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Guidelines for using the Upstate logo on apparel and imprinted items

These rules will also enable you to stay within the overall graphic standards for the Upstate logos as it applies to clothing, hats and other accessories, as well as imprinted items such as mugs, key chains, etc.

These rules are for both the new Upstate logos and the traditional Upstate seal:

Worded: One and two color

Grid graphic

Seal



GENERAL RULES

- ◆ When applied to a T-shirt, sweatshirt, jacket, hat or other apparel, the Upstate logo should be placed so it is easily visible, with ample clear zone around it.
- ◆ No words, designs, logos or images may crowd, overlap, merge or obscure the Upstate logo.
- ◆ The Upstate logo should not be so large that it wraps around an apparel item.
- ◆ The Upstate logo should never be placed in such a way that it would be divided by a zipper, buttons or pockets.
- ◆ The Upstate logo cannot be placed in a box or circle or other graphic element that is not part of the official logo.
- ◆ Do not stretch the logo. Proportions of the Upstate logo must remain the same whether reduced or enlarged.
- ◆ The Upstate logo is a copyrighted image and must not be altered. It may not be shaded, shadowed, screened, used in outline form or filled with a texture or photo.

Specific Uses

WORDED LOGO (“Upstate Medical University”)

- ◆ Do not alter the colors or fonts of the logo.

Use an approved version of the logo that is most suitable to the background material on which it is placed. For example, a white version can appear on a dark background.

The Upstate [word] logo may be used in these versions:

- ◆ **One color:** NAVY BLUE (PMS 2768 C | PMS 282 U) or WHITE or BLACK
- ◆ **Two color** (Navy Blue PMS 2768 C | PMS 282 U AND Steel Blue PMS 653 C | PMS 7462 U Build 85-56-27-7)

The worded logo is also available with the college names and should appear as such.

Example:



THE SEAL

The official seal may be used on Upstate apparel, mugs and other imprinted or embossed items.

Alone, it can appear in one color (Navy, Black, White, Gold) or in two color (PMS 281 and 874)

When it accompanies the worded logo “Upstate Medical University” it should be as shown here:

In this instance, the seal may also be printed in PMS 2768



GRID DESIGN

The use of the intersecting lines and squares or other graphic elements has more limited use for apparel and should not be modified or stretched.

OTHER USES AND “COLLEGIATE” BLOCK LETTER FONTS

- ◆ On clothing, Upstate Medical University may be imprinted in the new worded logo or in a collegiate block style font. Not mixed.
- ◆ The seal may only appear with the words “Upstate Medical University” as the worded logo — not collegiate block style. (Shown above.)
- ◆ A caduceus (other than the Upstate seal) is not allowed on imprinted items.
- ◆ SUNY may be used on block lettered clothing, however not “State University of New York.” “SUNY” may not be bigger than “Upstate.”

