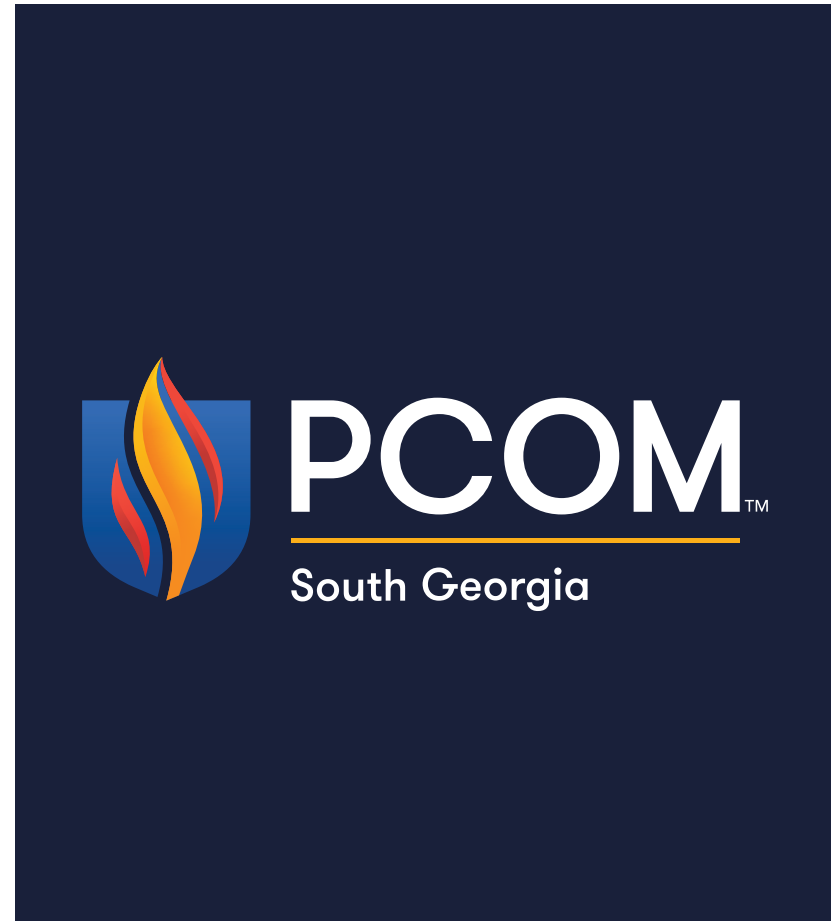


This the newly updated PCOM South Georgia flame logo, for dark backgrounds.

PCOM SOUTH GEORGIA | FLAME LOGO HORIZONTAL USAGE



The newly updated PCOM South Georgia horizontal logo can be used with the PCOM brand. The logo should be used in a manner consistent with previously-established PCOM branding, keeping the same color scheme and general usage.



Here is the alternate version for use on a dark blue background. It uses white for the text color.

WORDMARK USAGE

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.®

Using 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.

NAMEPLATE USAGE



Using a campus specific nameplate as an alternate, supporting mark that can help identify the college and/or its location and provide an alternative for signage, marketing materials, and swag.

The image features a dark blue background with several abstract, curved geometric shapes in a lighter shade of blue. On the left side, there is a vertical bar composed of four colored segments: cyan at the top, blue, red, and yellow at the bottom. The word "Overview" is centered in the middle of the page in a white, sans-serif font.

Overview

OVERVIEW



CONTACT US

This style guide is designed to inspire a strong and flexible brand, provide a platform for expression, and ensure 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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