UPSTATE MEDICAL UNIVERSITY COLOR PALETTE

Questions? Contact Leah Caldwell, assistant vice president, Marketing and University Communications, caldwell@upstate.edu

PRINT GUIDELINES

COLORS

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, and other like uses.

Background blue is a companion to the main colors and looks good in print material in particular. It should be used as a dominant color on clinical materials, including patient education brochures and physician communications.

Sky blue can be used as an accent or dominant color. As an accent, it accompanies the dominant blues of Upstate materials. **Sky blue** and **Navy blue** are the colors of the children's hospital logo. Sky blue is used in several applications and should be the dominant color in pediatric materials.

Purple and **lime green** are subordinate accent colors that can be used sparingly to brighten and lighten materials.

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.

NAVY BLUE

PMS 2768C PMS 282U 4cp build: 100-91-39-38

STEEL BLUE

PMS 653C PMS 7462U 4cp build: 85-56-27-7

BACKGROUND BLUE

PMS 301C PMS 301U 4cp build: 100-74-0-19

SKY BLUE

PMS 2995C PMS 2995U 4cp build: 73-11-4-0

PURPLE

PMS 513C PMS 253U 4cp build: 51-91-8-1

LIME GREEN

PMS 381C PMS 380U 4cp build: 30-0-94-0

ACADEMIC BLUE

PMS 281C PMS 380U 4cp build: 100-85-5-20

GOLD

PMS 874C 4cp build: 8-35-72-36

LOGO GUIDELINES

UPSTATE

MEDICAL UNIVERSITY





Color logos must be rendered as above (Navy and Steel blue) or as one color in black, white or Navy blue.

Logo guidelines and seal usage policy are at upstate.edu/logos

Departments may request a brand-standard logo via marketing@upstate.edu





YELLOW-GOLD

PMS 124C PMS 124U 4cp build: 6-30-100-0



