



Cayuga
HEALTH

Brand Guidelines

HLYA HOWELL LIBERATORE
& ASSOCIATES, INC.

| 2021

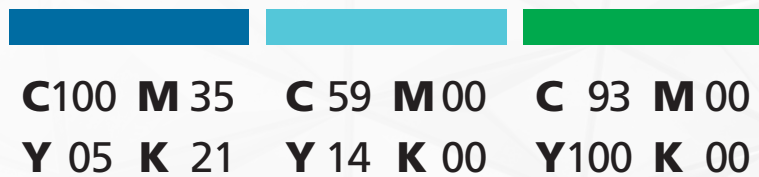


Cayuga Health's Main Brands

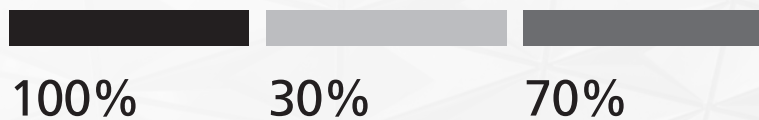
PANTONE



4C (CMYK)



GRAYSCALE





Use 2x the height of the largest capital letter to determine safe area around logo.



Use 1x the height of the largest lowercase letter to determine the margins of the logo's white box.

Logo Do's



Logo Don't's

