

**UAB** THE UNIVERSITY OF  
ALABAMA AT BIRMINGHAM.

# Poster Title

Authors

# Introduction and Objective(s)

Remember, your slides are a support for your presentation, not a substitute.

A presentation is a live experience carried by the person presenting. Your audience doesn't need you to read to them.

Keep your text light and visually represent your points wherever possible.

- Bullet points are a good option.
- They break up blocks of text.
- Make it easier to quickly read.
- Help you highlight important information.

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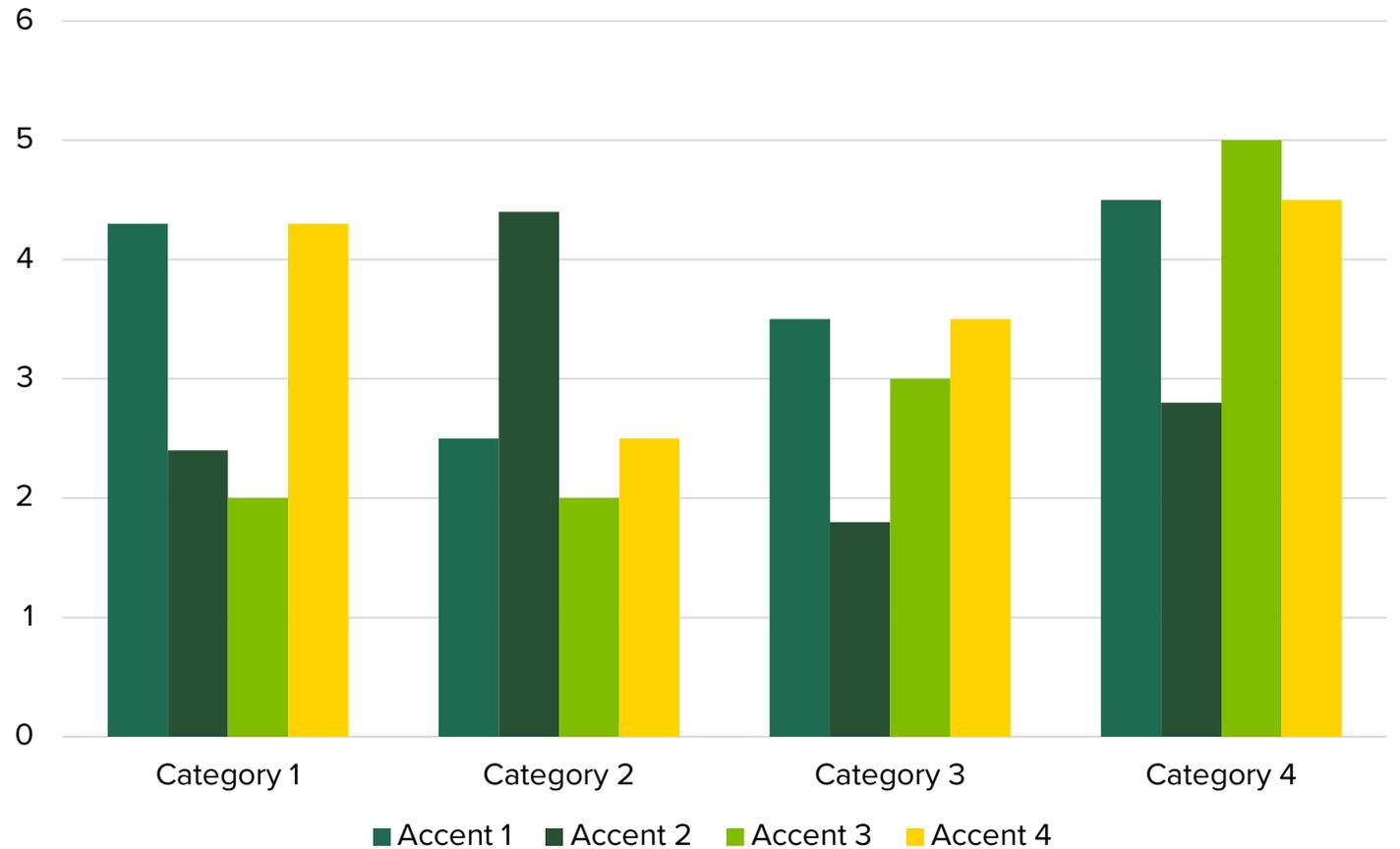
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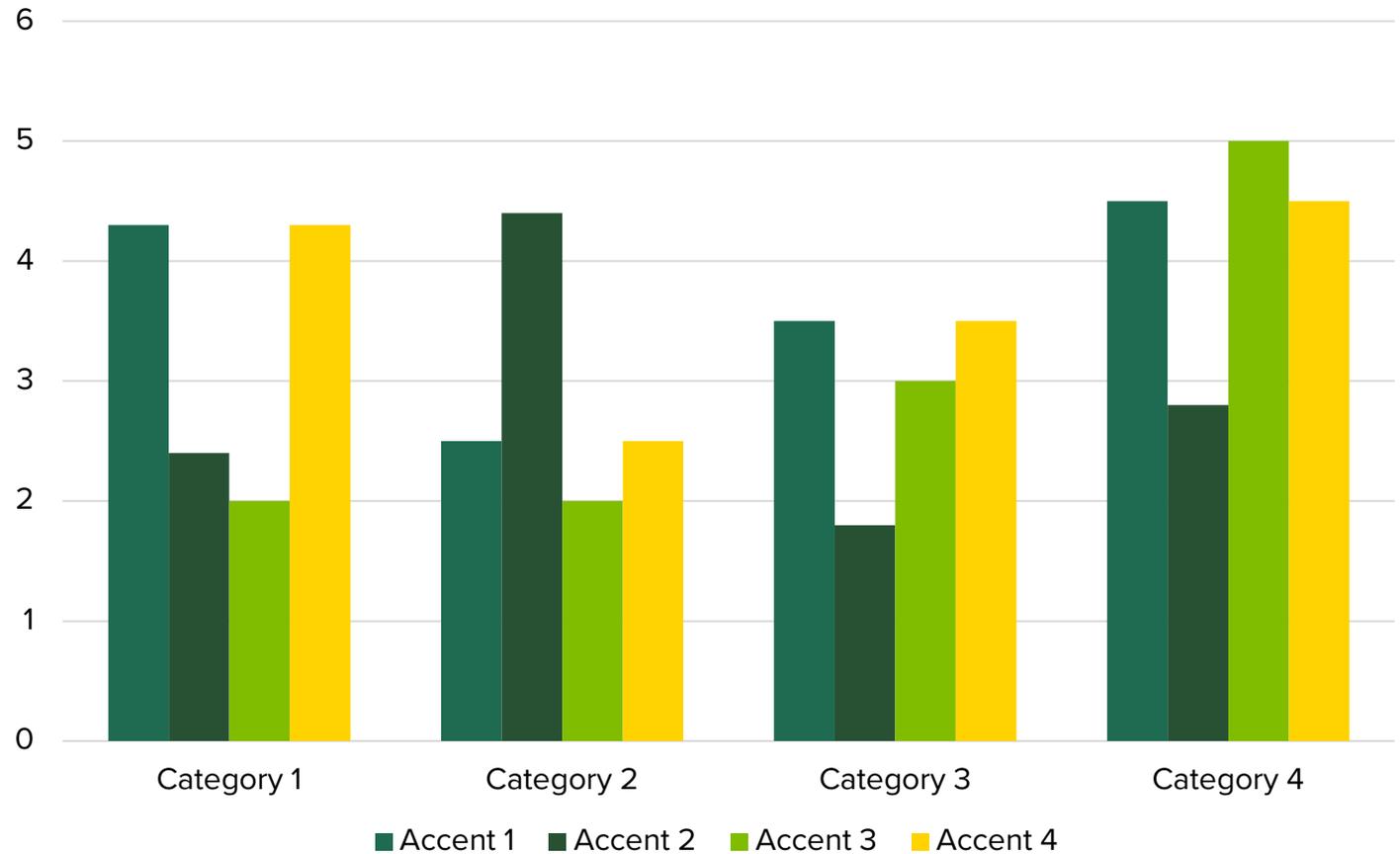
# Results

- Use this slide to visually represent your data.
- Leverage visuals wherever possible. Charts and infographics allow your audience to understand data at a glance.
- Pull out and highlight the most compelling data points and offer a brief analysis of their relevance.



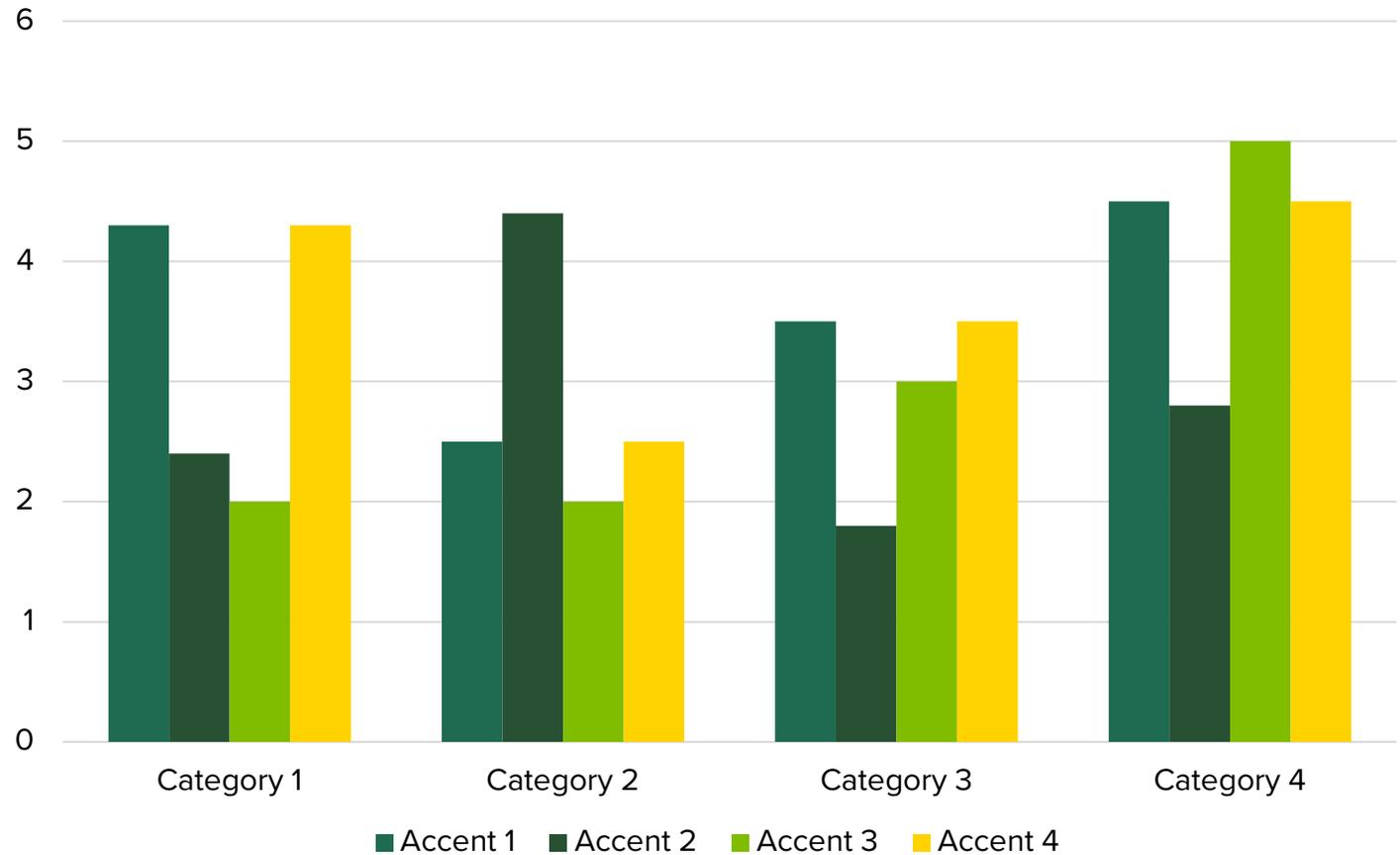
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# Conclusion and Broader Impacts

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# Acknowledgments

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**Thank you!**

# UAB Brand Assets

(Please Delete Before Submitting)

The following slides contain brand assets for quick access (copy & paste). You can find more at [uab.edu/toolkit](http://uab.edu/toolkit).

# Colors

- Core 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 university colors are green and white, with gold traditionally used as an accent color.



**UAB Green**

PMS: 3425  
CMYK: 100 0 78 42  
RGB: 30 107 82  
Hex: #1E6B52



**Blaze**

PMS: 109  
CMYK: 0 15 100 0  
RGB: 255 209 0  
Hex: #ffd400



**Dark Green**

PMS: 350  
CMYK: 80 43 83 42  
RGB: 41 81 53  
Hex: #295135



**Gold**

PMS: 7503  
CMYK: 34 35 68 4  
RGB: 170 151 103  
Hex: #aa9767



**Apple Green**

PMS: 376  
CMYK: 50 0 100 0  
RGB: 128 188 0  
Hex: #80bc00



**Stone**

PMS: Cool Gray 9  
CMYK: 0 0 0 60  
RGB: 128 130 133  
Hex: #808285

# Logos



## Standard Logo

The standard UAB logo (monogram + wordmark) incorporates two graphic elements: the UAB monogram and “The University of Alabama at Birmingham” wordmark.



## Centered Logo

The centered logo can be used when space is limited or when the logo must appear in a grouping with other logos, such as with sponsorships or partnership listings.



## Extreme Horizontal Logo

The extreme horizontal logo can be used when space is limited or when the logo must appear in the tight spaces of screens on digital devices.



## UAB Watermark

The circular watermark may be used only where embroidery patches traditionally have been used on uniforms such as lab coats, smocks, and scrubs. Where required, metallic medallions, coins, certificates, and lapel pins also may use a circular configuration. The watermark should be paired with the full UAB logo where possible.

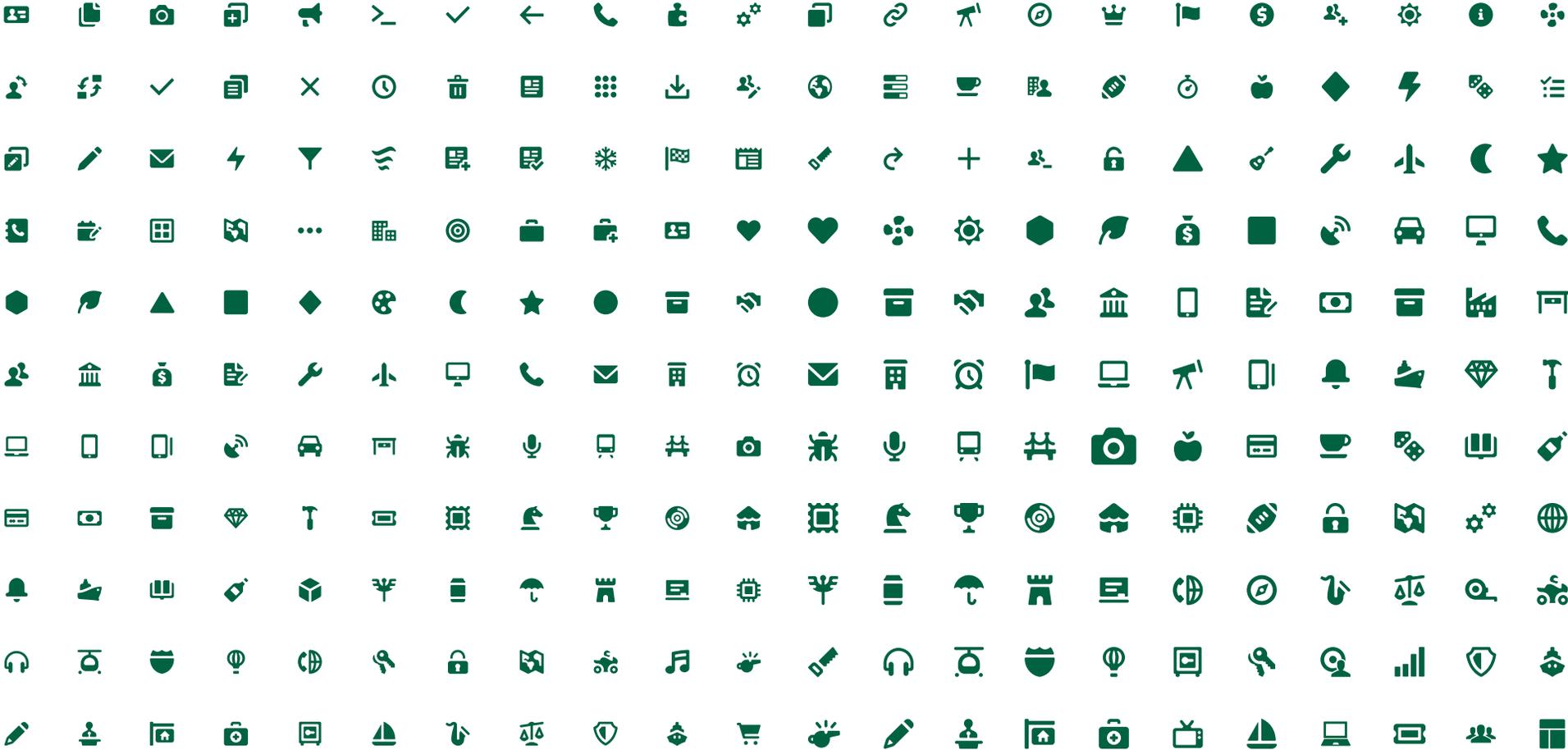
# Icons - Color



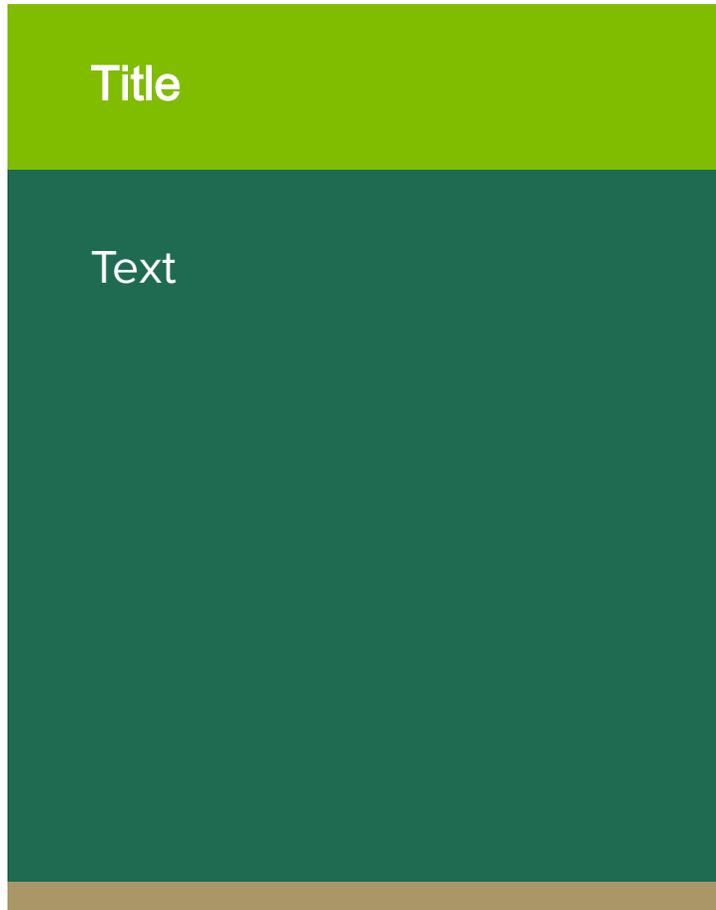
# Icons – Black & White



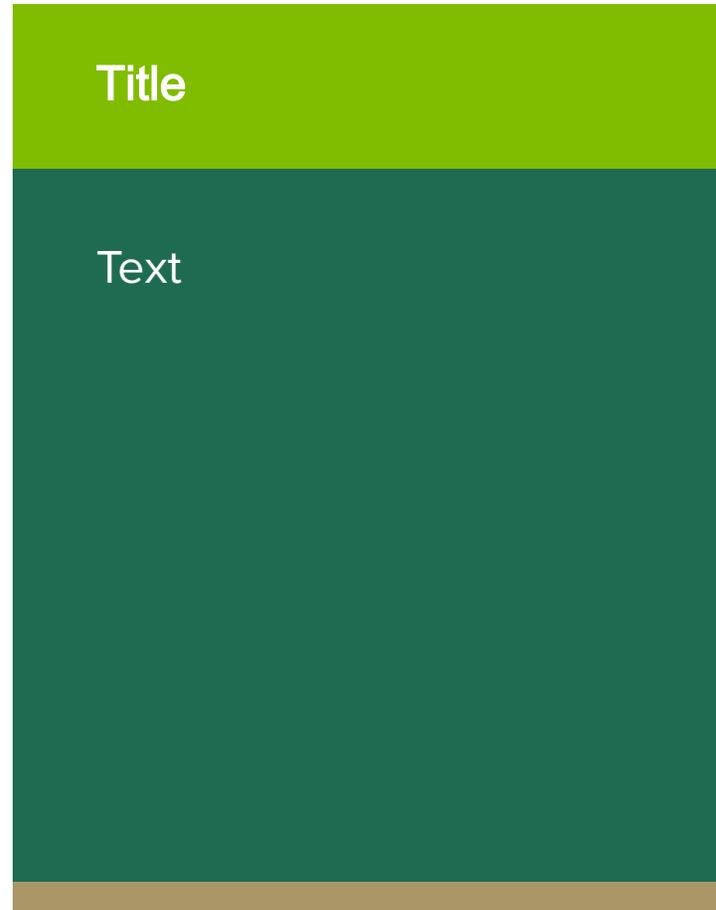
# Icons - Green



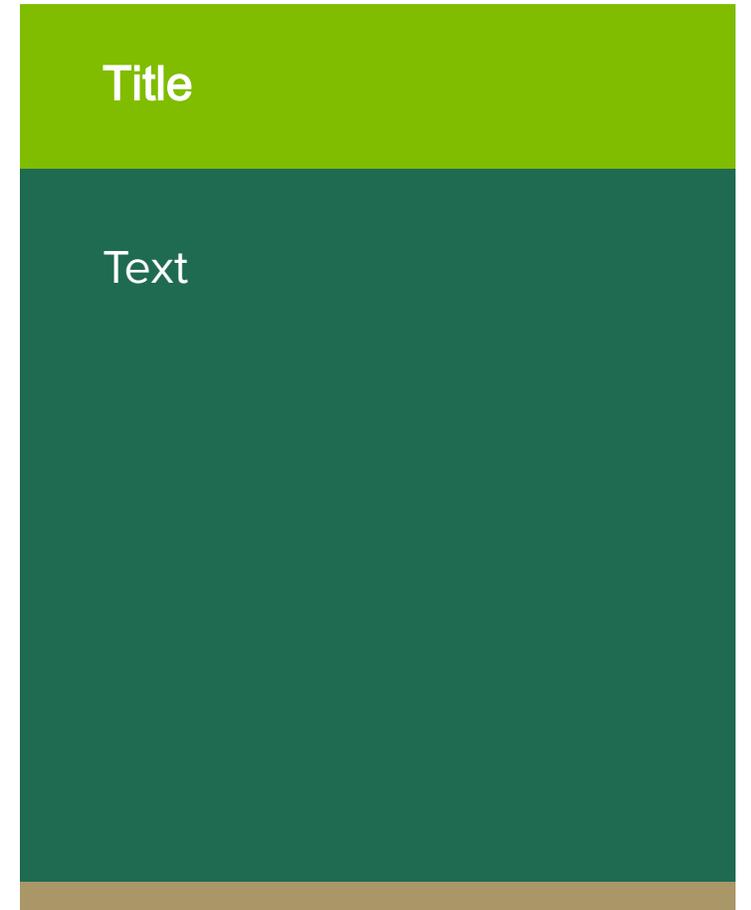
# Text Boxes



A vertical rectangular box with a light green header section containing the word "Title" in white text. Below the header is a larger dark green section containing the word "Text" in white text. A thin brown horizontal bar is at the bottom.



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# Text Boxes- 4

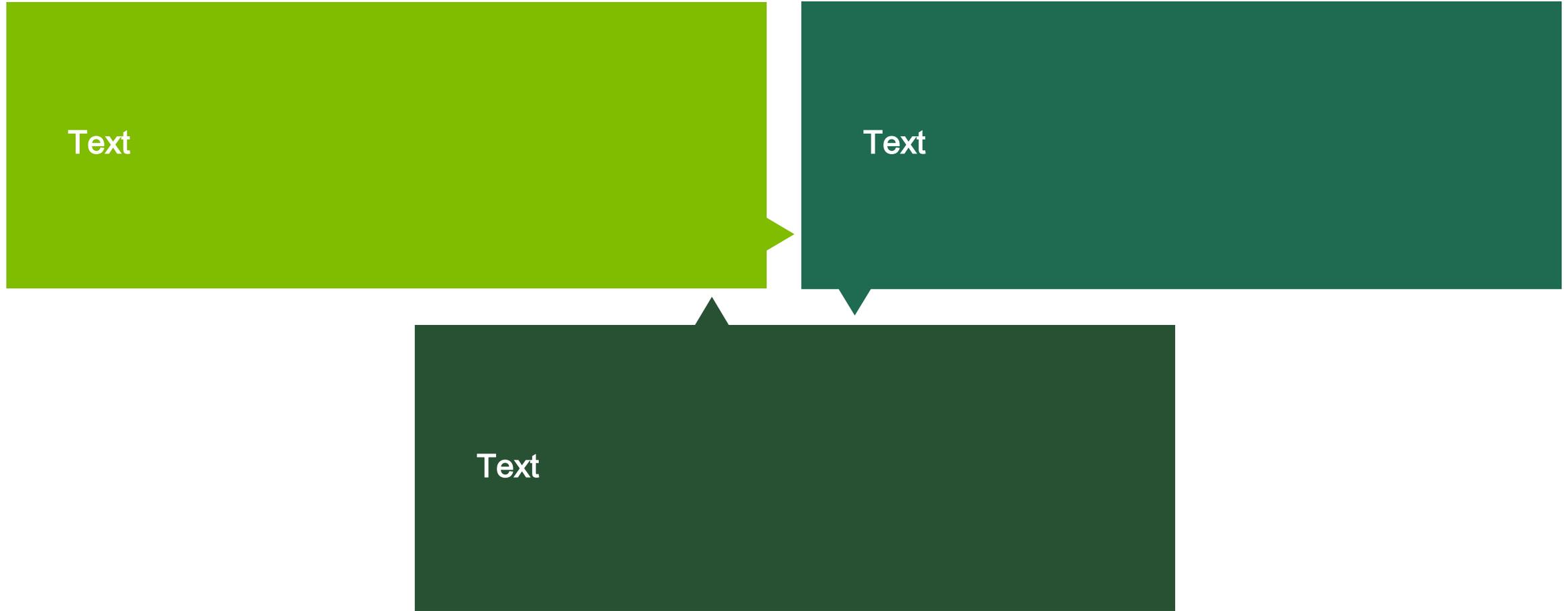
Text

Text

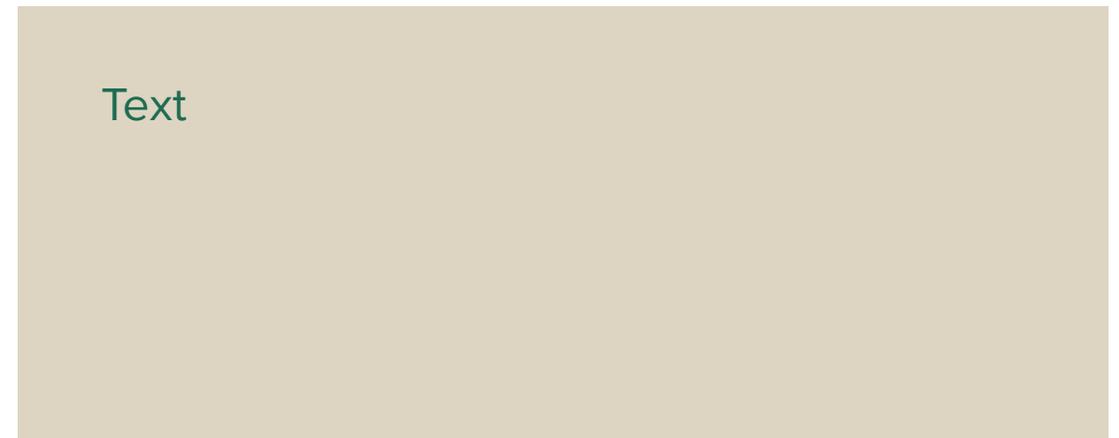
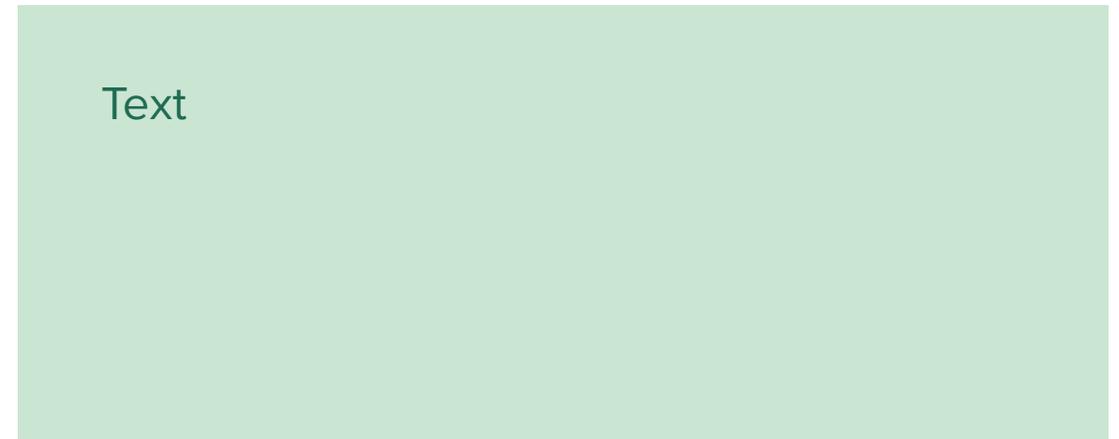
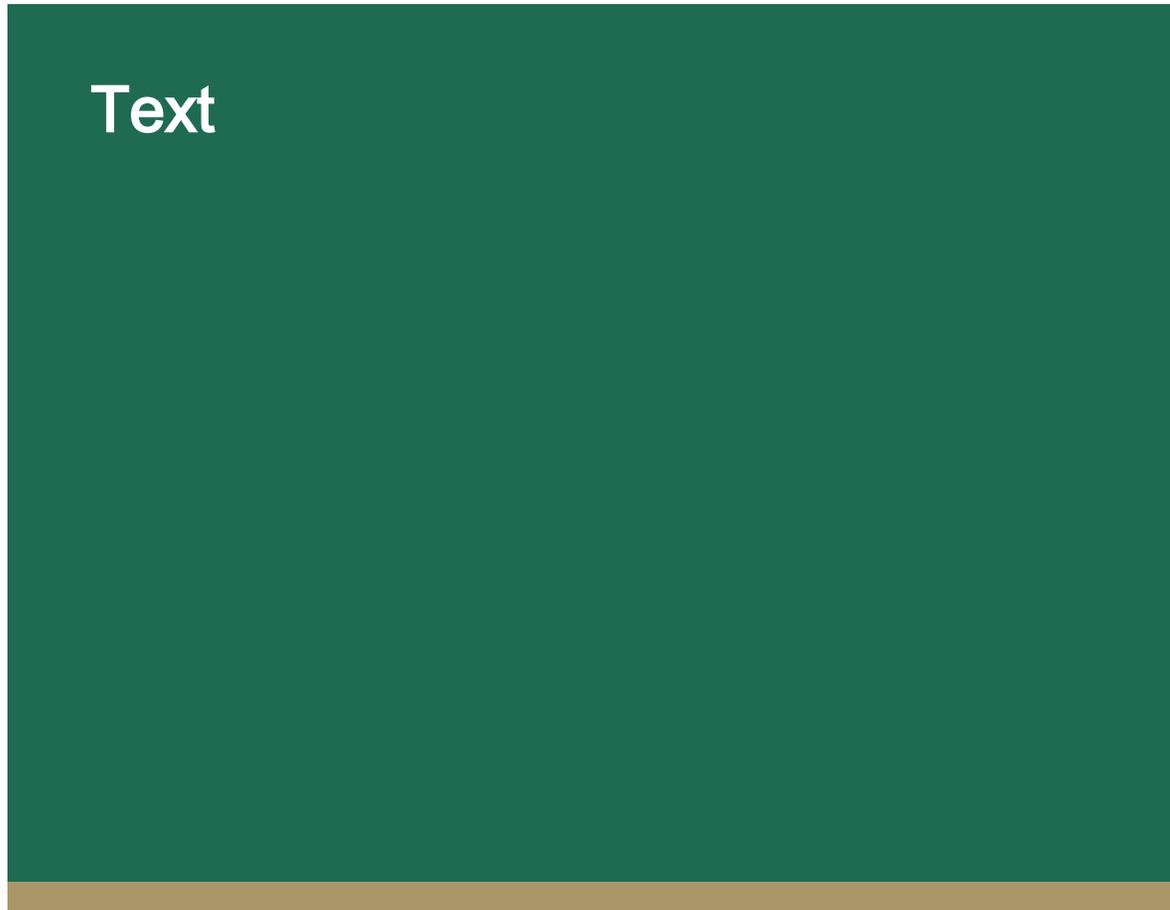
Text

Text

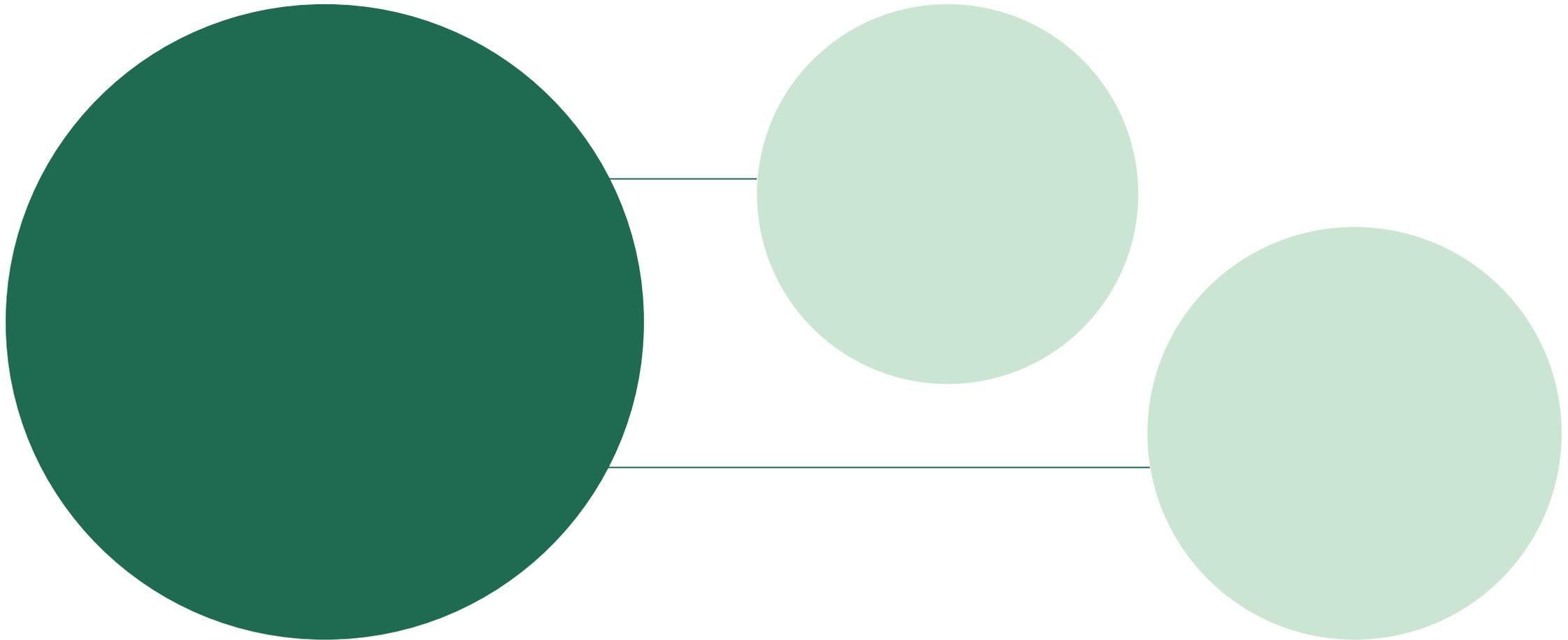
# Text Boxes- 3



# Text Boxes– 1 Primary + 2 Secondary



# Text Circles – 1 Primary + 2 Secondary



# Callout Boxes and Elements

