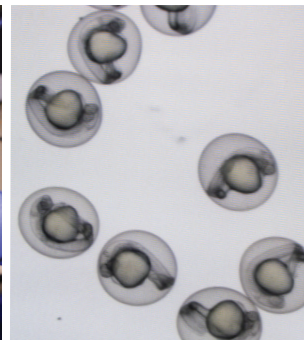


O'NEAL COMPREHENSIVE CANCER CENTER

UAB MEDICINE

WEBSITE STYLE GUIDELINES





WEBSITE STYLE GUIDELINES

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Our Mission is Our Promise



The legacy of the O'Neal Comprehensive Cancer Center at UAB was built on a culture of scientific discovery and clinical excellence. Since it was established in 1971, the Cancer Center has been continuously funded for 48 years and has become a world-renowned institution for cancer research, cancer care and the delivery of that care to all people.

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



WEBSITE STYLE GUIDELINES

Colors, Fonts, and More

The following section covers usage of colors, fonts, and graphical elements. Adhering to this guidance is important to ensure a consistent look and feel throughout the website.

- Color Palettes

- Typography





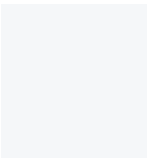
- Icon Usage

- Image Shape

Color Palette and Font

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 website colors for the O’Neal Comprehensive Cancer Center website are teal and a darker teal, with the burnt orange color representing urgency or call to action.

| | | | | |
|---|---|---|---|---|
|  |  |  |  |  |
| RGB 5 / 94 / 99 | 0 / 128 / 124 | 0 / 98 / 66 | 207 / 73 / 32 | 245 / 245 / 246 |
| HEX #055e63 | #00807c | #006242 | #cf4920 | #f5f5f6 |

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

EXTRABOLD - AaBbCcDdEeFfGgHhIiJjKkLlMm

BOLD - AaBbCcDdEeFfGgHhIiJjKkLlMm

SEMIBOLD - AaBbCcDdEeFfGgHhIiJjKkLlMm

MEDIUM - AaBbCcDdEeFfGgHhIiJjKkLlMm

REGULAR - AaBbCcDdEeFfGgHhIiJjKkLlMm

1234567890!@#\$%^&*

WEBSITE STYLE GUIDELINES

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**”

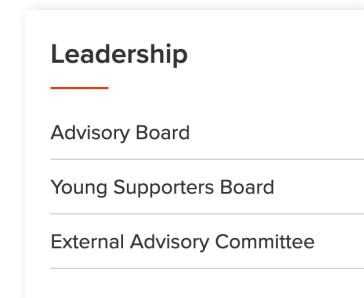
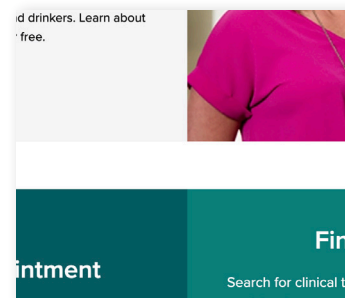
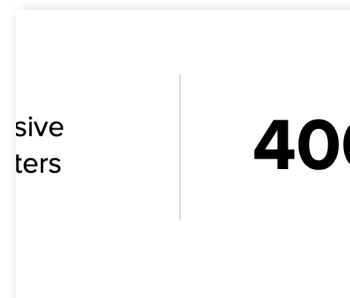
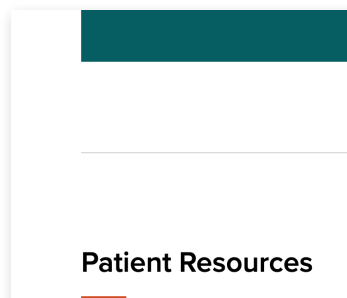


Icons can be reversed out in white when used on a solid background:



Shapes and Styles

The O'Neal Comprehensive Cancer Center website utilizes clean lines, white space, and squared edges. Most of the web pages utilize full width layouts in combination with multi column layouts. The blocks used to layout content are often seen with a solid backgrounds or all white background with ample margins. Spacing between content is often delineated with vertical pipes or horizontal rules.





WEBSITE STYLE GUIDELINES

Photography

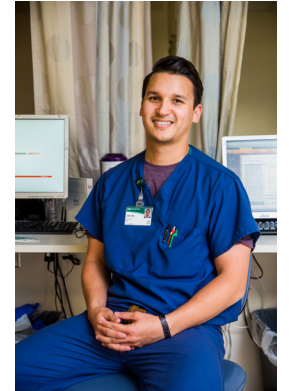
Photographs are an important part of building the brand. They should be selected carefully for quality and consistency in style and appropriateness for audience.

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 Care
- Best Doctors
- Modern Facilities
- Passionate Research
- Compassionate Care

The following photographs are representative of the brand attributes of the O'Neal Comprehensive Cancer Center. Some official photos (building, headshots, etc.) are available upon request. A collection of banner image collages are pre-loaded into WordPress for use.



Examples of Building Photography



O'NEAL COMPREHENSIVE
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www.uabmedicine.org/branding