

For Immediate Release



AUB and AUBMC communicate their aspirations through new branding campaign

Beirut, Lebanon- 19/04/2011 - The American University of Beirut (AUB) and its Medical Center (AUBMC) announced the launch of a new branding campaign that seeks to more effectively communicate their ambitions and visions to their respective constituents. AUB President Peter F. Dorman and Dean of the Faculty of Medicine, Mohamed H. Sayegh, observed that the campaign was part of an overall effort to promote the leading role of both the University and the Medical Center in the region during a logo unveiling event held on the AUB campus.

The new branding campaign involves new logos for the University and the Medical Center along with a visual identity system that will bring greater consistency across multiple visual mediums including publications, stationery, websites, and official merchandise.

The new AUB and AUBMC logos feature strong commonalities, including overall layout and graphics. The logos preserve many of the iconic elements of their previous versions, but with a simplified and contemporary look. These include the historical wax seal that has been abstracted to represent a rising sun and the great ambitions for AUB and AUBMC, the cedar tree, and the Arabic calligraphy, which symbolize the institutions' roots in Lebanon and the region.

"For several generations, AUB has served the region as a leading institution of higher education. As we seek to preserve our leadership role in an increasingly competitive environment, we intend to extend the University's presence and identity in Lebanon, the broader region and beyond. Our new branding campaign is an important part of our efforts in this direction," said President Dorman commenting on the University's new branding initiative.

The new University visual identity will also feature greater consistency in the use of official colors, fonts and other design practices that will unify the look and feel of AUB in a far more harmonious fashion. The branding campaign will also highlight key institutional qualities, such as leadership and transformation, in both visual and written communications.

Dr. Sayegh, also AUB's vice president for Medical Affairs, emphasized the importance of the new branding campaign for raising public awareness of AUBMC's mission and vision for the future. "Under our new AUBMC slogan 'Our lives are dedicated to yours' - we want patients to know that they are at the heart of what we do. AUBMC is not just a hospital, it is a medical center that not only provides in- and out- patient services, but also premier medical

education and research initiatives all aimed at providing the people of Lebanon and the region with the highest standards of patient-centered care.

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Note to Editors

About AUB

Founded in 1866, the American University of Beirut bases its educational philosophy, standards, and practices on the American liberal arts model of higher education. A teaching-centered research university, AUB has more than 600 full-time faculty members and a student body of more than 7,000 students. AUB currently offers more than 100 programs leading to the bachelor's, master's, MD, and PhD degrees. It provides medical education and training to students from throughout the region at its Medical Center that includes a full service 420-bed hospital.

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