Master Color Palette: Applying the Master Color Palette to the Hospital and University

Depicted on this page are the colors used in the new branding efforts for Upstate. The first two colors are always used for all logos.

The third and fourth colors are never to be used as colors for the logo, but only in graphical treatments and signage for the Hospital and University. The following pages will show you how to use these colors correctly.

Note: Please refer to page 7 for additional information on the logo color palette.