



University
of Basel

Department of
Biomedicine



News release

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DBM Basel: Introducing a New Brand for the Department of Biomedicine

The Department of Biomedicine has a new brand: DBM Basel. The new logo reinforces the typically used acronym, highlights the strategic geographical location, and symbolizes agile collaboration and networking as a cultural asset to achieve scientific excellence.

The DBM Basel places the highest priority on scientific discovery to deepen the understanding of health and disease and to pave the way for groundbreaking therapies. Since its establishment in 2000, the department has experienced significant growth, mirrored by continuous scientific, technological and operational developments. These changes are now reflected in a fresh and dynamic brand.

The connected dots in the logo symbolize the process of bridging fundamental and clinical science, as well as the diverse biomedical disciplines and the joint venture partners behind the department: the University of Basel and the University Hospitals Basel.

The new brand, DBM Basel, accompanies the path of the department to further develop its corporate identity and its global recognition in the field of biomedicine, with a distinct yet integrated positioning within one of Europe's leading life science hubs.



Contact

For questions about the new brand, please contact the DBM Basel Communications office: communications-dbm@unibas.ch.

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