

Brand Standards & Guidelines

Logo Mark

Our mark represents a medical cross formed from interlocking organic shapes. The unification of the shapes symbolizes the consolidation our healthcare network, extending compassionate, patient-centered care to every community we serve—inspiring growth and wellbeing through innovation and collaboration.



Primary Logo Lockup

VERTICAL VERSION: DARK-BLUE TYPE

The centered, vertical lockup creates a classic, balanced format.

This logo lockup is recommended for most applications.



Centralus Health

Primary Logo Lockup

VERTICAL VERSION: LIGHT-GREEN TYPE

The centered, vertical lockup creates a classic, balanced format. This light-green logo lockup is only used over our brand's solid-blue background color—ideal for signage, advertising collateral, publications, and premium and wearable items.



Centralus
Health

LOGO LOCKUP: BLACK AND WHITE VERSIONS

BLACK



WHITE



CLEAR SPACE AND SIZING

When implementing our logo, maintain a proper amount of clear space around the mark, free of other graphics and text. This ensures the Centralus Health logo is recognizable and easy to see.

The proper amount of clear space for the Centralus Health logo can be measured by the capital “H” in the logo. See the diagram to the right.

It’s also important that the logo be sized large enough to be legible within its application and context.

LOGO CLEAR SPACE



SMALLEST LOGO SIZE



INCORRECT USE

To preserve the integrity and professionalism of our brand, there are strict limitations on proper use of the logo. The examples on this page illustrate only some of the possible misuses.



Do not place logo on unapproved background color



Do not place logo on unapproved background color



Do not use unapproved color variations



Do not place logo on busy background



Do not stretch, tilt or distort the logo



Do not outline or rearrange elements of the logo



Do not create unapproved logo lockups with text



Do not reposition logo components



Do not enclose the logo in a shape



Do not use opacities of the logo or layer it



Do not apply effects to logo

APPROVED USES

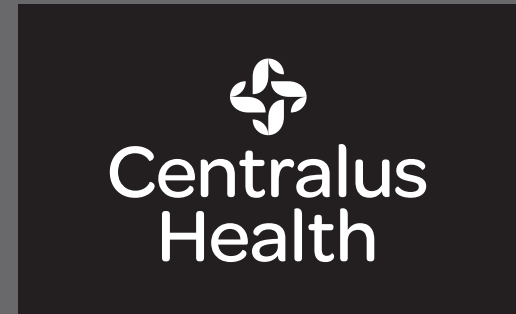
The examples on this page illustrate only some of the possible uses.



Full-color logo on white



Reversed out of Centralus Health blue



Reversed out of black



Full color on a light portion of photograph that isn't too busy






Reversed out of photograph with enough contrast for readability



Reversed out of gray

FILE FORMAT USE

Picking the correct file type for using our logo isn't always easy. Please refer to this chart when making this decision. When possible, ask your print vendor, publication or media company which file format they recommend.

VISUAL EXAMPLE	USE	FILE TYPE
	For full-color printing (stationery, banners, letterhead, signage, etc.)	EPS, PDF, Ai, vector ; 4-color or CMYK
	For on-screen use only (Word, PowerPoint, web)	JPEG, PNG, 72dpi; RGB
	For small print jobs, in office only, if programs used don't accept EPS	JPEG, 300dpi; CMYK
	For reversing logo out of a color	Vector, EPS, PDF
	For black-and-white or grayscale printing; alternative to grayscale logo option	Vector, EPS, PDF; black
	For black-and-white small print jobs, in office only, if programs used don't accept EPS	JPEG, 300dpi

Secondary Logo Lockups

HORIZONTAL VERSIONS

Our left-justified, horizontal lockups are for layouts where space is limited. The light-green logo lockup is only used over our brand's solid-blue background color—ideal for signage, advertising collateral, publications, and premium and wearable items.

DARK-BLUE TYPE



Centralus Health

LIGHT-GREEN TYPE



Centralus Health

Affiliate Logo Lockups

For instances where the legacy brand must be identified, the affiliate lockup with qualifier should be used.

Arnot*Health*

A Member of Centralus Health



Cayuga
HEALTH

A Member of Centralus Health