

**On February 24, Upstate University Hospital Community Campus will be changing its name to Upstate Community Hospital. This name is specific to the services and offices at the Broad Road campus. The change also creates a shorter building name that will help patients know the specific location for their visit or care.**

**Upstate University Hospital remains the overall entity and is used for the main identity for the clinical system, as well as for services at both locations. The wording “Upstate Health System” will remain the identity used in conjunction with many offsite clinic locations.**

## **Q&A**

### **Why is Upstate changing the name of the Community Campus location?**

The new name is shorter and easier for patients, referrers and transport, and removes ambiguity for where a patient is going for care. It also is appropriate to have this new building name, which is a more distinct identity, to reflect the growth and services at the Community Campus.

### **What happens to the wording “Downtown” and “Community” campus?**

For internal memos, correspondence and reports, those nicknames are fine and have been in use for many years and can continue. Upstate Community Hospital is the formal name that will be facing our external audiences.

### **What logo should I use?**

- If a service is provided only at Upstate Community Hospital you will use that logo.
- If your unit or office has a location at Broad Road, and/or you deliver patient care there, you will use the Community Hospital logo on specific materials for that service.
- If you currently use the Community Campus logo, you will use the new logo.
- If your service or department sees patients at multiple locations, you will use the Upstate University Hospital logo (or your formal department logo) for general information pieces; locations would be referenced in the text. You may also customize patient material by location, and use the appropriate logo for either downtown or community.
- Employees based at Broad Road may use the new logo on email signatures and apparel. For any employee in the clinical system, the Upstate University Hospital or Upstate Medical University logo also will always be correct.

### **Our service is at both locations, should we use two logos?**

No. All Upstate material should only feature one logo. All materials have room for office locations, or, a piece can be customized for the Community Hospital location. A major

part of the rename is to guide patients to their point of care. If in doubt, either the Upstate Medical University or the Upstate University Hospital logos are the appropriate, highest-level logo for almost all purposes. All Upstate employees are part of our one Medical University.

### **How should we answer the phone or voicemail messages?**

If you are at Broad Road, you can say “Upstate Community Hospital” if that is part of your greeting.

### **Should I throw away items that have “Upstate University Hospital Community Campus” on them?**

You may use those materials until you run out, with the intention to replace print materials by August 2020. The transition to the new identity will be rolled out in stages, and the new logo will be phased in as replacements are needed.

Note: While most signage eventually will be replaced, there are several more permanent installations that feature the Community General name. Those are viewed as historical and won't be chiseled out of the walls during the rollout.

### **How do I refer to both hospitals together?**

The new name is a building name. While Upstate has two hospital locations, and three hospital identities (University Hospital, Community Hospital and Golisano Children's Hospital) the Hospital operates all these entities under one license.

As needed, you can say “Upstate University Hospital, with two hospital sites.” Or you can say: “Upstate offers hospital care at Upstate University Hospital, Upstate Community Hospital and the Upstate Golisano Children's Hospital.”

As we technically are not two discrete, licensed hospitals, don't use the wording “Upstate University Hospitals” or “Upstate University and Community Hospitals.”

### **Where can I get the Upstate Community Hospital logo?**

Logos can be found at [www.upstate.edu/logos/](http://www.upstate.edu/logos/)

For help with logos, or to create a new version of your logo, or questions on usage, please email: [marketing@upstate.edu](mailto:marketing@upstate.edu)