

AUA 2027 *San Diego*

STYLE GUIDE



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COLORS



PMS: 124 C
CMYK: 0-30-100-0
WEB: F3B018
RGB: 253-185-19



PMS: 144 C
CMYK: 3-55-100-0
WEB: EB8B00
RGB: 238-137-34



PMS: 570 C
CMYK: 57-0-34-0
WEB: 6BCABA
RGB: 109-199-184



PMS: 7700 C
CMYK: 84-17-0-57
WEB: 00567A
RGB: 0-86-122

FONTS

Frutiger

Primary typeface for all content, including print and web applications.

Ohno Blazeface 18 point

Accent font to be used on large signage and headings as needed for contrast.

67 Bold Condensed



HEADER

Header

57 Condensed



Subheader 1

65 Bold



Subheader 2

55 Roman



Body 1: Totatem quat. Si consedita dolesse rumquatur? Re con cus eaque illorum invere seratiusam consequas ium exceptas.

56 Italic



Body 1 Italic

45 Light



Body 2: Totatem quat. Si consedita dolesse rumquatur? Re con cus eaque illorum invere seratiusam consequas ium exceptas.

46 Light Italic



Body 2 Italic

LOGO

WIDE

TALL

PRE-MEETING

AUA 2027
San Diego MAY 21-24

AUA
2027 MAY 21-24
San Diego

ON-SITE

AUA 2027
San Diego

AUA
2027
San Diego

TALL

AUA
2027
San Diego

WIDE

AUA 2027
San Diego

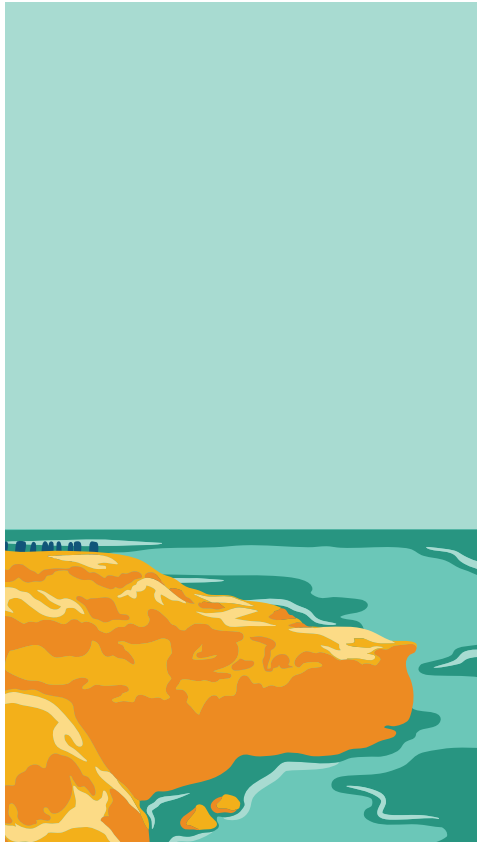
IMAGERY

Stamps



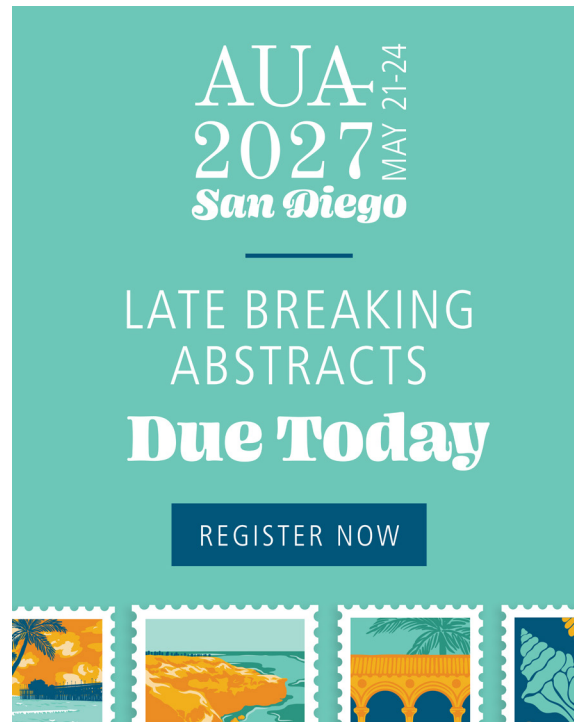
IMAGERY

Full Landscapes



DESIGN SAMPLES

Digital Assets



DESIGN SAMPLES

Website & Emails




AUA-2027 San Diego MAY 21-24

Quick Links Register Attendee Info Hotel & Travel Program Abstracts Publications Speakers Exhibitors Press Central Previous Meetings

Explore the Scientific Program!

The AUA2026 Scientific Program is now available.

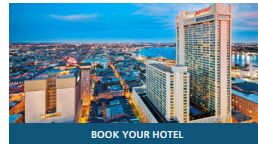




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BOOK YOUR HOTEL

Reserve your housing now with the AUA's official housing partner


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SCIENTIFIC PROGRAM

The AUA2025 Scientific Program is now available

[Read More](#)



American Urological Association

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Linthicum, MD 21090
Toll Free (U.S. only): 1-866-RING AUA (1-866-746-4282)
Phone: 410-689-3700
Fax: 410-689-3800

AUA2026 Location
801 Allen Y. Lew Place
NW, Washington, DC
20001

Related Links
AUAnet.org

- ▶ Guidelines
- ▶ Journal of Urology

AUA and AUA2026 Contacts
The AUA is always happy to help you with any questions you may have regarding the AUA or the AUA Annual Meeting.

Speaker Inquiries: speakers@AUAnet.org
 Registration Inquiries: customerservice@AUAnet.org
 Annual Meeting Inquiries: convention@AUAnet.org
 Membership Inquiries: membership@AUAnet.org
 Exhibitor Inquiries: exhibits@AUAnet.org
 Online Advertisements: Yvelyn.russell@adv-group.com

AUA 2027 MAY 21-24 San Diego

SAVE THE **Date**

[REGISTER NOW](#)



Lorem Ipsum

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[LOREM IPSUM](#)

Lorem Ipsum

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Lorem Ipsum

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[LOREM IPSUM](#)





American Urological Association

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DESIGN SAMPLES

Print

AUA 2027
San Diego

Meeting
PROGRAM+

A graphic design for the AUA 2027 San Diego Meeting Program+. The top half has a teal background with white text. The bottom half features a stylized illustration of a coastline with orange and yellow waves and a teal sea.

Attend AUA2027 Programs for
Residents & Fellows!

AUA2027 features a full schedule of programs just for urology residents & fellows. Explore programs dedicated to urologists in training, and register today.

AUA 2027 MAY 21-24
San Diego

YOUNG UROLOGISTS FORUM
Saturday, May 14, 10 a.m.-12 p.m.
Sponsored by Fujifilm

RESIDENTS BOWL
Preliminary Rounds: Friday, May 13, 12-1:30 p.m.
Semi-final Rounds: Saturday, May 14, 12-1:30 p.m.
Championship Game: Sunday, May 15, 1-2 p.m.

SPEED MENTORING PROGRAM
Sunday, May 15, 11:30 a.m.-12:30 p.m.

THE GREAT DEBATE
Saturday, May 14, 2-4 p.m.

RESIDENTS FORUM
Sunday, May 15, 7-11 a.m.
Sponsored by Intuitive

Learn More at AUA2027.org

A graphic design for a promotional flyer. It has an orange background with white and teal text. On the right side, there are several overlapping postcard-style images showing palm trees and buildings.

3,000+
ABSTRACTS
presented in Podium,
Video and Poster Sessions

EARN OVER
100 HOURS
OF CME CREDIT

60+
INSTRUCTIONAL
COURSES

300+
EXHIBITORS

AUA 2027 MAY 21-24
San Diego

A collage of six panels. The top-left panel has a teal background with white text. The top-right panel has an orange background with white text. The bottom-left panel has an orange background with white text. The bottom-right panel has a teal background with white text. The center panel features a yellow background with the event title and several overlapping postcard-style images. The middle-left and middle-right panels contain photographs of people at the event.

DESIGN SAMPLES

Signage - General



DESIGN SAMPLES

Signage - Detailed

AUA 2027
San Diego

**SPEAKER
READY ROOM**

HOURS OF OPERATION
Wednesday, October 3rd
10:00 a.m. - 3:30 p.m.

Thursday, October 4th
8:30 a.m. - 3:30 p.m.

Friday, October 5th
8:30 a.m. - 6:30 p.m.

Please check-in upon arrival



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San Diego

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AUA 2027
San Diego

KEYNOTE SPEAKERS

MAKE YOUR BUSINESS SHINE
Jack and Wendy Torrance
Jack and Wendy manage a successful hotel in the Colorado Rocky Mountains.

ELIMINATING COMPETITION WITHOUT REMORSE
Anthony Montana
Anthony will share his unique strategies for getting a leg up in business. Learn of his successes in Miami, Florida.

BUILD A BETTER PRESENTATION
William S. Preston Esq. & Theo
Anthony will share his unique strategies for getting a leg up in business. Learn of his successes in Miami, Florida.




AUA 2027
San Diego

↑ STRAIGHT AHEAD TO:
**Registration
Exhibit Hall**

← THIS WAY TO:
**Restaurants
Transportation**

→ THIS WAY TO:
**Information
Meeting Rooms**



DESIGN SAMPLES

Banners



Aisle Signs



QUESTIONS?

Usage & Approval

This Style Guide provides information on the use of logo, colors and fonts of the 2027 American Urological Association (AUA) Annual Meeting. If you have questions—or if your needs extend beyond the parameters outlined here—we ask that you contact Jennifer Kennedy, AUA Creative Manager at jkennedy@AUAnet.org.