

USA Health branding at a glance

Whenever someone from USA Health communicates with the public, it has an impact on our image and reputation. Every sign, shirt or social media post. Every piece of stationery or business card. Every website, brochure or video. When the visual elements and message in these items are unified, their impact builds and becomes collectively more powerful.

Correct logos:



Reversed versions:



Fonts:

Bentwood
Sofia Pro
Surveyor

Colors:

Primary

Pantone 281
RGB 0/32/91
HEX 00205B

Supporting

Pantone 193
RGB 191/13/62
HEX BF0D3E

Pantone 2995
RGB 0/169/224
HEX 00A9E0

USA Health + University logo

When to use this logo:

- on promotional products
- email signature
- on printed and digital items referring to the full health system
- contact marketing-group@health.southalabama.edu with any questions



USA Health University Hospital logos

USA HEALTH
UNIVERSITY HOSPITAL

USA HEALTH
UNIVERSITY HOSPITAL

USA HEALTH
UNIVERSITY HOSPITAL

USA HEALTH
UNIVERSITY HOSPITAL

USA HEALTH
UNIVERSITY HOSPITAL

If a specific service line logo is needed,
please request it by emailing
marketing-group@health.southalabama.edu

USA Health Children's & Women's Hospital logos

USA HEALTH
CHILDREN'S & WOMEN'S HOSPITAL

USA HEALTH
CHILDREN'S & WOMEN'S HOSPITAL

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USA Health Providence Hospital logos

USA HEALTH
PROVIDENCE HOSPITAL

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USA Health Mitchell Cancer Institute logos

USA HEALTH
MITCHELL CANCER INSTITUTE

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USA Health Physician Enterprise logos

USA HEALTH
PHYSICIAN ENTERPRISE

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