# MEDICAL UNIVERSITY

#### LOGO HIERARCHY, page 1 of 4

**GRAPHICS STANDARDS & BRANDING GUIDELINES** 

## UPSTATE

MEDICAL UNIVERSITY

Logo for entire organization. Institution-wide and campus use

Logo for both hospital locations, 750 East Adams St. and 4900 Broad Rd.

Logo for clinical outliers (Upstate healthcare services at satellite offices.)

Also, used when referring to downtown location: 750 E. Adams St.

Use when referring only to community location: 4900 Broad Rd.



Alternate logo for institution, includes simplified seal



Expertise • Compassion • Hope

Alternate logo for institution, used to emphasize vision.



Alternate logo for campus use, used when SUNY association needs to be stressed.



Alternate logo for institution, used to emphasize mission.



Logo for Children's Hospital, located at One Children's Place, and ALL pediatric programs

Examples of logo for clinical centers. Reserved for pillars

**COLLEGE OF GRADUATE STUDIES** 

**COLLEGE OF MEDICINE** 

COLLEGE OF NURSING

Graphic treatment for hospital/clinical departments and programs, see page 2. Graphic treatment for academic departments and programs, see page 3.

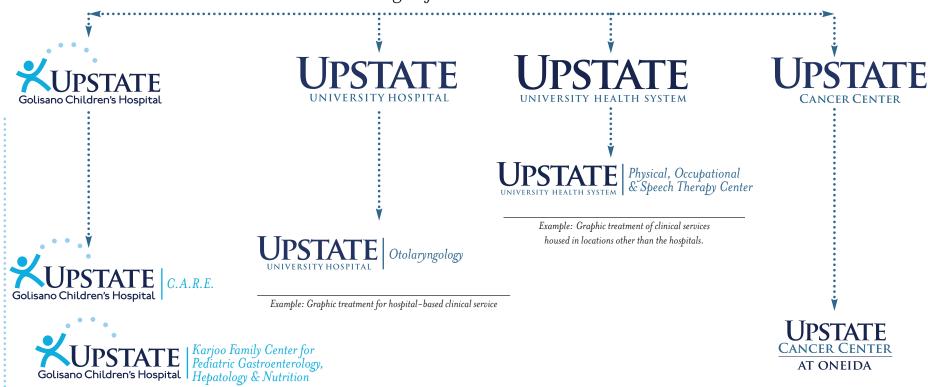
QUESTIONS? Contact Leah Caldwell, Assistant Vice President, Marketing & University Communications, 315.464.4836/6522 Go to www.upstate.edu/logos to download logos and powerpoint templates and find how to order business cards, letterhead and envelopes.



#### LOGO HIERARCHY, page 2 of 4

GRAPHICS STANDARDS & BRANDING GUIDELINES LOGO DETAIL: CLINICAL

Logos for clinical services



Example: Graphic treatment for private-practice clinical service affiliated with Upstate and located off-campus.

UPSTATE GOLIANO CARI
GOLIANO ATTER HOURS CARI

Graphic treatment of sign for pediatric service at 4900 Broad Rd. Similar but distinct from children's hospital logo to avoid location confusion.

Examples: Graphic treatment for pediatric programs

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### LOGO HIERARCHY, page 3 of 4



GRAPHICS STANDARDS & BRANDING GUIDELINES LOGO DETAIL: CAMPUS & UNIVERSITY-WIDE



Logo for entire organization. Institution-wide and campus use

UPSTATE

TRANSLATIONAL SCIENCE

Example: Logo for approved academic centers only

UPSTATE Registered Nurse First Assistant Program

UPSTATE | Cardiovascular Perfusion

UPSTATE | Cell & Developmental Biology

UPSTATE MD/PhD Program

Graphic treatment for academic programs and departments

UPSTATE External Relations

UPSTATE Diversity and Inclusion

UPSTATE | Organizational Training and Development

Graphic treatment for offices and departments

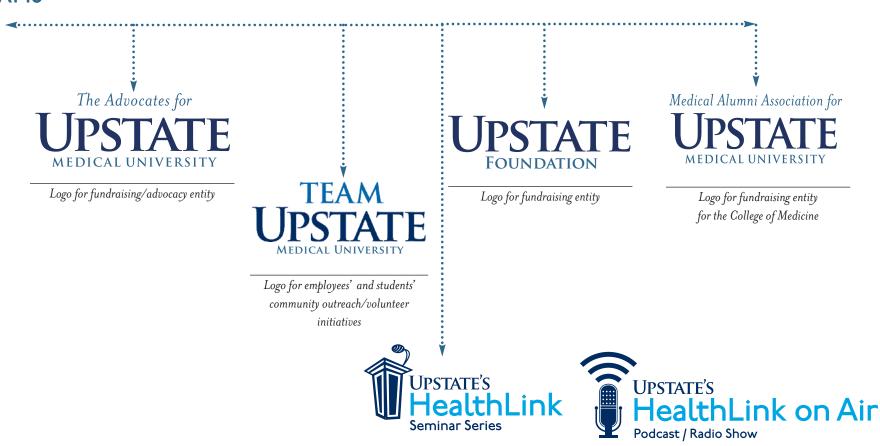
#### LOGO HIERARCHY, page 4 of 4



GRAPHICS STANDARDS & BRANDING GUIDELINES 501C3s AND SELECT COMMUNITY OUTREACH PROGRAMS



Logo for entire organization. Institution-wide and campus use



Logos for health seminars & radio show