

GUIDELINES

Navy blue and **steel blue** are the main colors of Upstate Medical University and all its components. The combination is used in all logos (samples at right), except the children's hospital (below right). Navy and steel blue are used on stationery, business cards, signage, etc.

Background blue is a companion to the main colors and should be used as a dominant color on clinical materials — patient education, physician communications, etc. See brochure cover example at right.

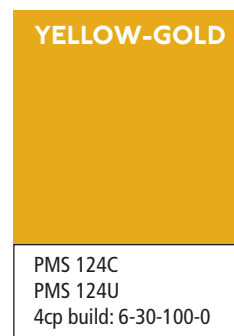
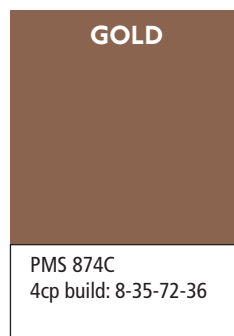
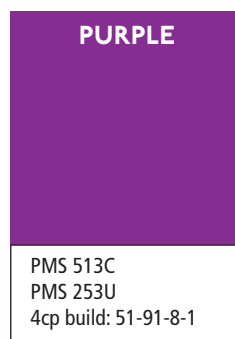
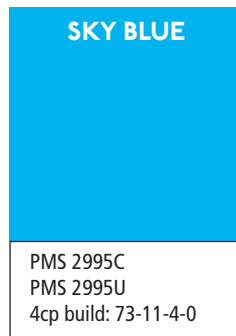
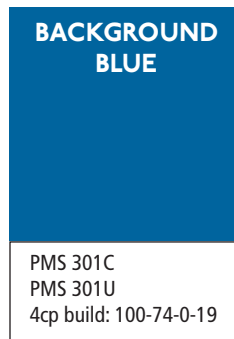
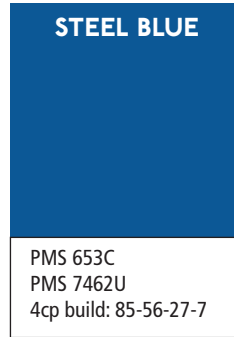
Sky blue and **lime green** can be used as accent colors that accompany the dominant blues of Upstate materials. **Sky blue** and navy blue are the colors of the children's hospital logo. Sky blue should be the dominant color in pediatric materials. **Lime green** is the color of the Upstate Cancer Center and should be used prominently, alongside the Upstate blues, in cancer materials. See examples at right.

Purple is an accent color that should be used sparingly and subordinate to all colors above.

Academic blue and **golds** are reserved for formal materials from the colleges and office of the president. Note: **Yellow-gold** is used when metallic ink is not available and the gold would look brown. See examples at right.

Questions? Contact the Department of Marketing and University Communications, 315-464-4836. Leah Caldwell, associate vice president

COLORS



EXAMPLES

