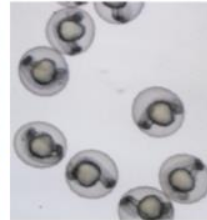


# UAB Medicine Branding

UAB O'Neal Comprehensive Cancer Center

**UAB** MEDICINE



# University or UAB Medicine Brand

## University Brand

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

## UAB Medicine Brand

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

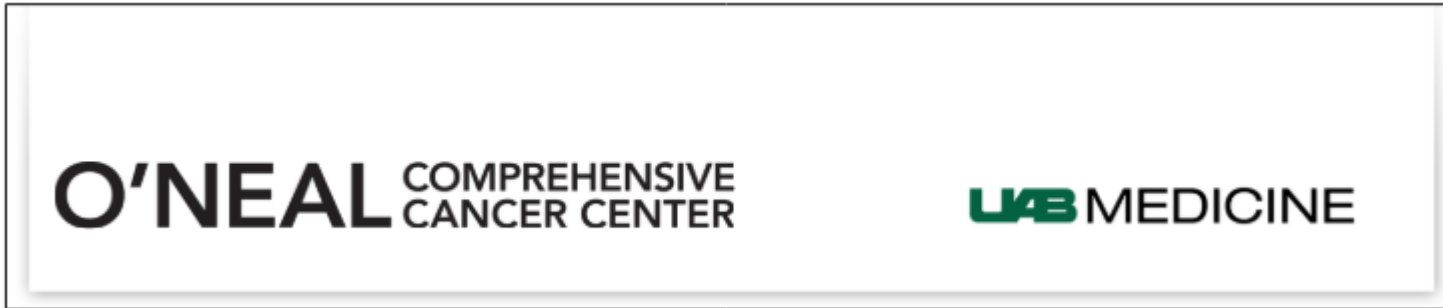
Use of the UAB Medicine logo must be approved by UABHS Marketing & Communications prior to release. Visit [uabmedicine.org/branding](https://uabmedicine.org/branding) for additional resources.

## 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) Heersink 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 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.



Use of the UAB Medicine logo must be approved by UABHS Marketing & Communications prior to release. Visit [uabmedicine.org/branding](https://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.

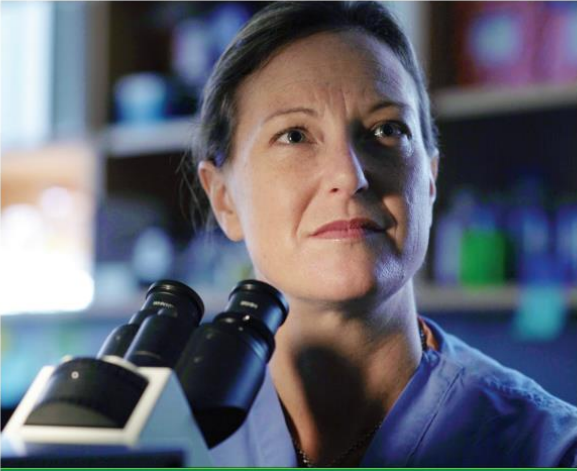
The UAB Medicine logo should be placed on the lower right-hand side of the ad.

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](http://uabmedicine.org/forward)

**UAB MEDICINE**  
The University of Alabama at Birmingham

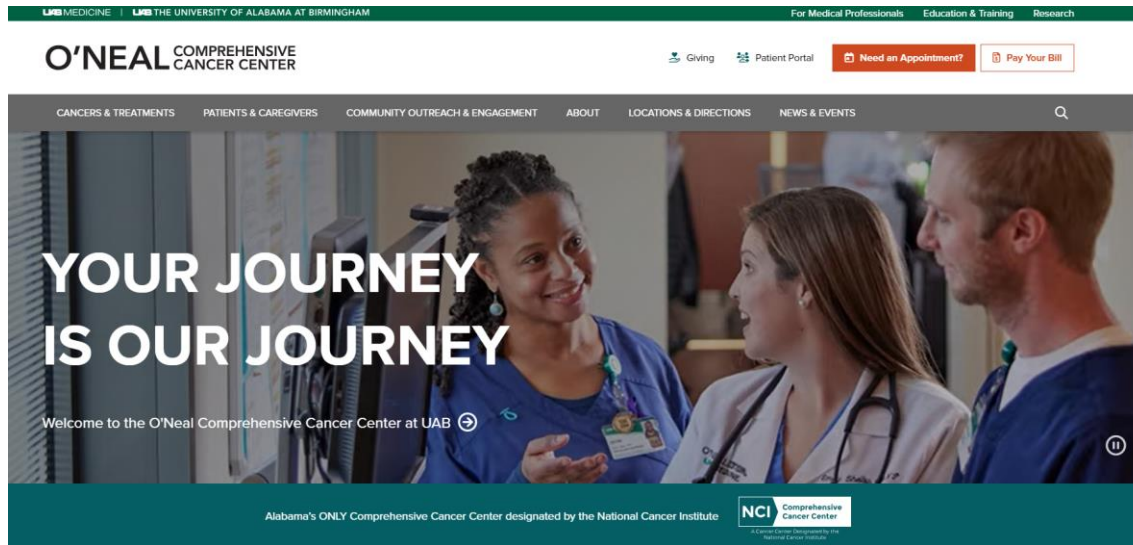
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The O'Neal Comprehensive Cancer Center name and UAB Medicine logo should be prominently placed on billboards.



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The O'Neal Comprehensive Cancer Center name will be displayed as text above the main navigation of the cancer website. The UAB Medicine and University logos will be placed in the header.

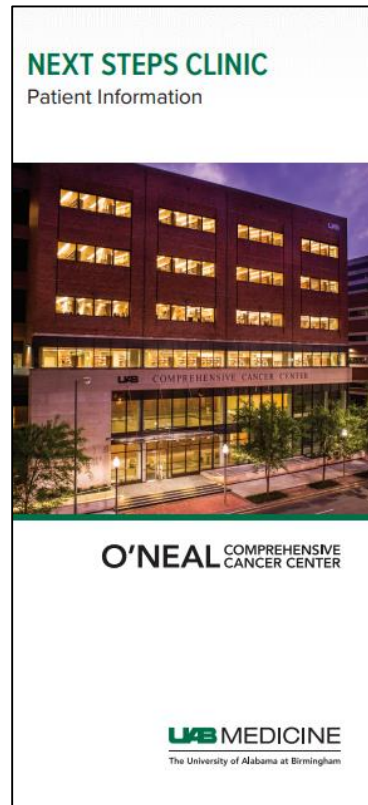


Use of the UAB Medicine logo must be approved by UABHS Marketing & Communications prior to release. Visit [uabmedicine.org/branding](http://uabmedicine.org/branding) for additional resources.

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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