

Design System

Photography

York is an inspiring, welcoming and progressive university, and we express this through our choice of words and images. We see never-ending possibilities, and we find great delight in sharing them with others. And one of the best ways to tell our story is through photography, by showing real-life moments as our community members engage in their pursuits, enjoy the collegiality of their classmates and colleagues, and strive for positive change.

We express this with:

- **Unique angles and unexpected cropping** to show there is always another way of looking at things. We celebrate moments of discovery and are always happy to share a smile.
- **Focus on people** as a way to tell our story. This approach is a visceral and memorable way to inspire sharing, to propel curiosity and to provide a “picture” of our brand.
- **Capture authentic moments** with eyes to camera or create a sense that the viewer is right there in the middle of a conversation. This is much more compelling than architectural shots.

While it isn't always easy to avoid using stock photography, as a goal, please use no more than 20% in your materials. With camera phones as good as they are, it is usually possible to capture a real moment from your own Faculty or area to help tell your story.



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Photography Assets

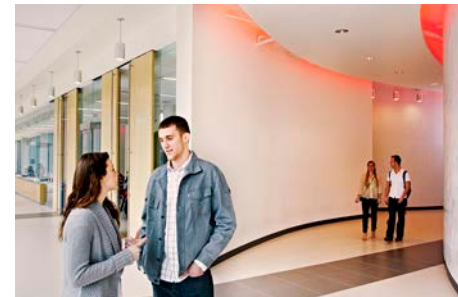
We have provided a set of newly commissioned, original images that reflect our diverse community, our academic fields of study and our campus life. In addition, you will be able to access a set of “generic” York-branded images that will have pan-university appeal.

Using the Window of Positive Change, you will be able to focus attention and frame your visuals in new and dynamic ways.

It is important to remember the following when preparing for a photo shoot:

1. Images should not be clichéd and should be relevant to your subject area. The images are a reflection of who we are, after all.
2. With the flexibility for Faculties and sub-brands to use a specific coloured window, we also want to ensure the York Red is integrated to reinforce brand awareness. The red may be added in typography, but it is also possible to consciously add a red element (clothing, backpacks, files, objects) into the photograph. See some of the examples we’ve provided.

If you need assistance in setting up a photo shoot or need guidance on art direction, please contact University Brand & Marketing: cpabrandmar@yorku.ca or visit yorku.ca/brand for images in the image collection.



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.

