

4.0

Design System



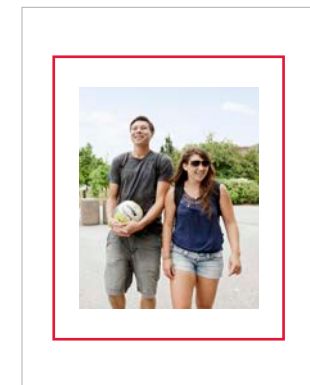
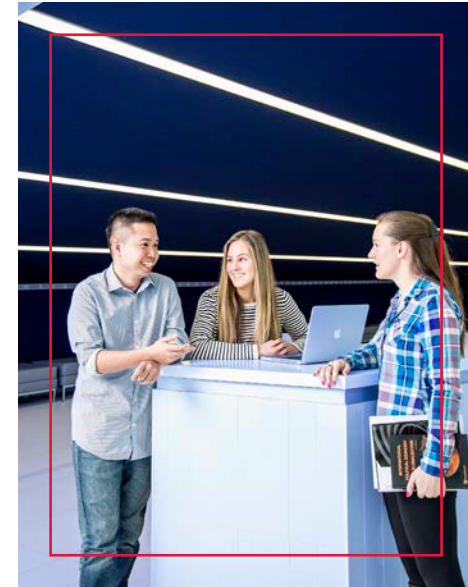
Design System

Window of Positive Change

The Window of Positive Change is the proprietary design element of the refreshed visual design system and is an apt reference for York University – a leading proponent of positive change through its research, scholarship, progressive pedagogy, advocacy and student engagement.

This is a window onto the world. The idea offers possibility and hope – as a witness to social, technological, political and cultural change. It situates the York community in two worlds contemporaneously, both the interior and the exterior.

The Window of Positive Change is a metaphor for a progressive academic experience, openness to ideas, transparency, inquiry and critical thinking. The window is a vessel within which the York community (from the formal institution to its partners and students) has the opportunity to create meaning. At times, it places the subject inside the frame but always with a view outward. Here we may tread both worlds to gain empathy and a broader perspective.



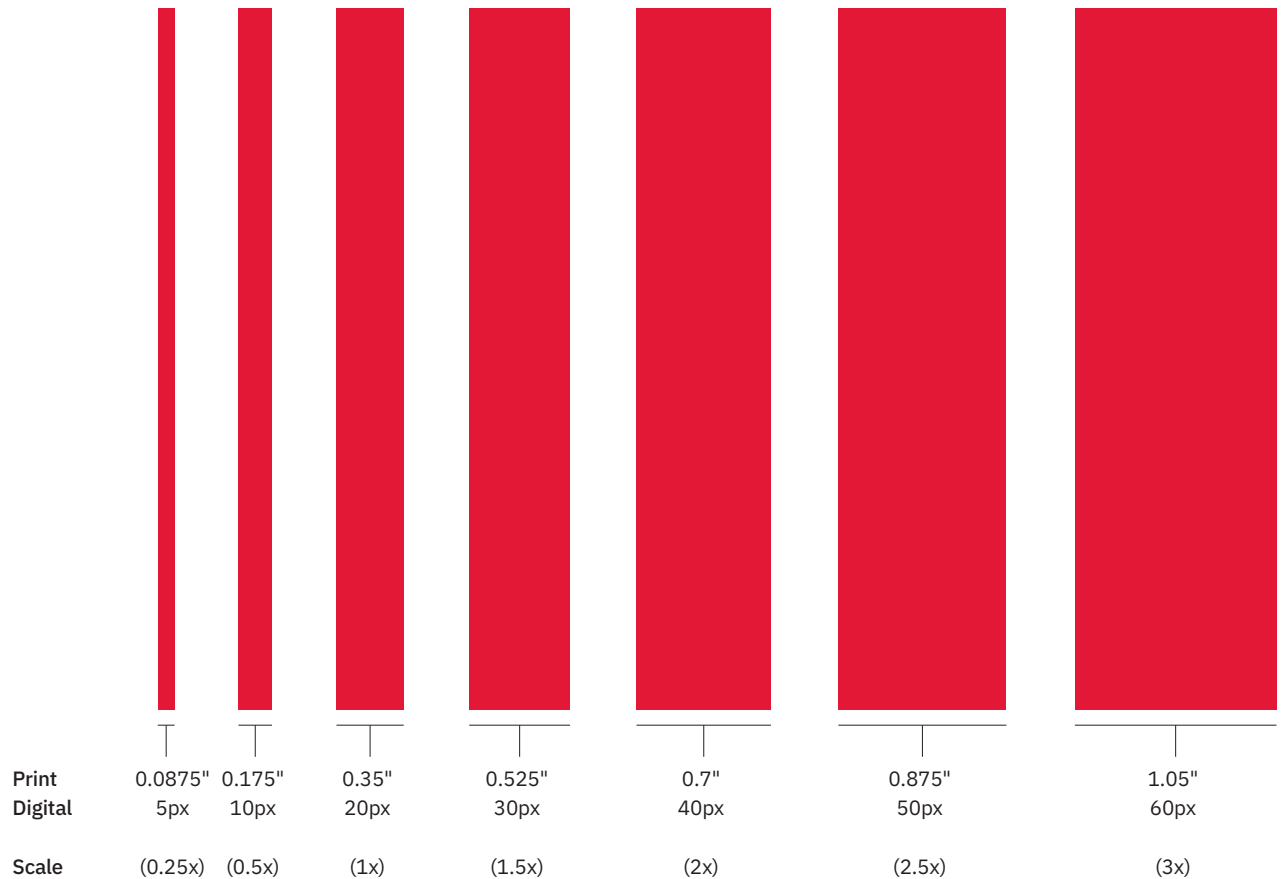
Incremental Rule

The width of the Window of Positive Change is determined by the size of the square in the York logo. A simple incremental rule consisting of basic multiplication is applied to produce the various window widths in use. The rule states that starting from the base size (referred to as x), the window may grow or decrease in size by multiples of 0.5. This means the base size (x) can be multiplied by 0.5, 1, 1.5, 2, 2.5, 3, 3.5 and so on.

The only exception to this 0.5 rule is that the base size (x) can also be reduced one step further by multiplying it by 0.25. This allows for the creation of a “keyline” window. Using this formula, a vast variety of window widths can be created. There are no formal rules for how to size the logo, but users must adhere to the minimum size for proper reproduction.

The logo is a vital signifier of the university brand and therefore should be clear and prominent. Adhering to the incremental rule will ensure consistency throughout all digital and print materials.

When the York logo does NOT appear with the window (e.g., in social media posts) the minimum sizing used for the logo (0.35” for formal/print and 20px for digital) should still be applied to sizing the window. This would give a base starting width of 0.35” for formal/print and 20px for digital, which the incremental rule is then applied to. For windows that require bleed, the recommended width is 1x to allow for proper trimming.

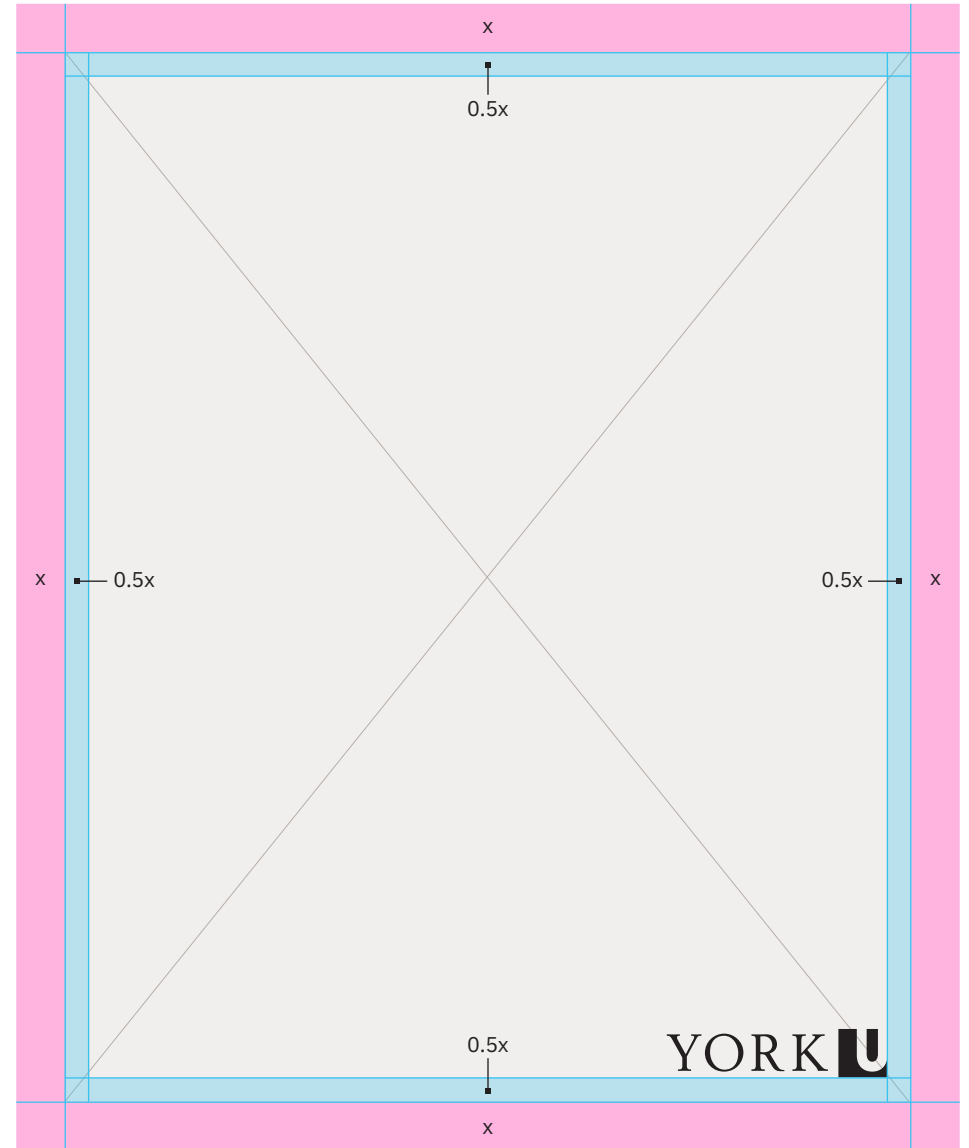


Design System

Window of Positive Change Usage and Rules

A foundational element of our new visual design system is the Window of Positive Change. These are illustrations of the window system blueprint. The example to the right illustrates both the dimension of the window and the safety space for the York logo. The dimensions noted comply with the incremental rule. The pink represents a sample window dimension, while the blue indicates the safety space to ensure the York logo is clear and has maximum impact.

YORK  |—x



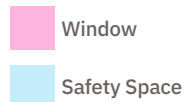
Design System

Window of Positive Change Usage and Rules

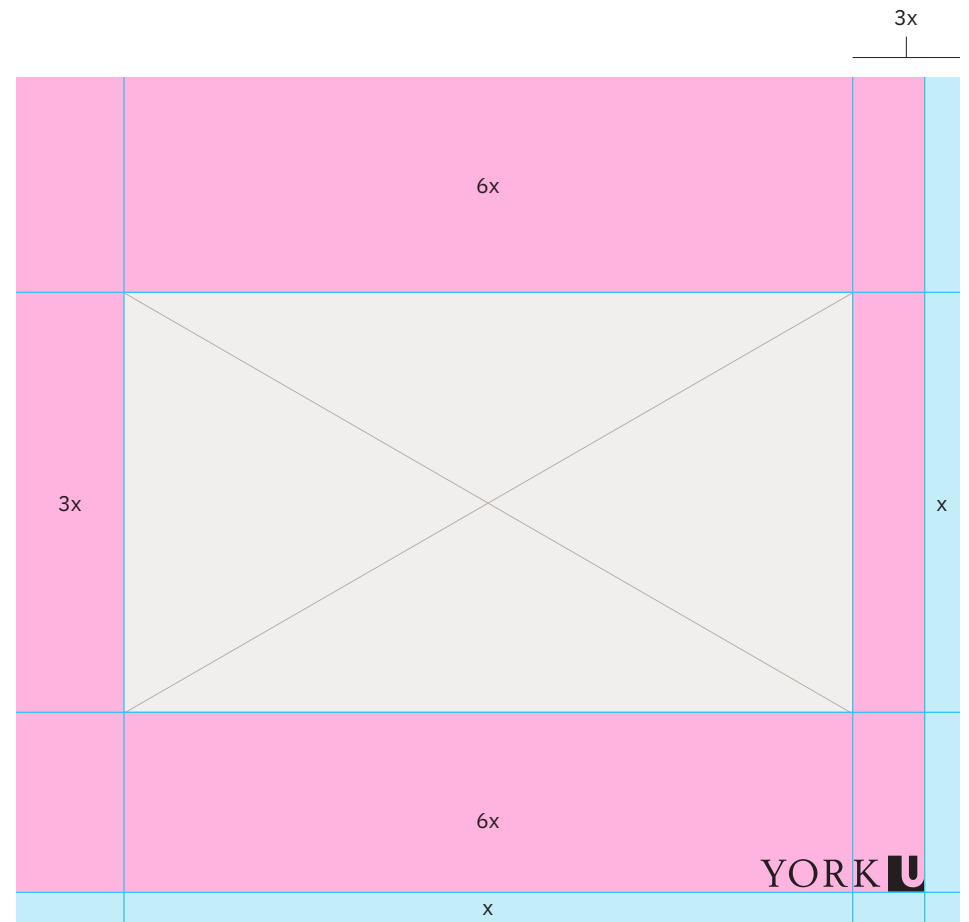
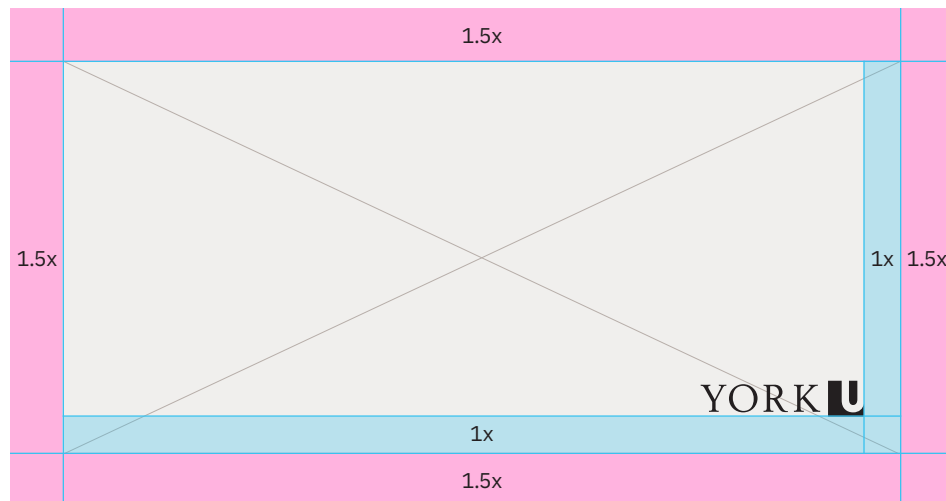
As previously noted, the window dimension is based on the size of the square in the York U logo, but you have the flexibility to use the window (or windows) sizes that best suit your content and design.

If you are using a full-colour logo, and it is not inside a window, then use the “x” incremental rule (section 4.2) to help you determine the safety space between the logo and the window to create an aesthetically pleasing composition.

YORK U | -x



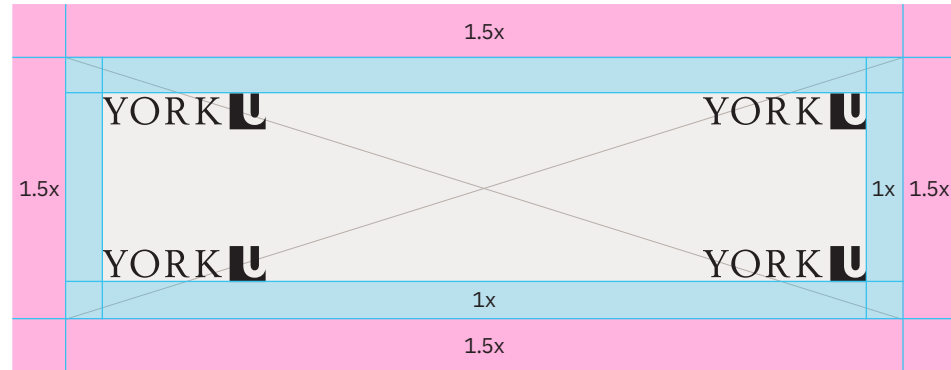
Contiguous Windows



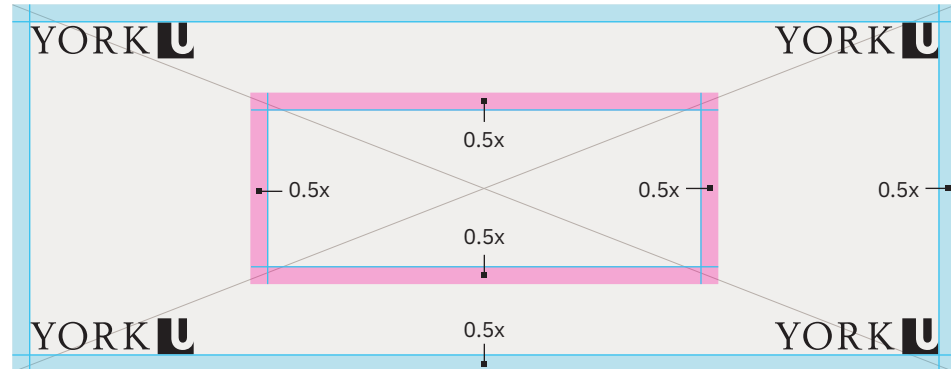
York Logo Placement Variations

The York logo may be placed inside the window, outside a floating window or on top of a thick window. The safety space is to be observed so the logo stands out from other content. However, the logo is always placed fairly tight to the window.

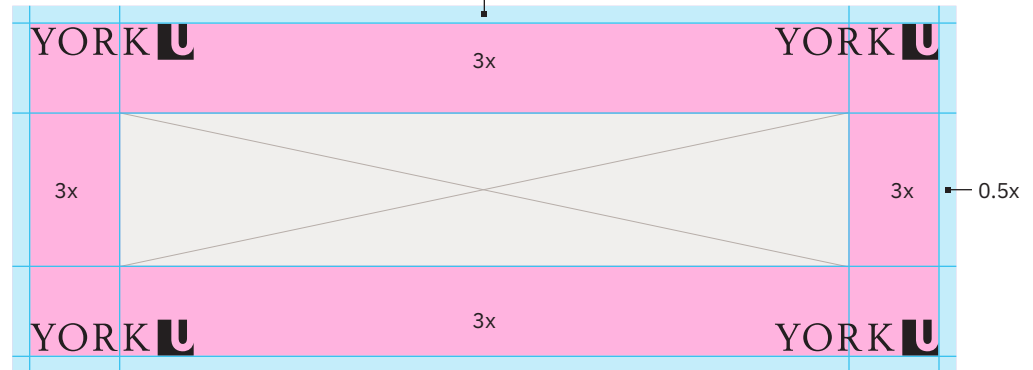
Inside Window



Outside Window



On Top of Window

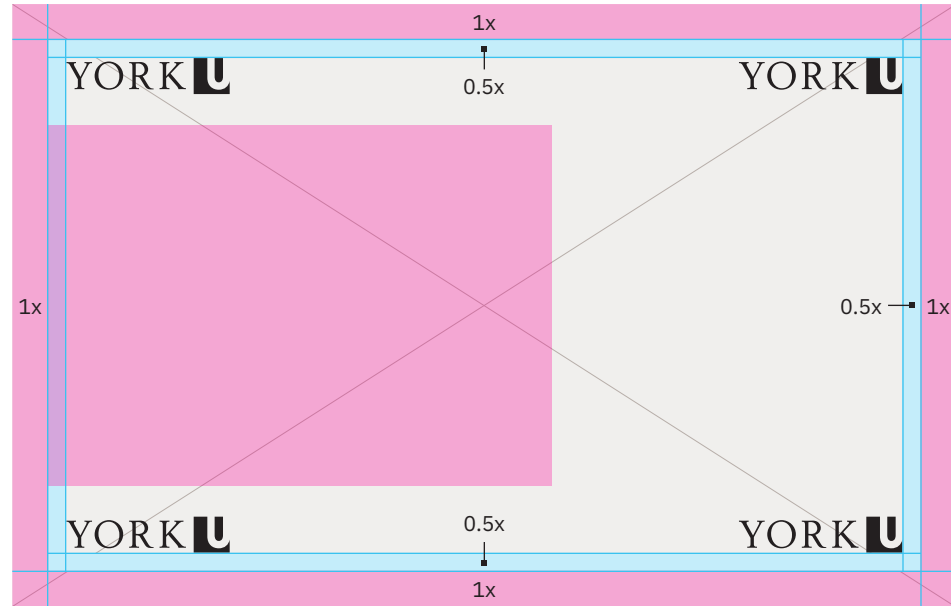


Design System

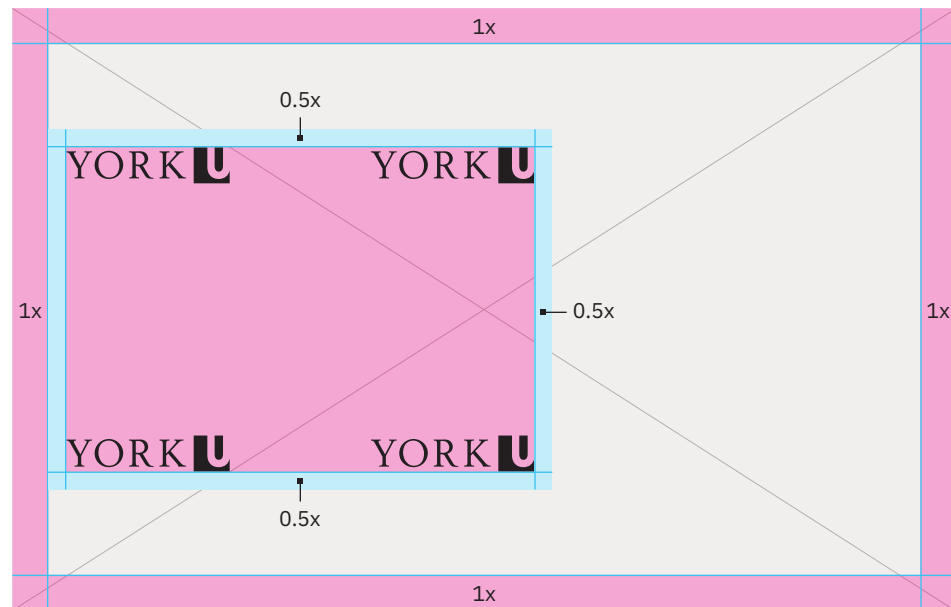
York Logo Placement Variations

It is important to note that the **preferred placement** for the York logo is the bottom right, even in the examples here, where the window is inset.

Inside Window (Outside Inset)



Inside Window (Inside Inset)




YORK  | -x

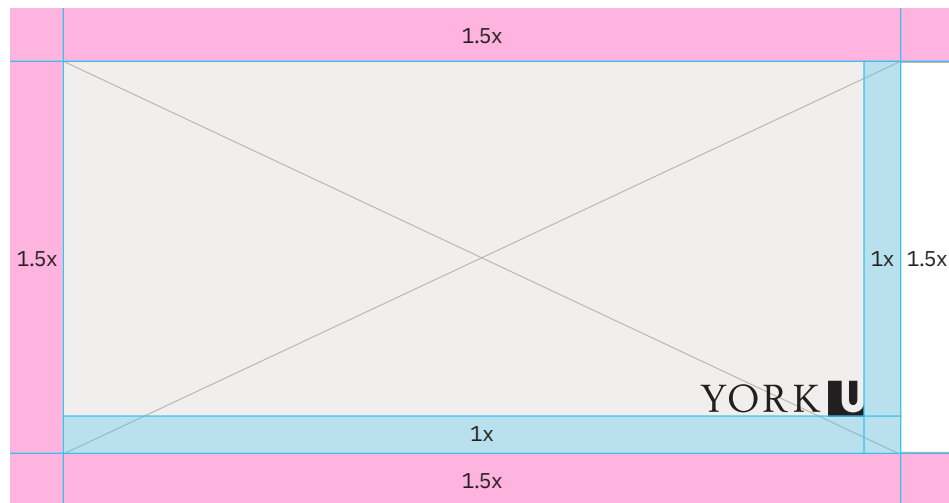
-  Window
-  Safety Space

Design System

Window of Positive Change Usage and Rules

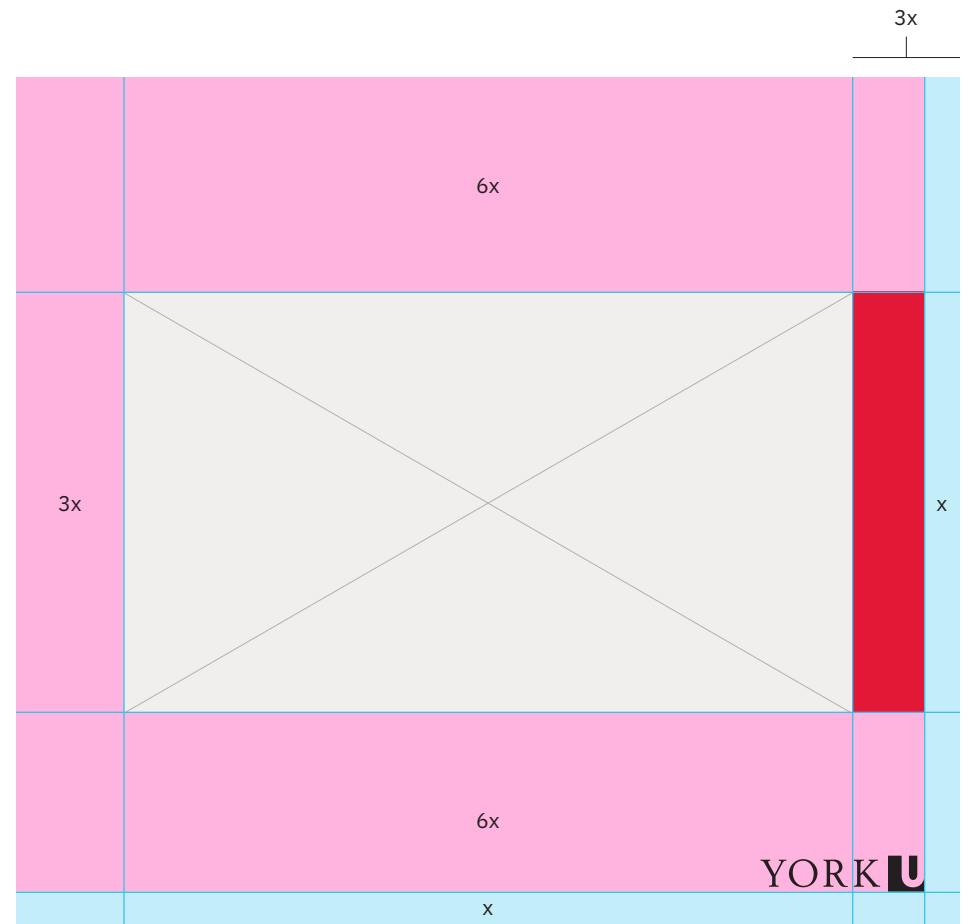
YORK  | -x

-  Window
-  Safety Space



For institutional use, the window must only be red or white. A white pillar may also be used to set it off against a red window, or conversely, a red pillar may be used within a white window.

The Window of Positive Change must be used as a design element in all formal communications. However, for communications that are more casual or internal-facing, and in social media, it is not mandatory. See section 4.28 for usage summary.

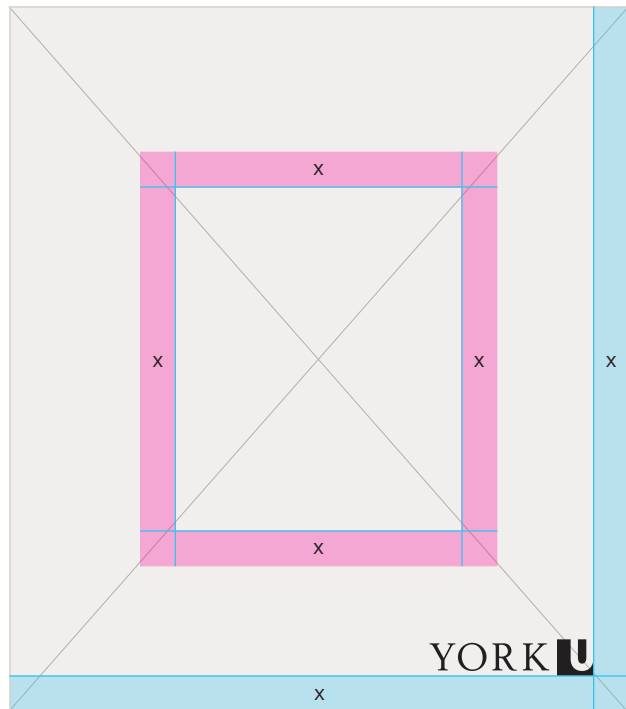


Window of Positive Change Usage and Rules

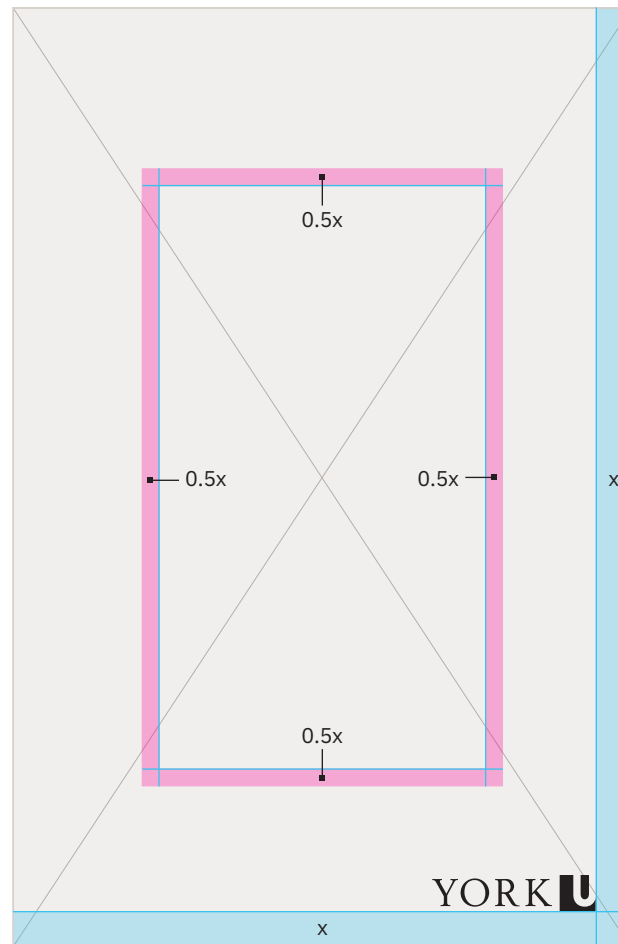
YORK  | -x

-  Window
-  Safety Space

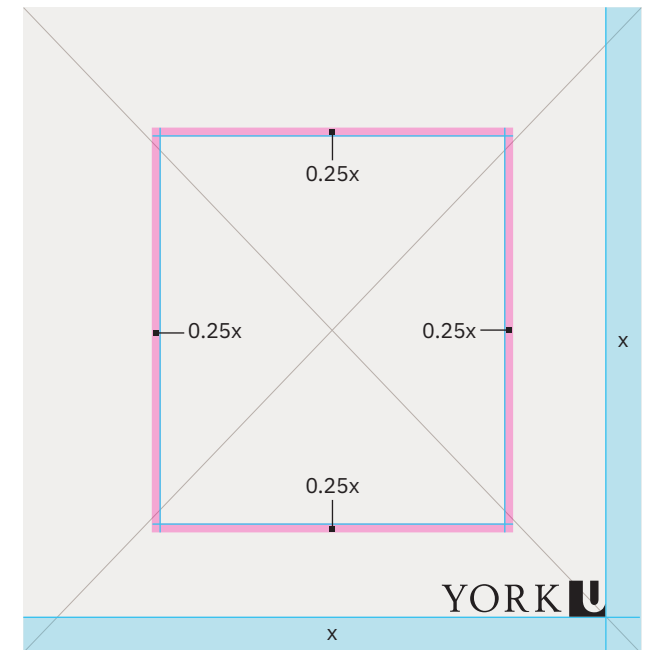
Floating Singular Window



Floating Singular Window




“Keyline” Singular Window

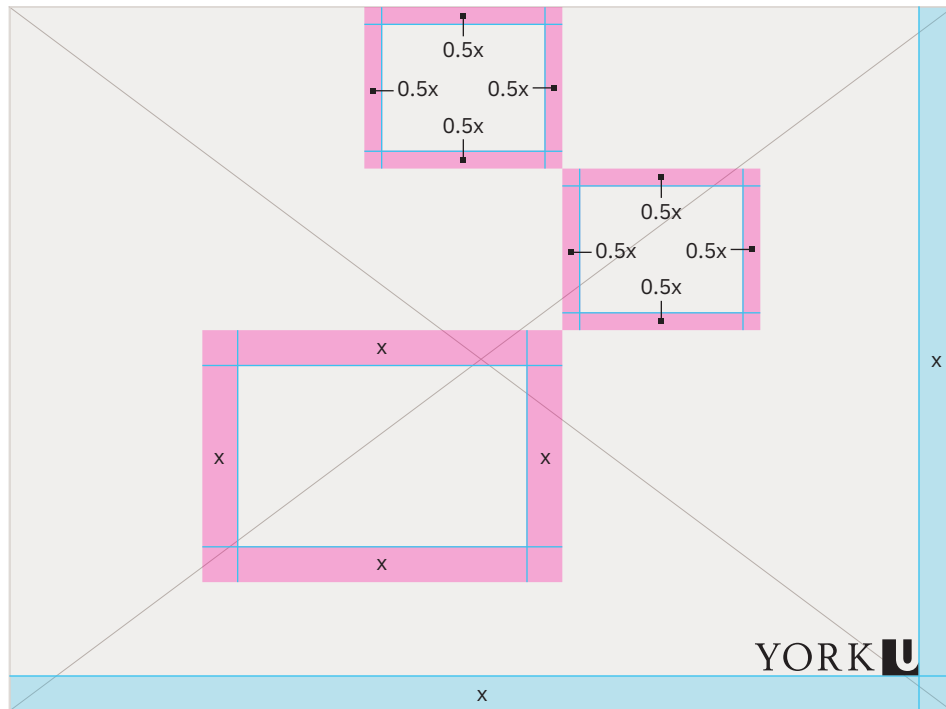


Window of Positive Change Usage and Rules

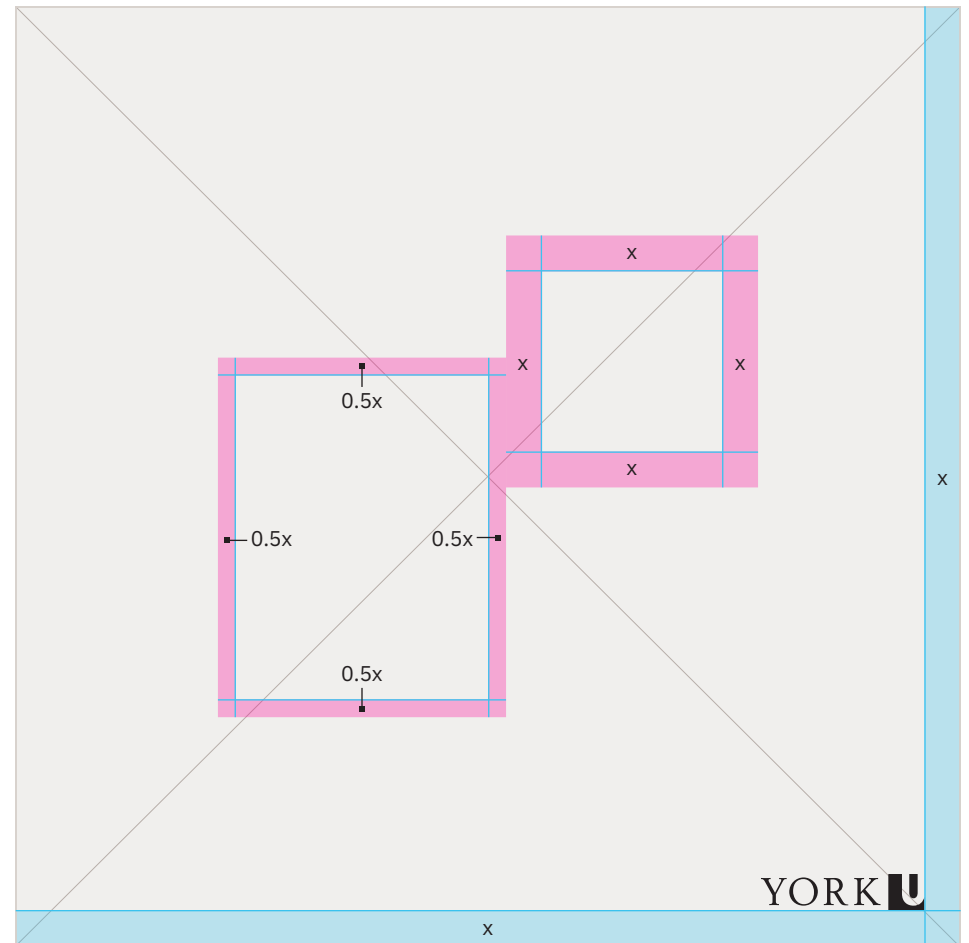
YORK  x

-  Window
-  Safety Space

Floating Multiple Windows with Touching Corners



Floating Multiple Windows in an Adjacent Arrangement

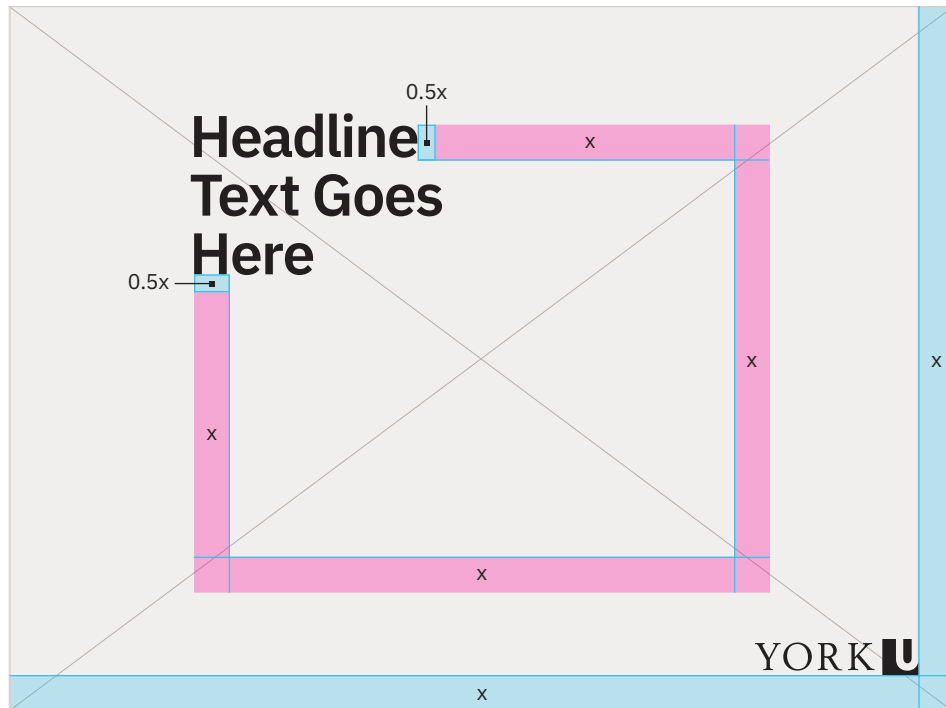


Window of Positive Change Usage and Rules

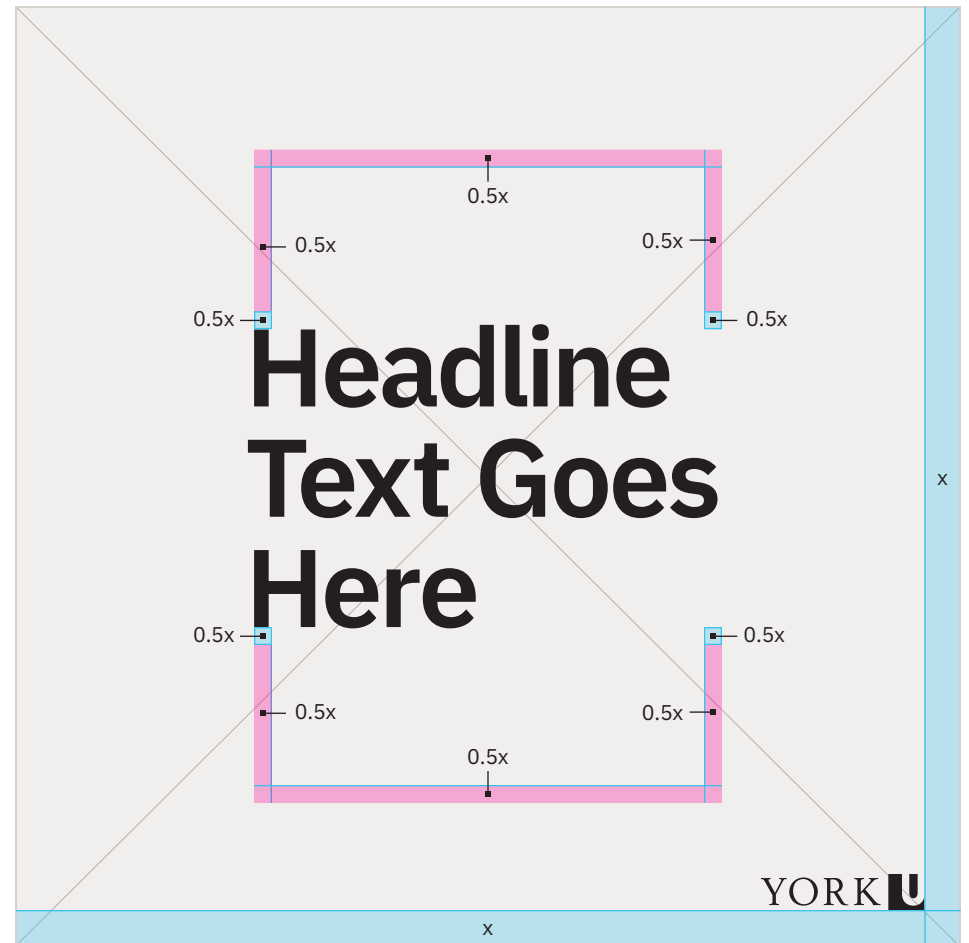
YORK  | x

-  Window
-  Safety Space

Open Window



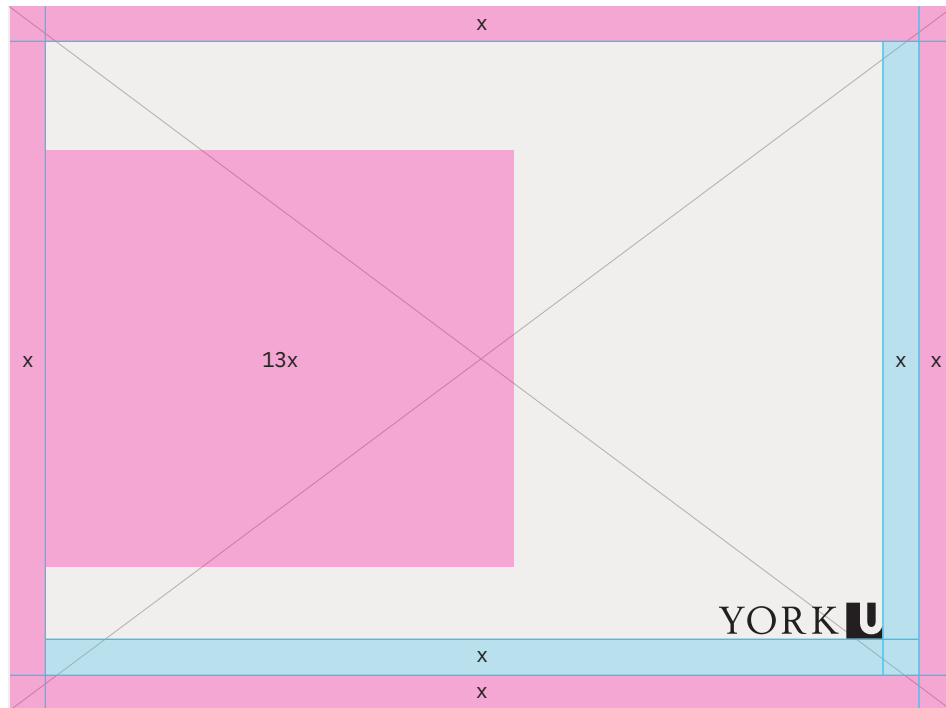
Open Window



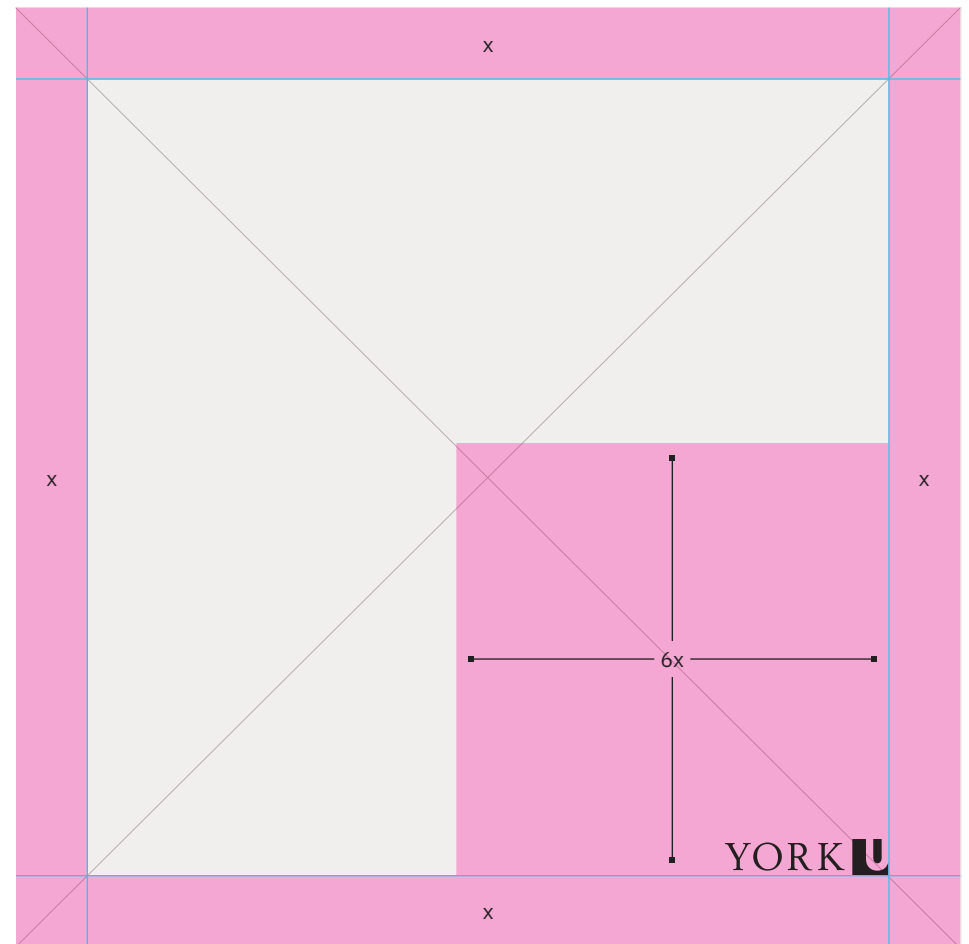
Window of Positive Change Usage and Rules

YORK  | x

-  Window
-  Safety Space



Contiguous Windows with Inset (Useful for Type and Messages)



Design System




Faculty Accent Pillar Examples

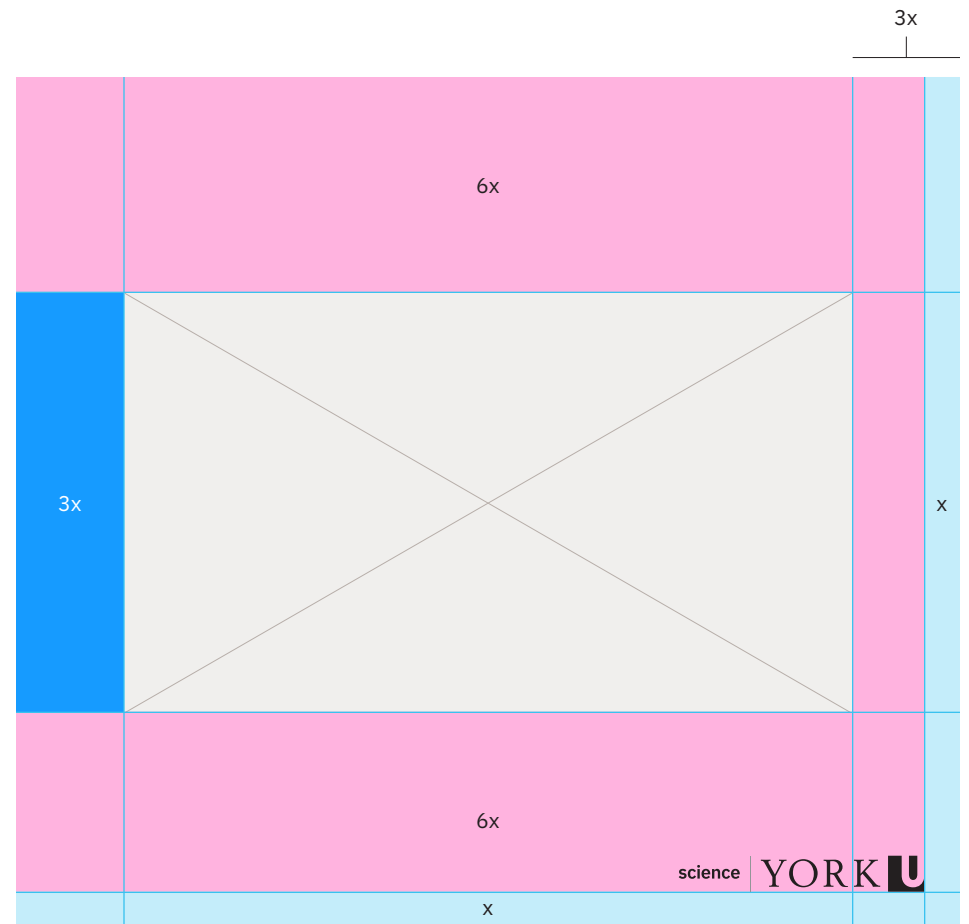
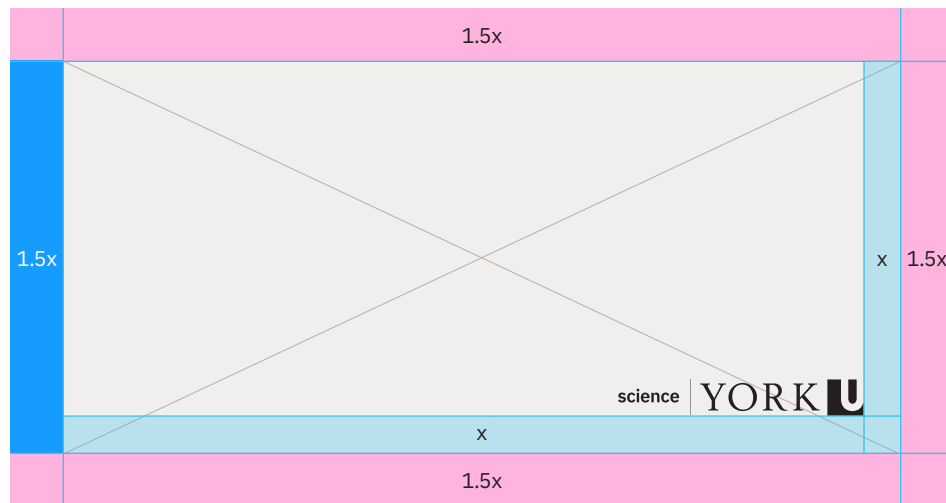
A feature of the new brand system is a “pillar” to identify sub-brands and Faculties within the larger master brand. The pillar is integrated within the overall window structure and should be the same width. The pillar may be used on the left or right side of the window, but please observe the safety space rules for the logo.

For Faculty use, the window should be red or white with the pillar in your Faculty colour.

For sub-brands, this rule is reversed: the window should be coloured in your primary brand colour (Glendon blue, for example) with a red pillar to connect it to the York brand.

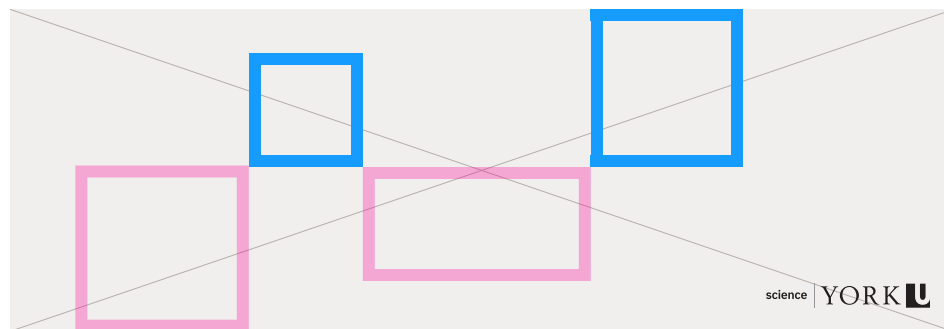
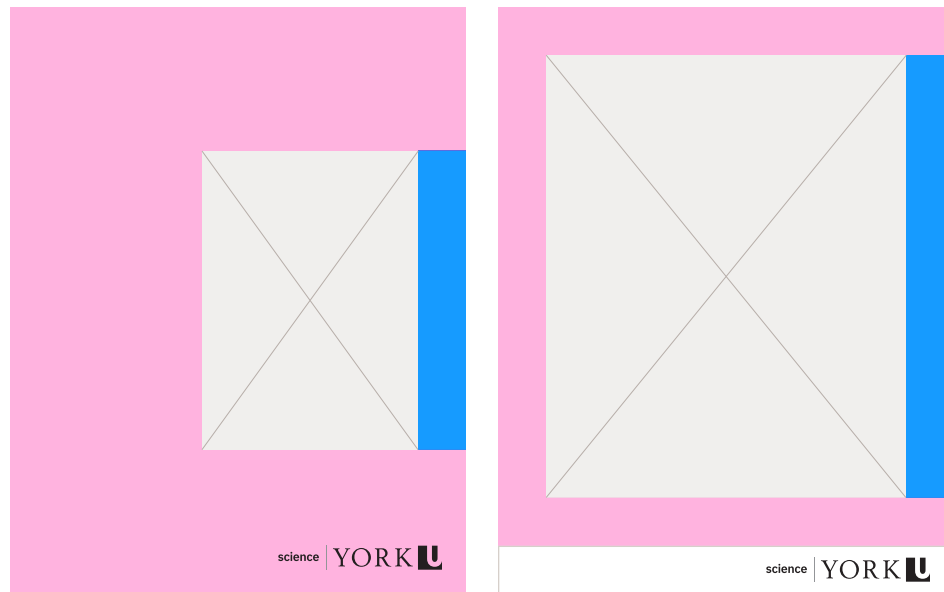
YORK  | -x

-  Window
-  Safety Space
-  Faculty Accent



Faculty Accent Window Examples

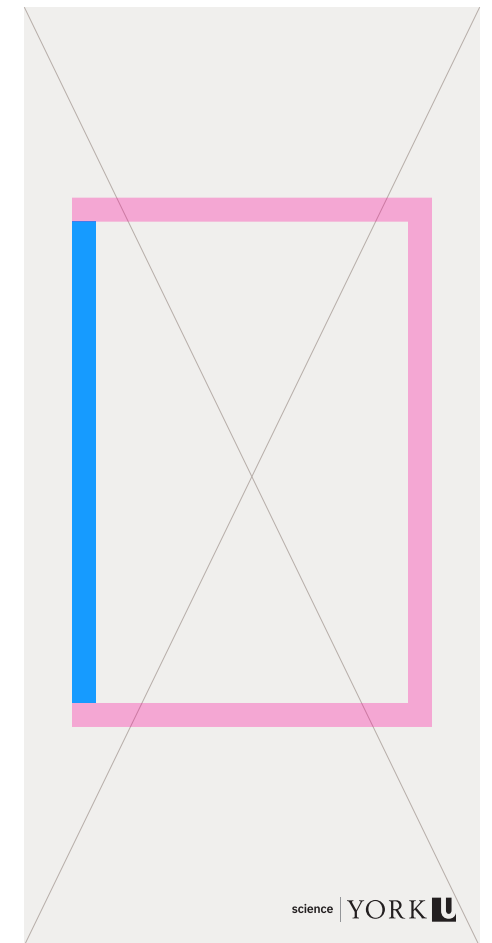
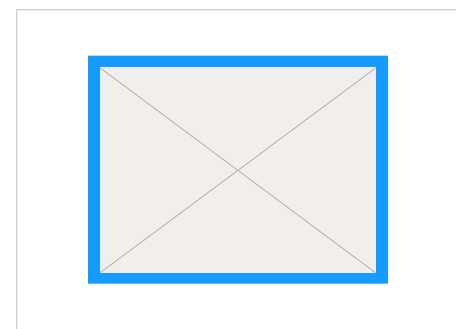
Window Safety Space Faculty Accent



Here are some examples of the window system for Faculty use, including the pillar, open and floating window. For external communications, the window must be red or white with a pillar in the Faculty colour.

However, for internal or Faculty-specific communications, you may use your Faculty palette colour for the window in imagery or as text.

Under certain conditions, multiple coloured windows (using the Faculty and primary palette) may be used to indicate breadth of the university in one piece of communication – like a viewbook, for example. Check with [University Brand & Marketing](#) to ensure compliance.






Design System

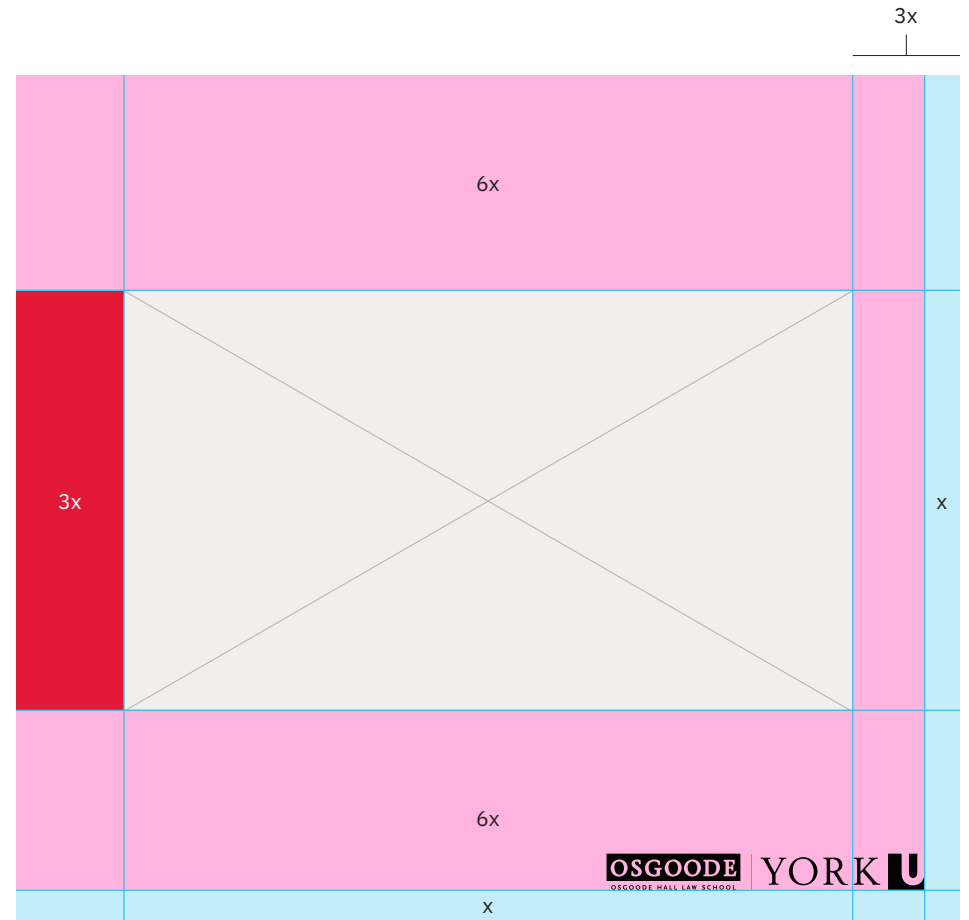
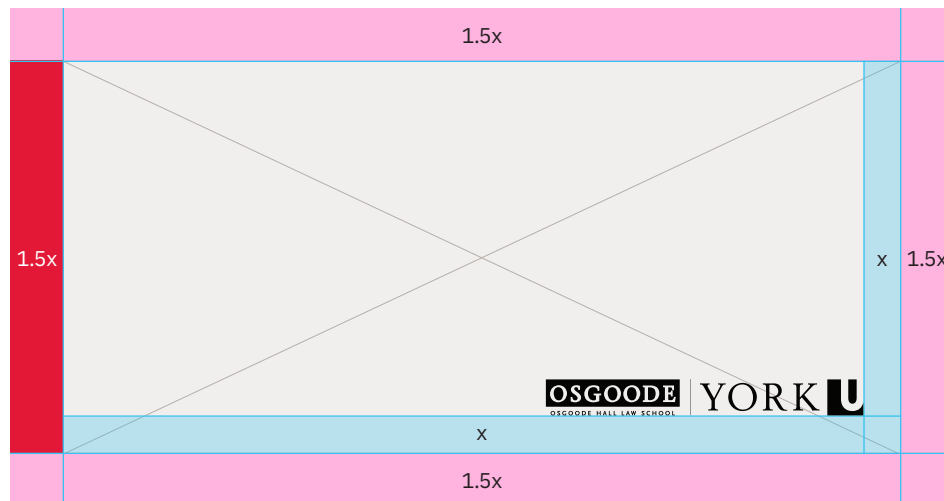
Sub-brand Accent Pillar Examples

The pillar may also be used by sub-brands when communication is pan-university. The window would be coloured according to the main sub-brand colour, with a York Red pillar. For example, Osgoode Hall Law School would use a pewter window with a red pillar.




The sub-brands (and Faculties) must use the pillar on external-facing communications, but have the flexibility to use a solid Faculty-coloured window for more casual communications or for internal use. However, with this option, the York Red must still be used in the proper proportion.

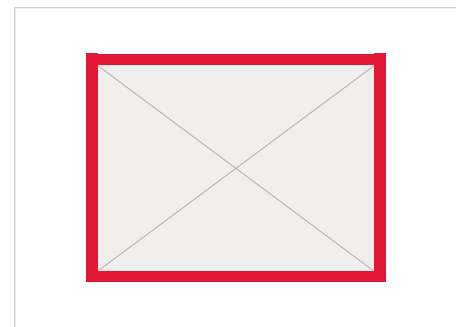
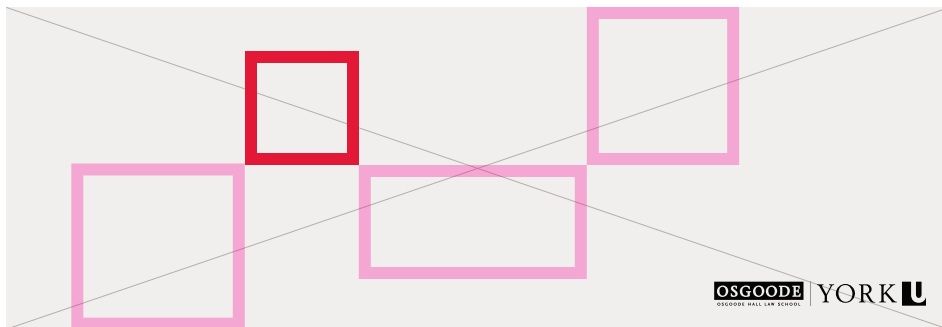
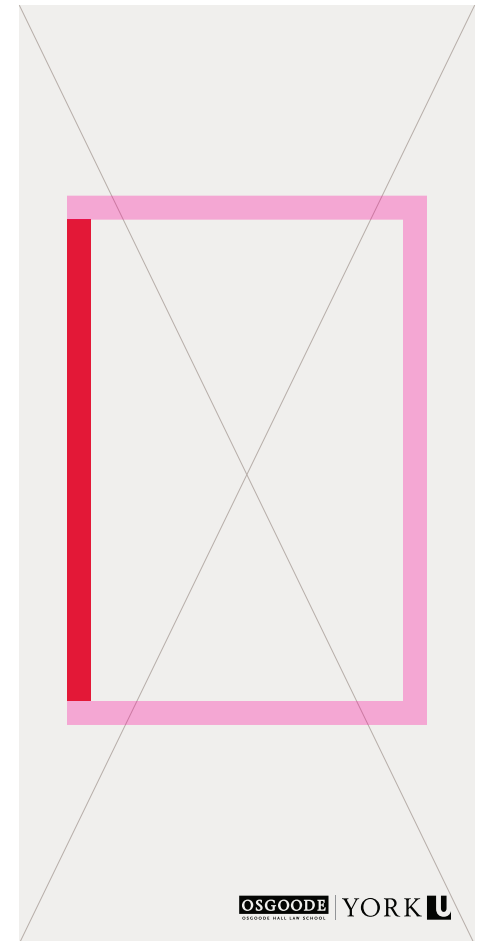
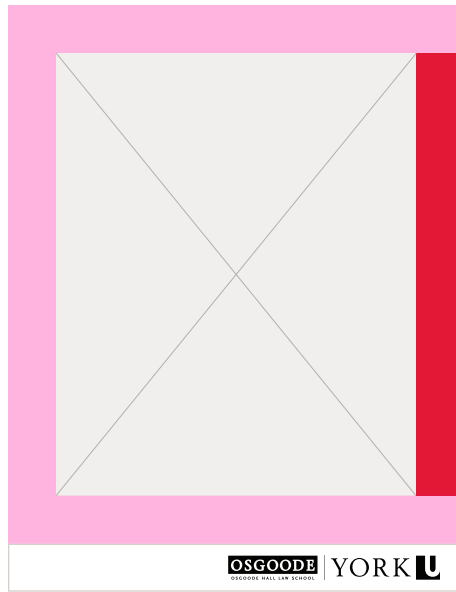
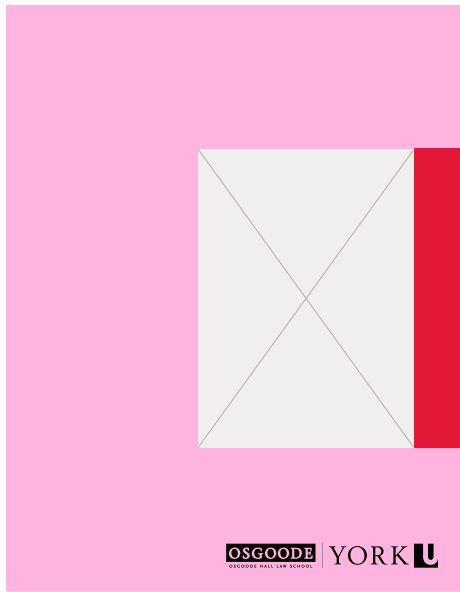
YORK  | -x

-  Window (sub-brand primary colour)
-  Safety Space
-  Sub-brand Pillar (York Red)



Sub-brand Accent Window Examples

 Window (sub-brand primary colour)  Safety Space  Sub-brand Pillar (York Red)



How to Work with Us

Telling the full story of York University internally and externally is only possible if we execute our brand with precision and consistency across all our touch points. That's where you come in.

Please ensure you are following our brand guidelines and using the assets and tools available at yorku.ca/brand.

Remember, all external communications must be developed in partnership with the University Brand & Marketing team.

For questions and concerns pertaining to digital or social media, please contact cpadigit@yorku.ca, for all other inquiries, contact cpabrandmar@yorku.ca.

