Cayuga HEALTH

Brand Guidelines

HL&A — HOWELL LIBERATORE & ASSOCIATES, INC. | Version 2 | Updated 06/2024

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This is a branding resource guide for Cayuga Health

Inside you will find:

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To insure proper brand use and avoid mistakes please only use the logos in the official zip file provided by the Cayuga Health's Marketing Department.

Overview of Brand Logos

Cayuga Health Logo

Used as the main logo for all materials unless instructed otherwise.

Cayuga Health Sub-Brands These are only used when specifically instructed.

Color Profiles

It's important to use the correct color profile for the correct medium (i.e. Print, PANTONETM ink process, and Web). If the wrong profiles are used or differing files are mixed, this **can cause errors** in final print products or digital displays.

PANTONE ™   Used for custom ink print jobs.

3015 C   3115 C   347 C

CMYK   Used for 4-color ink print jobs.

C100 **M** 35   **C** 59 **M** 00   **C** 93 **M** 00
Y 05 **K** 21   **Y** 14 **K** 00   **Y**100 **K** 00

RGB   Used for digital products and screen displays.

R 0 **G** 96 **B** 156   **R** 0 **G** 190 **B** 215   **R** 0 **G** 152 **B** 69
#00609c   **#00bed7**   **#009845**

GRAYSCALE   Used for monotone print jobs.

100%   30%   70%

Logos: Best Practices

Use 2x the height of a lowercase letter (such as "u") to determine safe area around logo.
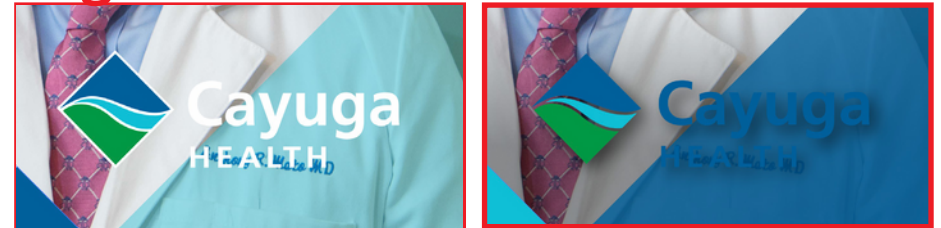
If placing the logo within the box, use 1x the height of a lowercase letter to determine the margins of the logo's white box.
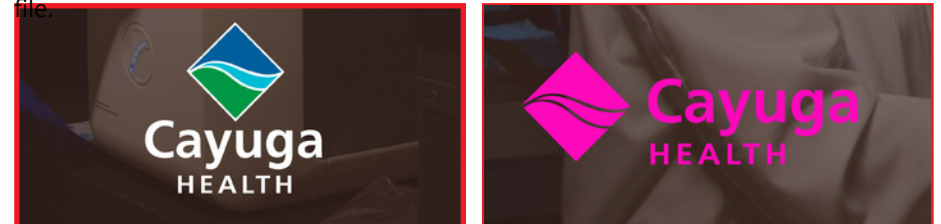
Logo Do's

Logo Don'ts

Prioritize legibility. Make sure to use the logo that contrasts the best with the background. Sometimes "subtle" gradients and drop shadows may be required.

Make sure the logo is not skewed, squashed, rotated, or is using a low resolution file.

Do not alter the format or colors of the logo.

Cayuga
HEALTH