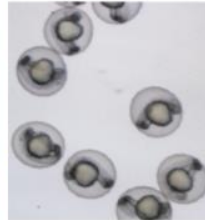


UAB Medicine Branding

O'Neal Comprehensive Cancer Center at UAB

UAB MEDICINE



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 Logo & Service Line

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 must be placed on all marketing materials that represent the clinical services provided by UAB.

The O'Neal Comprehensive Cancer Center name must be prominently placed on all marketing materials along with the UAB Medicine logo to ensure appropriate representation of the service. The UAB Medicine logo should never be larger than the O'Neal name.

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.

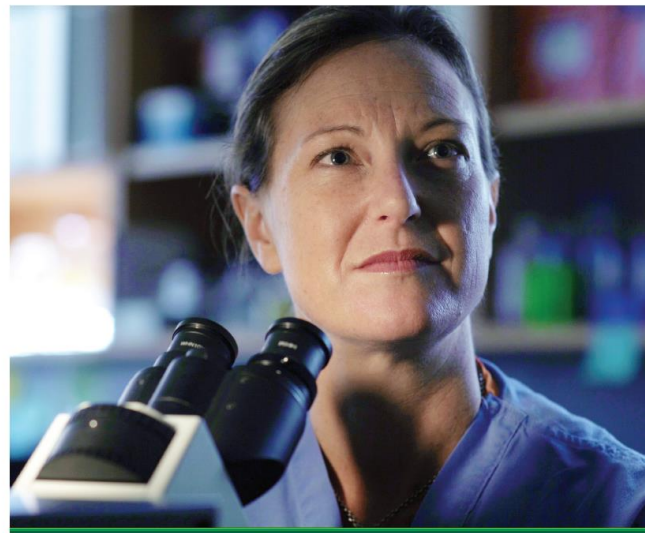
The UAB Medicine logo should be placed on the lower right-hand side of the ad.

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

IT'S HARD TO PREDICT WHAT TOMORROW WILL BRING.
UNLESS YOU'RE THE ONE BRINGING IT.

Medicine is rapidly changing. We know, because we're the ones helping to change it. Leading the charge in finding breakthrough treatments and new medicines, the staff at UAB Medicine is using decades of knowledge and experience to move medicine forward. Which means we're not just changing the lives of our patients – we're bringing hope for a better tomorrow.

Knowledge.
Moving medicine **forward**



O'NEAL COMPREHENSIVE
CANCER CENTER
uabmedicine.org/forward

UAB MEDICINE
The University of Alabama at Birmingham

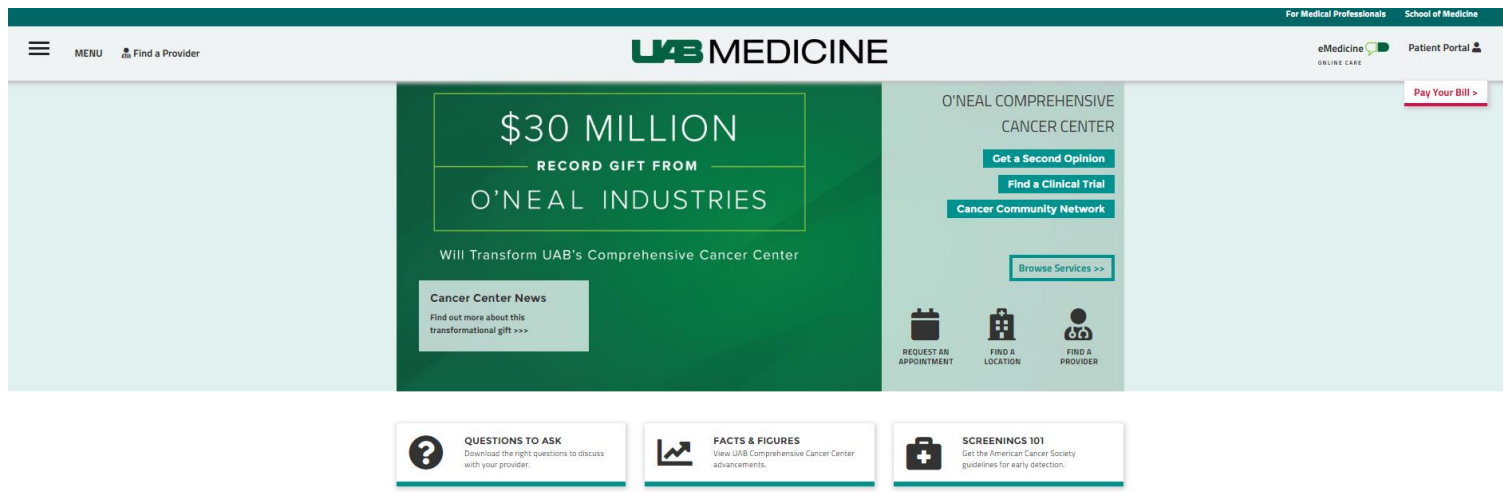
Use of the UAB Medicine logo must be approved by UABHS Marketing & Communications prior to release. Visit uabmedicine.org/branding for additional resources.

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.



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 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.

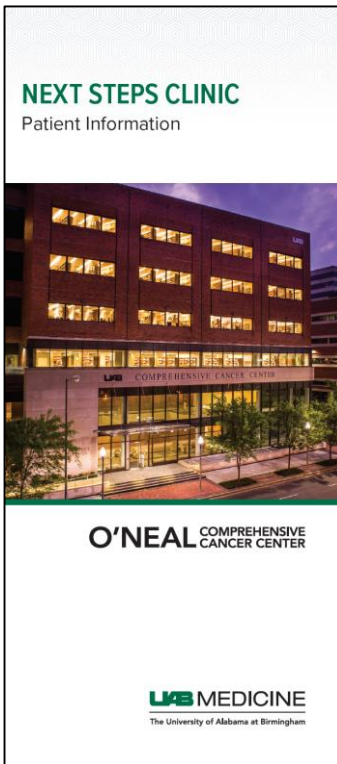


Use of the UAB Medicine logo must be approved by UABHS Marketing & Communications prior to release. Visit uabmedicine.org/branding for additional resources.

The O’Neal Comprehensive Cancer Center name should be placed directly below the picture on a brochure.

The specific program or service the material is promoting should be placed at the very top of the brochure.

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.



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 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.



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