

Brand Essence/Attitude: **Leadership, the Best.**

Brand Attributes/Core Values: *Diversified, interconnected, informative, innovative, grounded in discovery-based medicine*

Brandmark

PREFERRED



Safe Area is 1/2 "H" away for all sides of the brandmark

ALTERNATE

Limited uses allowed. please contact below for usage.



DON'TS

DO NOT ALTER PROPORTIONS OF ELEMENTS

DO NOT ALTER COLOR

DO NOT USE ALTERNATE FONT

DO NOT ADD WORDS

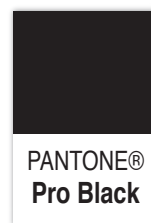


Brand Colors



PANTONE®
186 C

small amounts of red (should be held mostly in UC monogram) supports UC (leadership)



PANTONE®
Pro Black

readability and precision



White

simplicity, innovation, leadership and has a sense of cleanliness

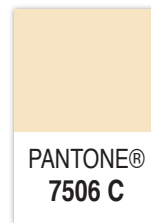


PANTONE®
421 C



PANTONE®
Warm Grey

warmth and approachability



PANTONE®
7506 C

Typography

HEADLINE USE

Minion Pro Regular
Minion Medium
Minion Semibold
Minion Bold

Italic versions of both Minion and Myriad are acceptable when there is a need to emphasize text.

BODY COPY USE

Myriad Pro Regular
Myriad Pro Medium
Myriad Pro Semibold
Myriad Pro Bold

Pattern/Texture



Photography Principles

All photography be must be authentic and in the environment.

PHOTO EXAMPLES TBD

Visual Palette

There must be a balance of innovation/technology (*functional*) imagery with approachability/warmth/humanity (*emotional*). The use of the established design assets on the following pages (color, typography, imagery, landscape, etc.) will help to achieve the proper relationship. This balance will effectively bring to life UC Health's position of leadership and patient-centered.



This guide serves as a general introduction to the UC Health brand. To ensure that your communication fully and properly leverages the brand assets, please contact **Angela Klocke (513-556-5223, angela.klocke@uc.edu)** or **Suki Jeffrey (513-558-3622, suzanne.jeffrey@uc.edu)** for approval and consultation as early as possible during the design phase of your project.

Please protect our trademark. Do not provide art to vendors and outside organizations. Entities requesting the UC Health logo or related brand assets should be referred to **Angela Klocke**. All imprinted items carrying the UC Health marks must be approved by the UC Licensing Office and produced by a licensed vendor. For more information, contact **Marty Ludwig (513-556-5072, martin.ludwig@uc.edu)**.