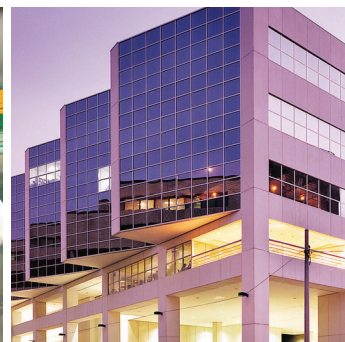
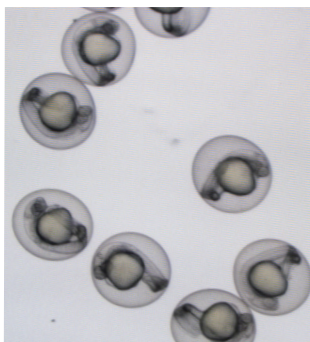


UAB MEDICINE

STYLE AND BRAND GUIDELINES





UAB MEDICINE BRAND GUIDELINES

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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



UAB MEDICINE

UAB MEDICINE BRAND GUIDELINES

Logo Usage

UAB Medicine is the endorsement 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.

The following section covers the usage of the logo, its construction and the variety of layouts available. If you need something further defined please contact UAB Health System Marketing and Communications.

- Monogram and Wordmark
- Variations
- Spacing
- Minimum Sizing
- Limitations



Monogram

Wordmark

STANDARD UAB MEDICINE LOGO

The standard UAB Medicine logo incorporates two graphic elements: the UAB monogram and “Medicine” as the wordmark. This version is used internally or when UAB is well.



The University of Alabama at Birmingham

Tagline

STANDARD UAB MEDICINE LOGO + TAGLINE

The standard UAB Medicine logo + tagline incorporates four graphic elements: the UAB monogram and “Medicine” as the wordmark + horizontal rule + tagline. This version should be used in communications where the meaning of UAB may not be clear; external communications, external emails, patient material, anything going out of state, to a national audience, etc.



STACKED LOGO

The stacked logo should be used for special cases, only where the standard logo will not be readable. Such use cases are as follows:

- Small Specialty Items
- Social Media Icons
- Small Round or Square Items

SPACING

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

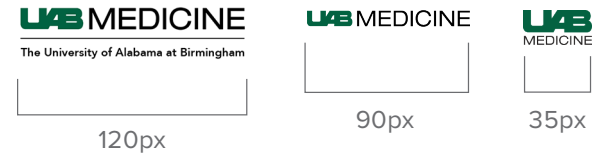
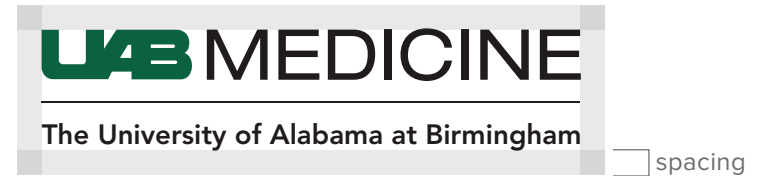
MINIMUM SIZING

The standard logo should not be reduced below 90 pixels wide in digital form, or 1/2 inch in print. The standard logo + tagline should not be reduced below 120 pixels wide in digital form, or 1 inch in print. The stacked logo should not be reduced below 35 pixels wide in digital form, or a 1/4 inch in print.

COLOR VARIATION

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

Use of the UAB Medicine logo in conjunction with the logos or marks of other organizations (including corporate sponsors and government entities) in any publication, advertisement, or other external communication must be reviewed by UAB Health System Marketing and Communications.



Imprint and Endorsement Logo Usage for Printed Items

CENTERS, CLINICAL SERVICES AND PROGRAM IDENTITIES

The standard for identifying centers, clinical services and programs in print, on the web, and in merchandise is to have the imprint and the endorsement logo separated. This elevates the center, clinical service, or program to a higher level of importance, with UAB Medicine becoming the endorsement brand.

Imprint font size should appear no smaller than 1/2 the height of the UAB monogram in the endorsement logo. This should establish a good visual balance. In this separated treatment, the imprint and logo should be aligned along vertical centers. The use of imprint and logo must be approved by UAB Health System Marketing and Communications prior to use.

IMPRINT AND ENDORSEMENT LOGO USES

This treatment of separating the imprint and the endorsement logo should be standard practice. It should be used in print scenarios such as, but not limited to:

- Posters & Ads
- Books & Folders
- Flyers
- Billboards

CARDIOPULMONARY REHABILITATION SERVICES

Proxima Nova Bold - All Caps

An imprint should always appear as Proxima Nova Bold and in all caps, unless being used in copy.

Imprint

**CARDIOPULMONARY
REHABILITATION SERVICES**

Endorsement Logo

UAB MEDICINE

ORTHOPAEDIC SURGERY

UAB MEDICINE

Imprint and Endorsement Logo Usage for Specialty Items

CENTERS, CLINICAL SERVICES AND PROGRAM IDENTITIES

The standard for identifying centers, clinical services and programs in print, on the web, and in merchandise is to have the imprint and the endorsement logo separated. This elevates the center, clinical service, or program to a higher level of importance, with UAB Medicine becoming the endorsement brand.

When space is more limited, and a clear separation is not possible, the imprint can be center-aligned and stacked above the endorsement logo.

**CENTER, CLINICAL SERVICE,
OR PROGRAM IDENTITY IMPRINT**

UAB MEDICINE®

**CENTER, SERVICE,
PROGRAM IDENTITY IMPRINT**

UAB MEDICINE®

The University of Alabama at Birmingham

Additionally, there is the option to use a horizontal lock-up of the stacked endorsement logo to the left and the imprint to the right.

UAB MEDICINE | **CARDIO-PULMONARY
REHABILITATION**

UAB MEDICINE | **NEURO-ONCOLOGY**

Imprint font x-height should be no less than half height
of logo, but no more than 3/4 height of logo.

CENTER IDENTITY IMPRINT | UAB MEDICINE®



UAB MEDICINE BRAND GUIDELINES

Colors, Fonts, and Layouts

The following section covers the usage of colors and fonts and provides layout recommendations for the most commonly requested print materials.

Colors and fonts are important in creating a consistent look and feel across all brand collateral.

Templates can be accessed through uabmedicine.org/branding.

- Color Palettes

- Typography

- Brochure Layouts





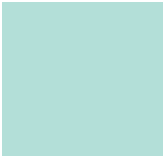
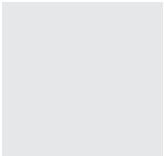
- Books & Folder Layouts

- Annual Report Layouts

- Poster Layouts






CORE COLOR PALETTE

A single color communicates meaning almost instantaneously, and color is a key factor in brand recognition. Color defines us, unifies us, rallies us. The official UAB Medicine colors are green and teal.

						
PANTONE	3425	368	323	3272	573	10% Black
CMYK	90 / 36 / 84 / 30	59 / 2 / 100 / 0	91 / 47 / 53 / 25	80 / 15 / 44 / 0	29 / 0 / 17 / 0	0 / 0 / 0 / 10
RGB	0 / 98 / 66	118 / 188 / 67	5 / 94 / 99	0 / 161 / 156	179 / 223 / 216	230 / 231 / 232
HEX	#006242	#76bc43	#055e63	#00a19c	#b3dfd8	#e6e7e8

EXTENDED COLOR PALETTE

Although our core palette is preferred on print and digital materials, we understand that an expansion of colors may be needed for distinguishing materials. Therefore, we suggest the following additional colors to be used as accents.

					
PANTONE	355	301	299	021	69 / 63 / 62 / 58
CMYK	86 / 16 / 100 / 3	100 / 79 / 20 / 5	75 / 21 / 0 / 0	0 / 83 / 100 / 0	52 / 51 / 51
RGB	0 / 142 / 79	16 / 75 / 134	4 / 159 / 218	240 / 83 / 35	
HEX	#009548	#104b86	#049fda	#f05323	#333333






SUGGESTED PALETTES

For your convenience, we have put together suggestions of additional palettes.



CORE VALUES COLORS

Our Core Values have a specially-selected palette of colors. These should only be used when communicating about our core values.

					
PANTONE	299	368	2715	130	423
CMYK	75 / 21 / 0 / 0	59 / 2 / 100 / 0	49 / 49 / 0 / 0	2 / 38 / 100 / 0	0 / 0 / 0 / 44
RGB	4 / 159 / 218	118 / 188 / 67	138 / 132 / 214	245 / 168 / 0	159 / 161 / 164
HEX	#049fda	#76bc43	#8a84d6	#f5a800	#9fa1a4

Aa

EXTRABOLD - AaBbCcDdEeFfGgHhIiJjKkLlMm

BOLD - AaBbCcDdEeFfGgHhIiJjKkLlMm

SEMIBOLD - AaBbCcDdEeFfGgHhIiJjKkLlMm

MEDIUM - AaBbCcDdEeFfGgHhIiJjKkLlMm

REGULAR - AaBbCcDdEeFfGgHhIiJjKkLlMm

1234567890!@#\$%^&*

Proxima Nova

Proxima Nova, our primary typeface, is a modern font with even-width proportions and a somewhat geometric appearance. This font is easily accessible with Adobe Creative Cloud.

Aa

BOLD - AaBbCcDdEeFfGgHhIiJjKkLlMm

REGULAR - AaBbCcDdEeFfGgHhIiJjKkLlMm

1234567890!@#\$%^&*

Georgia

Georgia is an elegant, serif typeface that is legible printed small or on low-resolution screens. It can be used in small copy or as a contrast for call outs.

Aa

SEMIBOLD - AaBbCcDdEeFfGgHhIiJjKkLlMm

MEDIUM - AaBbCcDdEeFfGgHhIiJjKkLlMm

REGULAR - AaBbCcDdEeFfGgHhIiJjKkLlMm

1234567890!@#\$\$%^&*

Proxima Nova Condensed

Proxima Nova Condensed is a variation of Proxima Nova. This font is best used sparingly. Headlines, titles, or callouts would be appropriate uses. It should never be used for body copy.

Aa

EXTRABOLD - AaBbCcDdEeFfGgHhIiJjKkLlMm

BOLD - AaBbCcDdEeFfGgHhIiJjKkLlMm

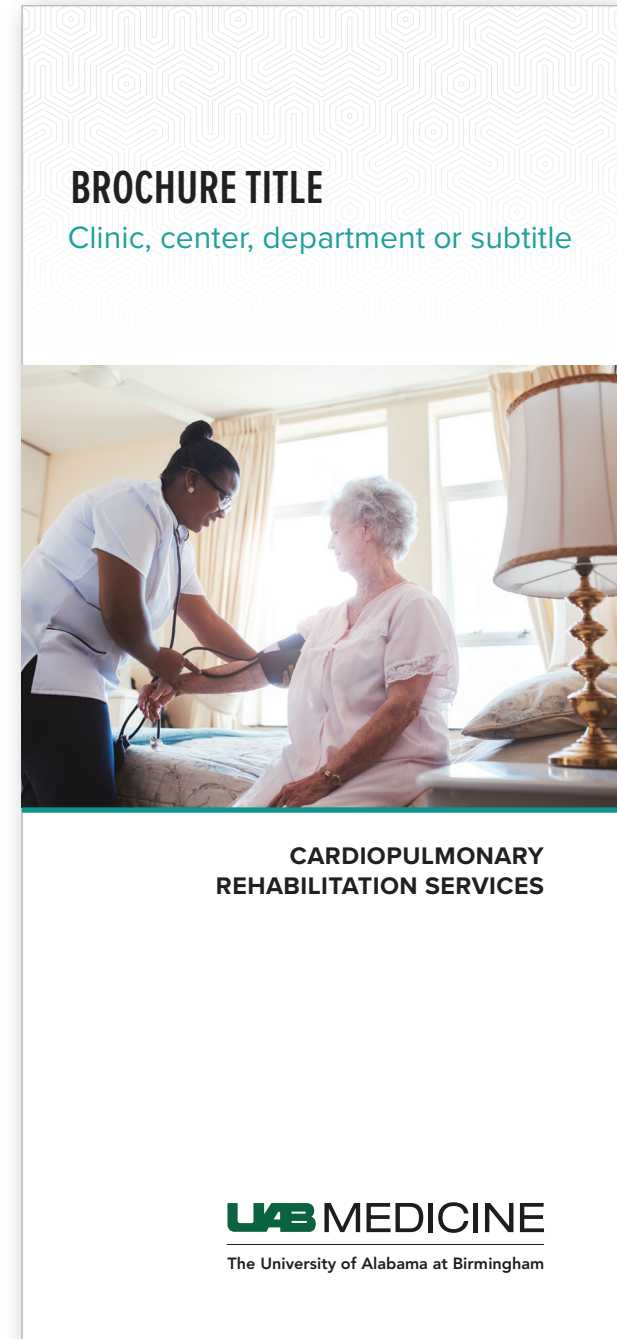
SEMIBOLD - AaBbCcDdEeFfGgHhIiJjKkLlMm

MEDIUM - AaBbCcDdEeFfGgHhIiJjKkLlMm

1234567890!@#\$\$%^&*

Proxima Nova Extra Condensed

Proxima Nova Extra Condensed is a variation of Proxima Nova. This font is best used sparingly. Headlines, titles, or callouts would be appropriate uses. It should never be used for body copy.



Books and Folders



Proxima Nova Extra Condensed
Semibold - All Caps

Should have equal spacing on left
margin, at least equal to 1 cm and be
aligned along vertical center with logo.

Should have equal spacing on
both right and bottom margin, at
least equal to 1 cm.

CLINIC, CENTER, DEPARTMENT NAME

BOOK OR FOLDER TITLE



CENTER, CLINICAL SERVICE OR
PROGRAM IDENTITY IMPRINT

UAB MEDICINE
The University of Alabama at Birmingham

CLINIC, CENTER, DEPARTMENT NAME

PATIENT GUIDE

YEAR



CENTER, CLINICAL SERVICE OR
PROGRAM IDENTITY IMPRINT

UAB MEDICINE
The University of Alabama at Birmingham

UAB MEDICINE
The University of Alabama at Birmingham

Should have equal spacing on both right and bottom margin, at least equal to 1 cm.

COMPREHENSIVE TRANSPLANT INSTITUTE ANNUAL REPORT 2018



UAB MEDICINE
The University of Alabama at Birmingham

Poster - Imprint and Logo Guide



Flyer, ad, or poster title here and here.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

Quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Iriure dolor in hendrerit in vulputate velit esse mollillum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

**CENTER, CLINICAL SERVICE OR
PROGRAM IDENTITY IMPRINT**

UAB MEDICINE
The University of Alabama at Birmingham

Standard footer with imprint to left and endorsement logo to the right.



Service.
Teamwork.
Hope.
Engagement.
Treatment.
Knowledge.
Discovery.
Innovation.
Moving medicine forward.

**CENTER, CLINICAL SERVICE OR
PROGRAM IDENTITY IMPRINT**

UAB MEDICINE
The University of Alabama at Birmingham

Standard footer with imprint to left and endorsement logo to the right in white footer, in use with a nearly full page image ad.



UAB MEDICINE BRAND GUIDELINES

Photography

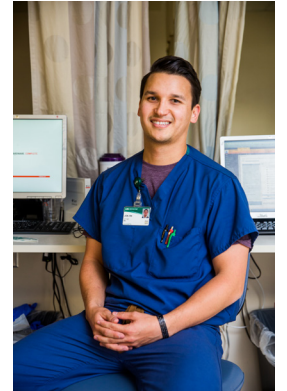
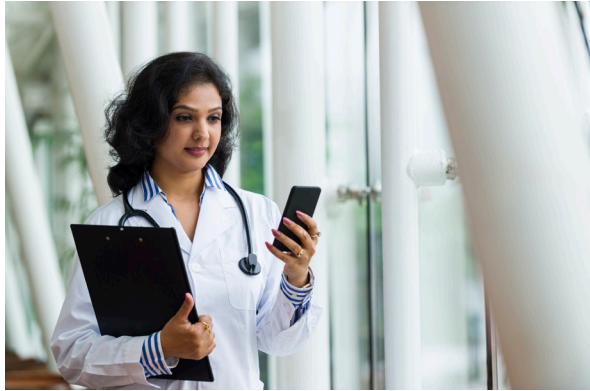
Photographs are an important part of building the brand. They should be selected carefully for quality and consistency in style and appropriateness for audience.

Quality of image and lighting conditions are important to unifying a look. We prefer photographs taken on campus if possible. Stock images may be used if needed. Always try to use bright, natural light, and shoot in uncluttered spaces.

Please use photos that represent the following:

- Advanced Medicine
- Quality Nursing
- Best Doctors
- Modern Facilities
- Passionate Research
- Compassionate Care

The following photographs are representative of the brand attributes of UAB Medicine. Some official photos (building, headshots, etc.) are available upon request.



Composition: Rule of Thirds

The rule of thirds is a helpful guideline which applies to the process of composing or cropping images. The guideline proposes that an image should be imagined as divided into nine equal parts by two equally spaced horizontal lines and two equally spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections. Aligning a subject with these points creates more tension, energy and interest in the composition than simply centering the subject.

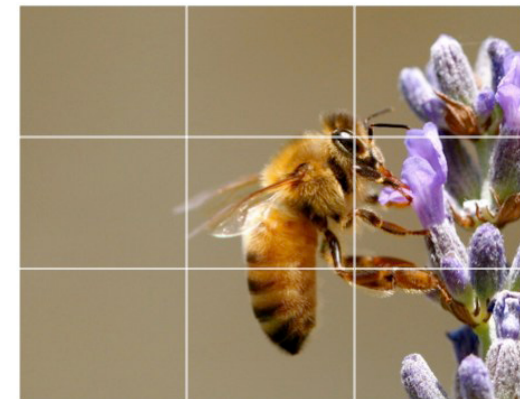
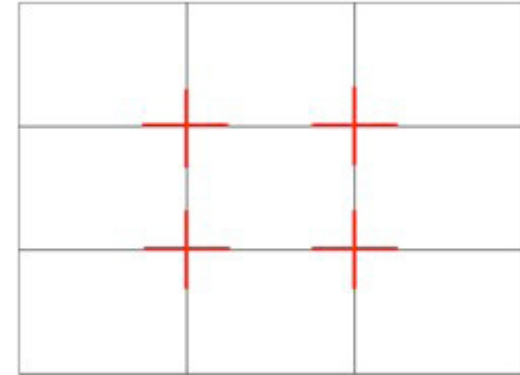
Of course, this is just one simple technique that is easy to use in composing or cropping a photo.

Quality Considerations

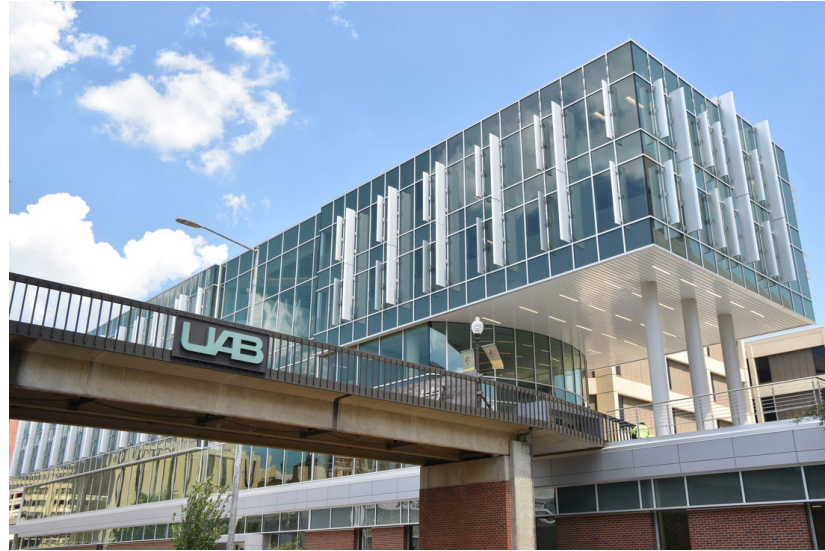
- Sharp Focus
- Bright Neutral Light
- High Resolution
- Simple Composition
- Must Have Consent

ANY NON-STOCK IMAGE MUST HAVE A CONSENT FORM FOR ANY AND ALL PERSONS APPEARING IN THE IMAGE.

Consent form is available at <https://scr.hs.uab.edu/>
Search “photograph” for form



Examples of Building Photography





UAB MEDICINE BRAND GUIDELINES

Additional Design Considerations

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 a strong and consistent UAB Medicine brand.

The following style guides should help you when working with any material that represents our organization.

- Email Signature Guidelines
- Design Shape Guidelines
- Pattern Usage
- Icon Styles and Resources
- Video Guidelines
- Specialty Item Guidelines

Email Signatures Guidelines

An email signature is a vital part of presenting UAB Medicine as a unified brand and supporting professionalism in communications both in and outside of our organization.

The signature should be formatted using Calibri. The font size should not be larger than 12pt. The name and title can be green (R-30 G-107 B-82 or #1E6B52 in hexadecimal) or black. All other information should be black. Phone and email options can be changed as necessary to your preferred contact method (P-phone, O-office, M-mobile, F-fax, etc.).

Neither the UAB Medicine logo nor other images should be included in the signature. Instead, the UAB Medicine website (uabmedicine.org) should always appear under the contact information, or an approved friendly URL (/women, /cancer, /careers, etc.). UAB Medicine faculty have the option to list uab.edu/medicine as their URL if preferred.

Do not include personal quotes or phrases, images, or statements.

UAB MEDICINE EMPLOYEES

Standard Option

Name | Title

Office/Department Name

UAB Medicine | Your Employer or Organization

BLDG Abbreviation Suite # | Mailing or Physical Address | Birmingham, AL ZIP

P: 205.555.5555 | youremailalias@uabmc.edu

uabmedicine.org

UAB MEDICINE FACULTY

Standard Option

Name | Title

Office/Department Name

UAB Medicine | Your Employer or Organization

BLDG Abbreviation Suite # | Mailing or Physical Address | Birmingham, AL ZIP

P: 205.555.5555 | youremailalias@uabmc.edu

uab.edu/medicine

To download files and for instructions on use, please visit the email signature page of the branding website:

<https://www.uabmedicine.org/branding/style-guides>

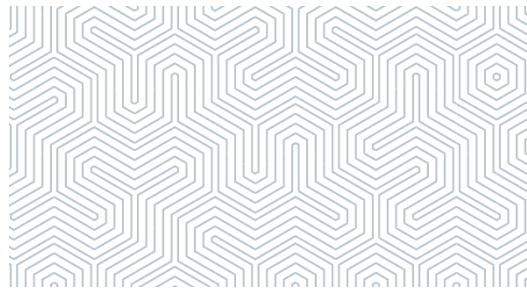
Shapes

Images on the web or in print should typically have squared edges. Circles can be used in some instances, however. A circle would most typically be used to contain an icon, and in some cases, an image. Circles are most likely to be used on the website or in digital communications such as email or social media. The use of ovals or rounded edges should never be used.



Patterns

We have designated three patterns that can be used in special cases. The use of patterns will likely be determined by graphic designers. It is intended to be used in place of a shaded background, for visual interest on specialty designs as an accent only.



Icon Styles and Resources

We often use icons to represent a larger idea in a simple and stylized way. For web usage, we are equipped with a large icon font repository that is enabled on the website. These icons are also easy to download and use in print or social communications.

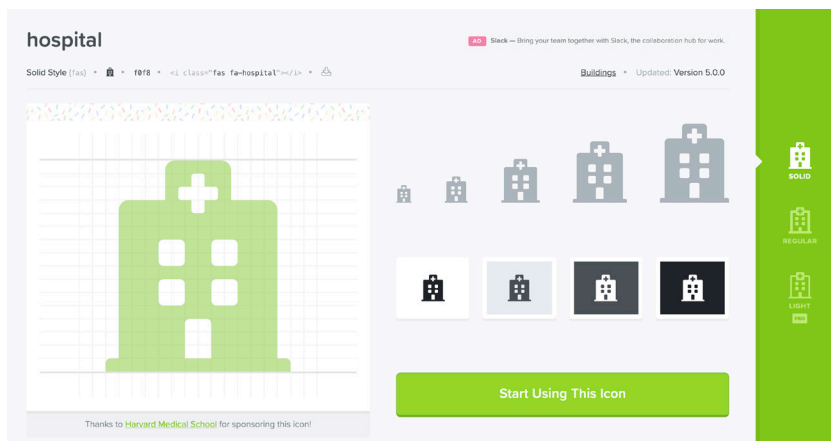
FONT AWESOME WEBSITE:

<https://fontawesome.com/icons?d=gallery&m=free>

Once you find an icon, you can copy the icons code or download it.

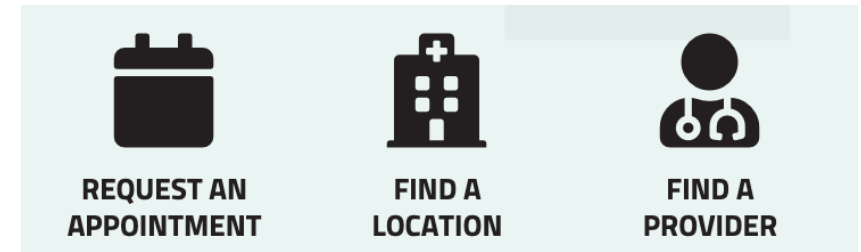
EXAMPLE:

Hospital: “**fa-hospital**”



Font Awesome is a great resource, but if a designer needs more options or specialized icons for an in-depth print piece, iStock is also available.

In most cases, we use the solid icon version, especially in web communication:



Icons can also be reversed out in white when used on a solid background:



Social icons appear in circles, white on grey or full color.



Video Guidelines



Bumper



Titles



Lower Third



Video Bug

Proxima Nova is UAB Medicine's preferred visual identity font. If this is not available, another equivalent sans serif font can be substituted, such as Arial.



Video Thumbnail

BUMPER

UAB Medicine videos use standard bumpers to identify the brand. A bumper is a short 5-10 seconds video or animation used as an “intro” or “outro” for the video. It acts as a branded mention, and includes the UAB Medicine logo, shown in color on a white background. A closing bumper fades out at the end of the video.

TITLE SLIDES

Titles appear after the opening bumper and closing credits appear before the closing bumper. Titles, names, and dates appear in Proxima Nova Extra Condensed, semibold. All other descriptive information appears in Proxima Nova regular.

VIDEO BUG

The video bug is a ghosted UAB Medicine stacked logo in the bottom right-hand corner.

LOWER THIRD (NAMING CAPTIONS)

Names appear in Proxima Nova, Semibold all caps. Other descriptive information is Proxima Nova Regular mixed case.

VIDEO THUMBNAIL

A video thumbnail should be an engaging still shot from the video. The still should be clear with no color overlay. The play icon is placed in the center with the UAB Medicine logo on a green tag with drop shadow in the lower left-hand side. The thumbnail is used for the website and Youtube and can be used for social promotion.

Specialty Items

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

If an event or item supports a specific service line or specialty, the imprint can be placed to the left of, or above the UAB Medicine logo if space permits, and should appear in Proxima Nova, bold, all-caps.

With smaller spaces that are round or square, the stacked logo may be used.

On darker items, use the white, reversed out logo.

All specialty items should use the logo with the registered trademark symbol.



SHIRTS

The Imprint should be separated from the UAB Medicine logo when possible. The logo should always appear on the back collar area, or on the left sleeve.



Front with artwork, logo and imprint.



Stack centered imprint over endorsement logo when only one imprint area is available.



Back with artwork and logo.

OTHER PRINTED ITEMS

When the center-aligned imprint stacked over the UAB Medicine logo is not suitable, a third configuration is available. This layout uses the stacked logo paired with the imprint in a horizontal lock-up.

UAB
MEDICINE.

**CARDIO-PULMONARY
REHABILITATION**

UAB
MEDICINE.

NEURO-ONCOLOGY

LAB COAT GUIDELINES

UAB MEDICINE LOGO

- Logo is placed on right side of coat
- Placement of the logo is custom and differs according to pocket location and size
- Length of logo is 4" and height is .35"
- UAB monogram must be green and "Medicine" must be black
- The registered mark ® is placed at the end of UAB Medicine logo

IMPRINT

- The opportunity to recognize a service line, institute, center, or specialty
- Thread color can **only** be black

Imprint

Logo with registered ® at the end

O'NEAL COMPREHENSIVE
CANCER CENTER
UAB MEDICINE

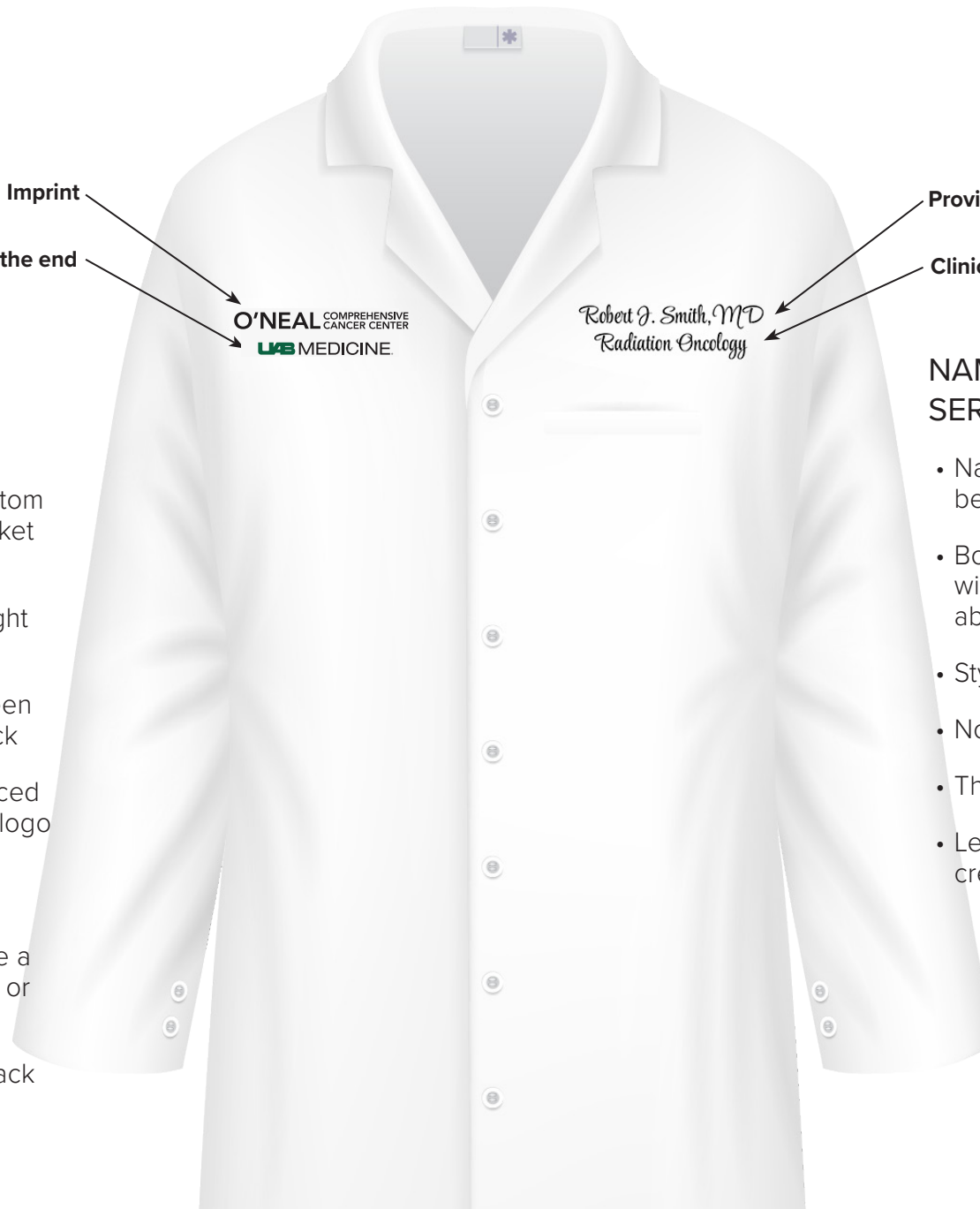
Provider Name and Credentials

Clinical Service

Robert J. Smith, MD
Radiation Oncology

NAME AND CLINICAL SERVICE EMBROIDERY

- Name and clinical service will be placed above pocket
- Bottom of the monogramming will be approximately 1/2" above the breast pocket
- Style Script font at .35"
- No periods separate MD
- Thread color can only be black
- Length of the name and credentials can't exceed 5.5"



CUSTOM JACKET GUIDELINES

Name

- First Name Last Name is placed on right side of jacket
- Block or Block2 font
- Thread color can **only** be white
- Letter height of imprint text should be no more than 3/4 height of logo.

COMPANY STORE PERSONALIZED JACKETS

UAB Medicine logo is placed on left side of jacket and must be all white.

First Name Last Name, Title is placed on right side of jacket and must be all white. Font should be Proxima Nova, bold, all caps.



Imprint

Logo with registered ® at the end

UAB MEDICINE LOGO

- Logo is placed on left side of coat
- Length of logo is 4" and height is .35"
- UAB monogram must be all white
- The registered mark ® is placed at the end of UAB Medicine

IMPRINT

- The opportunity to recognize a service line, institute, or center
- Block or Block2 font, all caps
- Thread color can **only** be white
- Letter height of imprint text should be no more than 3/4 height of logo.

LAYOUT

- Imprint is centered above logo (excluding the registered mark ®)
- Space between imprint and logo should be equal to letter height of imprint text


Stationery and Business Cards

UAB Printing Services produces all UAB Medicine stationery and business cards from approved templates. Using an outside vendor to re-produce UAB Medicine stationery is unauthorized and could result in trademark infringements and/or declined payment from Purchasing.

To place an order [click here](#).


For stationery ordering information, prices, or to make a revision after placing an order, please email printingservices@uab.edu or call 934-3790.

Front and back appointment card

	
Name Name, Degrees Title	Name Name, Degrees Title
Department/Service 0000 Building Name 000 00th Avenue/Street South Birmingham, AL 00000-0000 205.000.0000 • Fax: 205.000.0000	Department/Service Building 000 000 00th Avenue/Street South Birmingham, AL 00000-0000

Appointment Date: _____
Appointment Time: _____
Test Scheduled: _____
Test Time: _____

Appointment card variations




has an appointment with
Name Name, Degrees

Building 000 • 000 00th Avenue/Street South
 Birmingham, AL 00000-0000
 205.000.0000

☐ Monday
 ☐ Tuesday
 ☐ Wednesday
 ☐ Thursday
 ☐ Friday

_____ at _____ a.m. / p.m.




Department/Service

Next Appointment

_____ at _____ a.m. / p.m.

☐ Monday
 ☐ Tuesday
 ☐ Wednesday
 ☐ Thursday
 ☐ Friday


Building 000 • 000 00th Avenue/Street South
 Birmingham, AL 00000-0000
 205.000.0000 • Fax: 205.000.0000
Please make cancellations at least 24 hours in advance.



_____ at _____ a.m. / p.m.

☐ Monday
 ☐ Tuesday
 ☐ Wednesday
 ☐ Thursday
 ☐ Friday

Department/Service 0000 Building Name 000 00th Avenue/Street South Birmingham, AL 00000-0000 205.000.0000 • Fax: 205.000.0000	Mailing Address: Building 000 000 00th Avenue/Street South Birmingham, AL 00000-0000
--	--



Name Name, Degrees
 Title

Department/Service 0000 Building Name 000 00th Avenue/Street South 205.000.0000 • Cell: 205.000.0000 Fax: 205.000.0000 email@uabmc.edu	Web address if needed Mailing Address: Building 000 000 00th Avenue/Street South Birmingham, AL 00000-0000
--	---

Business card options



Name Name, Degrees
 Title

Department/Service 0000 Building Name 205.000.0000 • Cell: 205.000.0000 Fax: 205.000.0000 email@uabmc.edu	Mailing Address: Building 000 000 00th Avenue/Street South Birmingham, AL 00000-0000
--	--

Letterhead



Envelope



Department, Center, etc.
Division, Unit, etc.
0000 Building Name
000 00th Avenue/Street South
Birmingham, AL 00000-0000

Department, Unit, Center, etc. Division, Unit, etc. 0000 Building Name 000 00th Avenue/Street South Birmingham, AL 00000-0000 205.000.0000 Fax: 205.000.0000	Mailing Address: Building 000 000 00th Avenue/Street South Birmingham, AL 00000-0000
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Memo pad - 5.75" x 9"



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