A Guide to UAB Medicine Branding

Updated November 2017
UAB Medicine, together with our tagline “Knowledge that will change your world”, is the name and primary brand for the clinical facilities and services provided by faculty within the UAB (University of Alabama at Birmingham) School of Medicine through the UAB Health System.

UAB Medicine wraps our teaching, research, and clinical care mission together under one brand while “Knowledge that will change your world” speaks to each facet of our mission. Together they say to the communities and regions we serve that our quest for finding new treatments can also be found in our commitment to providing innovative care. It also promises that UAB’s team of world-renowned physicians and exceptional nurses will work together to provide patients compassionate care in a quality setting.

UAB Medicine combines passionate research with compassionate care.
Our Mission is Our Promise

We will enhance our role as a preeminent and well-integrated clinical enterprise recognized as a leader in the advancement of medical science and the delivery of health-related services.

With the School of Medicine, we will create highly innovative, well-coordinated interdisciplinary services and partnering relationships that serve as a model for health education and service delivery.

The Promise of UAB Medicine

Improve the health and well-being of our society, particularly that of the citizens of Alabama, by providing:

- Innovative health services of exceptional value
- A superior environment for the education of health professionals
- Support for research that advances medical science
When To Use UAB Medicine Logo and Tagline

The UAB Health System is composed of many parts with varying functions and organizational structures.

The primary purpose of our brand is to unify all clinical areas in which UAB physicians provide care to provide clarity to ensure our patients and their families can understand who is providing the service.

The following guidelines will ensure our image is consistently and accurately reflected.
This illustration of the brand architecture for UAB Health System shows how the clinical facilities and service lines relate to the UAB School of Medicine research and teaching brand.
Standard UAB Medicine Signature Logo
The standard UAB Medicine signature logo incorporates two graphic elements: the UAB monogram and “Medicine” as the wordmark.

Standard UAB Medicine Signature Logo + Tagline
The standard UAB Medicine signature logo + tagline incorporates four graphic elements: the UAB monogram and “Medicine” as the wordmark + horizontal rule + tagline.

Knowledge that will change your world
1. The UAB logo must be the dominant element of any communication as a unifying identity for the hospitals, clinics, research initiatives and community-based services.

2. The preferred use of the UAB Medicine logo is the standard logo + tagline.

3. The UAB Medicine logo and tagline should be placed on all brochures, publications and promotional material.

4. The logo should be surrounded on all sides by clear space. The clear space should be no less than one and one-half the height of the UAB monogram. Do not print graphics, typography or other elements in this area.

5. The wordmark should always appear as Helvetica Neue LT STD 55 Extended All Caps.

6. Space between the standard UAB Medicine logo and tagline should be the height of the UAB monogram with a rule half way between the logo and the tagline.

7. The tagline should always appear as Avenir LT STD 85 Heavy, set the same width as the logo and wordmark.

8. There is no period at the end of the tagline.

9. It is preferable that the UAB Medicine logo appear as two-color: monogram PMS in 3425 Forest Green and the wordmark and tagline in black. Other color variations include: one color black, one color green or white (reversed).

10. All logos must be created by UAB Health System Marketing and Communications. Please click here to contact us.
Service Line Logo

UAB’s clinical services will be represented through business planning units defined as “service lines.” Each service line will have a primary description and individual program identifier. These components will be locked in place and no other marks or logos are permitted with the logo.

Standard UAB Medicine Signature Logo + Service Line + Tagline

The standard UAB Medicine signature logo + service line + tagline incorporates five graphic elements: the UAB monogram and “Medicine” as the wordmark + horizontal rule + service line + tagline.

The UAB Medicine logo and tagline should be placed on all brochures, publications and promotional material.

Space between the standard UAB Medicine logo with service line and tagline should be no less than the height of the UAB monogram with a rule half way between the logo and the service line.
Standard UAB Medicine Signature Logo + Service Line + Individual Unit

The standard UAB Medicine signature logo + service line + individual unit incorporates five graphic elements: the UAB monogram and “Medicine” as the wordmark + service line + individual unit.

The UAB Medicine logo and tagline should placed on all brochures, publications and promotional material.

In any instance there should not be more than three total lines of text + logo. Therefore the tagline will not be used.
Facility Logo

The UAB Medicine logo was designed to express our identity and unify hospitals, clinics, research initiatives and the myriad of community-based health care services into one singular promise.

Facilities supported by UAB School of Medicine faculty are branded with the UAB Medicine logo and the name of the facility on the second line.

The tagline can be used with the facility logo when being placed on brochures, publications and promotional material. It is not to be used on exterior signage.

These components will be locked in place and no other marks or logos are permitted with the logo.

Space between the standard UAB Medicine logo with facility and tagline should be no less than the height of the UAB monogram with a rule half way between the logo and the service line.
University of Alabama Health Services Foundation Inc.

This is the brand to be used for all UAHSF corporate functions and activities.

Functional Areas:
Administration
Corporate Compliance
Financial Division
Human Resources
Legal Division
Risk Management
Management Services Organization

Note: Patient-related material should follow the clinical service standards logo placement in this document.
Clinical Services

Individual clinics or services should be identified by the clinical name representing that clinic or service.

There should not be more than 3 lines of text plus logo. Therefore, in this instance the tagline should not be used.
When Do I Use UAB Health System?

UAB Health System Logo

UAB Health System continues to be the official name for the organization that manages and supports the various components within the UAB Medical Center, surrounding clinics and affiliates throughout Alabama.

The UAB Health System logo will be used on:
All corporate documents and contracts
Member and Affiliate hospitals and clinics
Departments within the Administrative Offices

These components will be locked in place and no other marks or logos are permitted with the logo.
Typography and Color Palette

Our approved corporate type family is Helvetica Neue. It is classic and easy for people to read. If this font is not available, consider the Arial font family.

For a contrasting font, Garamond may be used and allows for a wider range of communication solutions.

The primary font used is:

**Helvetica Neue**
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Helvetica Neue Light**
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Helvetica Neue Condensed Bold**
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The secondary font with serif:

**Garamond**
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Garamond Italic**
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Garamond Bold**
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Logos, templates and other brand tools available at www.uabmedicine.org/branding
Typography and Color Palette

Our approved corporate color is green. We have an approved color palette for both print and digital communications. See the Internet section for approved Website templates and colors.

### Approved Primary Colors for Print

<table>
<thead>
<tr>
<th>Color</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>UAB Green: Pantone 3425 C</td>
<td>100-0-78-42, 0-112-74, #00704A</td>
</tr>
<tr>
<td>Pantone DS 8-9 40% tint</td>
<td>0-3-15-15, 221-212-191, #DDD4BF</td>
</tr>
<tr>
<td>Pure Black</td>
<td>0-0-0-100, 35-31-32, #231F20</td>
</tr>
<tr>
<td>Pure White</td>
<td>0-0-0-0, 255-255-255, #FFFFFF</td>
</tr>
</tbody>
</table>

### Approved Secondary Colors for Print

<table>
<thead>
<tr>
<th>Color</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 299 C</td>
<td>85-19-0-0, 0-157-220, #009DDC</td>
</tr>
<tr>
<td>Pantone 368 C</td>
<td>57-0-100-0, 122-193-67, #7AC143</td>
</tr>
<tr>
<td>Pantone 2715 C</td>
<td>57-45-0-0, 118-134-194, #7686C2</td>
</tr>
</tbody>
</table>

### Approved Secondary Colors for Print

<table>
<thead>
<tr>
<th>Color</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 130 C</td>
<td>0-30-100-0, 253-185-19, #FDB913</td>
</tr>
<tr>
<td>Pantone 423 C</td>
<td>0-0-0-44, 159-161-164, #9FA1A4</td>
</tr>
<tr>
<td>Pantone 173 C</td>
<td>0-69-100-4, 232-109-31, #E86D1F</td>
</tr>
<tr>
<td>Pantone 667 C</td>
<td>52-49-0-14, 116-115-169, #7473A9</td>
</tr>
<tr>
<td>Pantone 654 C</td>
<td>100-67-0-38, 0-61-121, #003D79</td>
</tr>
</tbody>
</table>

### Internal/Values Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 173 C</td>
<td>0-17-50-65, 119-100-65, #776441</td>
</tr>
<tr>
<td>Pantone 7459 C</td>
<td>57-0-6-13, 79-179-207, #4FB3CF</td>
</tr>
<tr>
<td>Pantone 200 C</td>
<td>100-63-12, 211-18-69, #D31245</td>
</tr>
<tr>
<td>Pantone 327 C</td>
<td>100-0-44-17, 0-146-143, #00928F</td>
</tr>
</tbody>
</table>

### Suggested Color Palettes

[Link to suggested color palettes]

Logos, templates and other brand tools available at www.uabmedicine.org/branding
Photography

Photographs are an important part of building the brand. They should be selected carefully for quality and consistency in style. The following photographs are representative of the brand attributes of UAB Medicine. Please use photos that represent the following: Advanced Medicine, Quality Nursing, Best Doctors, Modern Facilities, Passionate Research, Compassionate Care.
Referencing UAB Medicine Physicians

We have developed a system for referencing our physicians to ensure affiliation and location are clearly identified. Always refer to the physicians providing care through our medical staff as:

**General**
- UAB physicians
- UAB Medicine faculty

**Service Specific**
- UAB cardiologist
- UAB oncologist

**Editorial Style:**
The AMA Manual of Style Guide is the recommended reference for managing editorial copy within print and internet publications targeted to a physician audience.

The AP Style is the recommended reference for consumer and employee targeted material.
When Do I Use UAB Medicine?

**Advertising**
The UAB Medicine logo will be used when multiple services are branded in overall awareness campaigns.

All external advertising will provide a single point of access.

For Consumers: UAB HealthFinder
1-800-UAB-8816

For Physicians: UAB MIST
1-800-UAB-MIST

Primary URL: uabmedicine.org

**Print Advertising:**
When Do I Use UAB Medicine?

Service Line Advertising

The UAB Medicine logo will be used with the name of the service line directly under the logo and the tagline placed under the service line.

All external advertising will provide a single point of access.

For Consumers: UAB HealthFinder 1-800-UAB-8816

For Physicians: UAB MIST 1-800-UAB-MIST

Primary URL: uabmedicine.org
When Do I Use UAB Medicine?

Direct Mail and Publications

UAB Medicine should be prominent on the front cover of all periodicals and on the back cover of all direct mail pieces.

Multi-service marketing through a service line should have the service line logo displayed prominently.

All external advertising will provide a single point of access.

For Consumers: UAB HealthFinder
1-800-UAB-8816

For Physicians: UAB MIST
1-800-UAB-MIST

Primary URL: uabmedicine.org
When Do I Use UAB Medicine?

Print Brochures

The UAB Medicine logo will be used with the name of the service line directly under the logo and the tagline placed under the service line.

The program or service will be prominent in the headline of the brochure or direct mail piece.

UAB Medicine should be prominent on the back cover.

All external advertising will provide a single point of access.

For Consumers: UAB HealthFinder 1-800-UAB-8816

For Physicians: UAB MIST 1-800-UAB-MIST

Primary URL: uabmedicine.org
When Do I Use UAB Medicine?

**Service Lines**

Referring Physician Material:

If the content is for a service line, the UAB Medicine logo will be used with the name of the service line directly under the logo and the tagline placed under the service line.

UAB Medicine should be prominent on the back cover.

All external advertising will provide a single point of access.

For Physicians: UAB MIST 1-800-UAB-MIST

Primary URL: uabmedicine.org
When Do I Use UAB Medicine?

**Patient Guide to Services:**

The UAB Medicine logo will be used with the name of the service line directly under the logo and the tagline placed under the service line.

UAB Medicine should be prominent on the back cover.

For patient materials the Clinic, Clinical Department or Physician Office telephone number may be used to ensure patients have appropriate contact information for their care provider. All numbers should be approved through the UAB Health System Access Team to assure numbers are active and answered appropriately.

For Consumers: (Number of Clinic) OR 1-800-UAB-8816

Primary URL: www.uabmedicine.org
Hospitals and Clinic Guides and Forms

Hospitals and Clinics will provide communications to patients and their families to assist them in their visit to UAB Medicine facilities.

The name of the facility should be prominent on all patient forms and handbooks.

Maps and templates for materials are available on the UAB Health System Branding site: uabmedicine.org/branding
Web Page Development

Templates and Color

The UAB Medicine Web site provides a content management system that enables all pages to be easily searched within the site. It also provides advantages in securing improved search positions in external search engines such as Google and Bing.

Healthcare Services

Internet Templates

Color Palette

Primary Text: Black

Accent Text: Green 096D47

Accent Text: Blue 338CB9

Accent Text: Red BC1116

Accent Text: CEE0B3

Accent Text: EBD38B

Accent Text: F0F0E4

Accent Text: D9D9D9

Text Box Header: XYZ

Accent Colors: for Nav Bar and Text Box

C1CFDA

ABC6DB

C30FE0

F1E5C7
Faculty and Staff Business Cards and Stationery

Top tier logos for all stationery can be:

- The University of Alabama at Birmingham
- UAB School of Medicine
- UAB Medicine
- UAB Health System (For Corporate Stationery)

Health System facilities are represented on the second line.

Refer to stationery guidelines provided through UAB Public Relations and Marketing.

Print services available through UAB Print Shop.
Signage

Buildings should be signed in a manner that allows our patients and families to identify their destination.

External and internal signage serve two purposes:
• To help patients and families locate the services they are seeking
• To honor those who have provided named gifts to UAB

Signage requirements will vary from location to location according to the signage requirements for each facility (UAB, UABHS, UAHSF) and should be approved by the owner of that facility and UAB Health System Marketing and Communications
Internal Signage

The purpose of internal signage is to assist our patients and families in locating the appropriate treatment location. An extensive wayfinding system has been established to provide continuity and ease of access for this purpose.

No signs may be affixed permanently to walls or ceilings without approval from the owners of these facilities. No temporary banners are allowed in hallways or corridors.

Desktop removable plaques are permissible in specific nursing units and clinics that support service line strategies.
Event Sponsorships

Direct-to-consumer events use the UAB Medicine logo.

If an event supports a specific service line, the service line can be placed below UAB Medicine if space permits.
Employee Communication

Internal publications and posters directed to employees should be consistent with the external brand.

Communication with employees should be targeted to those areas where employees travel and meet as opposed to patient and family areas.

Communication on the ONE employee Intranet, desktop screensavers, and TVs are managed by UAB Health System Marketing and Communications.

If you would like to have something added or changed on ONE, please contact Dawn Williams, Internal Communications Manager at dawnwilliams@uabmc.edu.
Presentations

Powerpoint presentation templates can provide you with the correct logo configuration as well as consistency throughout the organization.

These templates are available to download on our brand management site at uabmedicine.org/branding.
Uniforms and Badges

All employees of UAB Medicine are living examples of our brand in action. Each one represents our values.

We will live the brand through our professional attire and our quest for excellence in all we do.

To assure each member of our team is properly identified and presents a professional appearance, we have approved white lab coat and uniform standards to assure garments have the correct logo and name configuration.
The Official Name is
University of Alabama Hospitals and Clinics

Descriptive Name on Signage
The UAB Hospital signature will be used on all hospitals located on the UAB Medical Center campus.

They will also maintain the individual classification/name associated with that service or location (Example: Spain Rehabilitation Center, UAB Hospital-Highlands).

A UAB Medicine identifier can be used on the building to establish a “beacon” for visitors and patients.

This guideline applies to all new and/or replacement signage and does not apply to existing signage.
UAB Health System
Members and Affiliates

Hospitals affiliated with UAB Health System with a medical staff comprised of both UAB faculty and/or community physicians have brand usage policies established in their contracts.

The UAB Health System and UAB Medicine logos are protected marks and cannot be used without approval from the UAB Health System Marketing and Communications department.

Please see members of the UAB Health System Marketing Department for Affiliate Brand Standards.
www.uabmedicine.org/branding

**UAB Medicine Branding Site**

- **Style Guides & Email Signatures**
  Consistency is key in maintaining a brand. At UAB Medicine, we work to keep our logos, colors, and fonts consistent, but it takes effort from everyone to keep the UAB Medicine brand uniform.

- **Logos & Templates**
  The UAB Medicine logo was designed to express our identity and unify hospitals, clinics, research initiatives, and the myriad of community-based health care services into one brand.

- **UAB Medicine Merchandise**
  The online store for UAB Medicine apparel and specialty items.

- **Resources**
  Your connection to The University of Alabama at Birmingham & UAB School of Medicine brand toolkits, etc.

- **Other Downloads**
  Access to UAB Medicine Core Values, stationery, and thank you note downloads.

- **How to Work With Us**
  Contact information for clinical service line marketing assignments, Internet marketing, publications and interactive media, and recruitment marketing.

Logos, templates and other brand tools available at www.uabmedicine.org/branding