



BRAND STANDARDS FOR SHIRTS AND JACKETS

Want to show your pride and promote Upstate by wearing branded clothing? That's great! Here are guidelines:

Logo placement. The Upstate logo must appear on the front, full chest or left breast.

Not sure which logo to use?

Upstate Medical University logo is always correct. It can be used with or without the seal.

Upstate University Hospital logo is correct if your shirt promotes a hospital service, at any location.

Upstate Golisano Children's Hospital is correct if your shirt promotes pediatrics.

Upstate Cancer Center is correct if your shirt promotes oncology services.

Need a logo specific to your department?

E-mail Marketing, marketing@upstate.edu, and we can create one quickly. (See "Marketing" example at right.)



Do show your colors. Upstate brand colors are specific blues.

(See color palette at upstate.edu/apparel. The logo can only appear in Upstate blues, black or white.)

Don't let the vendor or your "Aunt Sally" redesign the logo.

Apparel must use Upstate's official logos, created with Upstate's official fonts, and cannot incorporate any other icons by the logo itself. You can access logos upstate.edu/logos or email Marketing (marketing@upstate.edu).

Feeling creative? Use the back of the t-shirt. On occasion, Upstate groups have something specific that they want to promote on apparel. You are welcome to print on the full back of the t-shirt. At right are some examples. Contact Marketing for design assistance and approval. (Keep in mind that messages should be inclusive. No inside jokes or religious-themed messages, for example.)

EXAMPLES



UPSTATE
UNIVERSITY HOSPITAL

UPSTATE
MEDICAL UNIVERSITY

UPSTATE
Golisano Children's Hospital

UPSTATE
CANCER CENTER

SHIRT BACKS



GO GOLD
FOR KIDS
WITH
CANCER

TEAM UPSTATE SHIRTS

*Are you volunteering at a Team Upstate event?
Contact Marketing, marketing@upstate.edu, and
we may have a shirt for you to wear at the event.*

