

PCOM 125
ANNIVERSARY
EDITORIAL AND GRAPHIC
STYLE GUIDE

PHILADELPHIA COLLEGE OF OSTEOPATHIC MEDICINE

Office of Marketing and Communications
February 2024

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ABOUT THE PCOM125 STYLE GUIDE

The Office of Marketing and Communications provides the following resource for PCOM communicators to promote 125th anniversary events, programs and initiatives.

EDITORIAL GUIDELINES

OUR ANNIVERSARY: Q & A

WHAT IS PCOM CELEBRATING?

In 2024, we mark the 125th anniversary of the founding of our College by Oscar John Snyder, DO, and the Reverend Mason Wiley Pressly, DO. The College was officially incorporated as the Philadelphia College and Infirmary of Osteopathy in January 1899.

WHEN IS PCOM CELEBRATING ITS ANNIVERSARY?

PCOM will officially kick off its yearlong anniversary with campus celebrations on January 25, 2024.

WHAT IS A QUASQUICENTENNIAL?

A Quasquicentennial is a 125th anniversary or a celebration of a period of 125 years.

SHOULD I REFERENCE THE CELEBRATION OF PCOM AS AN ANNIVERSARY OR A BIRTHDAY?

As an institution, we will commemorate this historic milestone as PCOM's 125th anniversary.

WHO ARE THE KEY AUDIENCES FOR THE 125TH ANNIVERSARY?

Key audiences include current and prospective students; faculty and staff; regional partners; alumni; donors and friends; and the local communities.

WHEN AND WHERE SHOULD I USE THE 125TH ANNIVERSARY LOGO?

From January 1, 2024 until December 31, 2024, you may use the 125th anniversary logo on print and digital materials, banners, posters, PowerPoint presentations (find on myPCOM), stationery, social media and official merchandising. The logo may be obtained through the Office of Marketing and Communications; email communications@pcom.edu.

WHERE CAN I LEARN MORE ABOUT PCOM'S HISTORY?

There are many resources available for you to learn more about the College's history.

- » [DigitalCommons@PCOM](#) is an electronic archive, housing published and unpublished work by faculty and students as well as publications of College classes, departments and offices. You can browse yearbooks back to 1925 and read College histories written to commemorate the Centennial in 1999 and the 75th anniversary in 1974.
- » [Digest Magazine](#) is engaged in telling 125 Years Through 125 Stories.
- » The [PCOM website](#) will feature anniversary content throughout 2024

WHERE CAN I SEE CELEBRATORY NEWS AND UPDATES THROUGHOUT THE YEAR?

The College will be sharing celebratory coverage, features, news and events surrounding the 125th anniversary on our flagship social media accounts. Follow @pcomeducation, @pcomgeorgia and @pcomsouthga on Facebook, LinkedIn, Twitter and Instagram to stay connected! Community members are invited to join the conversation on social media using #PCOM125.

HOW DO I SHARE INFORMATION ABOUT OUR DEPARTMENT'S ANNIVERSARY EVENT?

Please share your plans for anniversary events and activities by emailing pcom125@pcom.edu. This will serve as an institutional record of our happenings.

ANNIVERSARY MISSION, THEME & TAGLINE

MISSION

Our 125th anniversary provides an opportunity to look back at our founding principles and to renew our strength from our storied past while discerning what it means to be an integrated osteopathic health professions institution today and in the future.

THEME

Unity is the theme for PCOM's 125th anniversary. It will connect the range of events, projects and initiatives occurring throughout the celebration year.

By definition, the osteopathic philosophy focuses on unity—of mind, body and spirit. Patients are human beings, their care necessitating both clinical skill and compassionate understanding.

For 125 years, PCOM has educated osteopathic physicians, allied health professionals and behavioral scientists to care for the whole person and advance the health of diverse communities. As an institution, we are collectively united in this common purpose. We are ignited by our genuine passion for our work. Our anniversary renews our strength. It empowers us to discern our future.

TAGLINE

The tagline for PCOM's 125th anniversary is "United in Purpose, Ignited by Passion." Visually, the tagline is to be used in conjunction with the 125th logo.

The wording aligns with the title of PCOM's comprehensive fundraising campaign, United & Ignited. The public phase of PCOM's United & Ignited Campaign and associated events will occur in tandem with the College's anniversary.

ANNIVERSARY CELEBRATION GOALS

- » Recognize our history and the achievements of PCOM's founders, leaders, early teachers and mentors, alumni, students and donors.
- » Reflect upon what makes PCOM distinctive: our tradition of osteopathic, health and behavioral health education and clinical excellence; our focus on innovative research; and our commitment to diversity and inclusion and our accountability to social responsibility.
- » Unify, engage and inspire the PCOM community.
- » Increase the brand position of PCOM.

MESSAGE GUIDE

When crafting communications that reference the College's 125th anniversary, consider the story of our institution's past, present and future.

When possible, use strong verbs. The usage of the pronouns we/us/our connotes salient and collectivist identities and shared responsibilities, emphasizing the anniversary theme of unity.

EXAMPLES OF WAYS TO BRING THE ANNIVERSARY THEME TO LIFE (PER AUDIENCE):

EXAMPLE

Community Outreach Event, Healthcare Center Event

For 125 years, PCOM has been united in purpose and ignited by passion to help members of our communities lead healthier lives.

EXAMPLE

Student Orientation, White Coat Ceremony, Other Student Event

PCOM has an extraordinary history and an exciting future. We know the Class of 2024 is proud to be part of both. As we mark PCOM's 125th anniversary, you are invited to unite with the entire PCOM community in purpose, to be ignited by passion and to prepare—through your learning, research and community outreach—to make a real difference in the world.

EXAMPLE

Employee Event

Today as we gather to celebrate Employee Appreciation Day, we also acknowledge PCOM's 125th anniversary. Our mission has always been—and continues to be—the education of osteopathic physicians, allied health professionals and behavioral scientists to care for the whole person and advance the health of diverse communities. As a community, as a family, we are united in this common purpose and ignited by genuine passion for our work.

EXAMPLE

Alumni Event

At PCOM, we are united in purpose, ignited by passion and driven by a steadfast commitment to building on our tradition of academic and clinical excellence. We educate our students to improve the lives of patients and communities as you, our PCOM alumni, have done for 125 years.

GENERAL REFERENCES TO THE ANNIVERSARY:

- » In 2024, we mark the 125th anniversary of the founding of our College. This is a time to tell our story of institutional success—to reflect on our past, to celebrate our present and to share our aspirations for the future.
- » Founded in 1899, PCOM is one of the nation’s oldest medical schools and the third oldest osteopathic medical school. Responding to a growing need for healthcare providers in the South, PCOM established a branch campus (PCOM Georgia) in Suwanee in 2005, and an additional location (PCOM South Georgia) in Moultrie in 2019. PCOM marks its 125th anniversary in 2024. PCOM South Georgia marks its fifth anniversary in 2024, and PCOM Georgia will celebrate its 20th anniversary in 2025.
- » The heart of our College’s mission has not changed since our founding 125 years ago: PCOM educates health professionals to care for the whole person and advance the health of diverse communities.
- » We are so proud of our inclusive history. Our first class included one man and one woman, and 22 years after our founding, Meta L. Christy, DO 1921, graduated as the College’s first African American student and the first African American doctor of osteopathic medicine in the nation.
- » In every era, PCOM students have embraced new ways of learning, thinking and making an impact on the world.
- » Throughout the year, PCOM’s 125th anniversary will be celebrated through our traditional events, academic programs and community initiatives. Join us as we honor our past, celebrate our present and imagine our path ahead.
- » With your continued support, our College’s mission endures, grows and thrives—just as it has since 1899.

PCOM 125 LOGO GUIDELINES

GUIDELINES FOR ANNIVERSARY LOGO USAGE

The anniversary logo provides a visual commemoration of the College's 125 years of the College's 125th anniversary. The anniversary logo incorporates our updated College flame logo, which includes a shield shape and gradient feature for added appeal. A yellow rule separates the words PCOM with the 125th mark, which utilizes GT Walsheim, the College's main display typeface. The horizontal version of the logo places the words PCOM and 125th anniversary to the right of the shield for flexibility of use in both the print and digital spaces. The logo can also be printed without the embossed technique and gradient. Logo colors shift slightly when moving from a light to a dark background.

PCOM 125 LOGO - VERTICAL



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



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



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

For the PCOM 125th logo, the design features the newly updated flame logo in a shield shape that will be used to refresh designs after 2024 (separate style guide to come). We have updated the color by swapping out the PCOM dark red with our vibrant PCOM red. The letters PCOM appear in either PCOM blue or white and are centered left and right of the shield. A yellow rule runs below with 125th printed in PCOM red. The font used in all lettering is GT Walsheim and cannot be altered in any way.

In most print production spaces, 100% coverage of a color is required for proper reproduction. Please see values to the right for color information.



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

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

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



A horizontal version of the PCOM anniversary logo features the newly updated flame logo in a shield shape. Colors have been updated and wording is moved to the right. The letters PCOM are aligned with the top of the shield in either PCOM blue or white centered left and right of the shield with a yellow rule underneath going the full length of the word PCOM. The words 125th Anniversary appear underneath that in PCOM red and PCOM yellow running the full length of the characters above. Font used in all lettering is GT Walsheim and cannot be altered in any way.

In most print production spaces, 100% coverage of a color is required for proper reproduction. Please see values to the right for color information.

PCOM 125 LOGO - VERTICAL DIMENSIONAL



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



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



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

A vertical dimensional logo with a gradient was developed for use primarily in the digital space. This logo can be used on print as well. The dimensional logos can only be used in a full color format.

PCOM 125 LOGO - HORIZONTAL DIMENSIONAL



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



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



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

A horizontal dimensional logo with a gradient was developed for use primarily in the digital space. This logo can be used on print as well. The dimensional logos can only be used in a full color format.

The PCOM one-color flame logo may be reproduced in two formats: greyscale and one-color outline. The one-color outline format is specifically used for logo imprinting on various giveaways and commemorative PCOM 125th anniversary materials with imprinting techniques that cannot handle halftones. This logo is only to be used on a project approved by the Office of Marketing and Communications.





COLOR SWAP

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



NO LETTERS BELOW

According to the PCOM 125 standards, you MUST keep the numbers 125 and the letters PCOM with the flame at all times.



WRONG LOGO ON WRONG BACKGROUND

Be certain to use the correct logo on the correct background designated for best readability.



MORE THAN ONE LOGO

Only the PCOM 125 flame logo is to be used on promotional pieces or presentations about the College and its branch locations in calendar year 2024.

There are times when the PCOM flame logo with a location identifier may be used when referencing a specific location outside of Philadelphia on external marketing pieces, but it cannot be placed directly next to the PCOM 125 logo.

For this special anniversary year it is important that the College build recognition for the entire institution and when necessary, delineate additional locations.

COLOR AND FONT GUIDELINES

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

See values below:



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



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



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

Please do not attempt to recreate the logo.

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

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

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



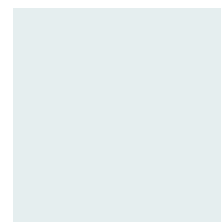
PCOM DARK BLUE
 PANTONE 7463 CP
 CMYK - 100, 63, 12, 67
 RGB - 26, 31, 57
 WEB - #1A203A



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



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



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

The PCOM brand uses two approved typefaces:

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 both campuses as most computers have had the Avenir font loaded onto their systems by ITS.