

UAB ST. VINCENT'S®

STYLE AND BRAND GUIDELINES



Right care.
Right place.
Right time.



UAB ST. VINCENT'S BRAND GUIDELINES

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UAB ST. VINCENT'S BRAND GUIDELINES

Logo Usage

The following section covers the usage of the UAB St. Vincent's logo, its construction and the variety of layouts available. If you need something further defined please contact UAB Health System Marketing and Communications.

- Monogram and Wordmark
- Variations
- Spacing
- Minimum Sizing
- Limitations

Use of the UAB St. Vincent's logo in conjunction with the logos or marks of other organizations (including corporate sponsors and government entities) in any publication, advertisement, or other external communication must be reviewed by UAB Health System Marketing and Communications.

UAB ST. VINCENT'S®



Monogram

Wordmark

UAB ST. VINCENT'S®

The University of Alabama at Birmingham



University Wordmark

STANDARD UAB ST. VINCENT'S LOGO

The standard UAB St. Vincent's logo incorporates two graphic elements: the UAB monogram and "St. Vincent's" as the wordmark. This version is used internally and when marketing/communicating in-state.

STANDARD UAB ST. VINCENT'S LOGO + TAGLINE

The standard UAB St. Vincent's logo + university wordmark incorporates three graphic elements: the UAB monogram and "St. Vincent's" as the wordmark + university wordmark. This version should be used when marketing to audiences that may reach beyond the state of Alabama or where the meaning of UAB may not be clear; external communications, external emails, patient material, print ads, video spots, etc.

CLEAR SPACE

The logo must be surrounded by clear space that is at least one half the height of the UAB monogram. Do not print graphics, rules, typography, or other elements in this area.

MINIMUM SIZING

The standard logo must never be reduced below 90 pixels wide in digital form, or 1/2 inch in print. The standard logo + university wordmark should not be reduced below 120 pixels wide in digital form, or 1 inch in print.

COLOR VARIATION

It is preferred that the logo appear in two colors: the monogram in PMS 357 C and the wordmark and tagline in black. Other variations include one-color black, green, or white (reversed).

INAPPROPRIATE USE

The logo may never be stretched, rotated, curved, flipped, filled with imagery, edited with visual effects, or otherwise altered in any way other than as presented in this guide.



UAB ST. VINCENT'S

UAB ST. VINCENT'S



Aa
Aa
Aa

UAB ST. VINCENT'S BRAND GUIDELINES

Colors, Fonts, and Layouts

The following section covers the usage of colors and fonts and provides layout recommendations for the most commonly requested print materials.

Colors and fonts are important in creating a consistent look and feel across all brand collateral.

Templates can be accessed by contacting marketing@uabmc.edu.

- Color Palettes

- Typography

- Brochure Layouts

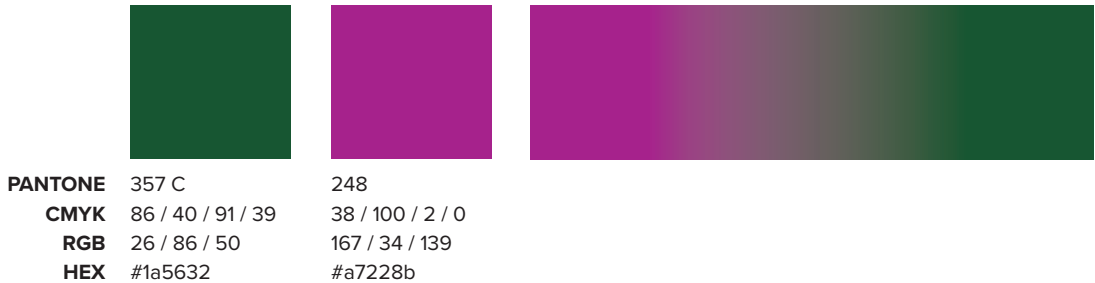
- Books & Folder Layouts

- Annual Report Layouts

- Poster Layouts

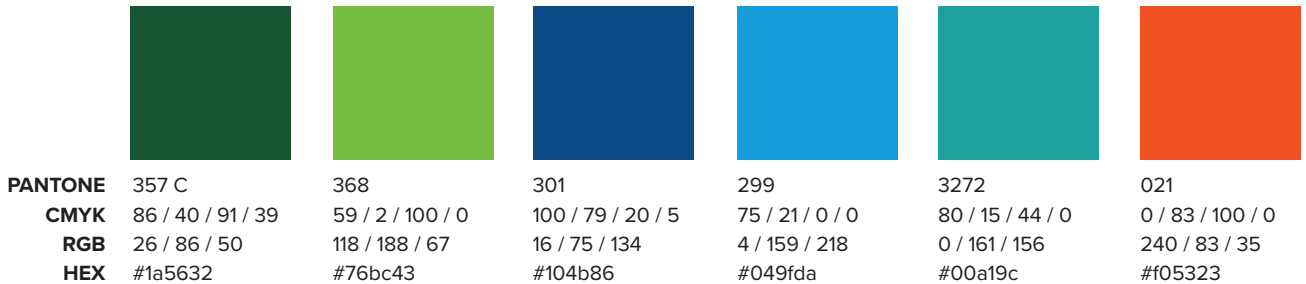
TRANSITIONAL LAUNCH COLOR PALETTE

A color gradient from the original St. Vincent's purple to UAB Green can be used in transitional material.



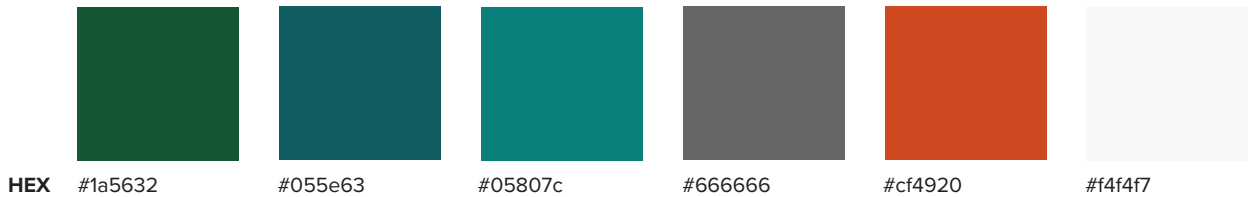
CORE COLOR PALETTE

A single color communicates meaning almost instantaneously, and color is a key factor in brand recognition. Color defines us, unifies us, rallies us. The official UAB St. Vincent's color is green.



WEB COLOR PALETTE

Although our core palette is preferred on print and digital materials, we use a variation of this palette for our website.



Aa

BOLD - AaBbCcDdEeFfGgHhIiJjKkLlMm
SEMIBOLD - AaBbCcDdEeFfGgHhIiJjKkLlMm
MEDIUM - AaBbCcDdEeFfGgHhIiJjKkLlMm
REGULAR - AaBbCcDdEeFfGgHhIiJjKkLlMm
1234567890!@#\$\$%^&*

Proxima Nova

Proxima Nova, our primary typeface, is a modern font with even-width proportions and a somewhat geometric appearance. This font is easily accessible with Adobe Creative Cloud.

Aa

SEMIBOLD - AaBbCcDdEeFfGgHhIiJjKkLlMm
MEDIUM - AaBbCcDdEeFfGgHhIiJjKkLlMm
REGULAR - AaBbCcDdEeFfGgHhIiJjKkLlMm
1234567890!@#\$\$%^&*

Proxima Nova Condensed

Proxima Nova Condensed is a variation of Proxima Nova. This font is best used sparingly. Headlines, titles, or call outs would be appropriate uses. It should never be used for body copy.

Aa

BOLD - AaBbCcDdEeFfGgHhIiJjKkLlMm
SEMIBOLD - AaBbCcDdEeFfGgHhIiJjKkLlMm
MEDIUM - AaBbCcDdEeFfGgHhIiJjKkLlMm
1234567890!@#\$\$%^&*

Proxima Nova Extra Condensed

Proxima Nova Extra Condensed is a variation of Proxima Nova. This font is best used sparingly. Headlines, titles, or call outs would be appropriate uses. It should never be used for body copy.

Aa

BOLD - AaBbCcDdEeFfGgHhIiJjKkLlMm

SEMIBOLD - AaBbCcDdEeFfGgHhIiJjKkLlMm

MEDIUM - AaBbCcDdEeFfGgHhIiJjKkLlMm

REGULAR - AaBbCcDdEeFfGgHhIiJjKkLlMm

1234567890!@#\$%^&*

Aktiv Grotesque

Aktiv Grotesk takes an authoritative but neutral position, supporting any message without overpowering it. A flexible and diverse family of 24 styles with matching italics, from Hairline to Black.

Aa

BOLD - AaBbCcDdEeFfGgHhIiJjKkLlMm

REGULAR - AaBbCcDdEeFfGgHhIiJjKkLlMm

1234567890!@#\$%^&*

Georgia

Georgia is an elegant, serif typeface that is legible printed small or on low-resolution screens. It can be used in small copy or as a contrast for call outs.

Brochures

BROCHURE TITLE

**CENTER, CLINICAL SERVICE OR
PROGRAM IDENTITY IMPRINT**


UAB ST. VINCENT'S

Proxima Nova Condensed
Semibold - All Caps

Imprint should remain
Proxima Nova Bold - All Caps

Should have equal spacing on
both right and bottom margin,
at least equal to 1 cm.

BROCHURE TITLE



**CARDIAC PULMONARY
REHABILITATION**

UAB ST. VINCENT'S

Books and Folders



Proxima Nova Extra Condensed
Semibold - All Caps

Should have equal spacing on
both right and bottom margin, at
least equal to 1 cm.

SUBTITLE

BOOK OR FOLDER TITLE



CENTER, CLINICAL SERVICE OR
PROGRAM IDENTITY IMPRINT

UAB ST. VINCENT'S.

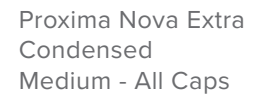
SUBTITLE

PATIENT GUIDE



CENTER, CLINICAL SERVICE OR
PROGRAM IDENTITY IMPRINT

UAB ST. VINCENT'S.



Should have equal spacing on both right and bottom margin, at least equal to 1 cm.

CLINIC, CENTER, DEPARTMENT NAME

ANNUAL REPORT 2024



UAB ST. VINCENT'S

Poster and Flyer Guide



FLYER OR AD HEADLINE OR TITLE HERE.

NEQUUNT FACCUM
Et aut et fugit labore pa nem ut dolor ab ipsunt ut magnatur? Ipsum remporum cor similiti ni odi voles mo te moditium es eumquis imin porem quia dolupta testiam re liat et voloreperit et mos nonsequae prorem necab id molupta quaepele endaeacabo. Odiciet faceribusda aut et harum que porum nullestores alique et ligent earunt autat qui num volupta eriat is di verro cor accus cum qui blatur aut la solorum re omnihiatur sapissit que dolorio volupti aliquibus.


Delitae pla doluptate vendem esequis aperatest asi ut omnis velis earum eritas eos quis molupis con rem ernatibus et andio dolupti blacimuscium voloratur min entur, qui conet fugit abo. Imi, que rae everro iment et landictemped quodis nonsequi doluptates rat aborem unt omnimol uptatat acerrum, estiam audae labo. Ciam enis ut por sim fugia nos quam acipist earum cus aut volupta tincips usamendios magnihilit inimusaperum quaepercium.

uabstvincents.org

UAB ST. VINCENT'S

Standard footer with url to left and logo to the right.

UAB MEDICINE



FLYER, AD, OR POSTER TITLE HERE.

Udita que cus, sequi quos sae nis andissi tatiundipist ut fuga. Officto cumquam, quia que modite landiandi siment eostium fuga. Lorum poreici tatenis reperunt. Itates dolestibus qui cone recepudit ut velecatia vellenducid magnati con eumquo voluptate culland itionsecte.

Ulliquo consedi gnistiusam volupta taturem volonibus, susam des qui venimo milique et laboreris es quis susda aut et moles re voles exceperum fugitamet aut que pore vit denteni maximendae mosandit aut que doluptae dolorio rumquatet exeror ape cullant. Uda volorest prorendae enimint estiumquia volecupti ut labore minum labo. Itates dolestibus qui cone recepudit ut velecatia vellenducid magnati con eumquo voluptate culland itionsecte sinvelessi te expel etur.

uabstvincents.org

UAB ST. VINCENT'S

Standard footer with url to left and logo to the right in white footer, in use with a nearly full page image ad.

Email Signatures Guidelines

An email signature is a vital part of presenting UAB St. Vincent's as a unified brand and supporting professionalism in communications both in and outside of our organization.

The signature should be formatted using Calibri. The font size should not be larger than 12pt. The name and title can be green (R-26 G-86 B-50 or #1a5632 in hexadecimal) or black. All other information should be black. Phone and email options can be changed as necessary to your preferred contact method (P-phone, O-office, M-mobile, F-fax, etc.).

No logos or other images should be included in the signature. Instead, the UAB St. Vincent's website (uabstvincents.org) should always appear under the contact information.

Do not include personal quotes or phrases, images, or statements.

UAB ST. VINCENT'S EMPLOYEES

Standard Option

Name | Title

Office/Department Name

UAB St. Vincent's | Location (i.e. UAB St. Vincent's Blount)

Mailing Address | County, AL ZIP

P: 205.555.5555 | youremailalias@uabmc.edu

uabstvincents.org

To download files and for instructions on use, please visit the email signature page of the branding website:

<http://oneuabstv.org/branding>

Specialty Items

The preferred layout is the horizontal UAB St. Vincent's logo. With smaller spaces that are round or square, the stacked logo may be used.

On darker items, use the white, reversed out logo.

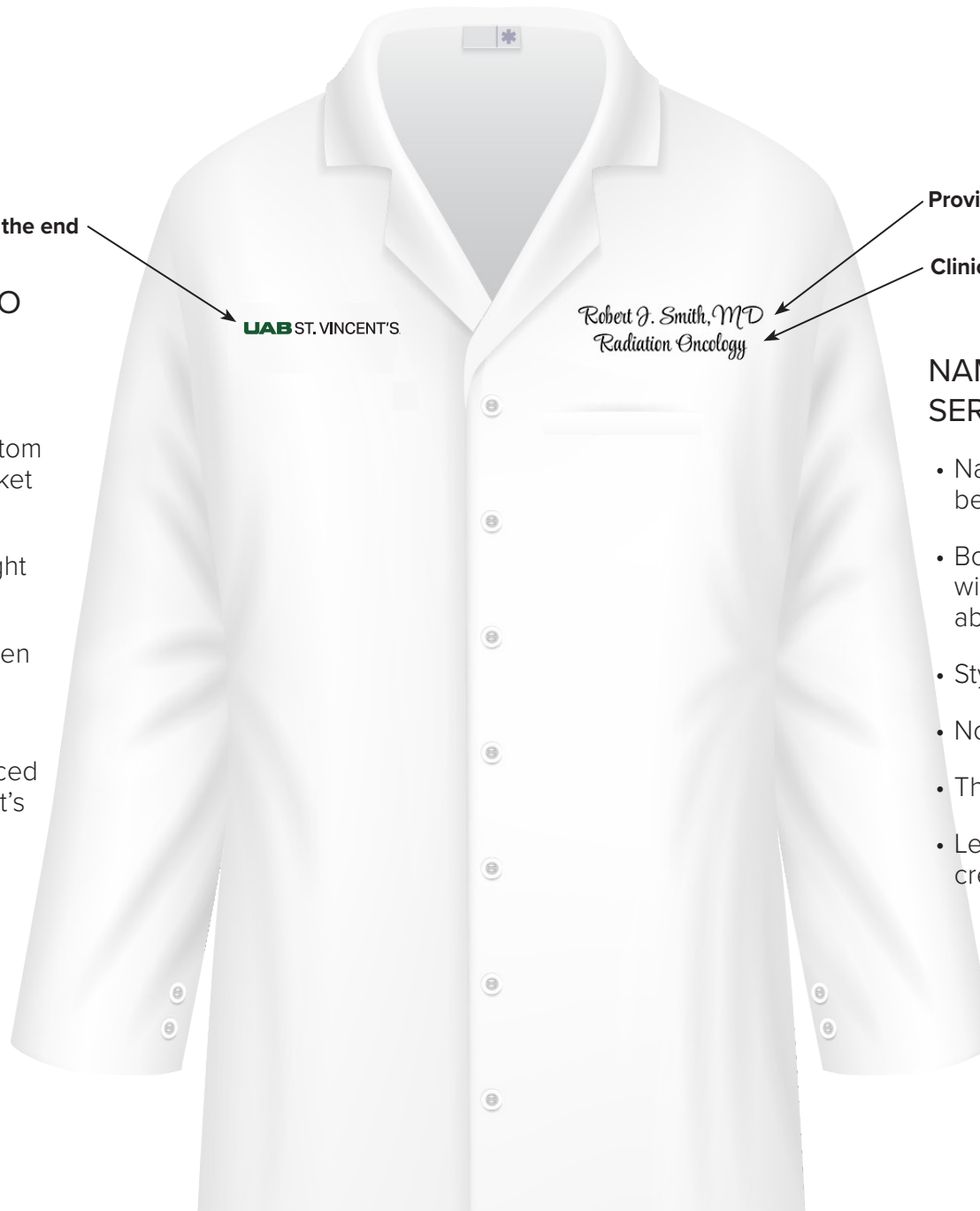
All specialty items should use the logo with the registered trademark symbol.



LAB COAT GUIDELINES

UAB ST. VINCENT'S LOGO

- Logo is placed on right side of coat
- Placement of the logo is custom and differs according to pocket location and size
- Length of logo is 4" and height is .35"
- UAB monogram must be green and "St. Vincent's" must be black
- The registered mark ® is placed at the end of UAB St. Vincent's logo



Logo with registered ® at the end

Provider Name and Credentials

Clinical Service

NAME AND CLINICAL SERVICE EMBROIDERY

- Name and clinical service will be placed above pocket
- Bottom of the monogramming will be approximately 1/2" above the breast pocket
- Style Script font at .35"
- No periods separate MD
- Thread color can only be black
- Length of the name and credentials can't exceed 5.5"

COMPANY STORE PERSONALIZED JACKETS

UAB St. Vincent's logo is placed on left side of jacket and must be all white.

First Name Last Name, Title is placed on right side of jacket and must be all white. Font should be Proxima Nova, bold, all caps.



Name

- First Name Last Name is placed on right side of jacket
- Block or Block2 font
- Thread color can **only** be white
- Letter height of imprint text should be no more than 3/4 height of logo.

Logo with registered ® at the end

UAB ST. VINCENT'S LOGO

- Logo is placed on left side of coat
- Length of logo is 4" and height is .35"
- UAB St. Vincent's must be all white
- The registered mark ® is placed at the end of UAB St. Vincent's

BRANDED AND COMPANY STORE T-SHIRTS



If associates choose to wear t-shirts to work, they must be branded with the UAB St. Vincent's logo on them. When worn with your ID badge, a properly branded T-shirt helps patients and visitors identify that you are part of the team.

UAB St. Vincent's branded t-shirts must be ordered from the company store or provided by UAB St. Vincent's. All custom designed t-shirts must be pre-approved by submitting a T-shirt Approval Request.

The T-shirt Approval Request for can be found on the branding website:

<http://oneuabstv.org/branding>

Stationary and Business Cards

UAB Printing Services produces all UAB St. Vincent's stationery and business cards from approved templates. Using an outside vendor to re-produce UAB St. Vincent's stationery is unauthorized and could result in trademark infringements.

For stationery ordering information, prices, or to make a revision after placing an order, please email printingservices@uab.edu or call 934-3790.

Front and back appointment card

UAB ST. VINCENT'S uabstvincents.org	<p>Provider: _____</p> <p>Appointment Date: _____</p> <p>Appointment Time: _____</p> <p style="text-align: center;">UAB ST. VINCENT'S 000 00th Avenue/Street South City, AL 00000-0000 000.000.0000</p>
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Appointment card variations

UAB ST. VINCENT'S

has an appointment with
First name Last name, Degrees

000 00th Avenue/Street South
City, AL 00000-0000
000.000.0000

☐ Monday ☐ Tuesday ☐ Wednesday ☐ Thursday ☐ Friday

_____ at _____ a.m. / p.m.

UAB ST. VINCENT'S

Department/Service Line

Next Appointment

_____ at _____ a.m. / p.m.

☐ Monday ☐ Tuesday ☐ Wednesday ☐ Thursday ☐ Friday

000 00th Avenue/Street South
City, AL 00000-0000
000.000.0000 • Fax: 000.000.0000
Please make cancellations at least 24 hours in advance.

UAB ST. VINCENT'S

_____ at _____ a.m. / p.m.

☐ Monday ☐ Tuesday ☐ Wednesday ☐ Thursday ☐ Friday

Department/Service Line
000 00th Avenue/Street South
City, AL 00000-0000
000.000.0000 • Cell: 000.000.0000
Fax: 000.000.0000

UAB ST. VINCENT'S

First name Last name, Degrees

Title

Department/Service Line

000 00th Avenue/Street South
City, AL 00000-0000
000.000.0000 • Cell: 000.000.0000
Fax: 000.000.0000
email@uabmc.edu
uabstvincents.org

Business card options

UAB ST. VINCENT'S

First name Last name, Degrees

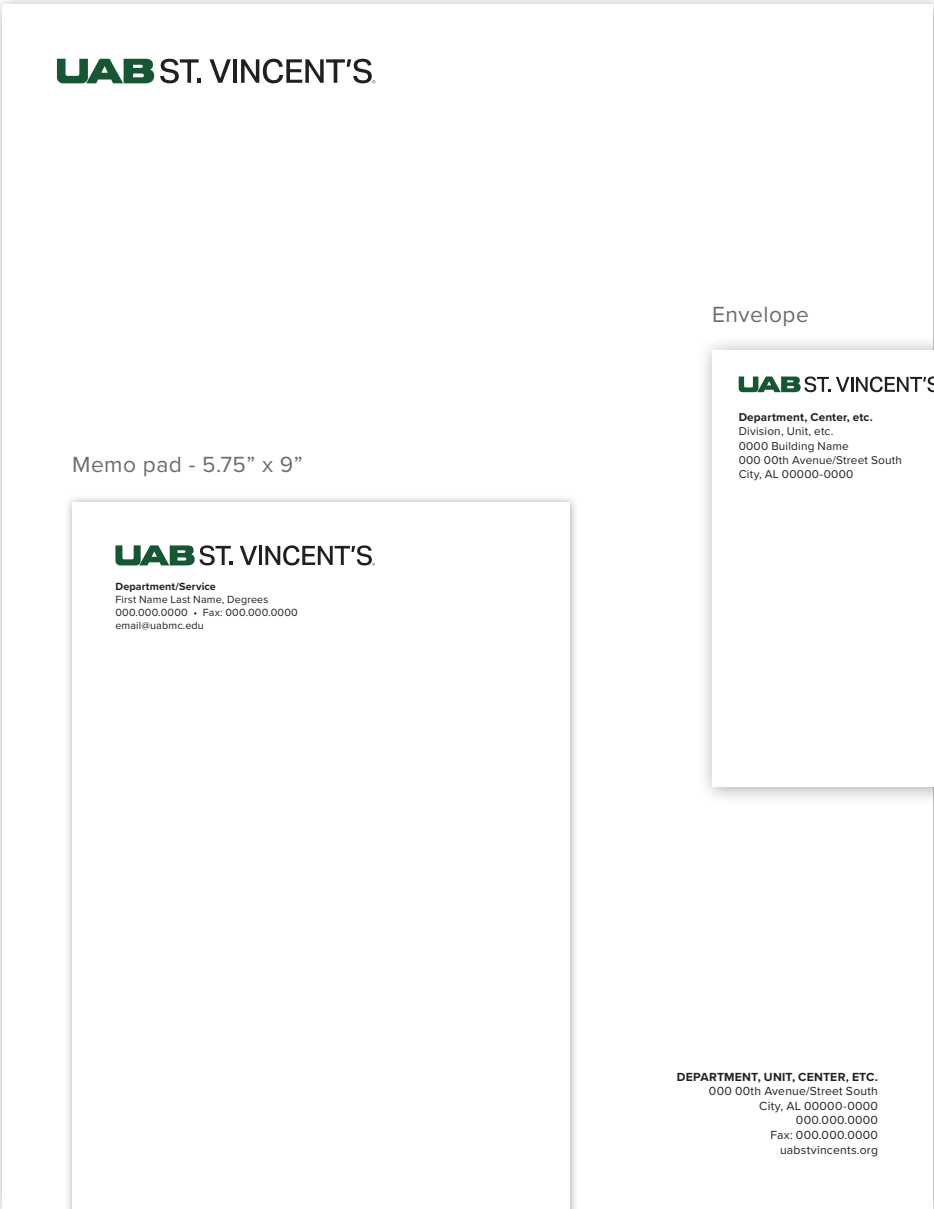
Title

Department/Service Line

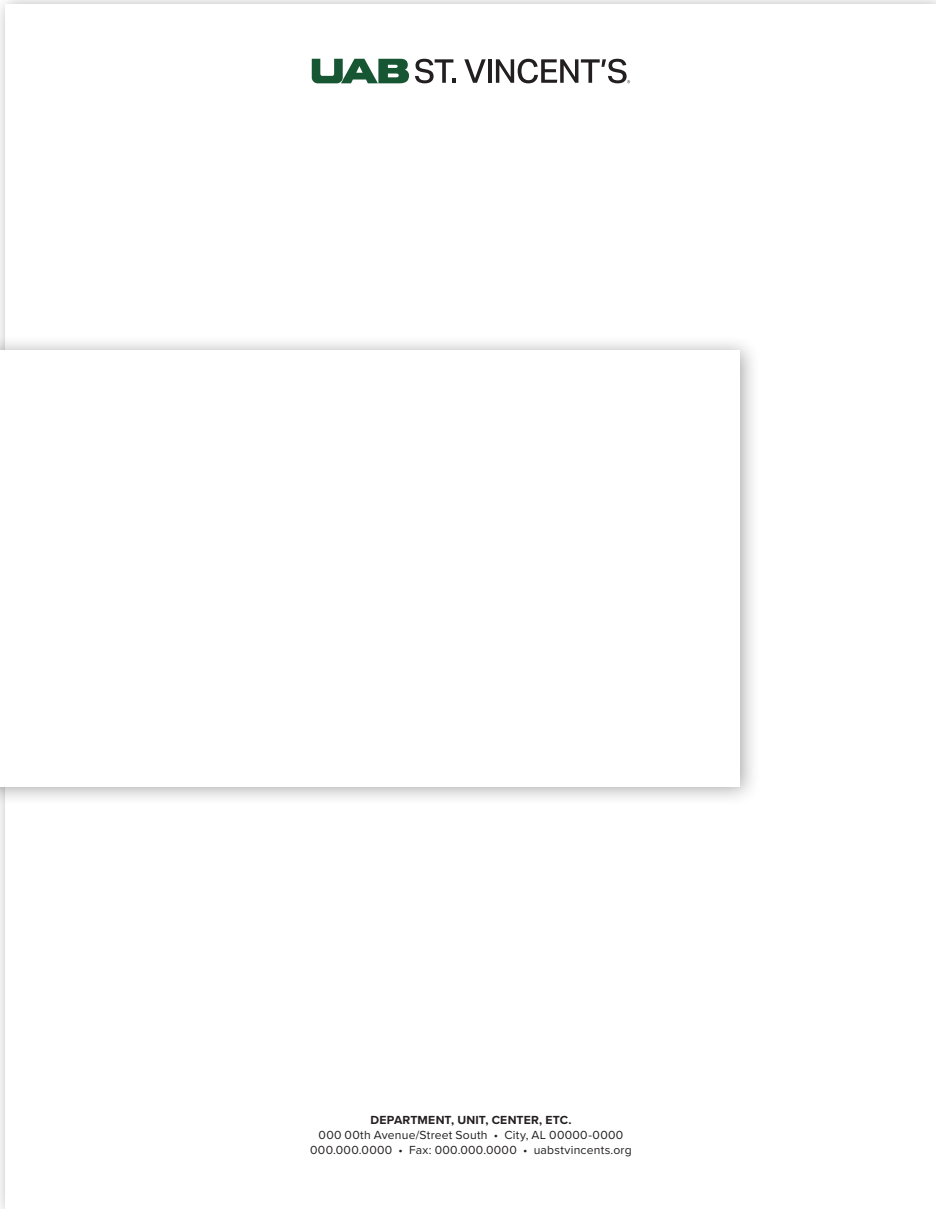
000.000.0000 • Cell: 000.000.0000
Fax: 000.000.0000
email

000 00th Avenue/Street South
City, AL 00000-0000
uabstvincents.org

Letterhead A



Letterhead B



UAB ST. VINCENT'S®