



# Brand Graphic Standards

## INTRODUCTION

To maintain a high level of quality and consistency in a variety of applications, the following guidelines must be followed when representing the UofL Health brand and using any of its respective logos. This guide should assist you in understanding the logo guidelines, the required colors for logo use, font usage and guidelines you will need to request stationery or marketing materials. To order such materials, please contact UofL Health – Marketing and Communications at [Marketing@UofLHealth.org](mailto:Marketing@UofLHealth.org) or 502-588-0360.

The color standards for UofL Health logos and marketing materials are listed within this document and are to be used when printing stationery or marketing materials.

Logos for UofL Health and all its departments are available for your use. **Logos may only be developed by UofL Health – Marketing and Communications.** No logos for departments or service lines may be created or used without consent from UofL Health – Marketing and Communications. Any use of UofL Health logos needs to be reviewed and approved by UofL Health – Marketing and Communications.

If you are printing an ad or other collateral materials please contact UofL Health – Marketing and Communications at [Marketing@UofLHealth.org](mailto:Marketing@UofLHealth.org) or 502-588-0360, to design and provide finished materials to your office.

No version of the “UofL” lettermark may be used to replace the words UofL or University of Louisville in a sentence. The “UofL” lettermark may not be used separate from the UofL Health logo when referring to UofL Health. The “UofL” lettermark is a registered trademark of the University of Louisville.

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## PRIMARY LOGO USAGE

- 1| Only high-resolution (or vector-based) logos may be used in print materials. Please contact UofL Health – Marketing and Communications at [Marketing@UofLHealth.org](mailto:Marketing@UofLHealth.org) or 502-588-0360 to request logo files.
- 2| The primary UofL Health logos should be shown in full color when possible.
- 3| The logos can be reversed (white) out of UofL Red or UofL Black.
- 4| Do not apply any other colors to the logos other than indicated in this guide. Please refer to page 3 for inappropriate uses.

### PRIMARY LOGO USAGE



*4-Color Reversed - UofL Black*



*4-Color Reversed - UofL Red*

## SECONDARY LOGO USAGE

The use of 1- and 2-color applications is acceptable in special circumstances and requires approval from UofL Health – Marketing and Communications.

### SECONDARY LOGO USAGE



*2-Color (PMS 1797 + PMS Black)*



*2-Color Reversed (PMS 1797 - PMS BLACK)*



*1-Color (PMS Black)*



*1-Color (PMS 1797)*



*1-Color Reversed (PMS 1797)*

## CLEAR SPACE

Regardless of scale, the minimum clear space around each logo is equal to half the height of the “U”, as indicated below by the blue box labeled “X”.



## MINIMUM SIZE

To ensure readability, the logos should not be reproduced any smaller than indicated below.



## UNACCEPTABLE USAGE

The success of the UoFL Health brand identity relies on the clarity and consistency with which it is implemented. Distorting or changing it reduces its legal protection and diminishes its impact. The following examples show some potential mistakes that must be avoided. **Also, please do not reproduce the logo on a textured or patterned background that reduces clarity of the logo.**



1| Do not alter colors



2| Do not alter proportions



3| Do not add elements



4| Do not rotate



5| Do not invade clear space



6| Do not add drop shadows



7| Do not alter the font



8| Do not alter layout\*

\*See Special Circumstances on page 6 for approved exceptions



9| Do not skew the logo



10| Do not overlay on photography



11| Do not place on a patterned background



12| Do not crop the logo

13| Do not use the logo as a watermark



## BRAND ARCHITECTURE: ENTITIES

Below are the primary entities in vertical format for individual use. Only high-resolution (or vector-based) logos may be used in print materials. Please contact UofL Health – Marketing and Communications at [Marketing@UofLHealth.org](mailto:Marketing@UofLHealth.org) or 502-588-0360 to request logo files.

### ENTITY LOGOS - VERTICAL

#### UofL Health – Academic Medical Campus

UofL Hospital

 Health

Jewish Hospital

 Health

Brown Cancer Center

 Health

Rudd Heart & Lung Center

 Health

Frazier Rehabilitation Institute

 Health

Heart Hospital

 Health

 Health

Abraham Flexner Outpatient Center

 Health

Chestnut Street Outpatient Center

 Health

Jackson Street Outpatient Center

#### Hospitals

Shelbyville Hospital

 Health

Mary & Elizabeth Hospital

 Health

Peace Hospital

 Health

#### Medical Centers

 Health

Medical Center Northeast

 Health

Medical Center Southwest

 Health

Medical Center East

 Health

Medical Center South

#### Physicians Group

 Physicians

## BRAND ARCHITECTURE: ENTITIES

Below are the primary entities in horizontal format for individual use. Only high-resolution (or vector-based) logos may be used in print materials. Please contact UofL Health – Marketing and Communications at [Marketing@UofLHealth.org](mailto:Marketing@UofLHealth.org) or 502-588-0360 to request logo files.

### ENTITY LOGOS - HORIZONTAL

#### UofL Health – Academic Medical Campus

 UofL Hospital

 Jewish Hospital

 Brown Cancer Center

 Rudd Heart & Lung Center

 Frazier Rehabilitation Institute

 Heart Hospital

 Abraham Flexner Outpatient Center

 Chestnut Street Outpatient Center

 Jackson Street Outpatient Center

#### Hospitals

 Shelbyville Hospital

 Mary & Elizabeth Hospital

 Peace Hospital

#### Medical Centers

 Medical Center Northeast

 Medical Center Southwest

 Medical Center East

 Medical Center South

#### Physicians Group

 Physicians

## BRAND ARCHITECTURE: LEGAL ENTITIES

Below are examples of the legal entity names which are used on the entity facility only. Please contact UofL Health – Marketing and Communications at [Marketing@UofLHealth.org](mailto:Marketing@UofLHealth.org) or 502-588-0360 with questions about usage or to request logo files.

### LEGAL ENTITY LOGOS - VERTICAL

#### Health - Louisville

##### Jewish Hospital

 Health

*A Part of UofL Health - Louisville*

##### Mary & Elizabeth Hospital

 Health

*A Part of UofL Health - Louisville*

##### Frazier Rehabilitation Institute

 Health

*A Part of UofL Health - Louisville*

##### Peace Hospital

 Health

*A Part of UofL Health - Louisville*

##### Rudd Heart & Lung Center

 Health

*A Part of UofL Health - Louisville*

##### UofL Hospital

 Health

##### Brown Cancer Center

 Health

*A Part of UofL Hospital*

##### Health

Medical Center Northeast

*A Part of UofL Health - Louisville*

##### Health

Medical Center Southwest

*A Part of UofL Health - Louisville*

##### Health

Medical Center East

*A Part of UofL Health - Louisville*

##### Health

Medical Center South

*A Part of UofL Health - Louisville*

##### Shelbyville Hospital

 Health

##### UofL Physicians

 Health

## BRAND ARCHITECTURE: LEGAL ENTITIES

Below are examples of the legal entity names which are used on the entity facility only. Please contact UofL Health – Marketing and Communications at [Marketing@UofLHealth.org](mailto:Marketing@UofLHealth.org) or 502-588-0360 with questions about usage or to request logo files.

### LEGAL ENTITY LOGOS - HORIZONTAL

#### UofL Health - Louisville

UofL Health	Jewish Hospital <i>A Part of UofL Health - Louisville</i>	UofL Health	Medical Center Northeast <i>A Part of UofL Health - Louisville</i>
UofL Health	Mary & Elizabeth Hospital <i>A Part of UofL Health - Louisville</i>	UofL Health	Medical Center Southwest <i>A Part of UofL Health - Louisville</i>
UofL Health	Frazier Rehabilitation Institute <i>A Part of UofL Health - Louisville</i>	UofL Health	Medical Center East <i>A Part of UofL Health - Louisville</i>
UofL Health	Peace Hospital <i>A Part of UofL Health - Louisville</i>	UofL Health	Medical Center South <i>A Part of UofL Health - Louisville</i>
UofL Health	Rudd Heart & Lung Center <i>A Part of UofL Health - Louisville</i>		
UofL Health	UofL Hospital	UofL Health	Shelbyville Hospital
UofL Health	Brown Cancer Center <i>A Part of UofL Hospital</i>		
		UofL Health	UofL Physicians

## PRIMARY ENTITY & MEDICAL CENTER LOGO USAGE

- 1| Only high-resolution (or vector-based) logos may be used in print materials. Please contact UofL Health – Marketing and Communications at [Marketing@UofLHealth.org](mailto:Marketing@UofLHealth.org) or 502-588-0360 to request logo files.
- 2| Please note that UofL Health is shown on top of the vertical versions of medical center logos only.
- 3| The entity logos should be shown in full color when possible.
- 4| The logos can be reversed (white) out of UofL Red or UofL Black.
- 5| Do not apply any other colors to the logos other than indicated in this guide. Please refer to page 3 for inappropriate uses.

### PRIMARY ENTITY LOGO USAGE

Entity Name

 Health

 Health | Entity Name

Entity Name

 Health

 Health | Entity Name

Entity Name

 Health

 Health | Entity Name

### MEDICAL CENTER LOGO USAGE

 Health

Medical Center Name

 Health | Medical Center Name

 Health

Medical Center Name

 Health | Medical Center Name

 Health

Medical Center Name

 Health | Medical Center Name



## SECONDARY ENTITY LOGO USAGE

The use of 1- and 2-color applications is acceptable in special circumstances and requires approval from UofL Health – Marketing and Communications.

### SECONDARY ENTITY LOGO USAGE

Entity Name

**U<sup>OF</sup>L** Health

**U<sup>OF</sup>L** Health | Entity Name

*1-Color (PMS Black)*

Entity Name

**U<sup>OF</sup>L** Health

**U<sup>OF</sup>L** Health | Entity Name

*1-Color (PMS 1797)*

Entity Name

**U<sup>OF</sup>L** Health

**U<sup>OF</sup>L** Health | Entity Name

*2-Color (PMS 1797 + PMS Black)*

### SECONDARY MEDICAL CENTER LOGO USAGE

**U<sup>OF</sup>L** Health

Medical Center Name

**U<sup>OF</sup>L** Health | Medical Center Name

*1-Color (PMS Black)*

**U<sup>OF</sup>L** Health

Medical Center Name

**U<sup>OF</sup>L** Health | Medical Center Name

*2-Color (PMS 1797)*

**U<sup>OF</sup>L** Health

Medical Center Name

**U<sup>OF</sup>L** Health | Medical Center Name

*2-Color (PMS 1797 + PMS Black)*

## CLEAR SPACE - ENTITY AND SERVICE LINE LOGOS

Regardless of scale, the minimum clear space around each logo is equal to half the height of the “U”, as indicated below by the blue box labeled “X”.

### ENTITY LOGOS

#### Vertical



The height of the UofL Health logo should be equal to 80% of the height of the entity name.

#### Horizontal



The entity name is equal to the x-height of Health and centered vertically.

### SERVICE LINE LOGOS

#### Vertical



The service line cap height is equal to the height of the yellow box or from the bottom of the 'U' to the bar in the letter "F".

#### Horizontal



The service line cap height is equal to the height of the yellow box or from the bottom of the 'U' to the bar in the letter "F".

## DEPARTMENT LOGOS - PRIOR APPROVAL REQUIRED

Department logos are only approved under special circumstances and require prior approval. Only logos obtained through UofL Health – Department of Marketing and Communications may be used. Please contact UofL Health – Marketing and Communications at [Marketing@UofLHealth.org](mailto:Marketing@UofLHealth.org) or 502-588-0360 to request logo files.

*Examples Only - Not Used Without Permission*

**UofL Hospital**  
**Burn Center**  


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**UofL Health**

**UofL Hospital Burn Center**  


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**UofL Health**

## SPECIAL CIRCUMSTANCES: SOCIAL MEDIA

These logos are for Social Media only and can never be used in any other circumstances. Any other use of these logos will be considered a violation of the Branding Standards and any materials using this logo outside of approved social media will need to be reprinted.

- 1| If possible, the standard logos should not be reproduced any smaller than indicated below.



1.25" or 90px

- 2| Some social media outlets display profile images at a size smaller than 144px wide. **This is the ONLY situation where it is acceptable to use a stacked version of the logos.** The logos may be used on white or reversed out of UofL Red. Please contact UofL Health – Marketing and Communications at [Marketing@UofLHealth.org](mailto:Marketing@UofLHealth.org) or 502-588-0360 to request these logo files.

*Shown at 110px x 110px*



**This logo is ONLY to be used for social media.**

## PRIMARY COLOR PALETTE

UofL Red and UofL Black are the approved colors for the logo. The logo may also be reproduced in all black or all white (if reversed out of UofL Red or Black). UofL Red should always be the primary color.

UofL RED		UofL BLACK	
PANTONE®	1797	PANTONE®	BLACK
CMYK	0 / 100 / 99 / 4	CMYK	40 / 30 / 30 / 100
RGB	173 / 0 / 0	RGB	0 / 0 / 0
HEX	AD0000	HEX	000000

**!** NOTE: Our CMYK, RGB and hexadecimal values are not direct translations of our PANTONE colors.

## SECONDARY COLOR PALETTE

Additional secondary colors are provided for collateral and brochure systems. These colors are only to be used as accents to differentiate departments and services. See page 16 for examples. Please contact UofL Health – Marketing and Communications for these materials.

<b>75% BLACK</b>	<b>PMS 7534</b>	<b>PMS 660</b>	<b>PMS 7668</b>
CMYK : 0 / 0 / 0 / 75	CMYK : 5 / 5 / 15 / 8	CMYK : 88 / 50 / 0 / 0	CMYK : 67 / 56 / 8 / 0
<b>PMS 7495</b>	<b>PMS 143</b>	<b>PMS 7623</b>	<b>PMS 2622</b>
CMYK : 42 / 5 / 98 / 29	CMYK : 0 / 32 / 87 / 0	CMYK : 0 / 97 / 87 / 53	CMYK : 65 / 100 / 5 / 40
<b>PMS 159</b>	<b>PMS 7544</b>	<b>PMS 7723</b>	<b>PMS 7477</b>
CMYK : 1 / 72 / 100 / 7	CMYK : 35 / 14 / 11 / 34	CMYK : 69 / 0 / 54 / 7	CMYK : 86 / 29 / 21 / 67
<b>PMS 7474</b>	<b>PMS 2955</b>		
CMYK : 96 / 9 / 32 / 29	CMYK : 100 / 60 / 10 / 53		

## FONTS

The primary font family for all marketing materials is Myriad Pro. For internal documents or communication, such as letters on branded letterhead, written using Microsoft Office, Arial is an acceptable substitute. In special circumstances, Have Heart may be used as an accent font only with approval from UofL Health – Marketing and Communications.

### PRIMARY FONT

(Headlines and body copy):

**Myriad Bold**

**Myriad Bold Italic**

**Myriad Semibold**

**Myriad Semibold Italic**

Myriad Roman

Myriad Italic

### SECONDARY FONT

(Body copy only):

Myriad Light

Myriad Light Italic

### ACCENT FONT

(With permission):

*Have Heart One*

### MICROSOFT FONT

(Headlines and body copy):

**Arial Bold**

**Arial Bold Italic**

Arial Regular

Arial Italic

## USING THE CURVE

The shape of the outer curve of the “U” from the UofL monogram is the main graphic element used in branded materials. No other curve may be used. **It must retain proportions regardless of size.** To maintain the integrity of the UofL monogram, the curve **must maintain the shape of the outer edge**, as shown below with a dashed gray line.



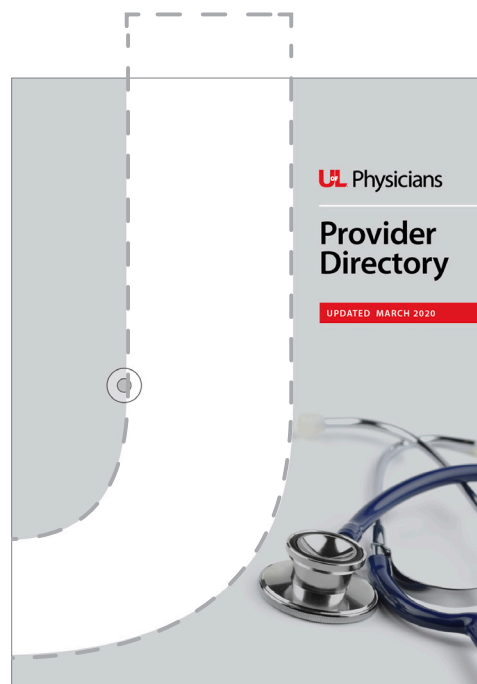
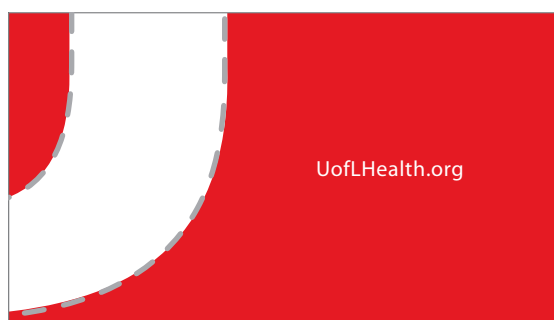
*The curve used with photography and as a footer*



*The curve used to define a footer*

## USING THE U

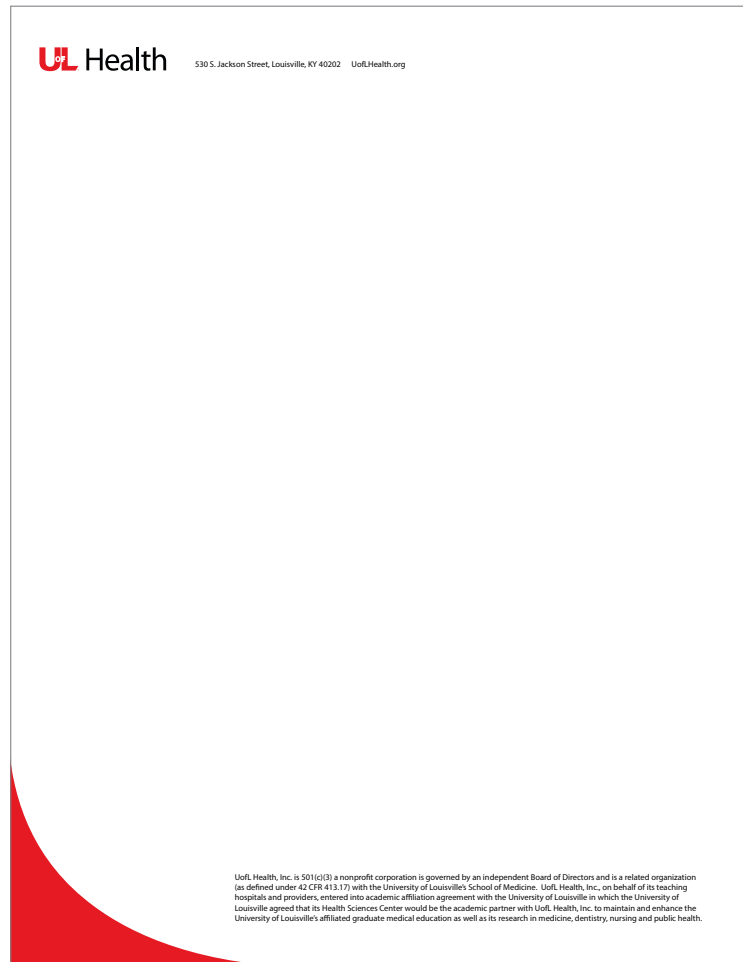
If using a portion of the U as a graphic, it **must retain proper proportions**. Do not widen or shorten the U. **Less than 40% of the U should be visible** in any graphic treatment. Please contact UofL Health – Marketing and Communications with questions or requests.



## UofL HEALTH STATIONERY SYSTEM

Below is an example of the stationery system for UofL Health. Please contact UofL Health – Marketing and Communications for UofL Health and UofL Health facility stationery. Letterhead should include the disclaimer at the bottom.

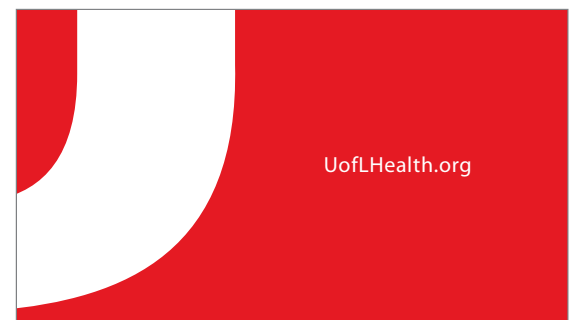
### *UofL Health Stationery*



*Letterhead*



*Business Card Front*



*Business Card Back*

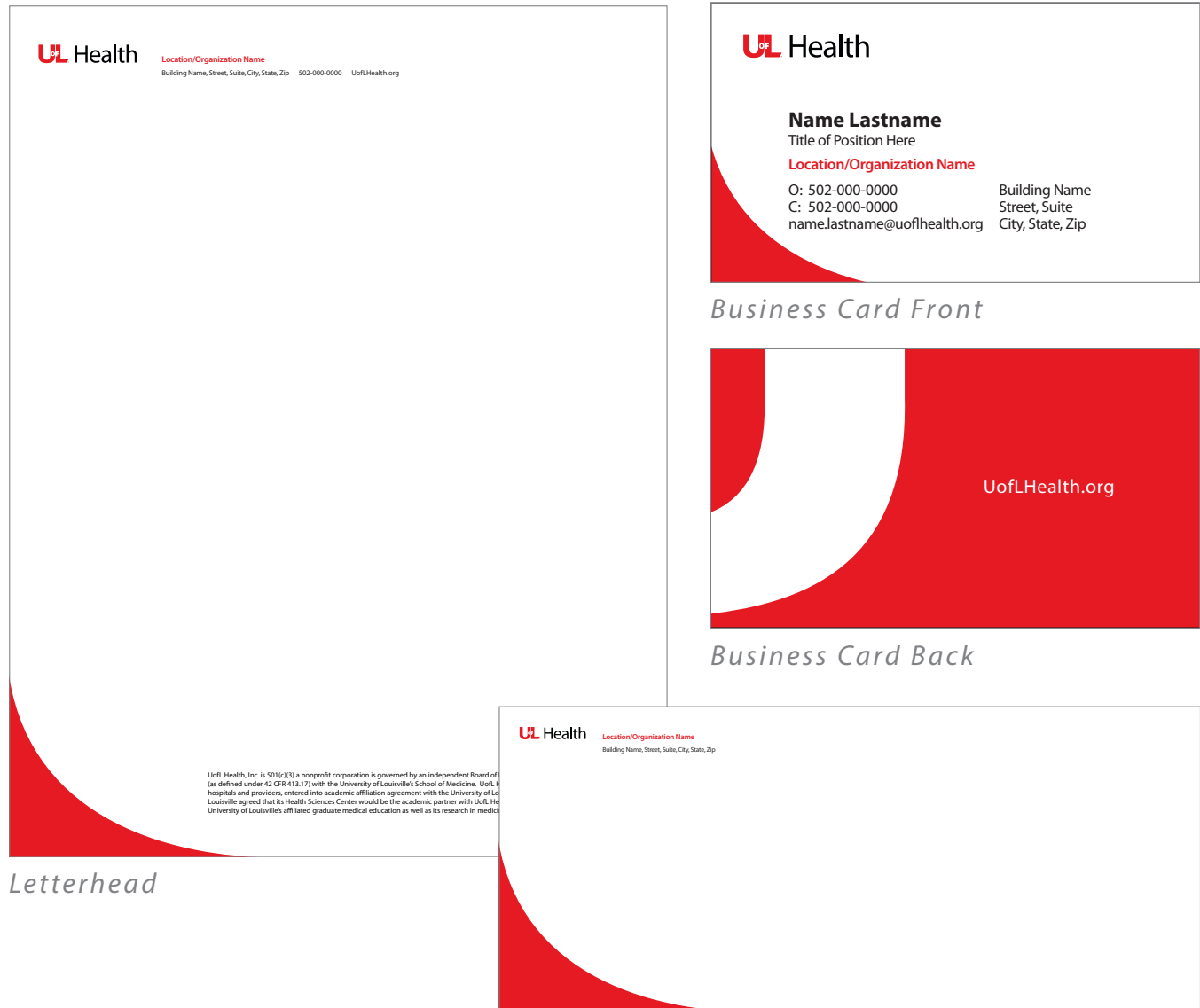


*Envelope*

## UofL HEALTH STATIONERY SYSTEM

Below is an example of the stationery system for UofL Health facility (entities) or service line stationery. Please contact UofL Health – Marketing and Communications for UofL Health and UofL Health facility stationery. Letterhead should include the disclaimer at the bottom.

### *UofL Health Facility or Service Line Stationery*



*Envelope*

## UofL HEALTH EMAIL SIGNATURE

At right is an example of the standard email signature. Graphic files and instructions for implementing the signature within Outlook can be found at <https://www.uoflhealthnow.org/resources/>. The font Arial should be used for all email signatures. Please contact UofL Health – Marketing and Communications with questions.

**Name Lastname (12pt Bold)**

Title/Position (10 pt)

**UofL Health (10 pt Bold)**

530 S. Jackson Street (10 pt)

Louisville, KY 40202 (10 pt)

O: 502-000-0000 (10 pt)

C: 502-000-0000 (10 pt)

**UofL Health**

[UofLHealth.org](https://www.uoflhealthnow.org/) (10 pt)

## BROCHURES

Brochures, PowerPoint presentations, advertisements, direct mail and other collateral pieces are critical elements of any marketing campaign. To ensure the consistency, UofL Health – Marketing and Communications will act as your in-house ad agency to assist you with the design and copy writing of these pieces. Please contact UofL Health – Marketing and Communications with questions or requests.

<p><b>UofL Hospital</b> U Health</p>  <p>530 S. Jackson Street Louisville, KY 40202 502-562-4158 <a href="http://UofL.Hospital.com">UofL.Hospital.com</a></p>	<p><b>Outpatient Surgery Center</b></p>  <p><b>UofL Hospital</b> U Health</p> <p>530 S. Jackson Street Louisville, KY 40202 502-562-4158 <a href="http://UofL.Hospital.com">UofL.Hospital.com</a></p>	<p><b>Ut wisi enim veniam, quis nostrud Ut wisi ullamcorper suscipit lobortis nisl.</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat.</p> <p>El volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetur adipiscing elit, sed diam nonummy nibh euismod</p> <p>Ut wisi enim ad minim veniam, quis nostrud Ut wisi enim ad minim veniam, quis nostrud Ut wisi enim ad minim veniam, quis nostrud</p> <p><b>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy Lorem ipsum dolo.</b></p> <p>Lorem ipsum dolor sit amet, cons ectetur Ut wisi enim ad minim veniam, minin veniam, quis nostrud Ut wisi enim ad minim veniam, quis nostrud enim, quis nostrud Ut wisi enim ad minim veniam, quis nostrud.</p> <p>Wisi enim ad minim veniam, quis nostrud Ut wisi enim ad minim veniam, quis nostrud Ut wisi enim ad minim veniam, quis nostrud Ut wisi enim ad minim veniam, quis nostrud</p>	 <p><b>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat</p> <p>El volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetur adipiscing elit, sed diam nonummy nibh euismod</p>  <p><b>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy</b></p> <p><b>amet, consectetur adipiscing elit, sed diam nonummy. El volutpat. Ut wisi enim ad minim veniam. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy</b></p>
<p><b>Brown Cancer Center</b> U Health</p>  <p>529 S. Jackson Street Louisville, KY 40202 502-562-4673 <a href="http://UofL.BrownCancerCenter.org">UofL.BrownCancerCenter.org</a></p>	<p><b>Brain and Spine Tumor Clinic</b></p>  <p><b>Brown Cancer Center</b> U Health</p> <p>529 S. Jackson Street Louisville, KY 40202 502-562-4673 <a href="http://UofL.BrownCancerCenter.org">UofL.BrownCancerCenter.org</a></p>	<p><b>Ut wisi enim veniam, quis nostrud Ut wisi ullamcorper suscipit lobortis nisl.</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat.</p> <p>El volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetur adipiscing elit, sed diam nonummy nibh euismod</p> <p>Ut wisi enim ad minim veniam, quis nostrud Ut wisi enim ad minim veniam, quis nostrud Ut wisi enim ad minim veniam, quis nostrud</p> <p><b>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy Lorem ipsum dolo.</b></p> <p>Lorem ipsum dolor sit amet, cons ectetur Ut wisi enim ad minim veniam, minin veniam, quis nostrud Ut wisi enim ad minim veniam, quis nostrud enim, quis nostrud Ut wisi enim ad minim veniam, quis nostrud.</p> <p>Wisi enim ad minim veniam, quis nostrud Ut wisi enim ad minim veniam, quis nostrud Ut wisi enim ad minim veniam, quis nostrud Ut wisi enim ad minim veniam, quis nostrud</p>	 <p><b>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat</p> <p>El volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetur adipiscing elit, sed diam nonummy nibh euismod</p>  <p><b>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy</b></p> <p><b>amet, consectetur adipiscing elit, sed diam nonummy. El volutpat. Ut wisi enim ad minim veniam. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy</b></p>



## POSTER EXAMPLES




### 4 Reasons You Should See A Primary Care Provider

- 1 | Live Healthier**  
A Primary Care Provider (PCP) helps you defend against illness and helps prevent you from getting sicker. Your PCP is your first point of contact for prevention, diagnosis and treatment.
- 2 | Reduce Trips to the Emergency Room**  
A PCP helps you manage chronic conditions like diabetes and asthma. When these conditions are controlled, they are less likely to cause sudden illnesses that send you to the Emergency Room.
- 3 | Age Well**  
Seeing a PCP regularly and building a long-term relationship means they get to know you and your medical history. Your PCP will notice changes in and take actions for preserving your health.
- 4 | Receive the Right Care at the Right Time**  
A PCP will refer you to the proper specialist when you need additional care. Your PCP will coordinate your care and make sure all of your providers support your health as a team.

**UL of Health**

# Speak Up — for — CLEAN HANDS

**UL of Health**

THAT'S THE  
POWER OF **U**

**UL of Health**