What is UAB’s 50th Anniversary?
For five decades, UAB has transformed lives, discovered solutions, and inspired greatness. During 2019, we’ll celebrate the ways we’ve changed the world together and share our visions for the next 50 years.

Why is UAB celebrating its anniversary in 2019?
On June 16, 1969, Alabama’s governor announced the establishment of The University of Alabama System, composed of autonomous campuses in Tuscaloosa, Birmingham, and Huntsville. While UAB’s roots in Birmingham extend back decades earlier—to the opening of Hillman Hospital in 1903 and the establishment of an academic extension center in 1936—we encourage all UAB units to celebrate our 50th anniversary of becoming a single, autonomous institution.

When and where should I use the 50th anniversary mark?
From now until the end of 2019, you may use the mark on websites, social media, print materials, banners, merchandising, stationery, email signatures, and PowerPoint presentations.

How should I use the 50th anniversary mark with UAB’s logo?
The 50th anniversary mark should always be used with a UAB logo and should be secondary to the logo.

Where may I access the anniversary mark?
Download the mark at uab.edu/50/toolkit.

What if I have questions?
As you use the mark and create materials, feel free to consult University Relations at marketing@uab.edu.

Should I reference the celebration of UAB’s 50th as an anniversary or a birthday?
We are commemorating this special milestone as UAB’s 50th anniversary.
Unlike the standard UAB logo, the 50th anniversary mark is not intended to incorporate division or department identity. The anniversary mark should always be paired with either the core UAB logo or the school, college, unit logo.
Two versions of the 50th anniversary mark are available. The preferred version has "EST. 1969" to help provide context. Additional marks that include the UAB core logo are available for small spaces. Please email marketing@uab.edu if you need access to these marks.

The anniversary mark should always be paired with either the core UAB logo or the school, college, unit logo.
In order to maintain its integrity, please do not alter, distort or adjust the 50th anniversary mark in any way. Units should not develop or use any other anniversary logo, mark, and/or symbol. All downloaded versions of the logo must be scaled proportionately.

The anniversary mark should always be paired with either the core UAB logo or the school, college, unit logo.
50th Anniversary Campaign
Logo White Space

The importance of clear space around brand elements and throughout all layouts cannot be overstated. The space adds confidence and clarity to the visual messaging. The more space, the better. The visuals below will help you define minimums.

Spacing

Minimum Size
The preferred mark is the shield with the established date, but in some instances, the mark will need to be much smaller. The shield with only the number 50 (no established date) may be used in these cases. The mark can be reduced to 18px by 18px. In print and other use cases it’s recommended that the size not to be reduced below ½-inch.

Spacing for the Mark
The mark should be surrounded on all sides by clear space, no less than ¼ inch on all sides. Do not print graphics, rules, typography, or other elements in this area.

Colors

The anniversary mark should always be paired with either the core UAB logo or the school, college, unit logo.
50th Anniversary Campaign
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 50th anniversary will use the official university colors of green and white, with gold traditionally used as an accent color. Acceptable shades of green and gold and other accents include the following:

**PRIMARY**

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>UAB GREEN</td>
<td>3425</td>
<td>100, 0, 78, 42</td>
<td>30, 107, 82</td>
<td>#1E6B52</td>
</tr>
<tr>
<td>APPLE GREEN</td>
<td>376</td>
<td>50, 0, 100, 0</td>
<td>128, 188, 0</td>
<td>#80bc00</td>
</tr>
<tr>
<td>BLAZE</td>
<td>109</td>
<td>0, 15, 100, 0</td>
<td>255, 209, 0</td>
<td>#ffd400</td>
</tr>
<tr>
<td>STONE</td>
<td></td>
<td>0, 0, 60</td>
<td>128, 130, 133</td>
<td>#808285</td>
</tr>
</tbody>
</table>

**SECONDARY**

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLD</td>
<td>617</td>
<td>11, 64, 64</td>
<td>205, 194, 108</td>
<td>#b9b174</td>
</tr>
<tr>
<td>DARK GREEN</td>
<td>350</td>
<td>80, 43, 83, 42</td>
<td>41, 81, 53</td>
<td>#295135</td>
</tr>
</tbody>
</table>
50th Anniversary Campaign

Typography

Fonts do more than spell words. Used consistently, they become images or symbols for our brand and demonstrate its essence. The 50th anniversary uses the UAB fonts of Proxima Nova and Kulturista with handwritten fonts used as accents. All fonts below can be added to your workflow by syncing them to your computer via Adobe Typekit if you are an Adobe Creative Cloud subscriber.

PROXIMA NOVA

Proxima Nova Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Extrabold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Extrabold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

KULTURISTA

Kulturista Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Kulturista Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Kulturista Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Kulturista Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Kulturista Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Kulturista Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Kulturista Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Kulturista Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

REENIE BEANIE REGULAR

A world-renowned research university and medical center — a first choice for

FLOOD STD REGULAR

A WORLD-RENOWNED RESEARCH UNIVERSITY AND MEDICAL CENTER — A FIRST CHOICE FOR

ROLLERSCRIPT SMOOTH

A world-renowned research university and medical center — a first choice for
50th Anniversary Campaign
Graphic Elements

Paper backgrounds

Polaroid frame
For use with archival photos when needed

Hand-drawn rule

These graphic elements can be used in marketing and communications materials to help establish a consistent look and feel for UAB's 50th anniversary.
The 50th anniversary mark will be added to the top of all UAB Joomla sites that have transitioned to the new horizontal green bar template. The mark will be added in the upper right corner of the horizontal green bar. If you have not transitioned to the new template and would like to, please email marketing@uab.edu.
50th Anniversary Campaign

Using the Mark: Social Media

The 50th anniversary mark can be used in social media as either a profile picture or as an accent to the cover photo. #UAB50 is the hashtag to use when posting anniversary-related events and news on social media.
50th Anniversary Campaign
Using the Mark: Print

The 50th anniversary mark was created to indicate when an event or initiative is a part of our 50th anniversary celebration. The anniversary mark should always be used as a secondary mark on printed materials related to the anniversary. The mark will be primarily used on invitations, flyers, or other initiatives that help UAB celebrate its 50th anniversary.

Entrepreneurship Forum

In celebration of our collective commitment to innovation and entrepreneurship, please join us for a reception hosted by

RAY L. WATTS, M.D.
President
ERIC P. JACK, PH.D.
Dean, Collat School of Business

KATHY NUGENT, PH.D.
Associate Vice President and Executive Director, Bill L. Harbert Institute of Innovation and Entrepreneurship

The University of Alabama at Birmingham and

T. DEVON LANEY
President & CEO
Innovation Depot, Inc.

Thursday, October 25, 2018 | 6:30 - 7:30 p.m.
Remarks at 6:30 p.m.

UAB Woodward House
4101 1st Avenue North

Please reply to 205.975.2750 or uabevent@uab.edu
Business casual
Valet Parking Available

Cocktails & Heavy Hors d'oeuvres
The 50th anniversary mark was created to indicate when an event or initiative is a part of our 50th anniversary celebration. The mark can also be used in email communication throughout 2019 to educate students, faculty, staff, alumni, and donors that UAB is celebrating its 50th anniversary.
When using the 50th anniversary mark on apparel and promotional items, it is preferred that it be paired with the core UAB logo where possible. Additional 50th marks are available that include the UAB core logo as part of the shield graphic; these additional marks are intended to be used in small spaces. Please email marketing@uab.edu if you need access to these marks.

Because UAB is celebrating its 50th anniversary in 2019, only easy-to-remove magnets may be ordered from UAB Printing & Mailing for use on UAB vehicles.
50th Anniversary Campaign
Using the Mark: PowerPoint Templates
50th Anniversary Campaign
Using the Mark: Email Signature/Stationery

The best way to communicate with UAB’s external audiences about the 50th anniversary is to include it in your email signature. The 50th anniversary mark should not be used on business cards, letterhead, or any other type of stationery. After 2019, the mark should be removed from your email signature.

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>UAB</td>
<td>The University of Alabama at Birmingham</td>
</tr>
</tbody>
</table>

P: 205.555.5555 | email@uab.edu

uab.edu/50

Ready-to-Use Copy

Long Copy:

"In 1969, the University of Alabama at Birmingham was born—an independent institution rooted in the Magic City, created from the union of a university extension center and a pioneering academic medical center. Since then, UAB has saved lives, solved problems, expanded knowledge, and opened doors. Our ideas and innovations have energized our community and transformed Alabama into a destination for anyone ready to change the world. Join us as we celebrate our successes and share new visions that could shape the next 50 years."

Short copy:

"The University of Alabama at Birmingham is celebrating its 50th anniversary in 2019. Learn more at uab.edu/50."
Using & Accessing Photography from UAB Archives

Throughout 2019 units may want to use photos from UAB Archives in marketing and communication materials. A collection of photos is available online at uab.edu/archives, or you can contact uabarchives@uab.edu if you have additional photo needs. Below is information on copyright and publication of materials from UAB Archives.

Publication of Material
Patrons should provide appropriate credit for all photographs used. The best way to give credit to UAB Archives is to pair this statement with all photographs: "Image(s) courtesy of UAB Archives."

Copyright
The photographs housed in the UAB Archives may be protected under Title 17 of the United States Copyright Law. UAB Archives may not own the copyright or intellectual rights to some material in its collections.

Contact Information:
Physical Location
Lister Hill Library of the Health Sciences
Third Floor
1700 University Boulevard

Phone
205.934.1896 or 205.934.9671

Email
uabarchives@uab.edu

Website
uab.edu/archives

Image courtesy of UAB Archives.
Secondary Logo

Black & White Logo

Primary Color Palette

| UAB GREEN | APPLE GREEN | BLAZE | STONE |

Secondary Color Palette

| GOLD | DARK GREEN |

Fonts

[Proxima Nova]

ABCDEFGHIJKLMNOPQRSTUVQXYZ
abcdefghijklmnopqrstuvwxyz

[Kulturista]

ABCDEFGHIJKLMNOPQRSTUVQXYZ
abcdefghijklmnopqrstuvwxyz

Graphic Elements

Mood

THE UNIVERSITY OF ALABAMA AT BIRMINGHAM