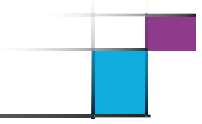


# UPSTATE

MEDICAL UNIVERSITY

## LOGO HIERARCHY, page 1 of 4



### 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

Also, used when referring to down-  
town location: 750 E. Adams St.

## UPSTATE

COMMUNITY HOSPITAL

Use when referring only to commu-  
nity location: 4900 Broad Rd.



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



Examples of logo for clinical centers. Reserved for pillars

## UPSTATE

UNIVERSITY HEALTH SYSTEM

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



## UPSTATE

MEDICAL UNIVERSITY

Alternate logo for institution,  
includes simplified seal

STATE UNIVERSITY OF NEW YORK

## UPSTATE

MEDICAL UNIVERSITY

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

## UPSTATE

MEDICAL UNIVERSITY

Expertise • Compassion • Hope

Alternate logo for institution,  
used to emphasize vision.

## 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

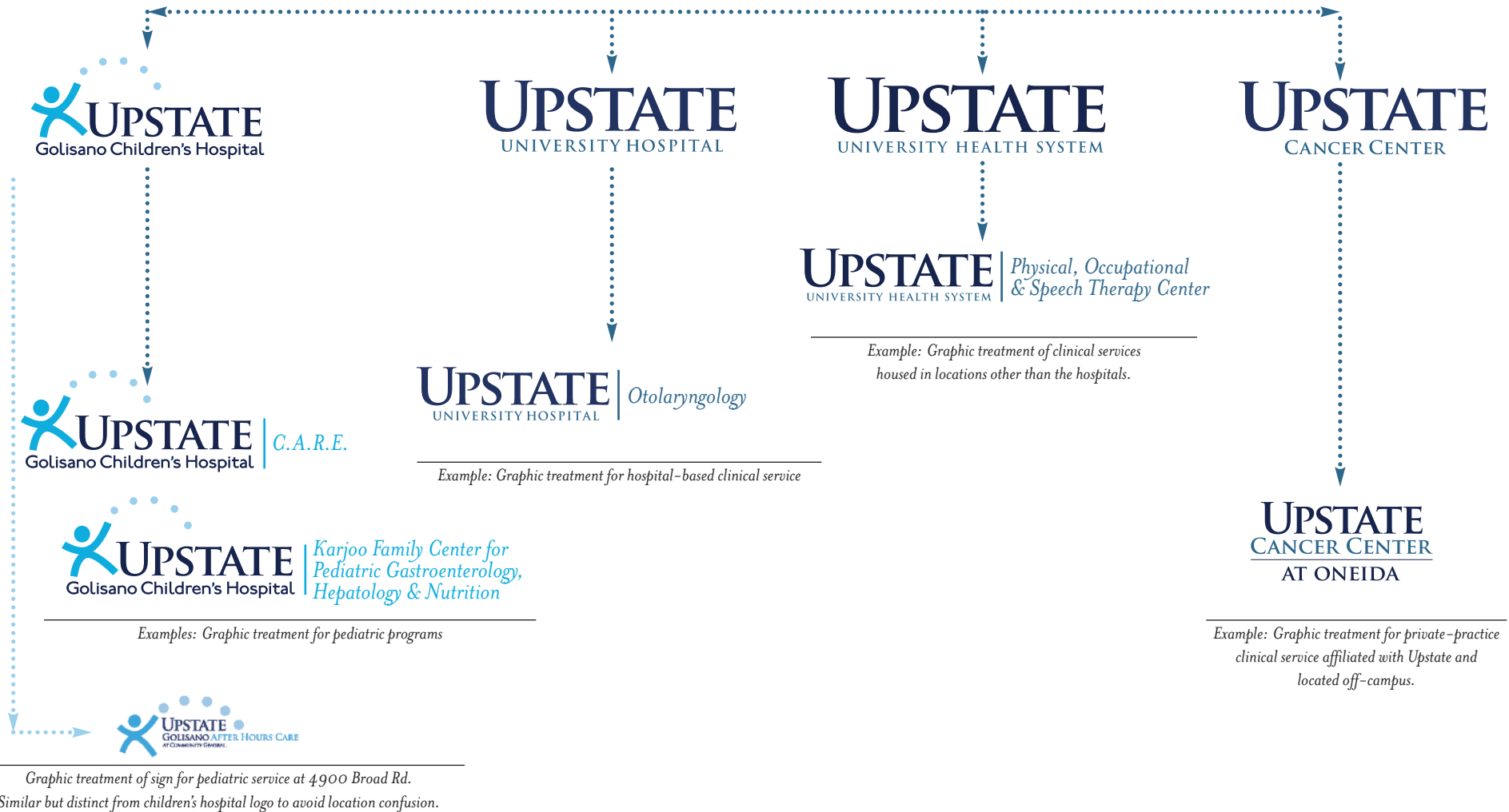
MEDICAL UNIVERSITY

COLLEGE OF NURSING

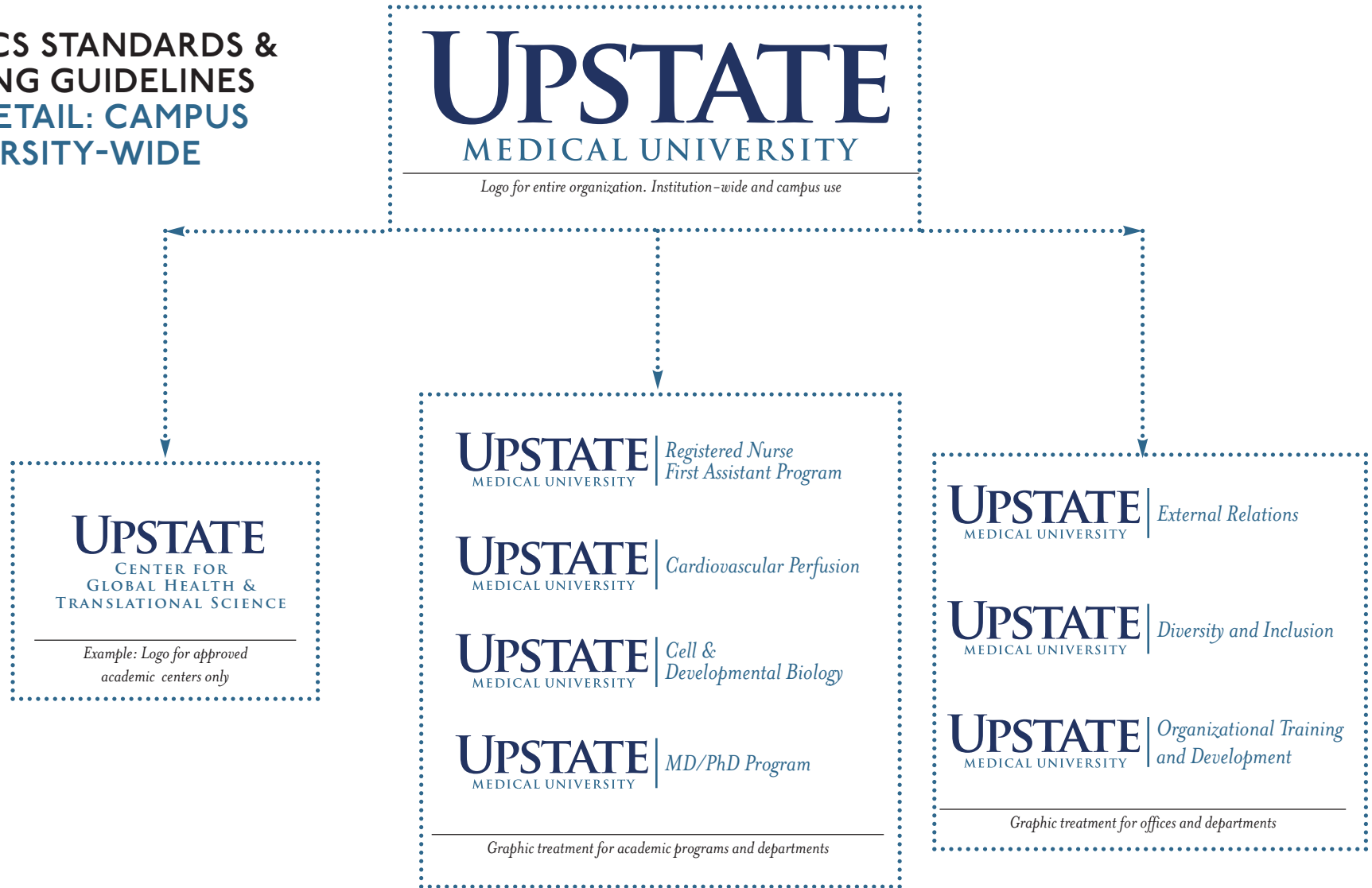
Graphic treatment for **hospital/clinical** departments and programs, see page 2. Graphic treatment for **academic** departments and programs, see page 3

### GRAPHICS STANDARDS & BRANDING GUIDELINES LOGO DETAIL: CLINICAL

#### Logos for clinical services



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



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

# UPSTATE

MEDICAL UNIVERSITY

*Logo for entire organization. Institution-wide and campus use*

*The Advocates for*  
**UPSTATE**  
MEDICAL UNIVERSITY

*Logo for fundraising/advocacy entity*

**TEAM**  
**UPSTATE**  
MEDICAL UNIVERSITY

*Logo for employees' and students'  
community outreach/volunteer  
initiatives*

**UPSTATE**  
FOUNDATION

*Logo for fundraising entity*

*Medical Alumni Association for*  
**UPSTATE**  
MEDICAL UNIVERSITY

*Logo for fundraising entity  
for the College of Medicine*

 **UPSTATE'S**  
**HealthLink**  
Seminar Series

 **UPSTATE'S**  
**HealthLink on Air**  
Podcast / Radio Show

*Logos for health seminars & radio show*