

UPSTATE MEDICAL UNIVERSITY COLOR PALETTE

Revised March 2021

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PRINT 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, and other like uses.

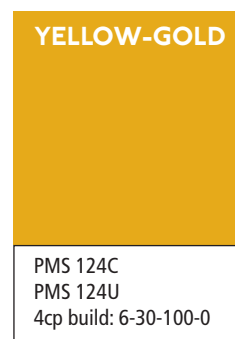
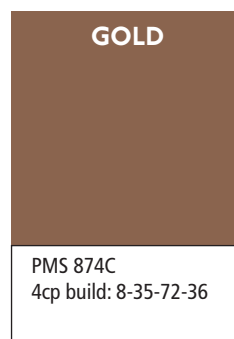
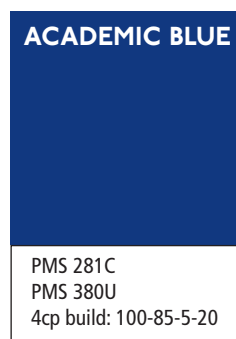
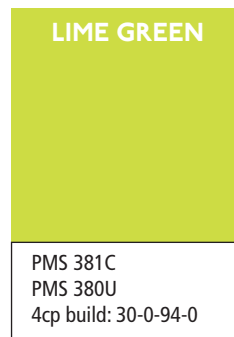
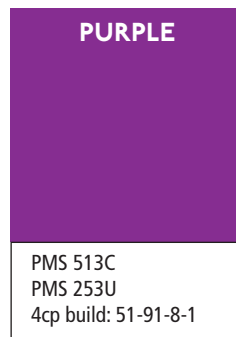
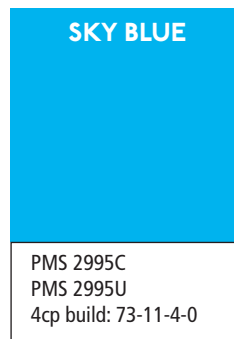
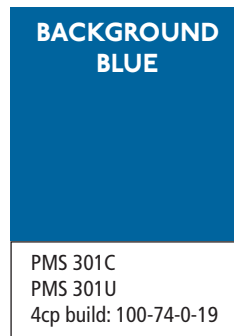
Background blue is a companion to the main colors and looks good in print material in particular. It should be used as a dominant color on clinical materials, including patient education brochures and physician communications.

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.

COLORS



LOGO GUIDELINES



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

