

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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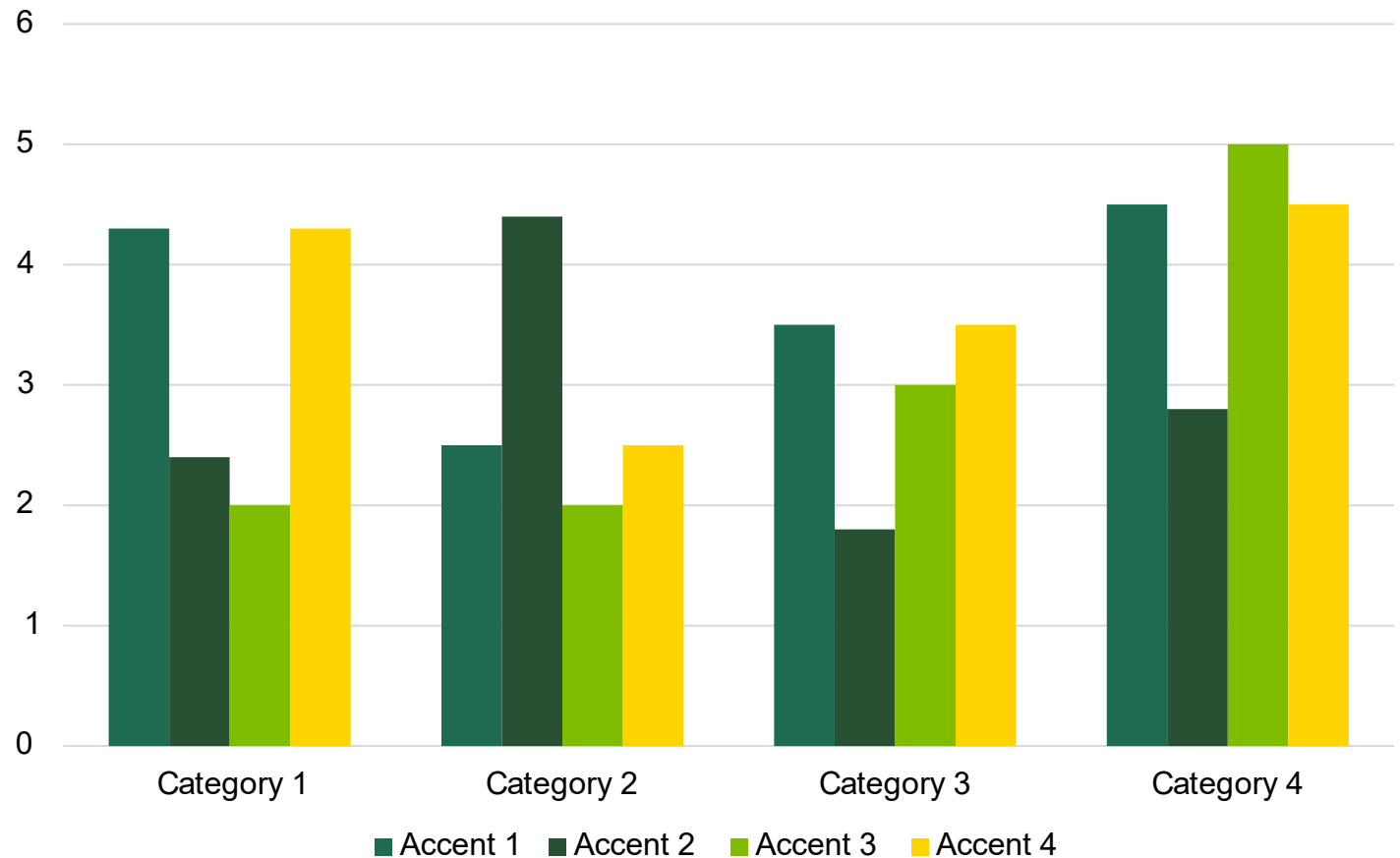
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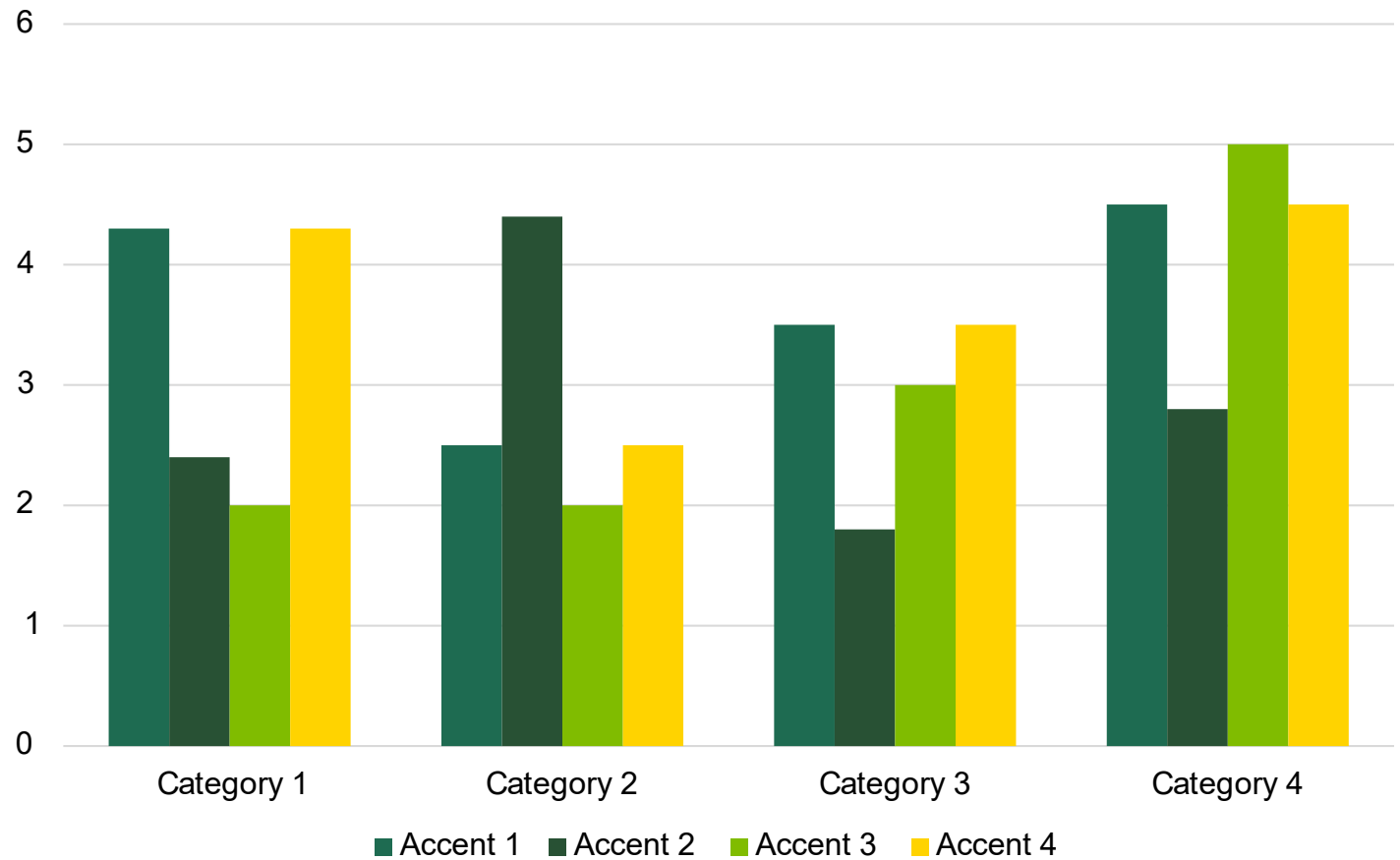
Results

- 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.



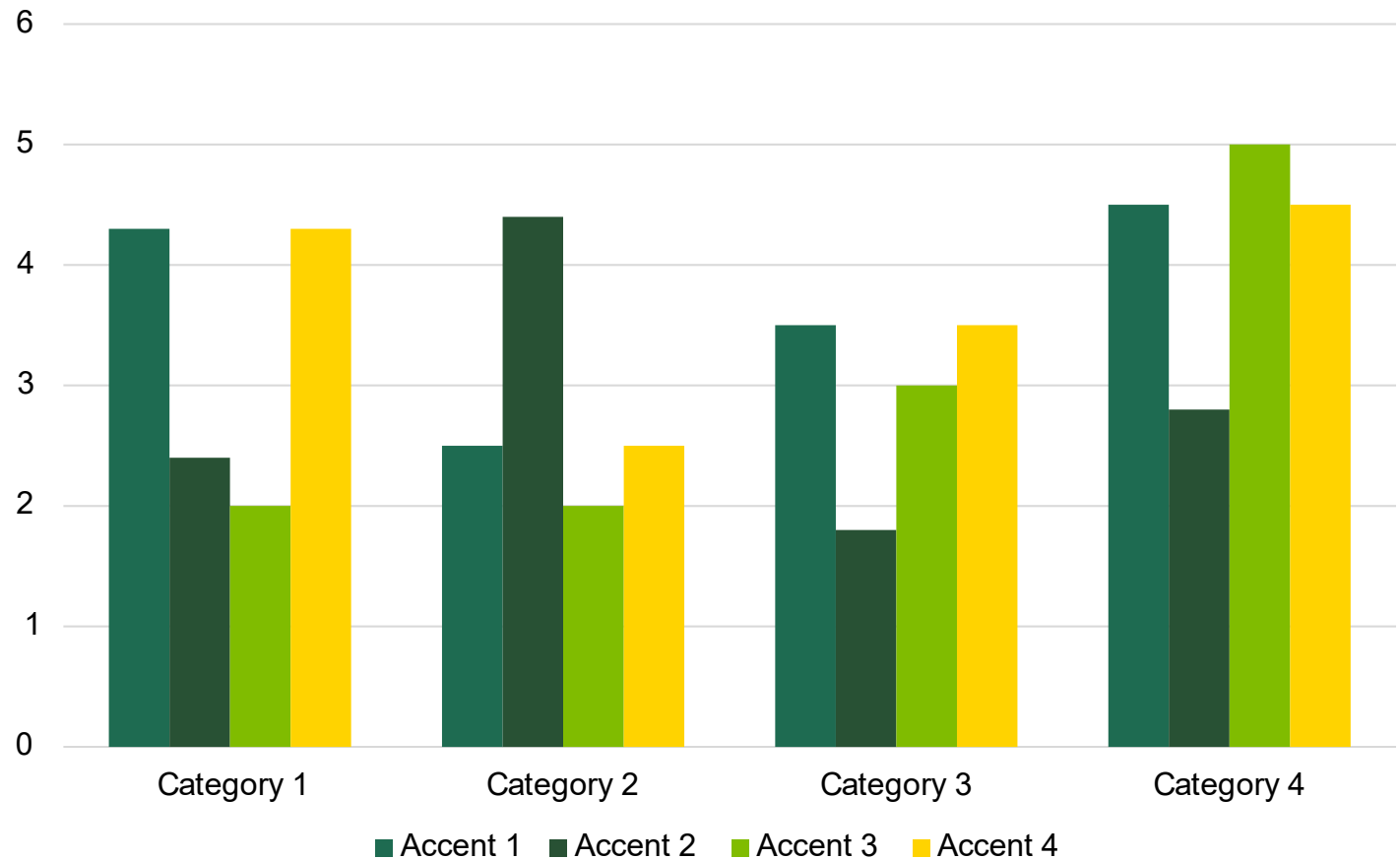
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Conclusion and Broader Impacts

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UAB THE UNIVERSITY OF
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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.

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.

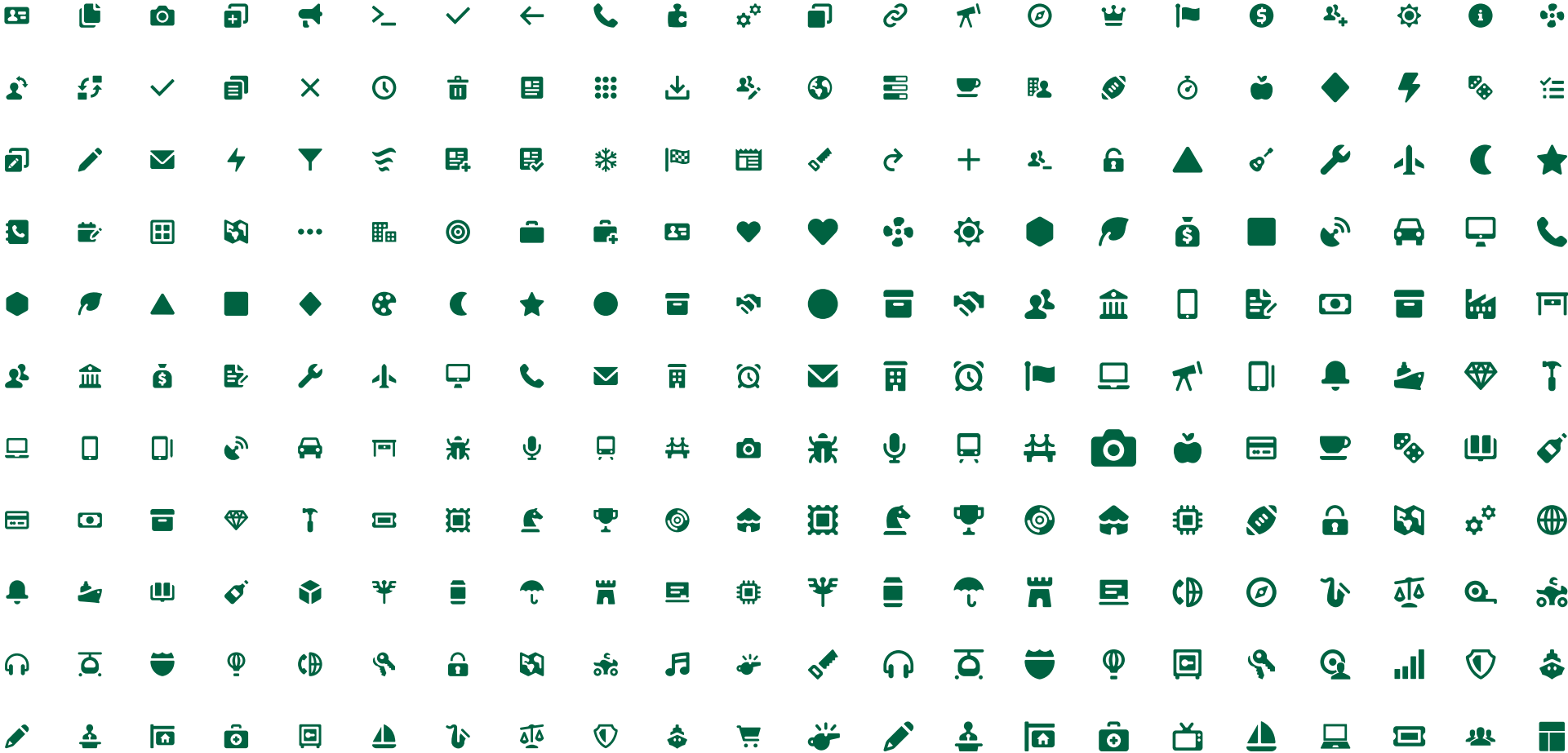
Icons - Color



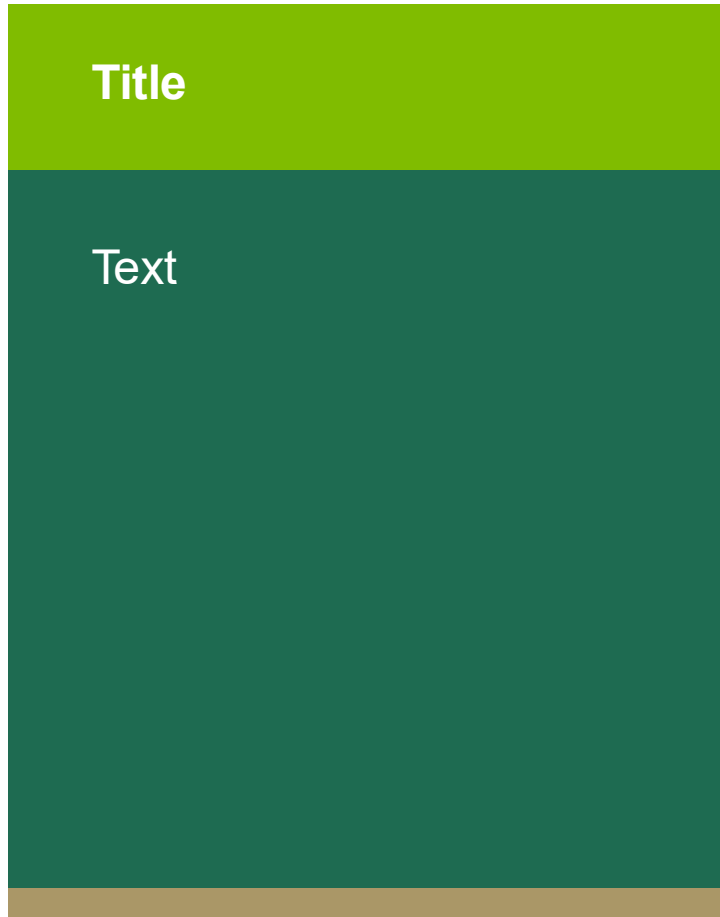
Icons – Black & White



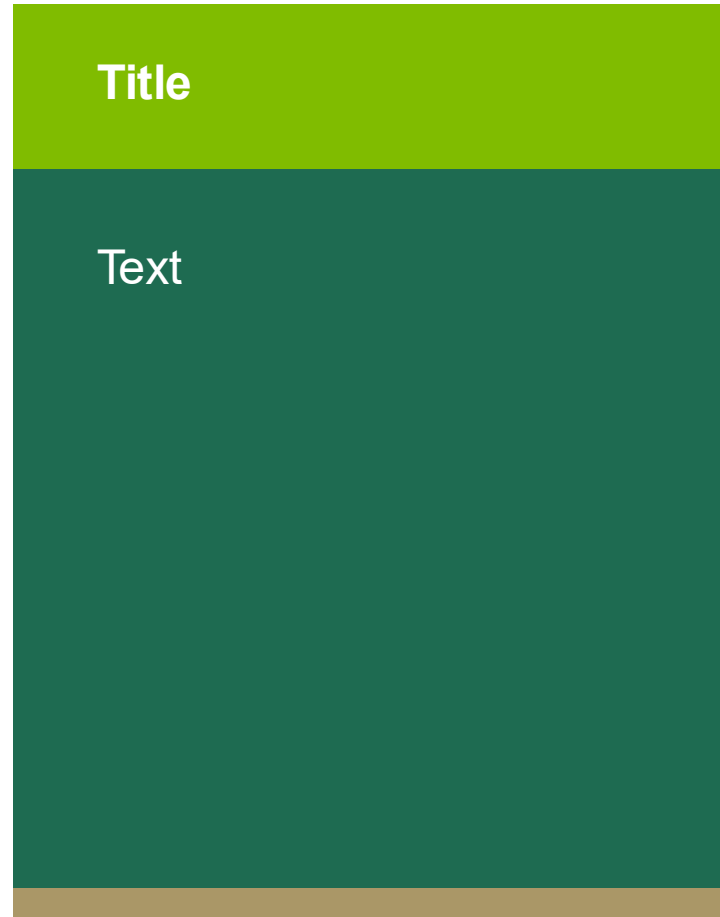
Icons - Green



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

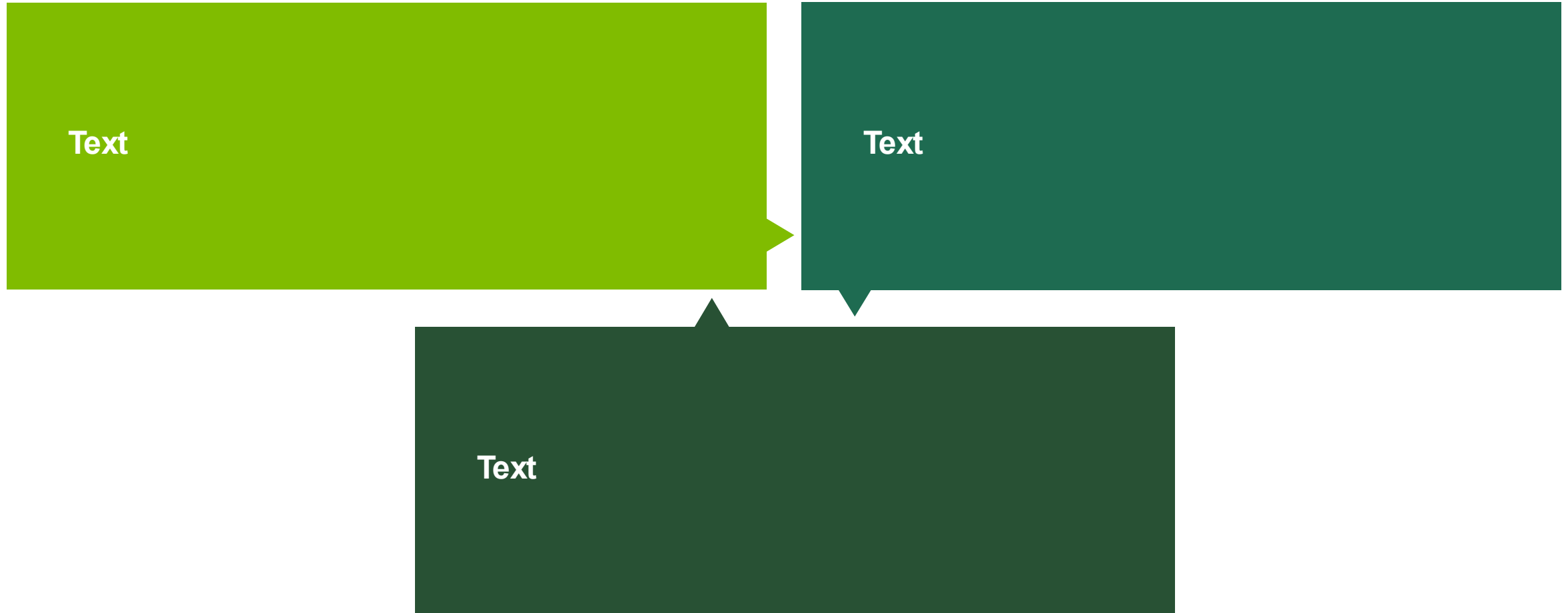
Text

Text

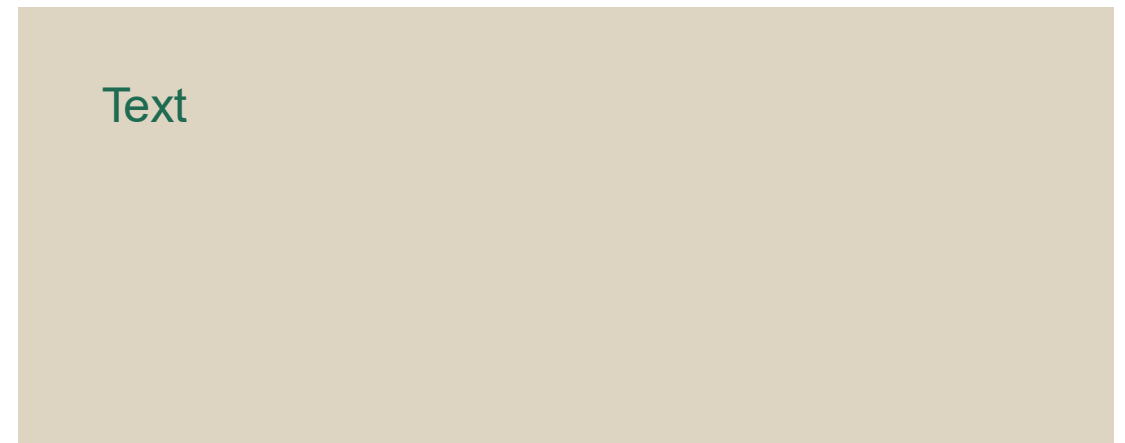
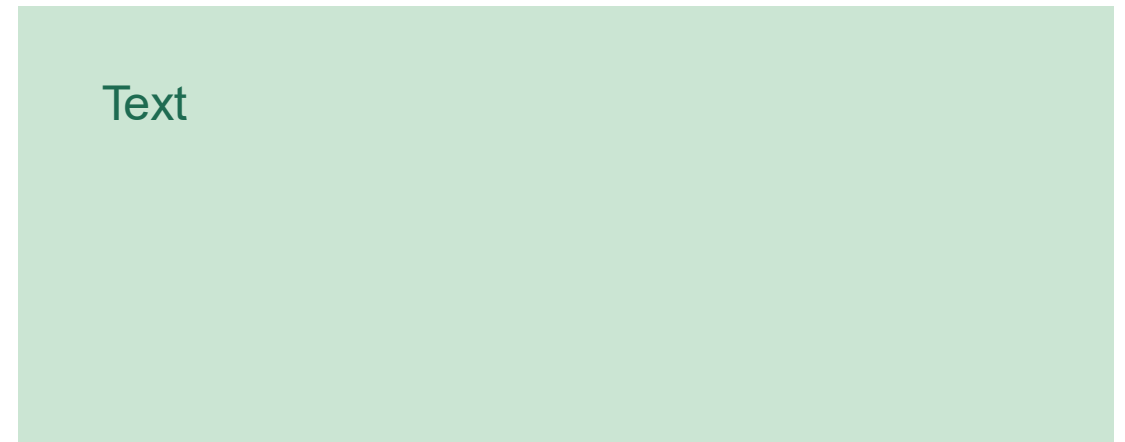
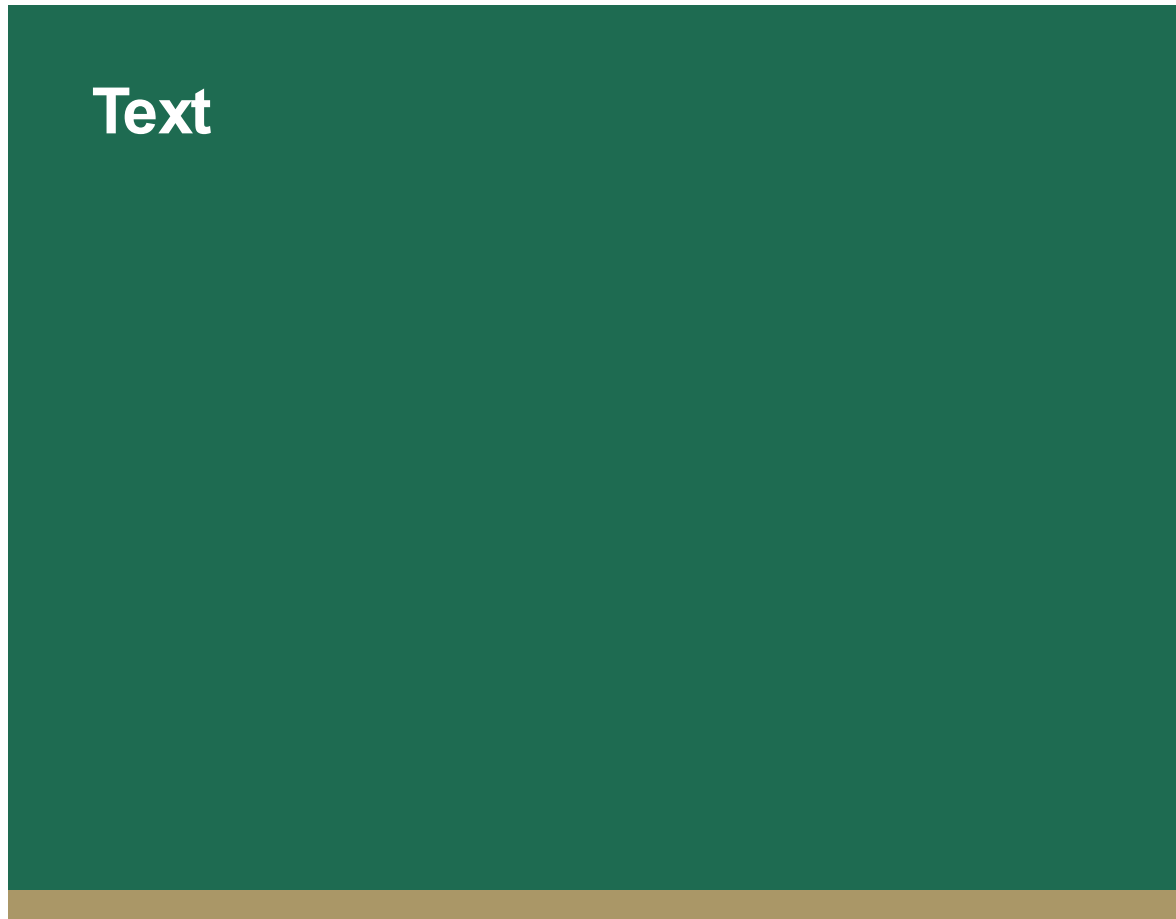
Text

Text

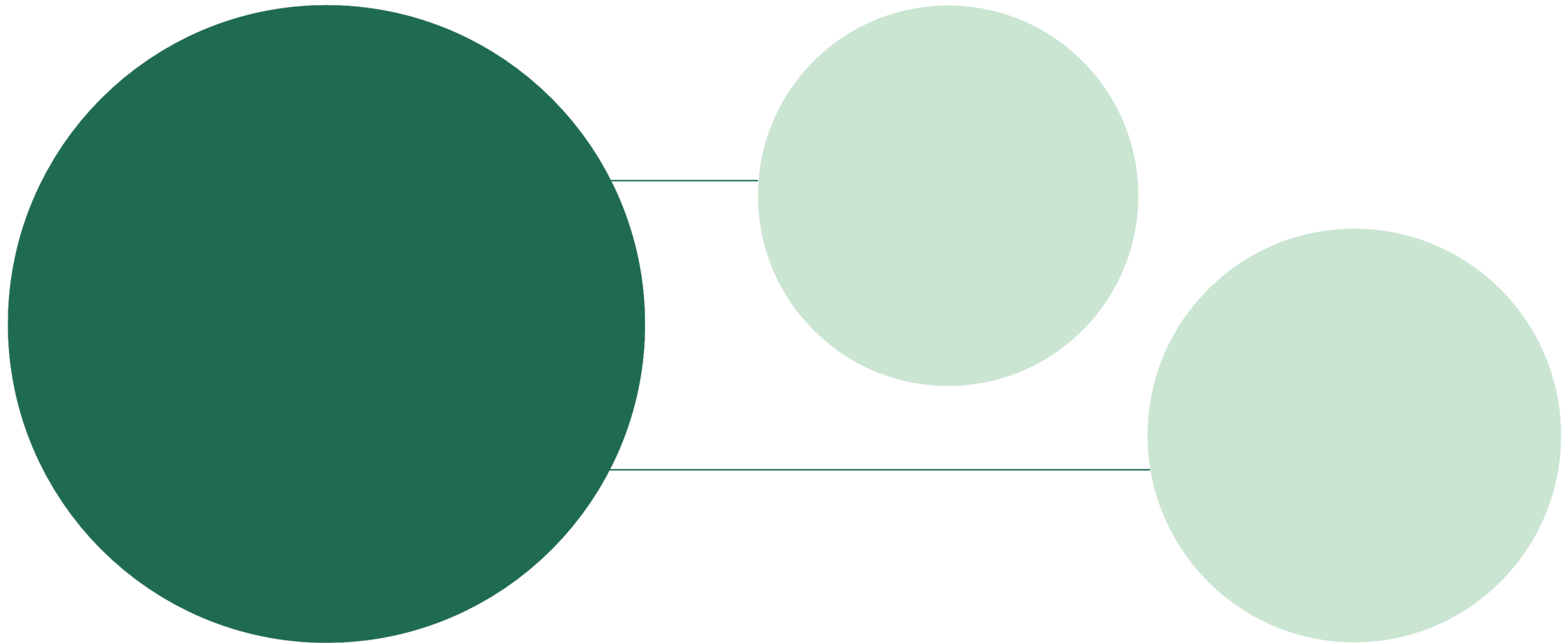
Text Boxes - 3



Text Boxes – 1 Primary + 2 Secondary



Text Circles – 1 Primary + 2 Secondary



Callout Boxes and Elements

