GRAPHICS STANDARDS & BRANDING GUIDELINES

**Upstate Medical University**

Logo for entire organization. Institution-wide and campus use

**Upstate University Hospital**
Logo for both hospital locations, 750 East Adams St. and 4900 Broad Rd.

**Upstate University Hospital Downtown Campus**
For use when referring only to one location: 750 E. Adams St.

**Upstate University Hospital Community Campus**
For use when referring only to one location: 4900 Broad Rd.

**Upstate Golisano Children’s Hospital**
Logo for Children's Hospital, located at One Children’s Place, and ALL pediatric programs

**Upstate University Health System**
Logo for clinical outliers (Upstate healthcare services at satellite offices.)

**Upstate Comprehensive Stroke Center**
Examples of logo for clinical centers. Reserved for pillars

**Upstate Cancer Center**

**Upstate Medical University**
State University of New York
Alternate logo for campus use, used when SUNY association needs to be stressed.

**Upstate Medical University**
Education - Healthcare - Research
Alternate logo for institution, used to emphasize mission.

**Upstate Medical University**
College of Graduate Studies

**Upstate Medical University**
College of Health Professions

**Upstate Medical University**
College of Medicine

**Upstate Medical University**
College of Nursing

Questions? Call Marketing & University Communications, 315.464.4836/4834
Logos, letterhead & PPT templates available at www.upstate.edu/logos

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

- **Upstate University Hospital**
- **Upstate University Health System**
- **Upstate Cancer Center**
- **Upstate Physical, Occupational & Speech Therapy Center**

Examples:
- Graphic treatment of hospital-based clinical service
- Graphic treatment of clinical services housed in locations other than the hospitals.
- Graphic treatment for private-practice clinical service affiliated with Upstate and located off-campus.

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Logo hierarchy of Upstate Medical University's graphics standards and branding guidelines.

- **Upstate Medical University**
  - Logo for entire organization, institution-wide and campus use
  - Example: Logo for approved academic centers only
  - Graphic treatment for academic programs and departments
  - Graphic treatment for offices and departments

- **Center for Global Health & Translational Science**
- **Registered Nurse First Assistant Program**
- **Cardiovascular Perfusion**
- **Cell & Developmental Biology**
- **MD/PhD Program**

- **Financial Aid**
- **Human Resources**
- **Public & Governmental Affairs**

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UPSTATE MEDICAL UNIVERSITY

Graphics Standards & Branding Guidelines

501c3s and Select Community Outreach Programs

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