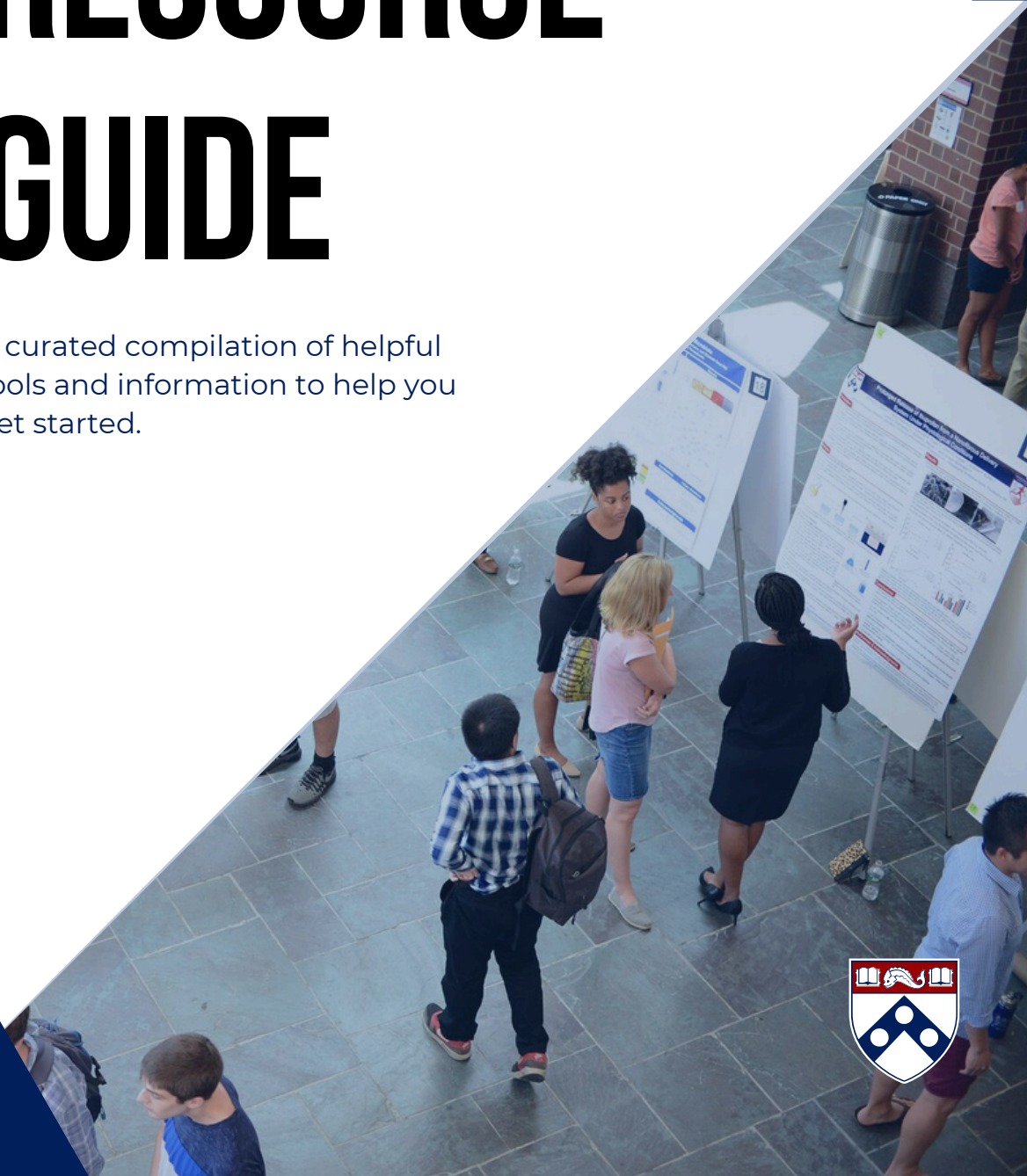




*Perelman School of Medicine*

# RESOURCE GUIDE

A curated compilation of helpful  
tools and information to help you  
get started.



# MARKETING RESOURCES

## SMILOW WALL



## DIGITAL SIGNAGE



## DIGITAL DISPLAYS

The PSOM digital displays, which include PSOM digital signage located across PSOM's campus and the Smilow Video Wall, advertise events, programs and other initiatives to the Penn Medicine community via LCD displays.

- [Digital signage guidelines](#)
- Useful resource: [Canva](#) - a free graphic design platform

## FACULTY NEWSLETTER

The Faculty Announcements newsletter is a weekly roundup of research funding opportunities, school news, and events, designed to convey announcements to faculty in a convenient format published on Thursday of each week.

- [Faculty newsletter archive](#)
- [Faculty newsletter guide](#)
- [Submit to the faculty newsletter](#)

## LIVEWHALE EVENTS CALENDAR

The [PSOM LiveWhale events calendar](#) is a web-based, public-facing calendar with many helpful features. It feeds to the Penn calendar and the PSOM video displays, individual department websites, and integrates with the VirtualEMS room booking system.

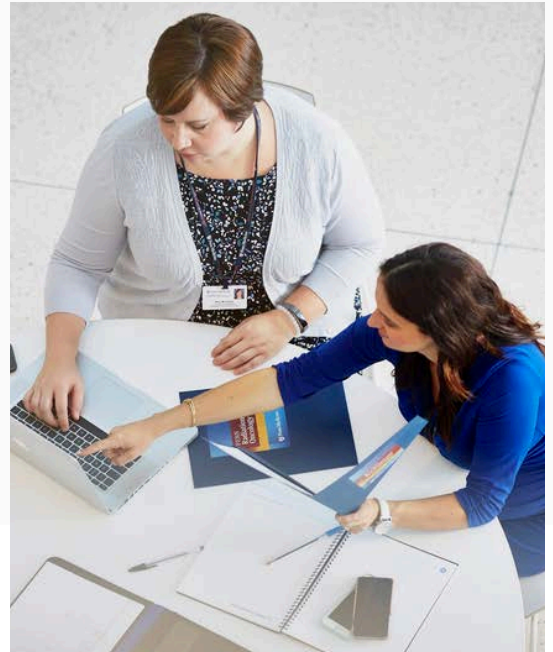
- [Get Help/Request Access](#)
- [LiveWhale Best Practices](#)
- [LiveWhale User Guide](#)
- [Submit an Event for Consideration](#)

# COMMUNICATION RESOURCES

## ■ EVENT PLANNING

Streamline event planning with these helpful tools, tips and guidelines:

- [Alcoholic beverages policy](#).
- [Caterer & vendor guidelines](#)
- [Catering@Penn](#): Penn-approved caterers.
- [Doodle poll](#): Free online polling tool.
- [Penn Medicine Marketplace](#): Web-based solution that enables Penn users the ability to travel within the portal throughout the procure-to-pay (P2P) journey.
- [Penn Medicine Zoom guide](#)
- [PSOM scheduling & event services](#)
- [Wharton event toolkit](#)
- [Virtual EMS web app](#): Online room reservation system for PSOM.



## ■ POWERPOINT PRESENTATION TEMPLATES

Templafy provides convenient access to all of Penn Medicine's most up-to-date templates, 1000s of the slide layouts, icons, and photos that will help create on-brand presentations faster.

- [Templafy Powerpoint add-on guide](#)
- [Templafy Resource Hub](#)

continued . . .

# COMMUNICATION RESOURCES



## OTHER RESOURCES

- [Canva](#): Free graphic design platform used to create social media graphics & presentations.
- [Character counter](#)
- [Create vector files](#)
- [PennLens](#): Penn Medicine's online photography portal.
- [Penn Today coverage re: social media](#)
- [QR code generator](#)
- [URL shortener](#)

## PSOM LOGOS & BRANDING

Learn more about Penn name use, logos, branding guidelines, and the standards and requirements around website development.

- [PSOM Logos, Name Use, Branding Guidelines & Technical/Design Standards](#)
- [Penn Medicine Branding](#)
- [Penn Brand Standards](#)

## SOCIAL MEDIA

Consider creating a social media account to improve outreach and engagement, build community, and promote research, achievements and events.

- [PSOM social media guidelines](#)
- [PSOM faculty media policy](#)
- [Social media special interest group](#)
- Twitter/X accounts to follow to get started: [@PennMedicine](#) [@PennMedCSO](#) [@PennMedNews](#)
- [University Communications: Photo, video & social media](#)



# CONTACT LIST

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*Please reach out to one of the contacts below regarding your marketing or communication inquiry.*

## **Digital Signage & LiveWhale Events Calendar**

[Faith.Brown@pennmedicine.upenn.edu](mailto:Faith.Brown@pennmedicine.upenn.edu)

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## **Faculty Newsletter**

[facaffrs@pennmedicine.upenn.edu](mailto:facaffrs@pennmedicine.upenn.edu)

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## **PowerPoint Presentation Templates**

[TemplafySupport@pennmedicine.upenn.edu](mailto:TemplafySupport@pennmedicine.upenn.edu)

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## **PSOM Logos & Brandings**

[PennMarketing@uphs.upenn.edu](mailto:PennMarketing@uphs.upenn.edu)