PCOM DIGITAL STYLE GUIDE

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 https://webaim.org/resources/contrastchecker/.
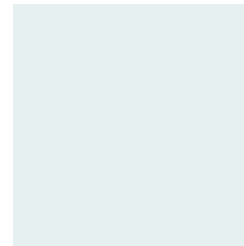
SECONDARY

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

GT WALSHEIM

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

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.

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.

VERTICAL

HORIZONTAL

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

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.

PCOM BLUE
web - #00448D

PCOM YELLOW
web - #FCAF16

PCOM DARK RED
web - #A20A3A

VERTICAL

HORIZONTAL

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

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

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.
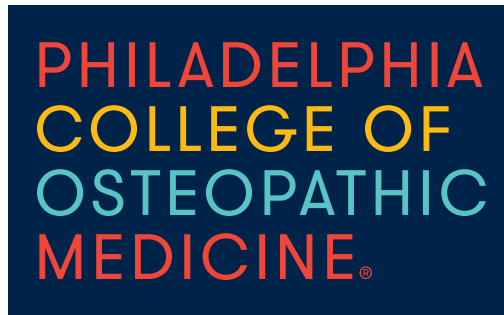
PCOM BLUE
web - #00448D

PCOM YELLOW
web - #FCAF16

PCOM DARK RED
web - #A20A3A

PHILADELPHIA
COLLEGE OF
OSTEOPATHIC
MEDICINE®

PHILADELPHIA
COLLEGE OF
OSTEOPATHIC
MEDICINE®

The federally licensed wordmarks can be produced in 3 colors, with the word "osteopathic" swapping out from PCOM blue to PCOM cyan when moving to a dark background.

On other websites and digital platforms, the PCOM wordmark can be used in instances in which the vertical logo does not render optimally. This only applies when referring to the overall College brand.

PHILADELPHIA COLLEGE OF
OSTEOPATHIC MEDICINE®

PHILADELPHIA COLLEGE OF
OSTEOPATHIC MEDICINE®

PCOM.

PCOM.

PCOM. Georgia

PCOM. Georgia

PCOM. South Georgia

PCOM. South Georgia

PCOM. South Georgia

PCOM. South Georgia

PCOM. South Georgia

PCOM. South Georgia

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. Please consult the Office of Marketing and Communications for guidance regarding the appropriate use of the nameplate for your project.

Additional image assets can be added to the nameplates for increased interest and design.

PCOM.

PCOM Georgia

South Georgia PCOM.

DO NOT:

Use the light mark on a dark background

Remove the trademark insignia for aesthetic purposes.

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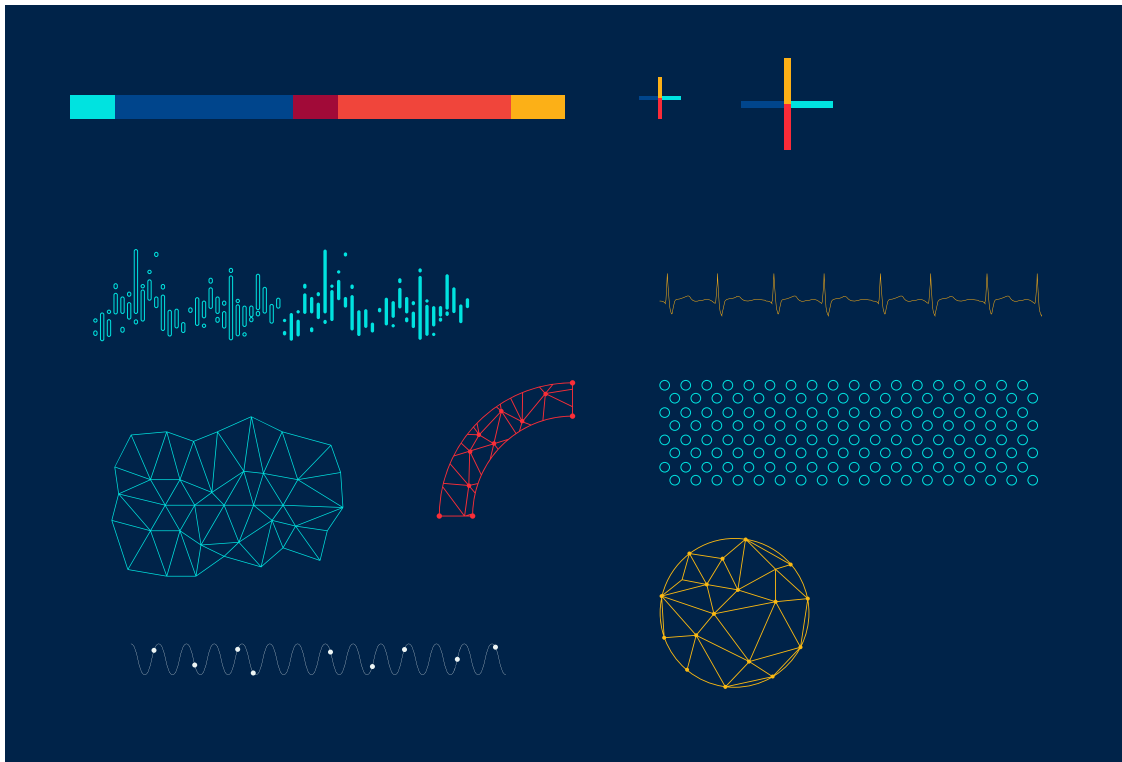
Graphic elements represent various aspects of the PCOM brand. They depict the scientific rigor and deeper understanding that comes with our approach to medicine. Use these elements judiciously to balance the composition and visually reinforce these themes as appropriate.

Digital brand elements in various online formats can be requested from Marketing and Communications by submitting a **work request**.

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, DIAGRAMS
»   Can be used as graphic elements over imagery

»   Can be used to activate fields of solid color

ARCS AND TEXTURES
»   Can be used as alternate for bars, and in photo treatments and backgrounds

»   Should be used sparingly, it is not a primary element; textures can go inside of arcs

»   Can be used in outline form instead of color fills
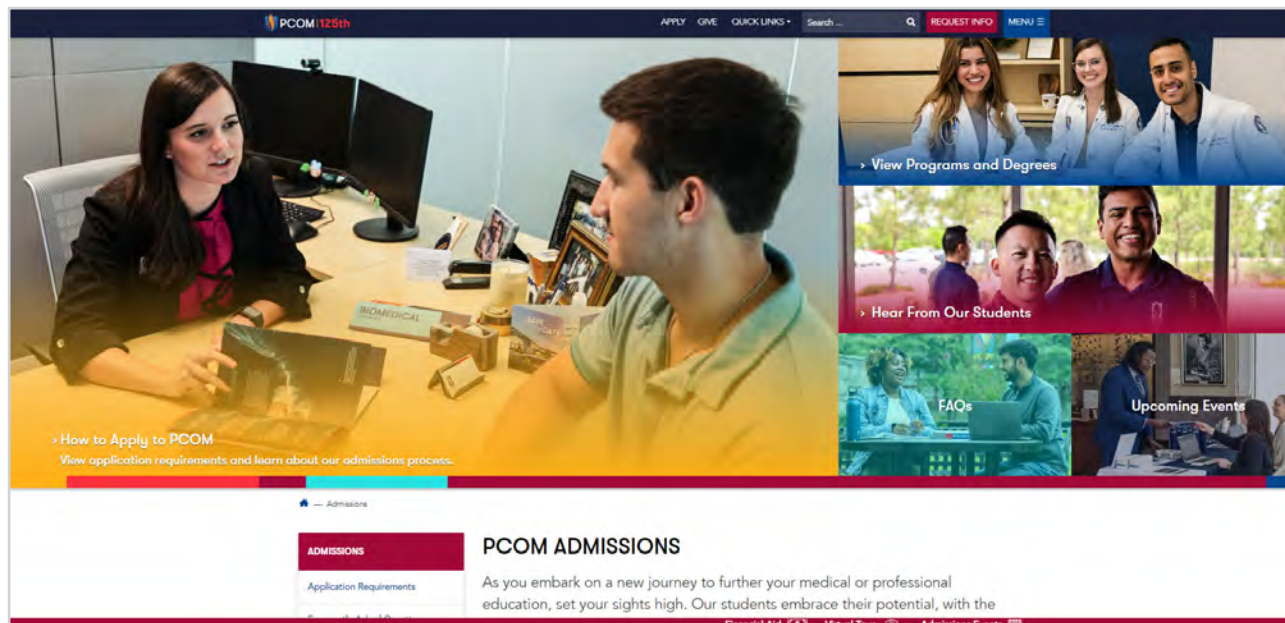
Photos should be used to emphasize content, provide context and add visual interest. Refer to the PCOM Brand Guidelines for helpful information about campus, classroom and portrait photography.

When composing photographs for the web, keep in mind that different web components may have different image requirements. Generally speaking, photographs should be high resolution JPEG images in landscape orientation. The images should include sufficient space around the subject to allow the photo to be cropped for various uses. Avoid including distracting signage or logos on clothing, food, drinks, etc.

Photographs for the web will be optimized to provide the best user experience and technical performance.

The PCOM website uses this technique. See sample at left.

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.

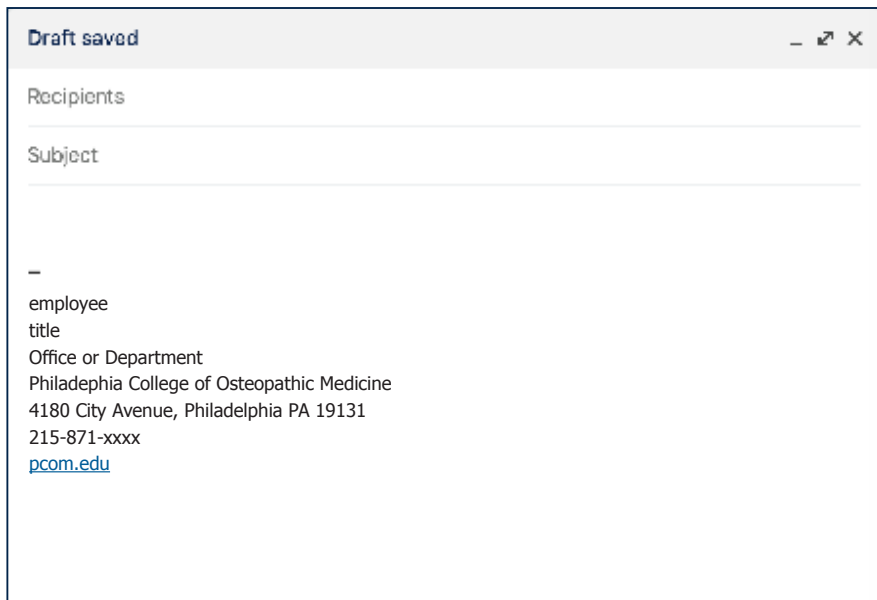Headers and footers should be mobile-friendly with appropriate tap targets.

FOOTERS SHOULD CONTAIN:
Contact information

Links to privacy policy, accessibility information and terms of use

Copyright information

Draft saved   _ ⤢ ✕

Recipients

Subject

––
employee
title
Office or Department
Philadephia 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)

Avoid use of embedded images or, use sparingly, making sure images are of low web ready size. Images larger than 1MB should be sent as attachments.

Signature line: Should be listed in this order (as shown at left): name, title, office, College of location name, address, phone number, web address. If you wish to include your pronoun, that is an option and can be included at the end. Do not include personal quotes or mantras.