UAB Medicine Branding
O’Neal Comprehensive Cancer Center at UAB
University or UAB Medicine Brand

University Brand

• O’Neal Comprehensive Cancer Center at UAB should use the university brand guidelines when communicating/marketing for development, faculty/staff recruitment, or research purposes.

UAB Medicine Brand

• O’Neal Comprehensive Cancer Center at UAB should use UAB Medicine brand guidelines when communicating/marketing to patients, referring physicians, or general consumers about clinical care provided by UAB.

Use of the UAB Medicine logo must be approved by UABHS Marketing & Communications prior to release. Visit uabmedicine.org/branding for additional resources.
UAB Medicine 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.

The UAB Medicine logo will be placed on all marketing materials that represent the clinical services provided by UAB.

The O’Neal Comprehensive Cancer Center name will be prominently placed on all marketing materials and provided equal weight with the UAB Medicine logo to ensure appropriate representation of the service.

The use of “at the University of Alabama at Birmingham or “at UAB” is not required to be included in the name when used in UAB Medicine advertising creative but should always be used in press releases, headlines, body copy of brochures, etc.

Use of the UAB Medicine logo must be approved by UABHS Marketing & Communications prior to release. Visit uabmedicine.org/branding for additional resources.
The O’Neal Comprehensive Cancer Center name should be placed on the lower left-hand side of the ad with a friendly url or call to action placed under the name.

The UAB Medicine logo should be placed on the lower right-hand side of the ad.

The University of Alabama at Birmingham name should always be included in the UAB Medicine logo on print ads.

Use of the UAB Medicine logo must be approved by UABHS Marketing & Communications prior to release. Visit uabmedicine.org/branding for additional resources.
The O’Neal Comprehensive Cancer Center name should be prominently placed at the bottom left of the billboard with the UAB Medicine logo placed on the bottom right.

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The O’Neal Comprehensive Cancer Center name will be displayed as text in the header of the cancer service line landing page and the name will prominently be used throughout web copy where relevant. When appropriate, links from uabmedicine.org to the Cancer Center website will be included and the cancer center will also link to uabmedicine.org relevant pages.

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The O’Neal Comprehensive Cancer Center name should be placed at the top of all patient education materials.

The specific program or service the material is promoting should be placed directly beneath the cancer center name.

The UAB Medicine logo should be placed on the bottom right of the brochure/flyer, etc. with “The University of Alabama at Birmingham” beneath it.

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The O’Neal Comprehensive Cancer Center name should be placed on the right side of the lab coat with the UAB Medicine logo beneath it.

Faculty or Staff’s name should be placed on the left side of the lab coat with their department or division beneath their name.

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