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

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

### Typography

- **HEADLINE USE**
  - Minion Pro Regular
  - Myriad Pro Regular
- **BODY COPY USE**
  - Minion Medium
  - Myriad Pro Medium
  - Minion Semibold
  - Myriad Pro Semibold
  - Minion Bold
  - Myriad Pro Bold

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

### Pattern/Texture

All photography must be authentic and in the environment.

### Photography Principles

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### 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**
  - Warmth and approachability
- **PANTONE® Warm Grey**
  - Their 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.
- **PANTONE® 7506 C**
  - Approachable

### Visual Palette

- **Green**
- **Blue**
- **Yellow**
- **Orange**

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 by 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).