Brand Standards

YORK U

Contents

Welcome

This guide is a comprehensive tool to help you understand and learn how to use York University's brand.

Our new brand platform is an important and dynamic way to communicate with our current and prospective students, internal and external stakeholders, and the world. Applying the elements thoughtfully and consistently will help strengthen our brand and tell the story of one unified York.

1.0

Brand Overview

Brand Definition and Journey
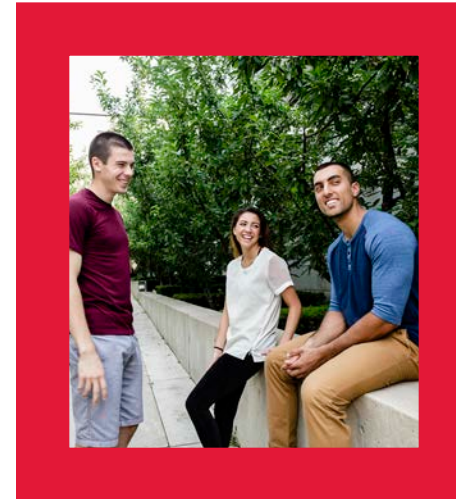
What is the brand?

Our brand is our DNA. It's how we act, think, speak and behave, and is our institutional culture and identity. It makes us stand for something unique and meaningful vs. other universities. It is the essence of who we are.

Why is the brand important?

Our brand allows us to tell a consistent and powerful message to stakeholders, future students and the world around us. More than a logo, font and colours, our brand is our promise to help create a better and more meaningful future for all.

This document contains our marketing and communications foundation. It is how we begin to build our brand and keep it strong to create positive change.

Our brand journey

In 2019, we embarked on a journey to clearly define who we are and what we stand for in a compelling and memorable way. With an evidence-based strategy from extensive quantitative research and interviews with over 4,000 stakeholders, competitive reviews and validation research, we landed on **Positive Change** – a bold vision to take our brand further.

Our Vision, Promise, Values

Our vision

York is committed to giving a broad demographic of students access to a high-quality, research-intensive learning environment committed to the public good.

Our promise

We are a community of changemakers. Driven by passion, we exist to create positive change for our students, our communities and the world around us.

Our values

> Excellence
> Progressive
> Inclusivity & diversity
> Social justice & equity
> Sustainability

Our Brand Story

Our brand story can be used as messaging for websites, social media, brochures and presentations to articulate who we are and what we stand for. There are three versions of the story that may be used for your communications. Choose the one that best suits your needs and space allocations.

Main Story

York is a leading international teaching and research university, and a driving force for positive change. Empowered by a welcoming and diverse community with a uniquely global perspective, we are preparing our students for their long-term careers and personal success.

Together, we can make things right for our communities, our planet and our future.

Short

York is a leading international teaching and research university, and a driving force for positive change. With a diverse community and uniquely global perspective, we can make things right for our future.

Long

York is a leading international teaching and research university, and a driving force for positive change. Empowered by a welcoming and diverse community with a uniquely global perspective, we are preparing our students for their long-term careers and personal success.

Home to one of the largest and most diverse student bodies in Canada, York has 53,000 students from 178 countries, 325,000+ alumni and leading professors who are working with 300+ university, industry and NGO partners to tackle pressing issues. Recognized as a global leader for two consecutive years in the new Times Higher Education Impact Rankings, and number one in global joint research publications in Ontario, York is positioned to take on the challenges that matter most.

Through our leading programs and 8,500 diverse experiential education opportunities, including internships, community placements, co-ops and capstone projects, we are preparing our students for meaningful careers, long-term success and the critical knowledge to work toward a better future.

Across our multiple campuses locally, including the Keele and bilingual Glendon campuses in Toronto, and globally in Hyderabad, India, and Costa Rica, we continue to innovate. This brings success to our students in our top-ranked Schulich School of Business and Osgoode Hall Law School, as well as in the liberal arts, creative and performing arts, professional studies, health, engineering, education and sciences.

We value collaboration, diversity and inclusivity. Together, we can make things right for ourselves, our communities, our planet and our future.

Key Messages

When writing key messages, consistency is critical. All communications should deliver on five key messages that can be customized with proof points. Visit **York University's Brand** to learn how to apply the messaging.

1

York is an exceptionally diverse community working together to tackle complex societal challenges.
- Our Faculties work together to provide unique and valuable perspectives.
- Our large and diverse student body and alumni network offer unique and global perspectives.
- We collaborate with companies and institutions to create impact across sectors and borders.

2

York conducts purposeful research that advances knowledge and creates positive change.
- We provide clear outcomes of how research will or could create positive change for communities and the world.
- We pride ourselves on global and local partnerships, and collaborations.
- Our strengths and rankings are in line with the strategic research plan.

3

York provides valued educational experience that prepares students for meaningful careers and long-term success.
- We have program excellence, innovation and leadership.
- We have diverse relevant experiential education opportunities with proof points.
- We demonstrate student and alumni success.

4

York is a supportive, inclusive and caring environment that promotes personal growth and well-being.
- We are a welcoming learning environment that values diversity.
- We deliver superior student support and services.

5

York is an effective organization that embraces collaboration, new ideas and a strong sense of purpose.
- Specific improvement initiatives are in place to enhance the overall learning environment and student experience: i.e., improving campus service, introducing Canada's first AI virtual assistance to help students find the information they need.

Our research showed there are important key motivators for our audiences when they are considering whether to engage with York.
The messages are customized for potential domestic students, current domestic students, current international students, parents of potential domestic students, faculty and staff, and alumni.

Tone and Voice

It's not just what we say but also how we say it that is important in conveying York as ambitious, confident, inspiring, friendly, warm and caring. Therefore, every piece of communication should make our audiences feel:

Cared about
Feeling supported by a welcoming university that cares deeply about the success of its community and the world at large.

Confident
Feeling well-prepared with leading programs, global partnerships, networking opportunities and real-world experience that instils the confidence needed to make a positive impact and foster success.

Empowered
Feeling empowered with the skills and values to achieve personal success, tackle meaningful global challenges and create positive change.

Inspired
Feeling motivated by the innovative thinking, global perspective and shared sense of purpose that York inspires in our community to create a better future.

Proud
Feeling proud to be part of a leading university championing positive change through academic success, purposeful research, global partnerships and student initiatives.

Welcomed
Feeling welcomed and supported when engaging with York University, part of a warm community that embraces diversity, inclusivity and progressiveness while offering a uniquely global perspective.

Brand Building Blocks

The brand story, messaging and elements below form the building blocks of the York University brand system. Working together, they support our unique brand expression and our positioning of positive change.

Each aspect of the system has been developed to help communicate your ideas and will help you in various forms of media, from digital to print including motion graphics and video. You will see how to make effective use of them in the following pages.

Logos

Window of Positive Change
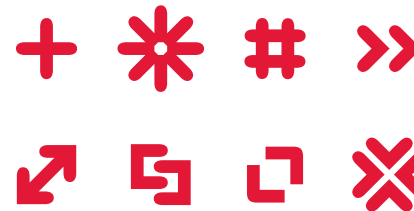

Imagery

Colour

Crest

Typography

AaBbCc123

IBM Plex Sans
IBM Plex Serif
IBM Plex Mono
IBM Plex Sans Condensed

Emblems

Voice

Share Your Pride!

#YUPride

Brand Architecture

The York University brand architecture reflects a master-brand strategy. The brand architecture defines the organizational structure and visual relationships between the university's various entities. It tells us how they relate to one another and to the larger institution.

Sub-brands

GLENDON | YORK U UNIVERSITÉ UNIVERSITY

LASSONDE SCHOOL OF ENGINEERING | YORK U UNIVERSITÉ UNIVERSITY

OSGOODE OSGOODE HALL LAW SCHOOL | YORK U UNIVERSITÉ UNIVERSITY

Schulich School of Business | YORK U UNIVERSITÉ UNIVERSITY

Faculties

education | YORK U UNIVERSITÉ UNIVERSITY

environmental & urban change | YORK U UNIVERSITÉ UNIVERSITY

graduate studies | YORK U UNIVERSITÉ UNIVERSITY

health | YORK U UNIVERSITÉ UNIVERSITY

liberal arts & professional studies | YORK U UNIVERSITÉ UNIVERSITY

school of the arts, media performance & design | YORK U UNIVERSITÉ UNIVERSITY

science | YORK U UNIVERSITÉ UNIVERSITY

Divisions and Units*

President's Office

Provost Office

VP Advancement

VP Finance and Administration

VP People Equity and Culture

VP Research and Innovation

VP Students

school of continuing studies | YORK U UNIVERSITÉ UNIVERSITY

innovation york | YORK U UNIVERSITÉ UNIVERSITY

Athletics & Recreation Mark

Spirit Mark

*Please note that divisions and units do not have locked logos.
  They use IBM Plex, York's official font, to identify themselves in print and online. See section 2.16.

Accessibility

York University is committed to principles of respect, inclusion and equality of all persons with disabilities across campus. The *Accessibility For Ontarians With Disabilities Act* (AODA) issued by the Ontario government aims to make Ontario fully accessible to persons with disabilities by 2025.

Designing for Accessibility

A key component of **York's AODA** compliance is for community members to follow design standards to ensure the experience for someone with a disability as someone without.
To design for accessibility means to effectively communicate to people of varying abilities and impairments. Considerations need to be made for all media, from printed posters to social media posts and even environmental designs.

Fundamentals of Design:
- **Sensory** (eyesight; hearing; cognitive; semantically structured information)
- **Language Usage** (cognitive load-short and literal; avoid jargon; scannable; semantically structured text)
- **Colour** (contrast is affective by hue, saturation and tonal value)

- **Text** (size; tracking; line, paragraph and column spacing; line length, column length, justification, glyphs)
- **Digital Media** (assistive technology compatibility; semantic structure; non-text content
  - Alt Text (function; length; redundancy; unnecessary words (ig. image of, picture of); close tag (period)
  - Video (captioning; transcripts; background sounds)
- **Physical Media** (eg. sign design, can the user read it/access to a digital device or do they have to rely on another person? Are you creating signage that has regulations set by the Government of Ontario? eg. elevator or stairs, room identification, etc.)

TOOLS AND RESOURCES
- **Tips for Creating Accessible PDFs**
- **Tips for Creating Accessible PowerPoint Presentations**
- **Tips for Creating Accessible Word Documents**
- **Adobe Accessibility**

AODA Compliant websites:

In addition, there are many components of AODA website compliance that need to put in place on York's many websites created or updated after 2012 by January 2021. Although the York's 2020 template has been created with AODA compliance in mind, there are still actions that are required to take place in order to avoid fines to the university. Principals of Web Design:
- Web content accessibility guidelines for WCAG 2.1 **w3.org/tr/wcag21/** as well as Web Accessibility in Mind (WebAIM) **webaim.org** and W3c Web Accessibility Initiative **w3.org/wai**
- Present text in a perceivable way (semantic text, no content should be delivered through sound or visuals alone)
- User should feel in control and be able to operate the interface regardless of abilities
- Information needs to be understood by people with different cognitive abilities, with diverse education, linguistic and cultural differences
- Consider wide range of displays, browsers, devices and assistive technologies a user may rely on

WEBSITE TOOLS AND RESOURCES
Within **York's Digital Experience Hub** you will find valuable tools and resources such as: Web Accessibility Guidelines, Web Editor/Owner Responsibilities, and an Evaluation Checklist.

2.0

Logos

Primary Logo

As it is a leading university, the York logo is recognized around the world. Throughout all our touch points, our logo represents our brand and signals our collective desire to create positive change.

The York University logo is composed of two parts: the typographic signature and the York U square. **They must always be used together and should not be altered in any way.**

Typographic Signature

York U Square

Digital Logo

The digital version of the logo is a simplified version of our main logo and is designed to ensure optimum legibility and reproduction in digital media. Please use this version for social channels, digital ads, PowerPoint presentations and screens (for example, LCD and LED). In other words, please use this version of the logo for any media where it will be rendered in pixels.

Vertical Version
Alternate

The vertical version of the logo is considered a secondary use.
It is to be used only when there is <u>not</u> adequate space for the horizontal logo.
For example the vertical logo could be used on narrow web ads or small merchandise such as tennis or golf balls, pens, notebooks, apparel, etc.

York U Crest

The York U crest is the most formal expression of our brand and should only be used in official, scholarly and ceremonial applications.

If you wish to use the crest, please contact University Brand & Marketing:
cpabrandmar@yorku.ca.

Primary
Colour Variations

As a feature of the new brand system, a reverse version of our logo has been created, which makes it easier to use in a variety of applications. For example, it can be used on a solid York Red background or full-colour photograph where it will be clearly legible.

Our York Red (PMS 186; Hex E31837) plays a critical part in helping our stakeholders, peers and prospects recognize the York U brand in the marketplace. Red emphasizes our Canadian heritage and speaks to our energy and passion.

Digital
Colour Variations

To ensure maximum legibility on screens and in media where the logo will be rendered in pixels, a digital version of the logo has been created. To maintain the strength and clarity of the logo, choose the option most appropriate for the background colour or image it is placed on.

The reverse logo should **only** be used on solid backgrounds or on photographs where it will be clearly legible.
Visit **yorku.ca/brand** to download York U's Primary and Digital logos.

Full Colour Logos

The full colour logo may be used on white backgrounds, light-coloured backgrounds and photographs with clean space where it will be clearly legible.
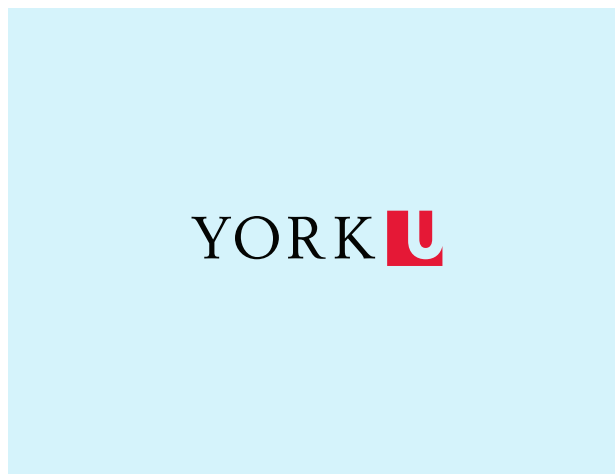
Reverse Logos

The reverse logo may be used on photographs where it will be clearly legible. It may also be used on certain solid backgrounds, like York Red and the darker hues of our primary and secondary palettes.

It may also be knocked out of certain Faculty accent colours where it will be legible. When considering the reverse version of the logo, remember it must have enough contrast between the foreground and background to comply with *Accessibility for Ontarians with Disabilities Act* (AODA) standards. For AODA guidelines, please refer to the Accessibility Hub at https://www.yorku.ca/accessibilityhub/.
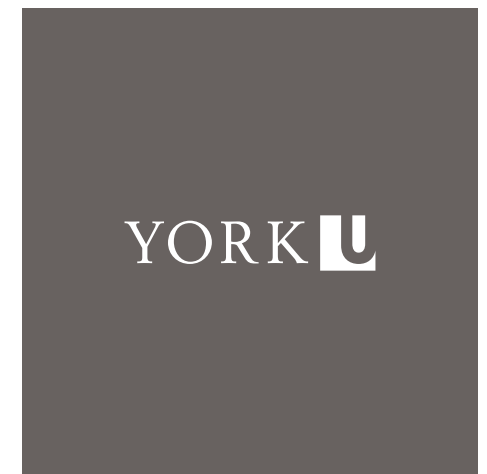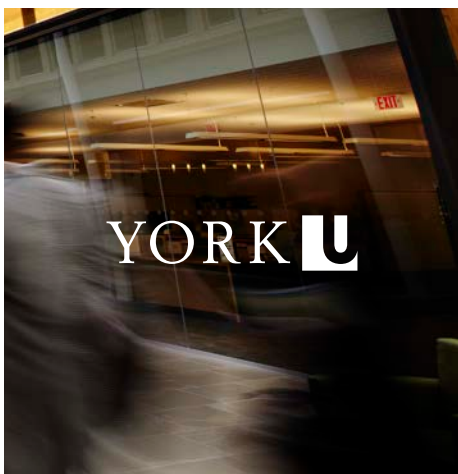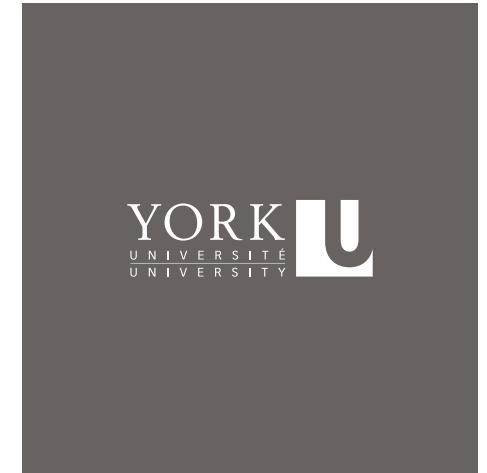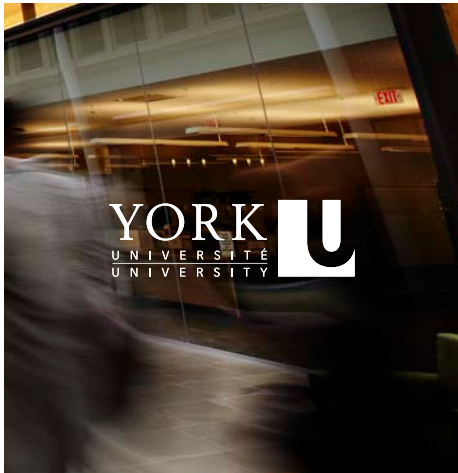
Sizing/Spacing

Using the logo correctly helps with brand recognition for all our audiences, as well as maintaining the logo's legibility and impact.

The logo is protected by an invisible safety space where no graphic material, other than the background, should appear. This is to ensure the logo remains free from visual interference and stands out clearly.

The safety space should be a minimum of 0.5x, where "x" is the height of the square. There may well be instances where the logo needs to be positioned further than this minimum distance from edges to ensure well-balanced design.

The safety space and minimum sizing must be observed when using the logo in any university communication.

The minimum sizing for the primary logo is 0.35" and 20 pixels for the digital logo.
The alternate vertical logo also has minimum sizes: 0.75" for primary and 40 pixels for digital.

Horizontal Minimum Size

0.35"

20 pixels

Vertical Minimum Size

0.75"

40 pixels

Safety Zone

x

x

0.5x

0.5x

0.5x

0.5x
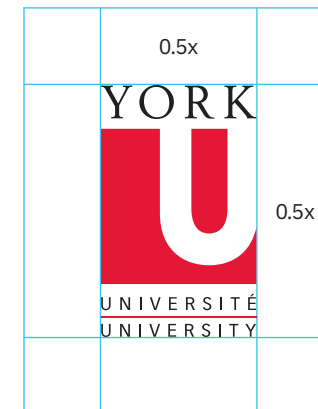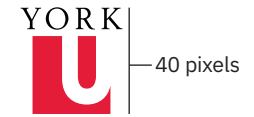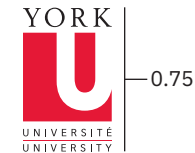
Incorrect Usage

It is important to maintain the integrity of York's logo and not alter it in any way. The brand system provides many opportunities for creative expression, but the locked-up logo is sacrosanct. It is the most important asset of our overall brand.

Please do not create any special event or anniversary versions of the logo. Contact University Brand & Marketing if you have any questions or special requests: cpabrandmar@yorku.ca.

DO NOT
condense or expand the logo

DO NOT
change colours of the logo

DO NOT
add special effects to the logo

DO NOT
outline the logo

DO NOT
alter the proportions of the logo's elements

DO NOT
add additional elements to the logo

DO NOT
place the logo over "busy" imagery

DO NOT
use the digital-only logo in print

DO NOT
place the reverse logo over a light background

DO NOT
rotate the logo

DO NOT
change the lock-up of the logo

DO NOT
create your own anniversary logo

York Logo Placement

In order to create more consistent communication materials, the preferred placement for the York U logo is the **bottom right corner.**

This rule applies to the primary, sub-brand and Faculty logos as well. The sub-brand and Faculty lock-ups are designed with a flush-right typographic setting and will always work better on the right-hand side of your design.

However, there is some flexibility in the new brand platform. For reasons like maintaining optimum legibility on a photograph or background, or to create a more pleasing layout, the York U logo may be placed in one of the other corners of your document or media file. For example, the logo will work better in the top left for e-communications.

The logo should never be centred in your design.
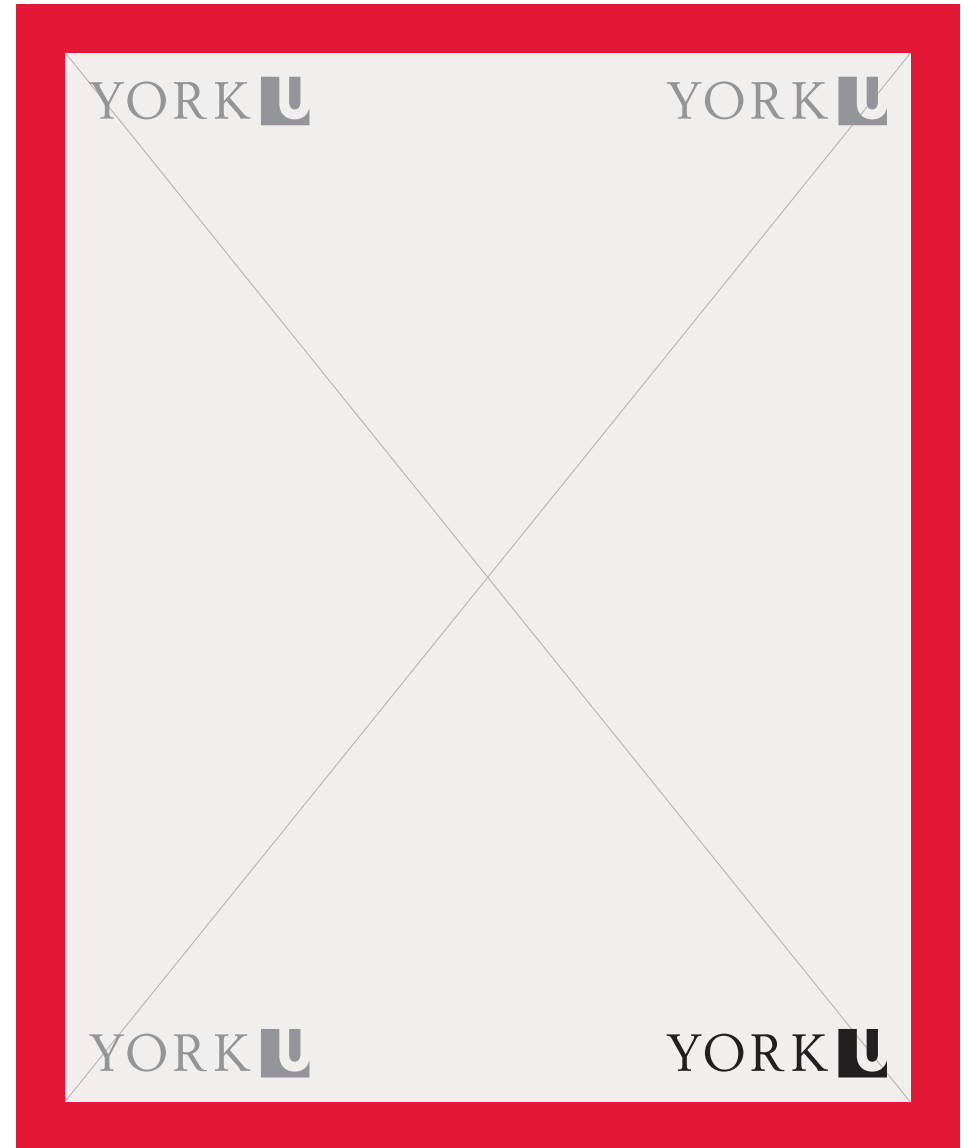
Sub-brand
Primary

At York, we are proud of our affiliated schools and our bilingual Glendon campus for their excellence and contributions to the university's reputation.

The typographic lock-up system was designed to promote the sub-brands first, while retaining the connection to the York master brand. Do not split up these locked logos, as this dilutes our overall messaging. We are stronger together.

These locked-up versions are to be used in print applications.

Official logos are available for each sub-brand by contacting the sub-brand's communications department or University & Brand Marketing: cpabrandmar@yorku.ca.

Please refer to Section 2.9 for minimum size and safety space around the logos.

Sub-brand
Digital

These locked-up versions are to be used in digital applications like social media, PowerPoint presentations and digital ads. Whenever the logo is rendered in pixels, please use the digital version.

The reverse version of the logo may be used on a photograph or solid background, but only where it will be clearly legible. For more examples, please see section 2.6-2.8.

Please refer to Section 2.9 for minimum size and safety space around the logos.

Sub-brand Vertical Version
Alternate

The vertical version of the logo is considered a secondary use.
It is to be used only when there is <u>not</u> adequate space for the horizontal logo.
For example the vertical logo could be used on narrow web ads or small merchandise such as tennis or golf balls, pens, notebooks, apparel, etc.
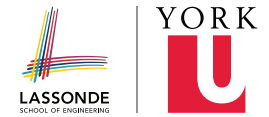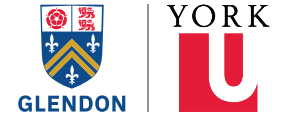
Please refer to Section 2.9 for minimum size and safety space around the logos.

Faculty
Primary

Like our sub-brands, the Faculties take a prominent position adjacent to York's master brand. These locked-up versions are to be used in print applications and may be used in full colour, black and white or reverse. There is a separate version for digital usage.

education | YORK U
UNIVERSITÉ
UNIVERSITY

environmental & urban change | YORK U
UNIVERSITÉ
UNIVERSITY

graduate studies | YORK U
UNIVERSITÉ
UNIVERSITY

health | YORK U
UNIVERSITÉ
UNIVERSITY

liberal arts & professional studies | YORK U
UNIVERSITÉ
UNIVERSITY

school of the arts, media performance & design | YORK U
UNIVERSITÉ
UNIVERSITY

science | YORK U
UNIVERSITÉ
UNIVERSITY

education | YORK U
UNIVERSITÉ
UNIVERSITY

environmental & urban change | YORK U
UNIVERSITÉ
UNIVERSITY

graduate studies | YORK U
UNIVERSITÉ
UNIVERSITY

health | YORK U
UNIVERSITÉ
UNIVERSITY

liberal arts & professional studies | YORK U
UNIVERSITÉ
UNIVERSITY

school of the arts, media performance & design | YORK U
UNIVERSITÉ
UNIVERSITY

science | YORK U
UNIVERSITÉ
UNIVERSITY

Please refer to Section 2.9 for minimum size and safety space around the logos.

Faculty
Digital

These locked-up versions are to be used in digital applications like social media, PowerPoint presentations and digital ads. Please use this version when the logo will be rendered in pixels.

education | YORK U

environmental & urban change | YORK U

graduate studies | YORK U

health | YORK U

liberal arts & professional studies | YORK U

school of the arts, media performance & design | YORK U

science | YORK U

education | YORK U

environmental & urban change | YORK U

graduate studies | YORK U

health | YORK U

liberal arts & professional studies | YORK U

school of the arts, media performance & design | YORK U

science | YORK U
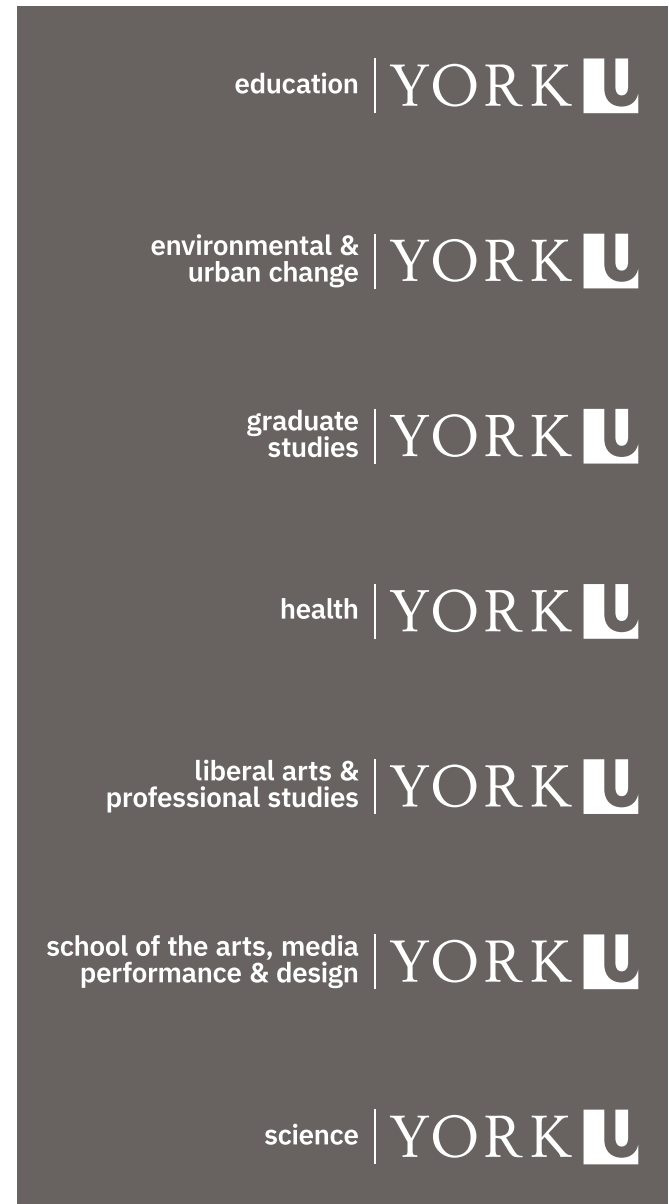
Please refer to Section 2.9 for minimum size and safety space around the logos.

Faculty Vertical Version
Alternate

The vertical version of the logo is considered a secondary use.
It is to be used only when there is <u>not</u> adequate space for the horizontal logo.
For example the vertical logo could be used on narrow web ads or small merchandise such as tennis or golf balls, pens, notebooks, apparel, etc.

education

education

environmental & urban change

environmental & urban change

graduate studies

graduate studies

health

health

liberal arts & professional studies

liberal arts & professional studies

school of the arts, media performance & design

school of the arts, media performance & design

Please refer to Section 2.9 for minimum size and safety space around the logos.

science

science

Division, Unit or Initiative Expression

As a fully comprehensive, research-intensive university with multiple campuses, York has a wide range of communications needs. As such, it is important to express our collective promise of positive change through a consistent brand expression. Its divisions, units and university and student events and initiatives will all benefit from adopting elements of the brand toolkit to ensure our brand remains strong. Here are some simple rules to guide you as you develop your materials.

- **York's master-brand architecture** establishes the names of divisions, units and initiatives are not attached or locked to the York U logo. (see section 1.7)
- **Unique logos** for Divisions, units, initiatives are not permitted as they proliferate the brand.
- **The University's official primary font** (IBM Plex Sans) must be used to represent your division, unit, or initiative within the creative space and away from the York logo
- **Design elements** (graphic elements, emblems) and relevant photography can be used within your creative space, but cannot be attached to the name of the initiative.
- **Taglines** are not part of the York University brand standards as multiple taglines proliferate the brand. They will need to be worked into your text if they are a main message and align with the messaging matrix.
- **Student-Run Initiatives** - Clubs, organizations and student-run initiatives are not permitted to use any element of the York brand (such as the fonts, colours, logos or design system), as they are not officially sanctioned university properties.

SUMMARY OF EXPRESSION:

Logo

X Do not create logos

Wordmark

✓ Use IBM Plex Sans
✓ Use Primary colour palette

Icon

✓ From York Icon/Graphics library
✓ Not used beside the wordmark
✓ Used in different sizes/positions/York colours and in different placements/positions

Wordmark & icon execution examples:
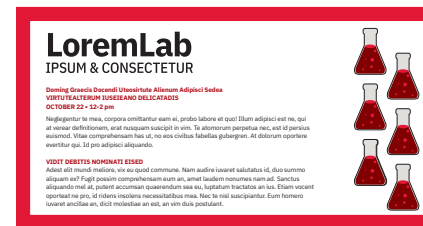
Wordmark & emblem execution examples:
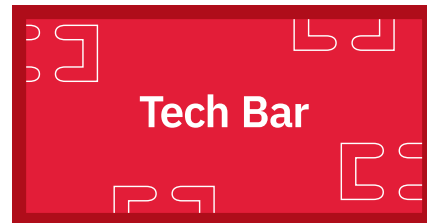
Sponsorship/Partnership Representation

Sponsorship Representation
Many Faculties, Divisions, Units purchase sponsorship packages to associate their area with a given initiative or company. Below are a number of items to consider.

INTERNAL/ON-CAMPUS SPONSORSHIP
York is the sole sponsor: Utilize your locked logo if you have one. If you are a division, unit or initiative and do not have a locked logo, utilize the primary horizontal or digital York logo only and your division or unit will appear as text only in the creative space, not next to the logo. More than one York sponsor: Use the primary horizontal or digital York logo and your Faculty, division, unit or initiative can be worked into the text within the creative space.

EXTERNAL SPONSORSHIP
Within Higher education context: Utilize the York primary or digital logo.
Without Higher education context: Utilize the York primary logo that spells out University. If you do not have a "locked logo" but require representation of your division/unit/area for a specific purpose, please reach out to University Brand & Marketing.

In addition, if the sponsorship or partnership is global and not within a higher education context, we recommend using the primary logo versus the digital version of the logo.

Partnership representation
York's many Faculties, divisions and units partner with external companies and institutions on a regular basis to signal how they are a part of creating positive change in any given initiative or company. Below are a number of items to consider.

USING THE YORK LOGO:
When there is an official partnership with York and an external company, institution or organization that includes a signed contract/agreement, below are a number of items to consider:

- A line cannot be placed between the York logo and the partner logo
- Minimum space is required between the York logo and the partner logo is 2x the York U (ie. X) in a horizontal lockup.

If you require assistance or further information, please contact University Brand & Marketing.

York University Partnership Lockup Logo Preferred – Horizontal

York University Partnership Lockup Logo Alternate – Vertical
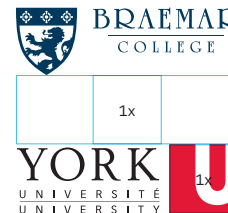
York University Multiple Partnership Lockup Logo

DO NOT
lock-up the York Logo with another institution or company logo

DO NOT
lock-up your own logo/wordmark with the York Logo

3.0

Brand Elements

York Colour Palette

Our updated palette reflects our positive emotional and psychological stance. And colour helps our stakeholders and prospects recognize the York U brand in the marketplace.

York Red is a prominent element and is complemented with an accent blue and pewter colour. All the colours work together seamlessly, but the accent colours are always used to support and be in the service of our York Red, never in competition with it.

The updated palette also acknowledges those with visual impairment and adheres to accepted AODA standards. The core colours of the updated palette have tints, which means you can choose colours with enough contrast for all your communication needs and ensure ultimate legibility. Visit **yorku.ca/brand** to download York's master colour swatch file.

Primary

York Red

PMS: 186
CMYK: 0 / 100 / 81 / 4
RGB: 227 / 24 / 55
HEX: E31837

Black

PMS: BLACK 6C
CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
HEX: 000000

White

RGB: 255 / 255 / 255
HEX: FFFFFF

Secondary

York Red Medium

PMS: 1805C
CMYK: 19 / 100 / 100 / 11
RGB: 175 / 13 / 26
HEX: AF0D1A

York Light Grey

PMS: 60% WARM GREY 1C
CMYK: 4 / 4 / 2 / 0
RGB: 225 / 223 / 220
HEX: E1DFDC

York Red Dark

PMS: 7623C
CMYK: 0 / 95 / 79 / 49
RGB: 129 / 0 / 1
HEX: 810001

York Pewter

PMS: WARM GREY 1C
CMYK: 15 / 14 / 17 / 0
RGB: 214 / 207 / 202
HEX: D6CFCA

York Bright Blue

PMS: 298C
CMYK: 64 / 2 / 2 / 0
RGB: 58 / 194 / 239
HEX: 3AC2EF

York Grey Medium

PMS: WARM GREY 4C
CMYK: 24 / 23 / 24 / 7
RGB: 183 / 174 / 169
HEX: B7AEA9

York Light Blue

PMS: 635C
CMYK: 27 / 0 / 2 / 0
RGB: 172 / 230 / 248
HEX: ACE6F8

York Grey Dark

PMS: 2334C
CMYK: 52 / 49 / 49 / 30
RGB: 104 / 98 / 96
HEX: 686260

York Colour Palette
Proportionality

The individual colours in the updated brand palette may be used in different ratios. Think about your audience and choose the right proportion of colour for the type of message you wish to convey.

The scale below will help you determine how to use the colours to create communications that range from the most formal to the most informal.

FORMAL

**HIGH-PROFILE
EXTERNAL AUDIENCES**
> Advertising campaigns
> Ceremonies

**HIGH-PROFILE EXTERNAL /
INTERNAL AUDIENCES**
> Presentations, events and
   special announcements

**PAN-UNIVERSITY EXTERNAL /
INTERNAL AUDIENCES**
> On and off-campus events
> Promotions
> Reports

INFORMAL / INTERNAL AUDIENCES
> Casual announcements
> On-campus events

CASUAL
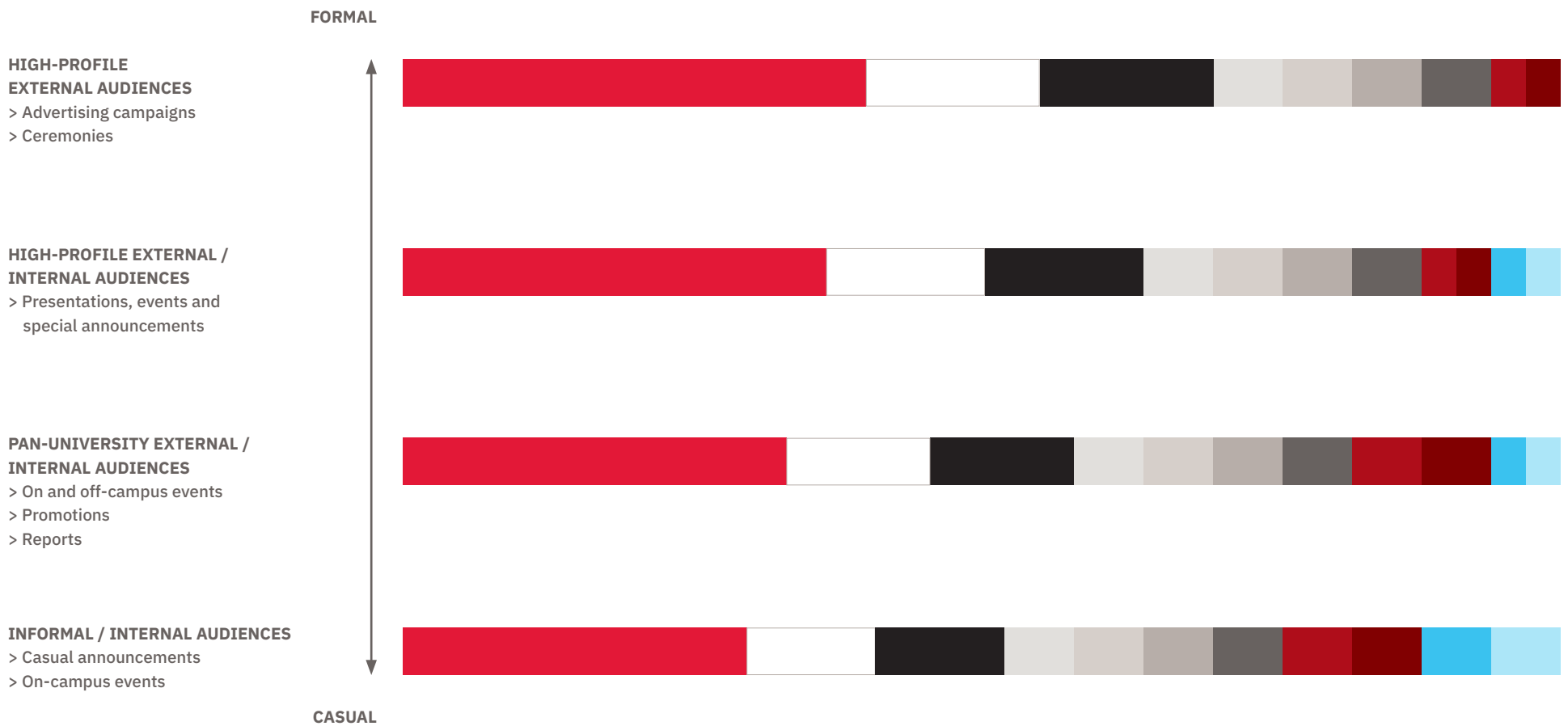
Sub-brand Palette

Glendon, Lassonde, Osgoode and Schulich have long-established colour palettes that are strongly associated with their identities. Using the sub-brand primary palette, along with the York palette (including reds and greys, black and white) will ensure the York master brand remains strong.

The palette proportionality provides guidance on how much of the York Red to include in your communications. For internal audiences, sub-brands may use their primary colours more liberally. But for pan-university and external-facing communications, the York Red must be evident for alignment.

Glendon

Glendon Blue

Glendon Gold

Lassonde

Lassonde Black

Lassonde Red

Lassonde Plum

Lassonde Yellow

Lassonde Teal

Lassonde Navy

Osgoode

Osgoode Pewter

Osgoode Red

Schulich

Schulich Blue

Schulich Green
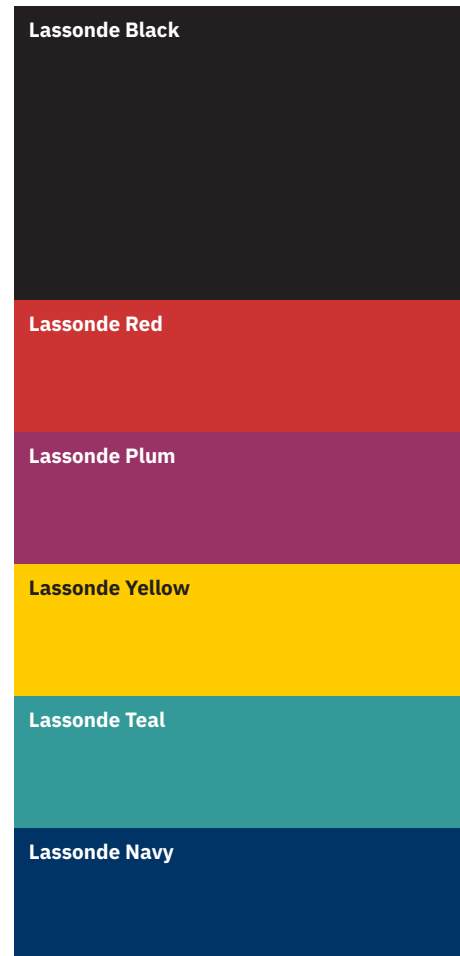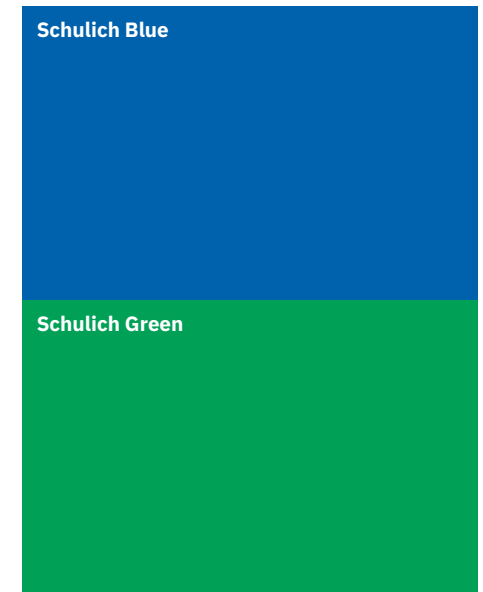
Sub-brand Palette
Proportionality

Glendon, Lassonde, Osgoode and Schulich have long-established colour palettes that are strongly associated with their identities. Using the sub-brand primary palette, along with the addition of the York palette (including reds and greys, black and white) will ensure the York master brand remains strong.

The palette proportionality provides guidance on how much of the York Red to include in your communications. For internal audiences, sub-brands may use their primary colours more liberally. But for pan-university and external-facing communications, the York Red must be evident for alignment.

Glendon — FORMAL / CASUAL

Lassonde — FORMAL / CASUAL

Osgoode — FORMAL / CASUAL

Schulich — FORMAL / CASUAL
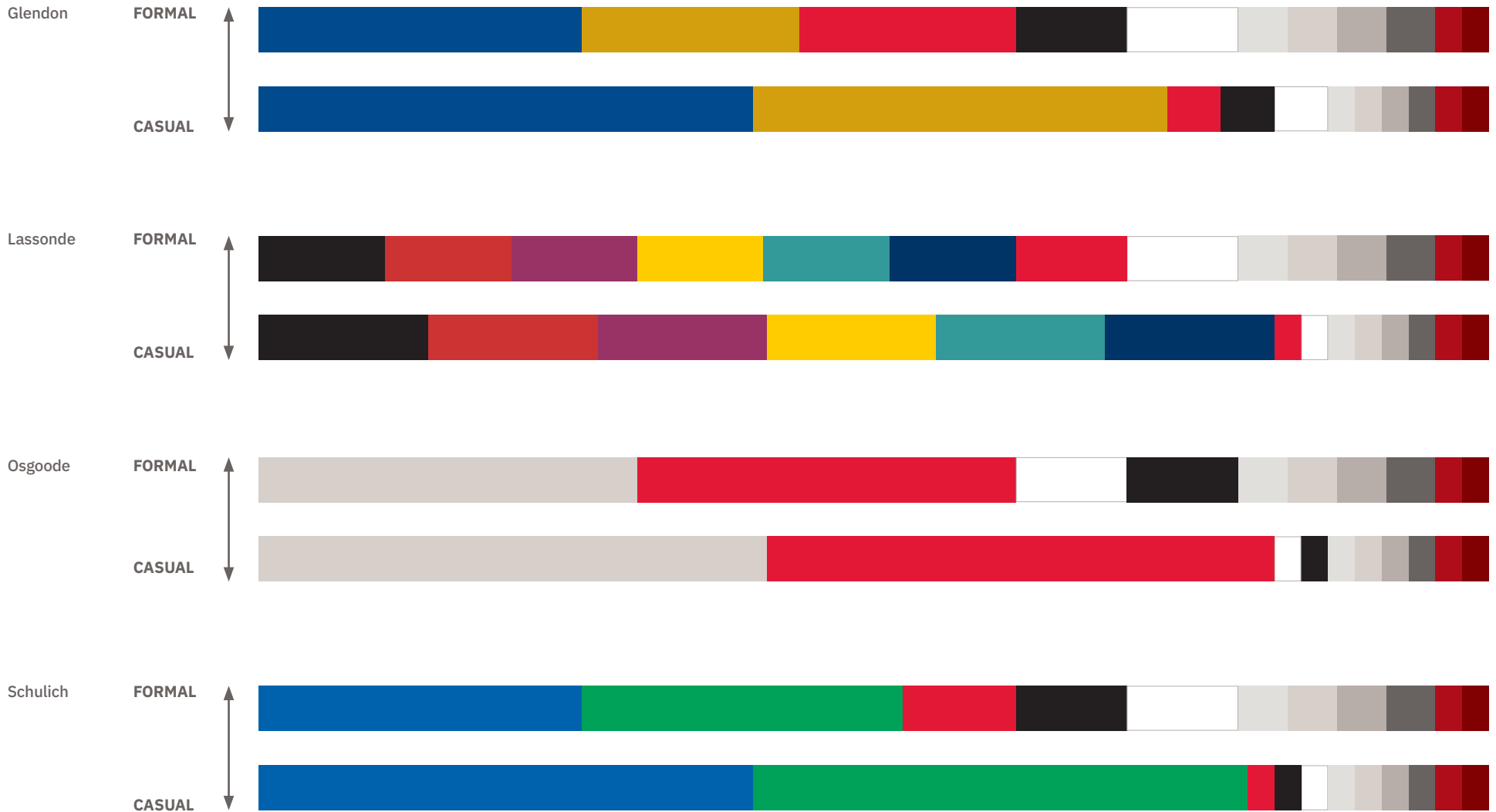
The Psychology of Colour

Colour is an effective identifier for our university. As such, the use of York Red will ensure connection across all our communications.

The updated York primary palette balances tradition with modernity. It has the flexibility to work in a variety of media and ensures accessibility.

Red has always been part of York's identity, and it is complemented by timeless black and white, two darker tints of our red, as well as a variety of elegant greys. Only these colours are to be used in our high-level, external-facing communications.

New to the palette, in keeping with our message of positive change, are two hues of blue: a bright and a light version. The addition of these colours provides more opportunity for design expression and may be used university-wide (other than in the most formal circumstances).

Primary

YORK RED
Exciting, energizing, cultivated, courageous.

WHITE
Pure, clean, claear, simple, pristine.

BLACK
Powerful, sophisticated, bold, prestigious, modern.

Secondary
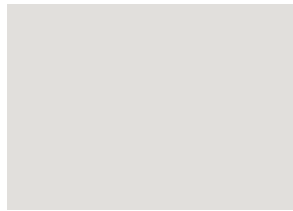
YORK GREYS
Sleek, quality, modern, discreet.

YORK MEDIUM RED
Elegant, refined, mature.

YORK DARK RED
Earthy, warm, sturdy.

YORK BRIGHT BLUE
Draws attention, self-expressive, wise, stimulating, trustworthy.
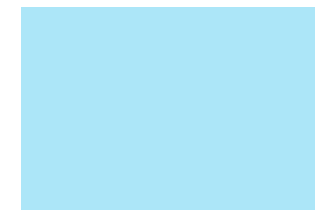
YORK LIGHT BLUE
Clean, joyous, patient.

Campus Inspiration

The updated colour palette drew its inspiration from all over the university's campuses – from its modern interiors to its outdoor spaces and architecture.

Rhodamine
Glendon College

Sky Blue
Student Centre

Iris
Campus Walk

Aqua
Student Centre

Aubergine
Life Sciences Building

Chartreuse
Learning Commons

Periwinkle
Bergeron Centre
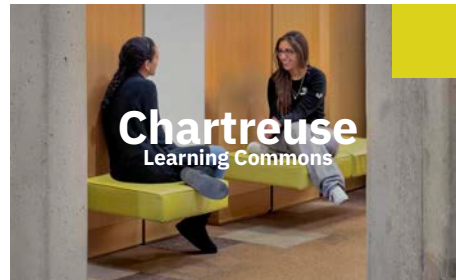
Faculty Accent Colours

The attributes of our Faculty accent colour palette support our message of positive change. The many programs of study and areas of inquiry available through our Faculties are multi-faceted and nuanced. The suggested accent colour for each reflects the essence of the Faculty subject areas it represents. Each colour has been carefully chosen for its positive connotative associations and chromatic properties, and the way it harmonizes with York Red.

The perception of colour is extremely subjective, but within the spectrum, certain colours have, over time, developed their own histories and emotional meanings. For example, green has long been affiliated with growth, red with passion and blue with loyalty. Colours are used to create action or a response in humans – or can suggest a signal of value or a specific category. The adoption of a unique Faculty accent colour provides differentiation, as well as consistency of meaning and message. The accent colour works as a metaphor for the Faculty – however, not in a literal sense.
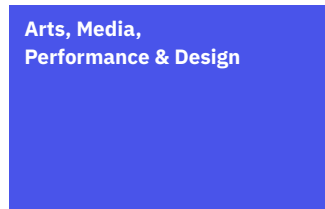
Arts, Media, Performance & Design

PERIWINKLE
Trusting, impressive, exhilarating.
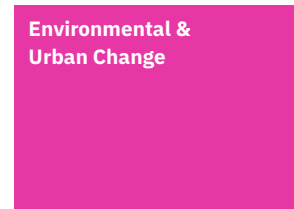
Environmental & Urban Change

RHODAMINE
Active, vibrant, stimulating.
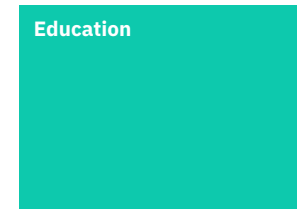
Education

AQUA
Refreshing, cleansing, flourishing.
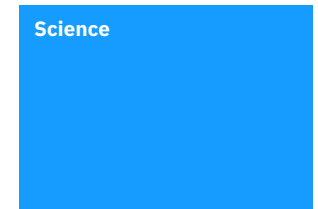
Science

SKY BLUE
Rejuvenating, energetic, soothing.
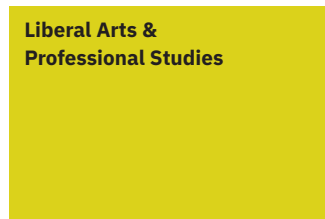
Liberal Arts & Professional Studies

CHARTREUSE
Experimental, bold, cutting-edge.

Health

IRIS
Secure, reliable, wise.
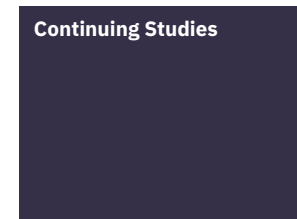
Continuing Studies

AUBERGINE
Visionary, prestigious, introspective.

Faculty Accent Colours
Specification

Each Faculty has a specific accent colour within the palette to differentiate itself within the larger institutional brand.

Just like the institutional palette, a proportionality scale has been provided to guide you in using the Faculty colour – from its most formal application (high-profile external audiences) to its informal use for internal messaging.

To supplement the Faculty accent palette, you may use the greys from the main York palette. However, the light and bright blues, and dark and medium reds are reserved for institutional use only.

Usage of the Faculty accent colours are reserved for the specific Faculty and requires approval from the communications manager and/or University Brand & Marketing.

Science
Sky Blue

Headline Text

Headline Text

Body Text

Headline Text

Headline Text

Body Text
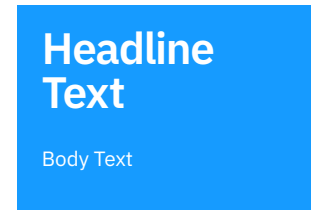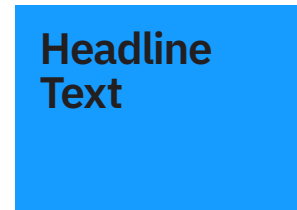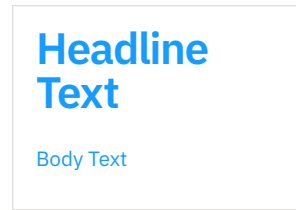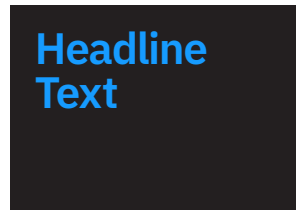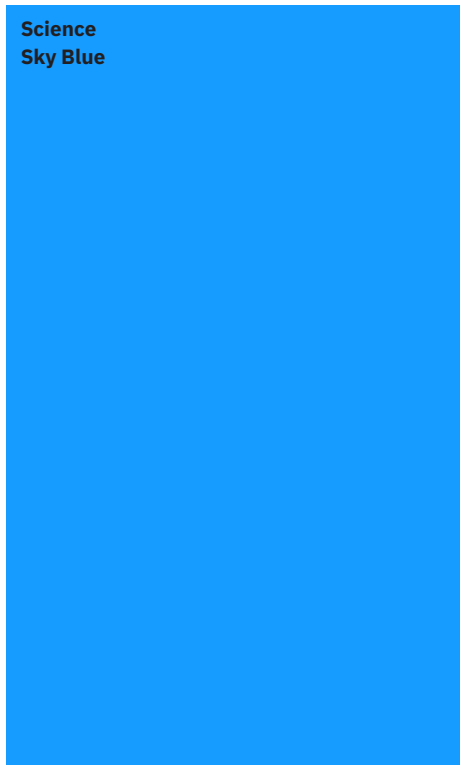
COLOUR PROPORTIONALITY

FORMAL

CASUAL

Typography
Primary Font

Typography is a powerful part of the brand toolkit. It can be used to impart messages with strength or subtlety in every type of communication, from the most formal to the most casual, by different users. Type can be used effectively as a key part of design, without the need for imagery.
IBM Plex Sans has been chosen as the primary font with secondary fonts to use in addition to the primary font in specific places.

The typeface **IBM Plex** has been specially chosen as the universal face for York University and is available in four cuts, with the sans serif as the primary choice for York's brand platform. Its modern character pairs well with our message of positive change. The breadth and versatility of the face is particularly appealing for a large university with multiple needs and users. It is a completely free font and can be downloaded directly from the IBM site (**https://www.ibm.com/plex/**) or Google Fonts (**https://fonts.google.com/specimen/ IBM+Plex+Sans**).

IBM Plex Sans

IBM Plex Sans Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

IBM Plex Sans Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

IBM Plex Sans Extralight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

IBM Plex Sans Extralight Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

IBM Plex Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

IBM Plex Sans Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

IBM Plex Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

IBM Plex Sans Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

IBM Plex Sans Text
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

IBM Plex Sans Text Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

IBM Plex Sans Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

IBM Plex Sans Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

IBM Plex Sans Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

IBM Plex Sans Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

IBM Plex Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

IBM Plex Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

Typography
Secondary Fonts

The serif, condensed and mono cuts of IBM Plex all work harmoniously with one another and can be used interchangeably to create interesting design expressions and different tones.
The secondary fonts are to be used in addition to versus in place of the primary IBM Plex Sans.

Plex is a very hardworking face and was cut to address today's digital media needs but works equally well in print. It also works very well in small sizes.

Plex is distinctive yet timeless. It balances human and rational elements.

ab
&

IBM Plex Serif

IBM Plex Serif Thin
IBM Plex Serif Thin Italic
IBM Plex Serif Extralight
IBM Plex Serif Extralight Italic
IBM Plex Serif Light
IBM Plex Serif Light Italic
IBM Plex Serif Regular
IBM Plex Serif Italic
IBM Plex Serif Text
IBM Plex Serif Text Italic
IBM Plex Serif Medium
IBM Plex Serif Medium Italic
IBM Plex Serif Semibold
IBM Plex Serif Semibold Italic
IBM Plex Serif Bold
IBM Plex Serif Bold Italic

IBM Plex Sans Condensed

IBM Plex Sans Condensed Thin
IBM Plex Sans Condensed Thin Italic
IBM Plex Sans Condensed Extralight
IBM Plex Sans Condensed Extralight Italic
IBM Plex Sans Condensed Light
IBM Plex Sans Condensed Light Italic
IBM Plex Sans Condensed Regular
IBM Plex Sans Condensed Italic
IBM Plex Sans Condensed Text
IBM Plex Sans Condensed Text Italic
IBM Plex Sans Condensed Medium
IBM Plex Sans Condensed Medium Italic
IBM Plex Sans Condensed Semibold
IBM Plex Sans Condensed Semibold Italic
IBM Plex Sans Condensed Bold
IBM Plex Sans Condensed Bold Italic

IBM Plex Mono

IBM Plex Mono Thin
IBM Plex Mono Thin Italic
IBM Plex Mono Extralight
IBM Plex Mono Extralight Italic
IBM Plex Mono Light
IBM Plex Mono Light Italic
IBM Plex Mono Regular
IBM Plex Mono Italic
IBM Plex Mono Text
IBM Plex Mono Text Italic
IBM Plex Mono Medium
IBM Plex Mono Medium Italic
IBM Plex Mono Semibold
IBM Plex Mono Semibold Italic
IBM Plex Mono Bold
IBM Plex Mono Bold Italic

Typography
Usage

York University's typeface, **IBM Plex**, comes in four families and may be used in combination to create texture and interest in your design and communications. The serif text face is excellent for conveying longer passages and for contrasting with the sans serif.

The variety of weights available for each of the four families within the typeface provides ample opportunity for expression – from the most formal to the most casual. **Use the sans serif as the primary choice, but to create hierarchical levels of information, the condensed, italic and mono faces may be used for differentiation or accent.**

When creating content in the Instagram application, specifically Instagram Stories, use of sans-serif fonts are preferable. There are currently 9 font options available within the application, but the following 4 are preferred to ensure legibility and brand consistency.

SANS SERIF FONT OPTIONS
AVAILABLE IN INSTAGRAM STORIES

Font 1: Classic

FONT 2: UPPERCASE ROUNDED

Font 3: Block Italics

FONT 4: UPPERCASE BLOCK

Positive
Progressive
Proud

#Your
#Future

Your Story Starts Here

This is the serif version of the font.
This is great for body copy or to contrast with the sans serif.
This is the italic, and it is often used for emphasis, quotations or specific calls to action.

The York Vision

York is a leading international teaching and research university, and a driving force for positive change. With a diverse community and uniquely global perspective, we can make things right for our future.

Orientation
Week

September 21–25   **#YUPride**

#YU

4.0

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.

Forward
Bound
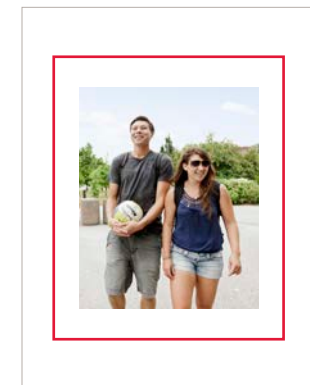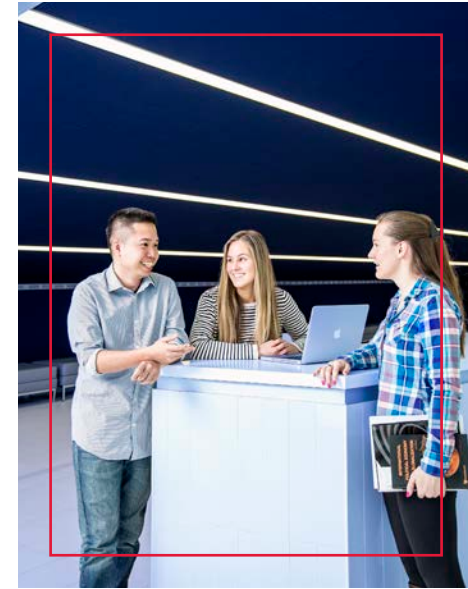
Incremental Rule

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.

YORK U — 0.35" (x)

YORK U — 20px (x – not to scale)

Print	0.0875"	0.175"	0.35"	0.525"	0.7"	0.875"	1.05"
Digital	5px	10px	20px	30px	40px	50px	60px
Scale	(0.25x)	(0.5x)	(1x)	(1.5x)	(2x)	(2.5x)	(3x)
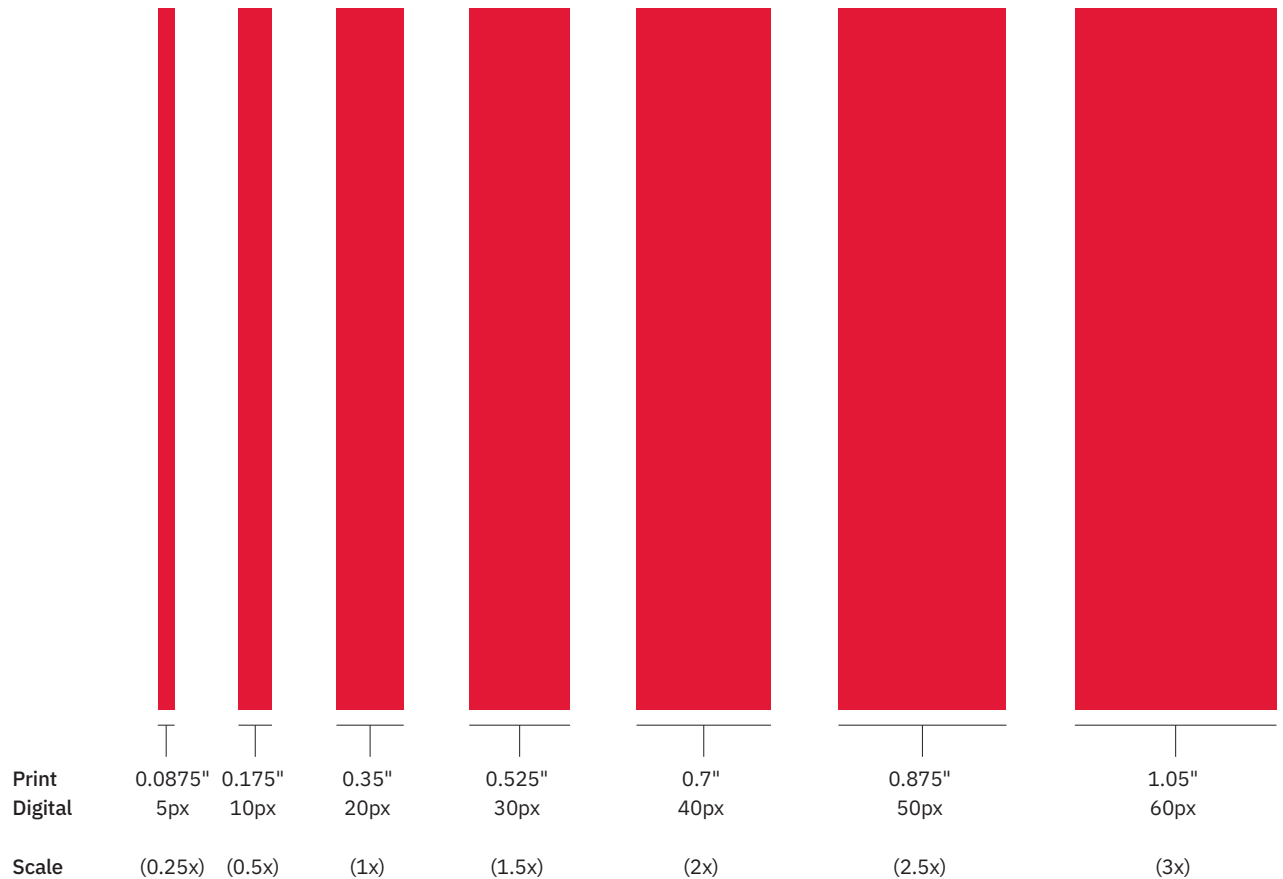
Window of Positive Change
Usage and Rules

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.

x

0.5x

x 0.5x 0.5x x

0.5x

x

YORK U ⊢x

■ Window

■ Safety Space
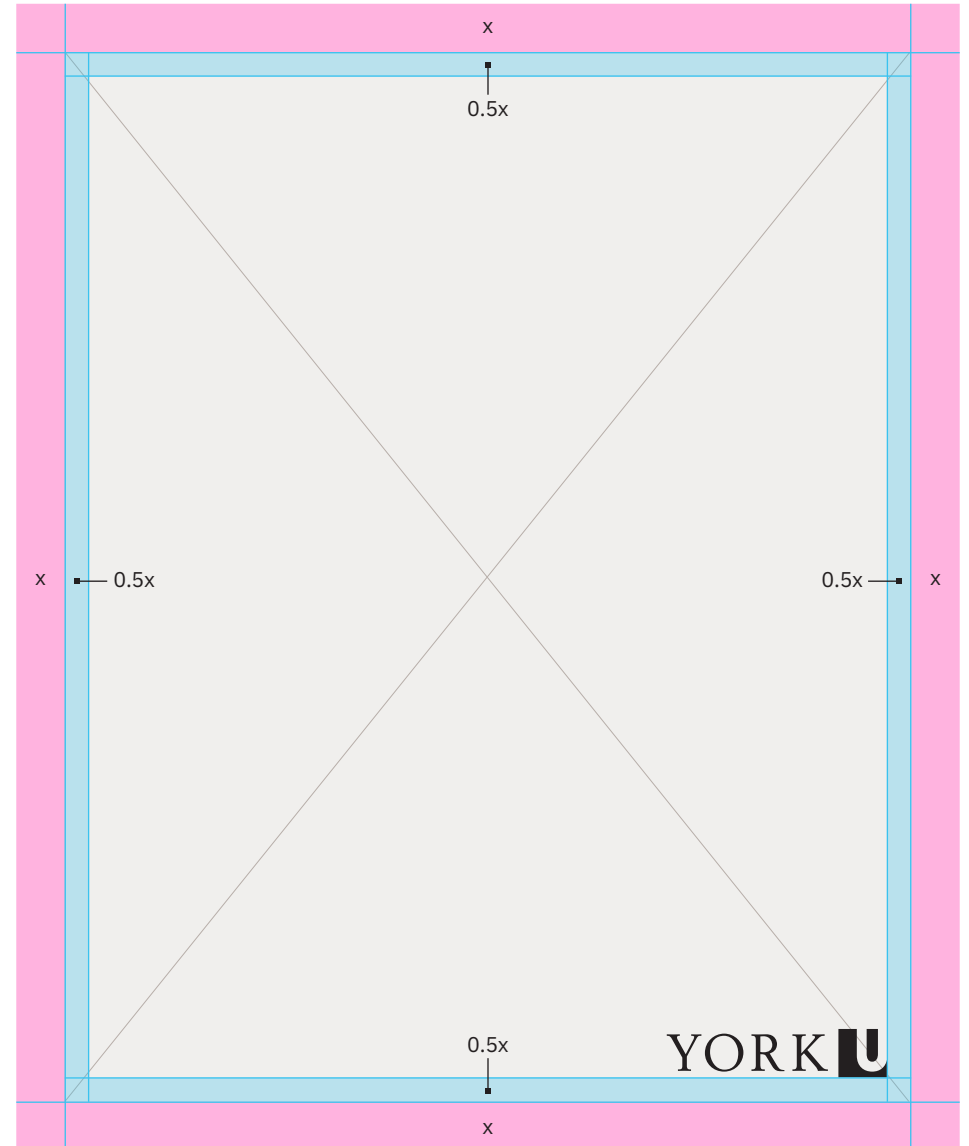
Window of Positive Change
Usage and Rules

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

Window

Safety Space

3x

6x

Contiguous Windows

1.5x

1.5x

1x 1.5x

1x

1.5x

3x

6x

x

x

YORK U

YORK U
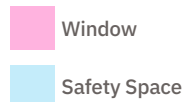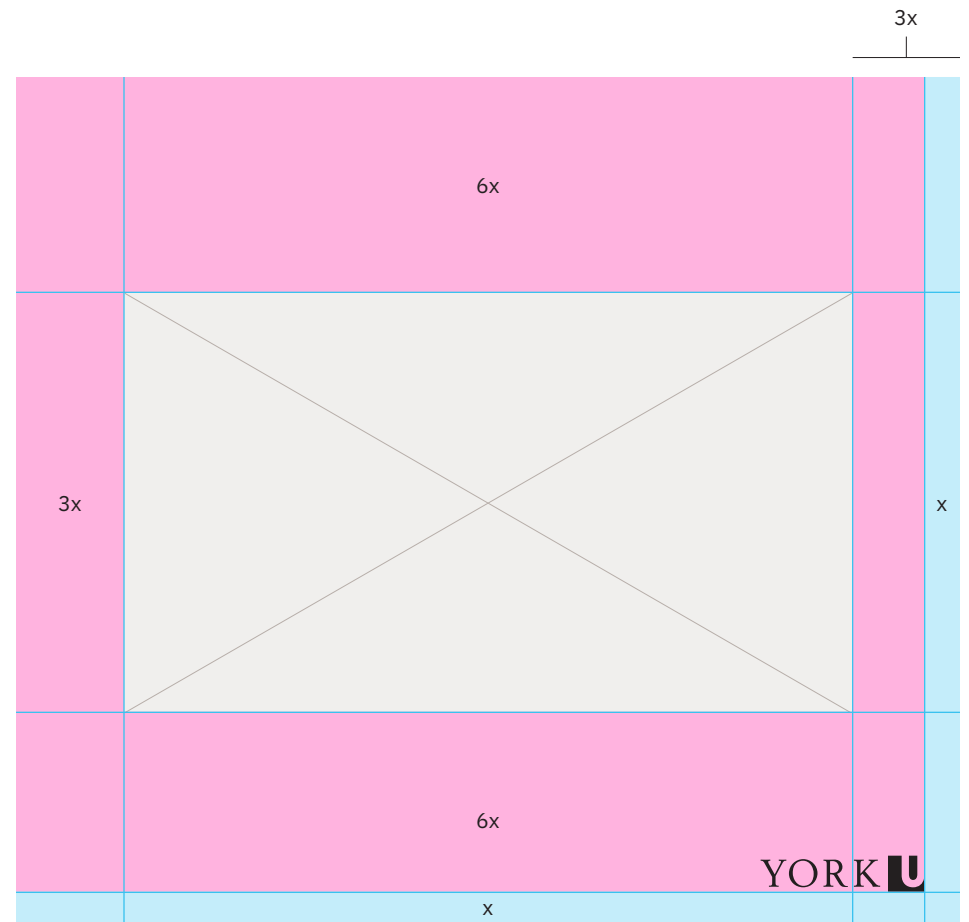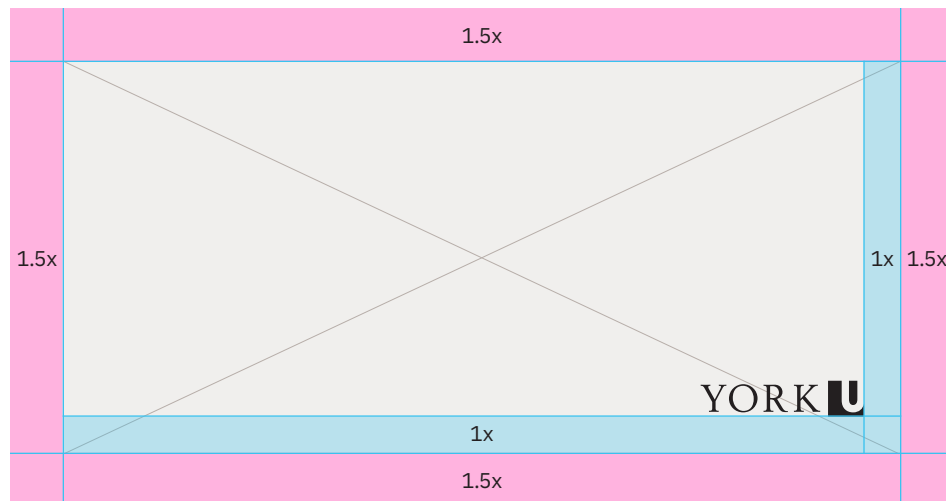
York Logo Placement
Variations

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.

Window

Safety Space
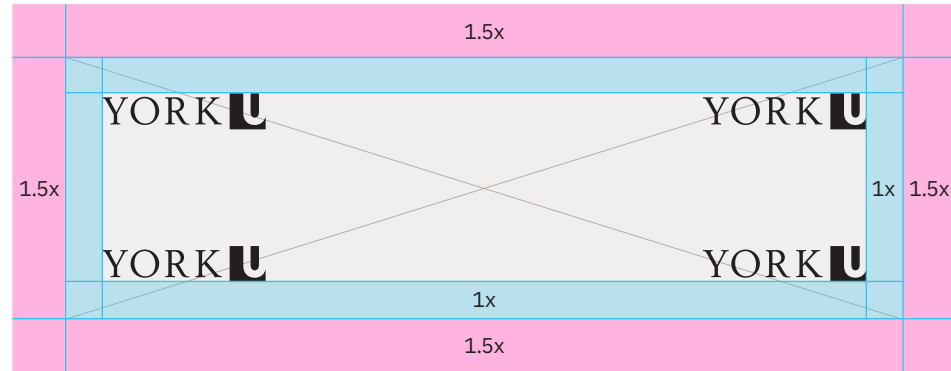
Inside Window

Outside Window
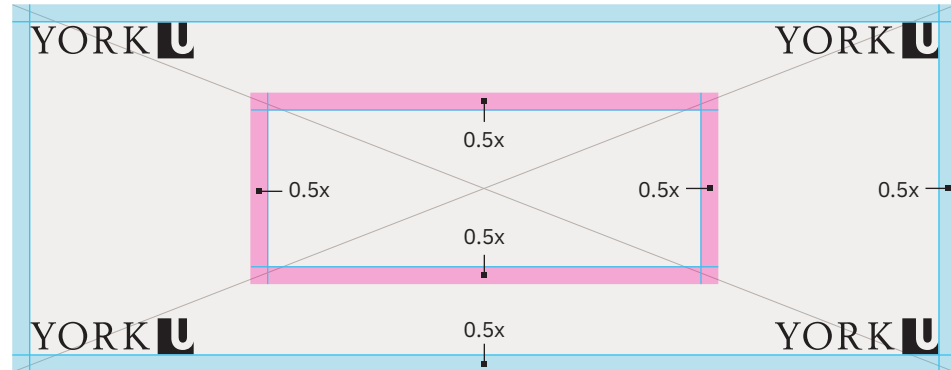
On Top of Window
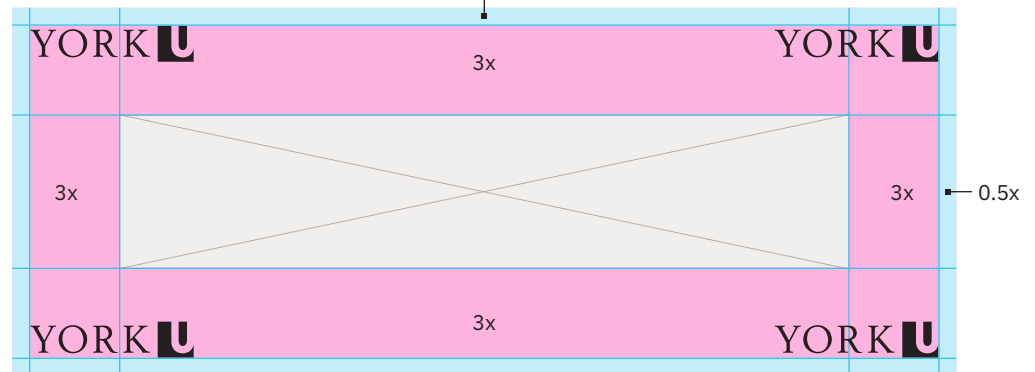
York Logo Placement
Variations

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)
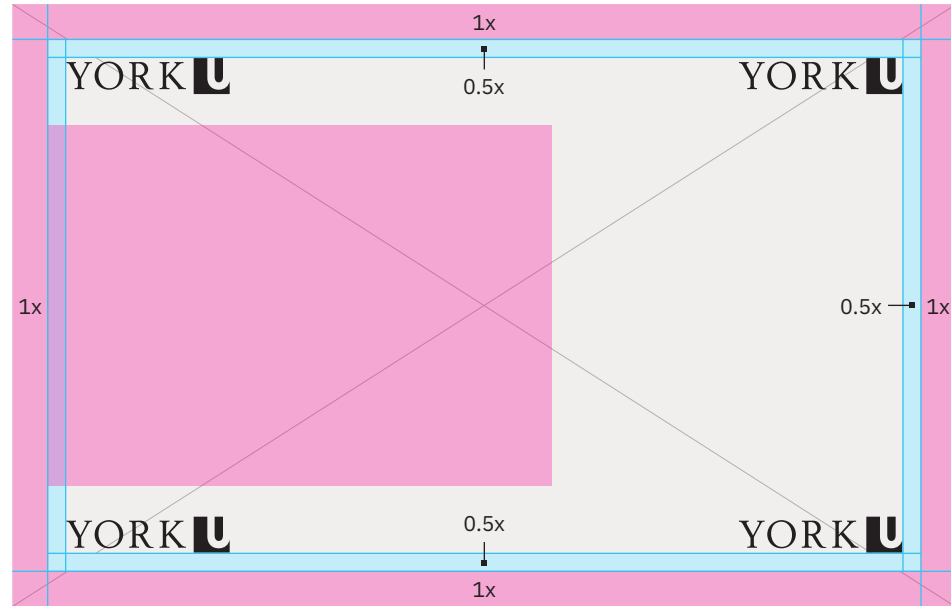
Inside Window (Inside Inset)
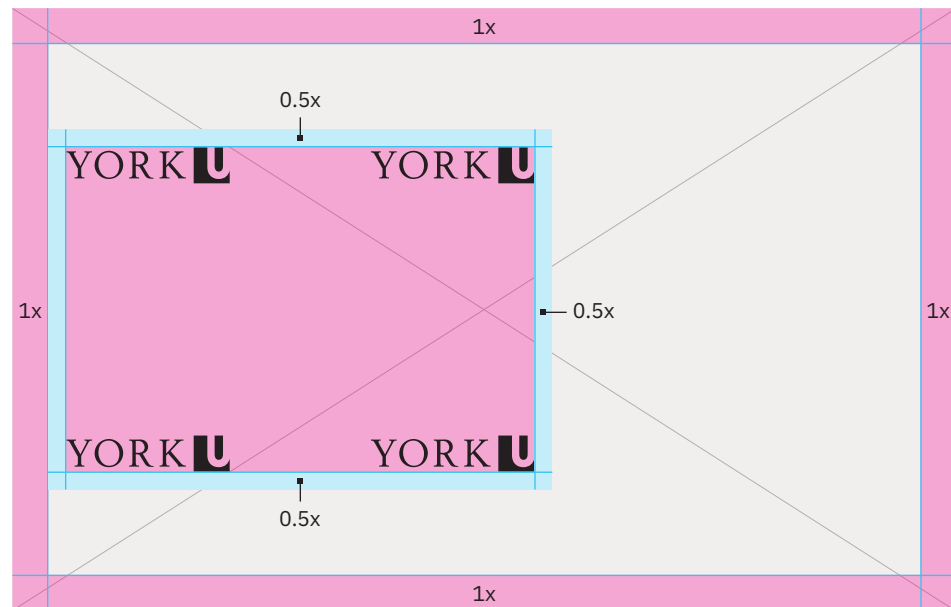
Window

Safety Space

Window of Positive Change
Usage and Rules
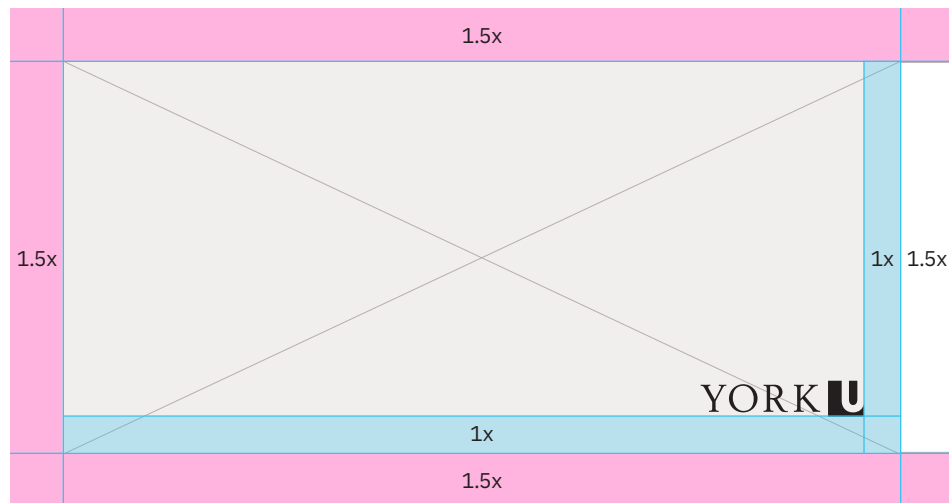
For institutional use, the window must only be red or white. A white pillar may also be used to set it off against a red window, or conversely, a red pillar may be used within a white window.

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

Safety Space

Window of Positive Change
Usage and Rules

YORK U ⊢x
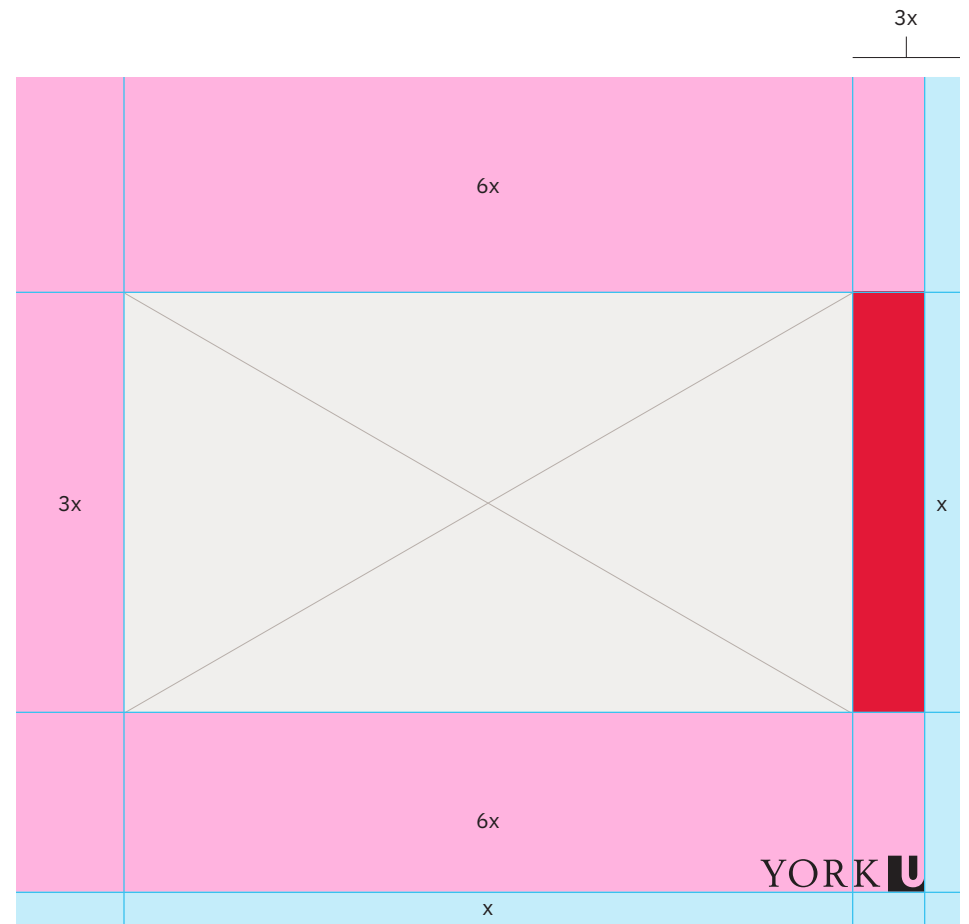
Window

Safety Space

Floating Singular Window

x

x

x

x

x

Floating Singular Window

0.5x

0.5x

0.5x

0.5x

x

x
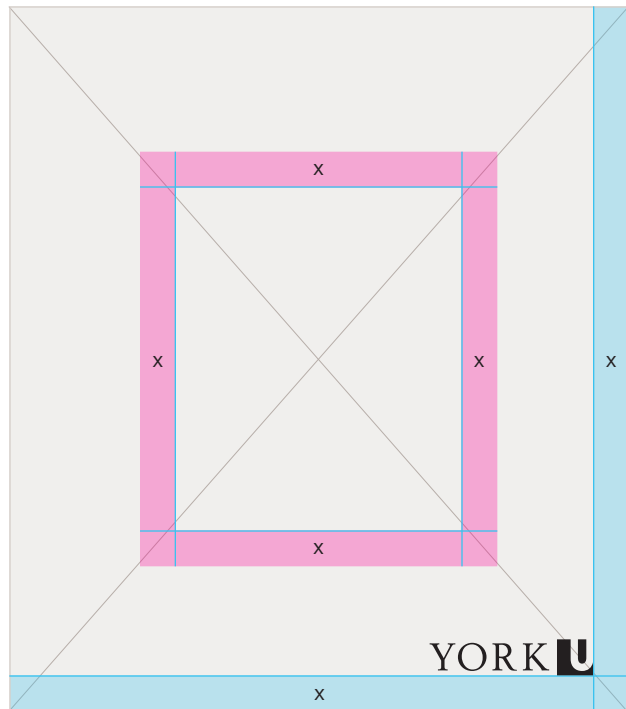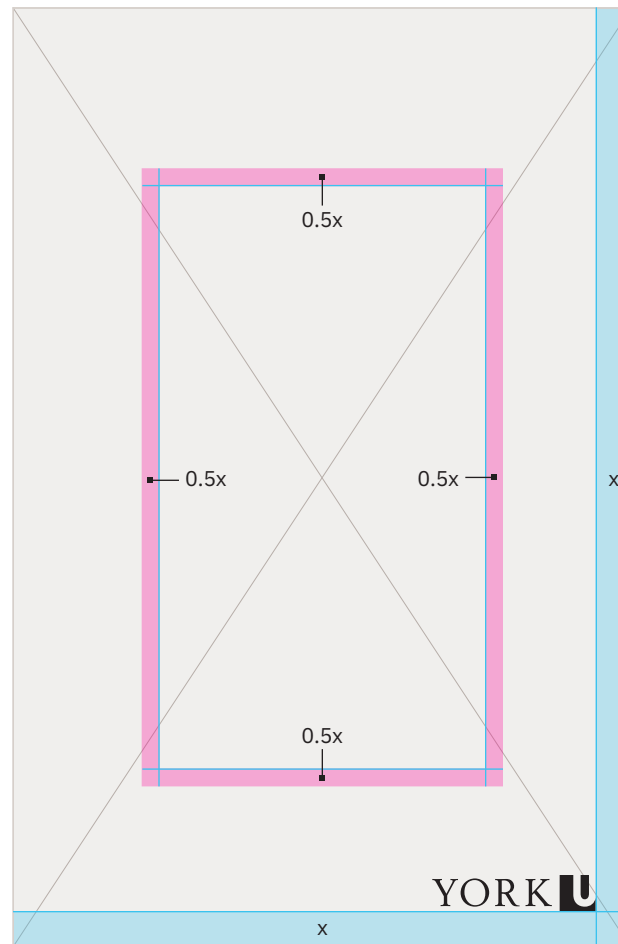
"Keyline" Singular Window

0.25x

0.25x

0.25x

0.25x

x

x

Window of Positive Change
Usage and Rules

YORK U ⊢x
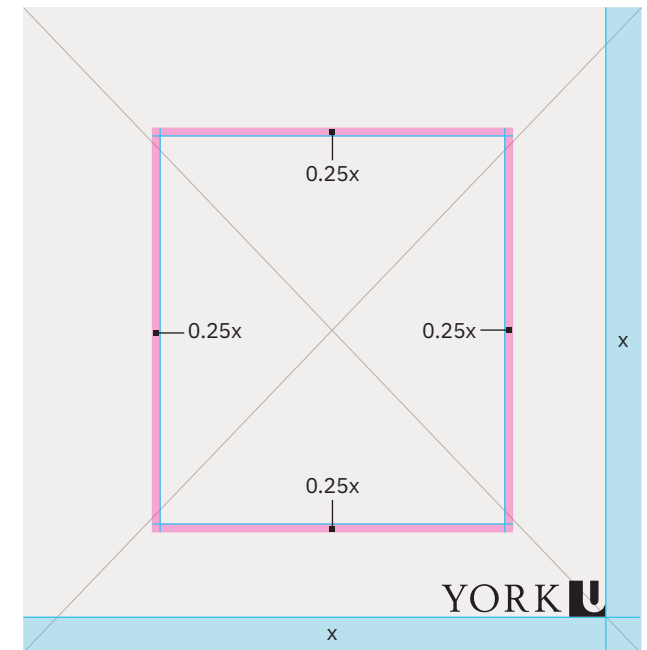
■ Window

■ Safety Space

Floating Multiple Windows in an
Adjacent Arrangement

Floating Multiple Windows with
Touching Corners

0.5x

0.5x   0.5x

0.5x

0.5x

0.5x   0.5x

0.5x

x

x   x

x

x

x

0.5x

0.5x   0.5x

0.5x

x

x   x

x

x

YORK U

YORK U

Window of Positive Change
Usage and Rules

YORK U
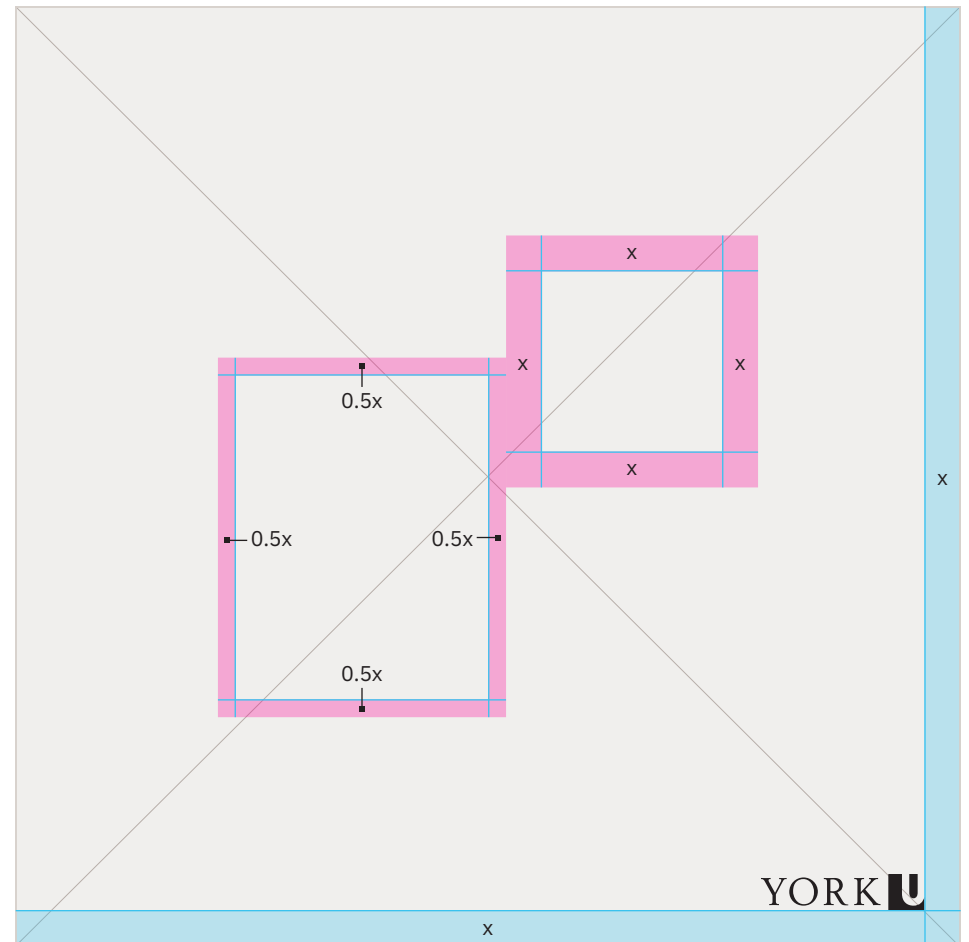
■ Window

■ Safety Space

Open Window
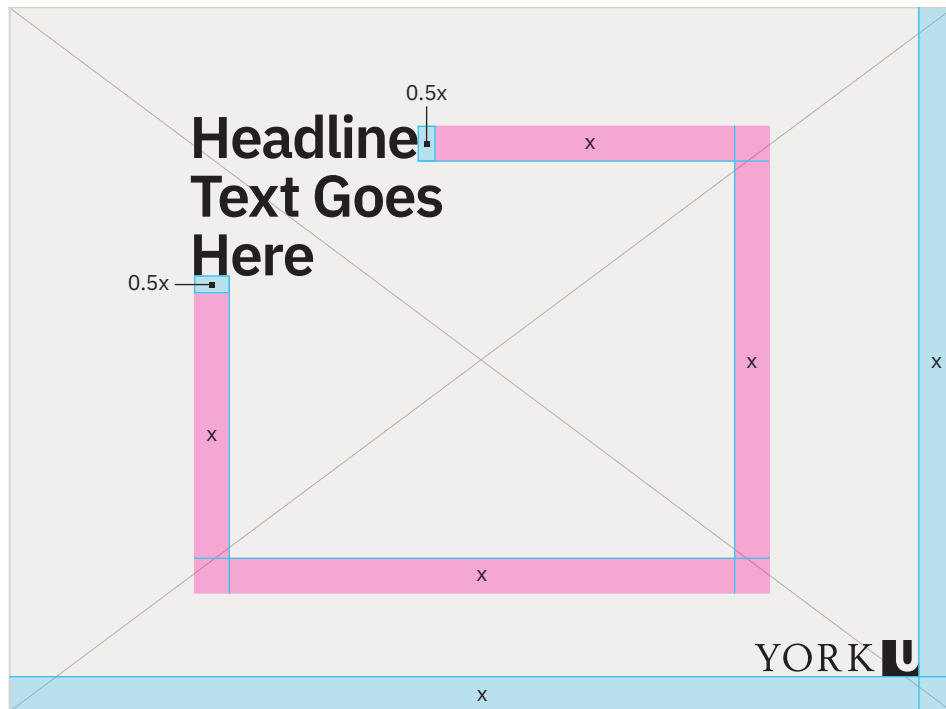
Open Window

Headline Text Goes Here

0.5x

0.5x

x

0.5x

x

x

x

YORK U

Headline Text Goes Here

0.5x

0.5x

0.5x

0.5x

0.5x

0.5x

0.5x

0.5x

0.5x

x

x

YORK U

Window of Positive Change
Usage and Rules

Window

Safety Space

13x
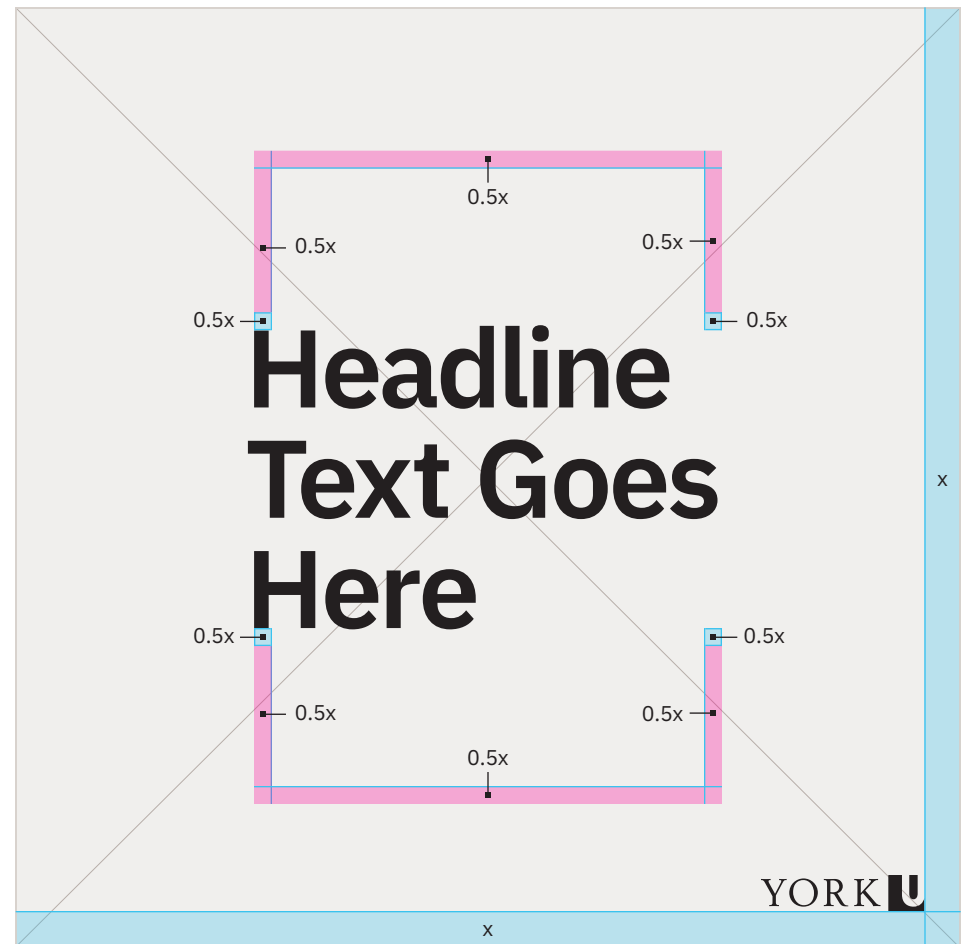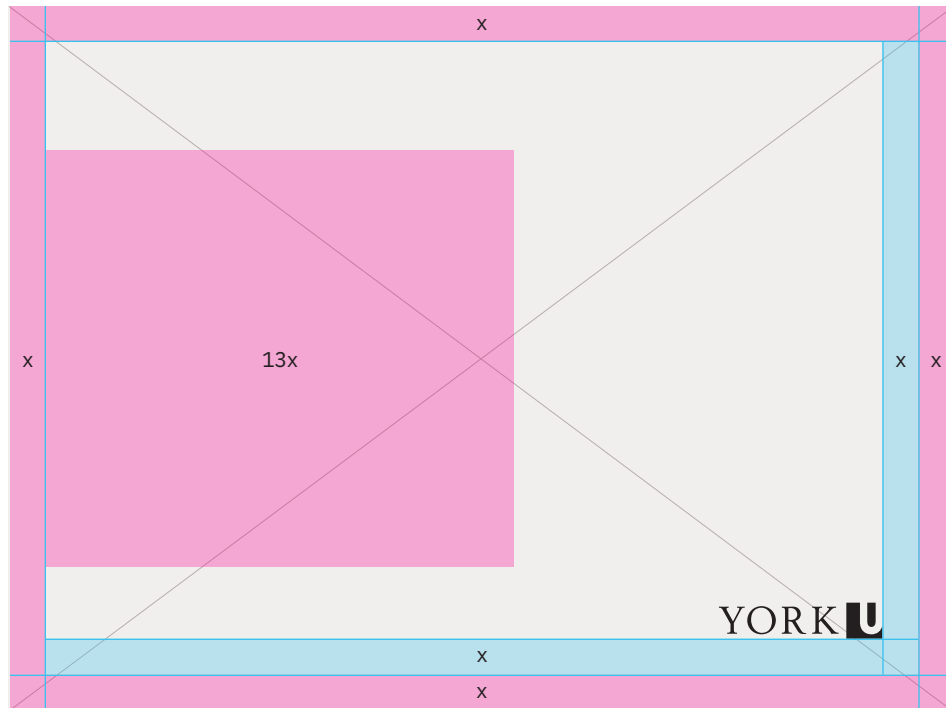
Contiguous Windows with Inset (Useful for Type and Messages)

x

x

x

6x
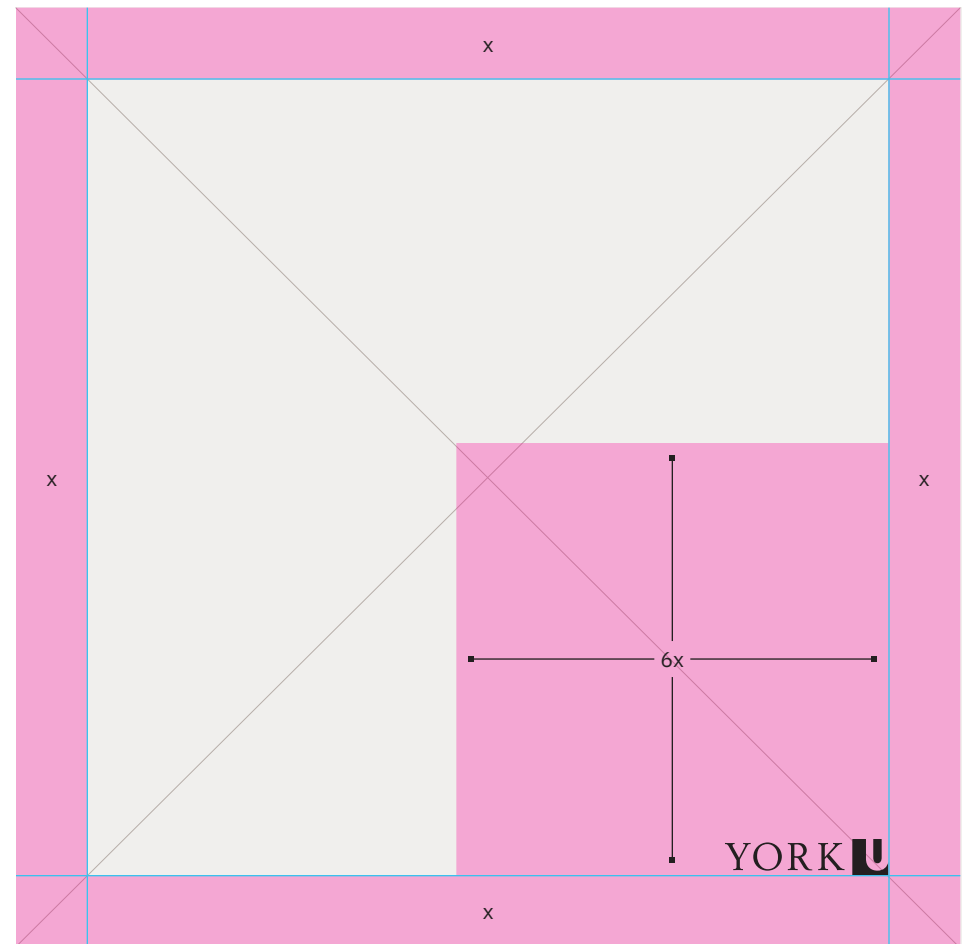
Faculty Accent Pillar
Examples

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.

Window

Safety Space
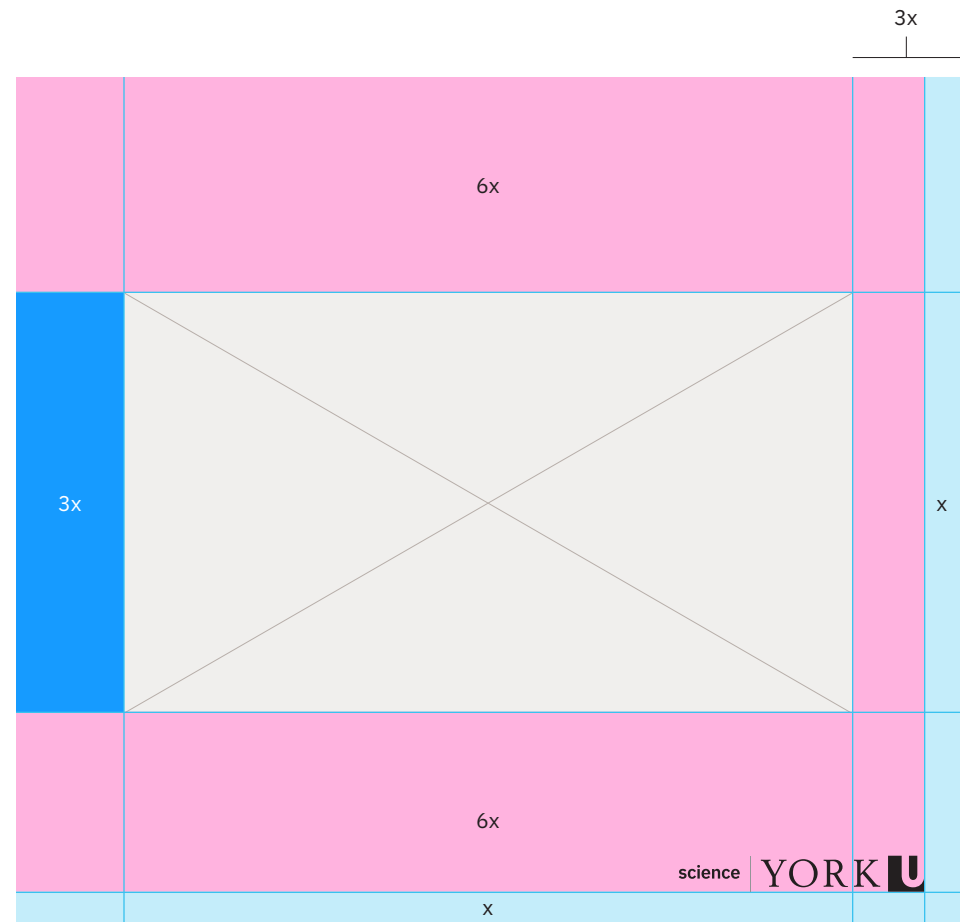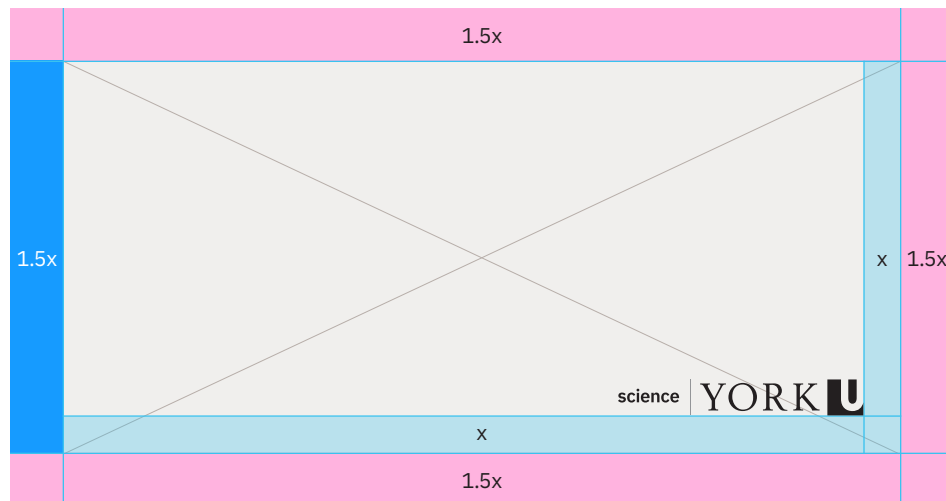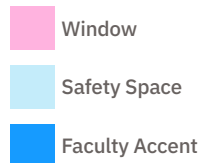
Faculty Accent

Faculty Accent Window
Examples

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.

■ Window   ■ Safety Space   ■ Faculty Accent

Headline Text Goes Here

science YORK U

Sub-brand Accent Pillar
Examples
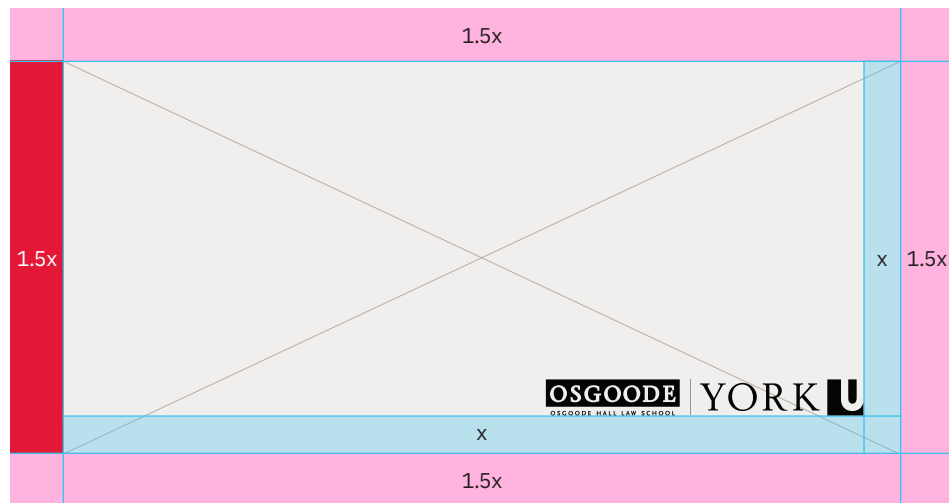
The pillar may also be used by sub-brands when communication is pan-university. The window would be coloured according to the main sub-brand colour, with a York Red pillar. For example, Osgoode Hall Law School would use a pewter window with a red pillar. There is also the option to reverse the sub-brand colour placement; pillar as the sub-brand colour, window would be York Red.

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.

■ Window (sub-brand primary colour)

■ Safety Space

■ Sub-brand Pillar (York Red)
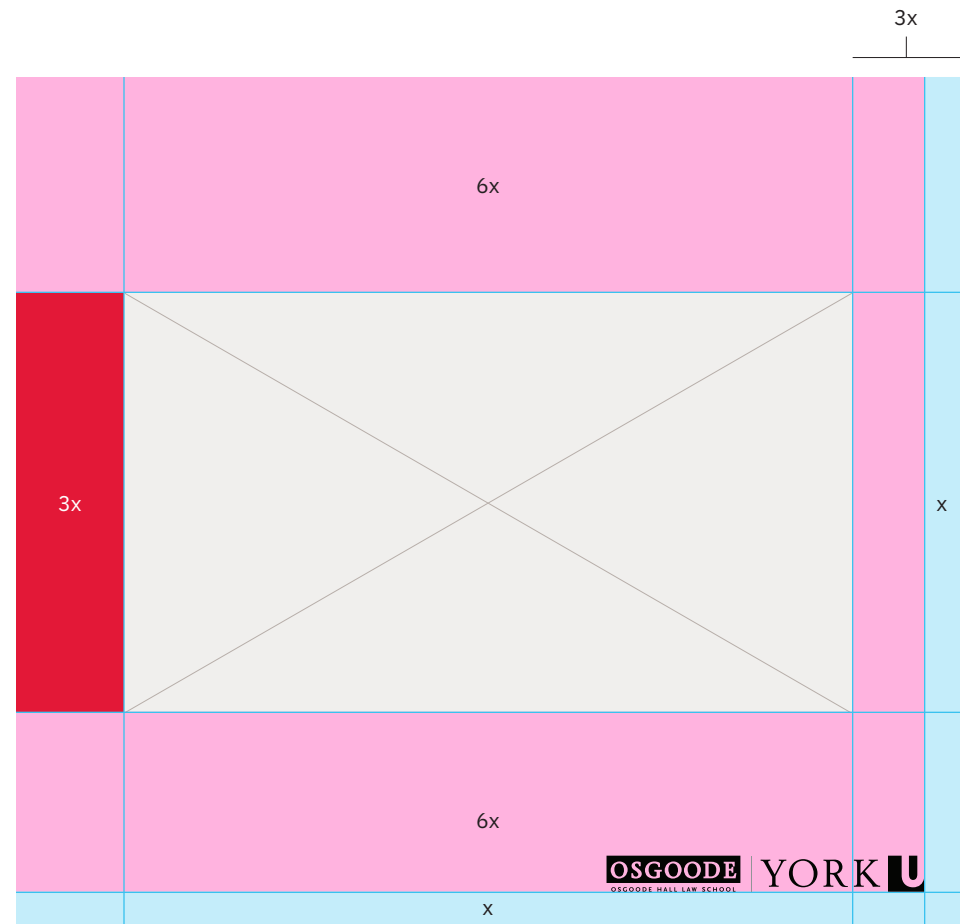
Sub-brand Accent Window
Examples

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

Headline Text Goes Here
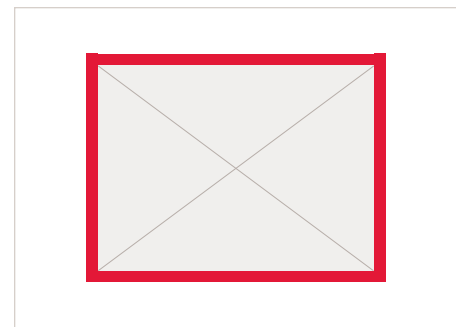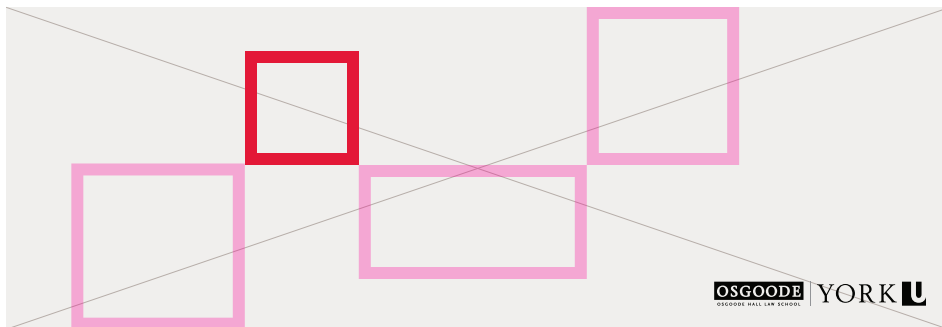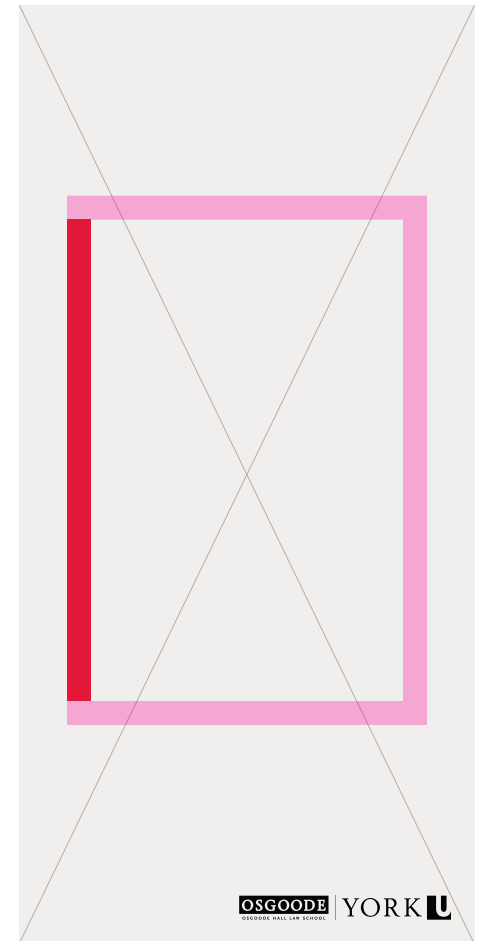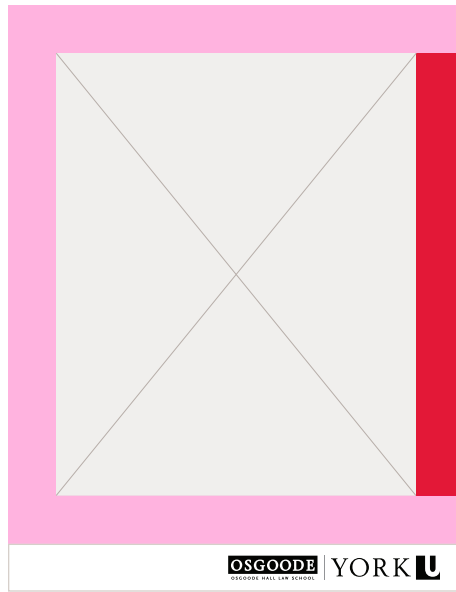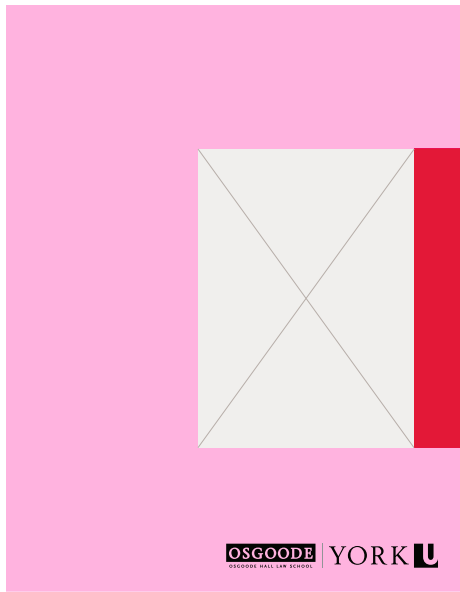
Photography

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.

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.
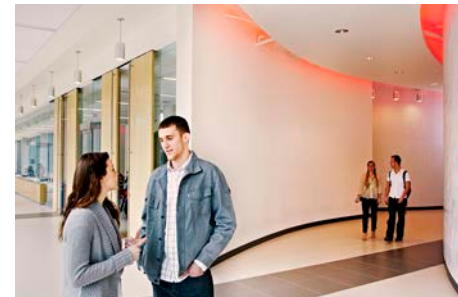
Social Media Avatars

To ensure brand consistency across all York University social media channels, we have developed guidelines and templates for profile avatars. These profile avatars are designed to visually identify the institution, no matter what channel or platform, with the audience to establish trust and brand recognition. The University institutional channels (and approved pan-university channels) are the only entities that may use the digital logo. All other channels are categorized into three groups: sub-brands, Faculties, and departments, and will follow the guidelines below.

Sub-brands – have the option to use a photograph, their digital logo, or add a typeface Plex acronym to a solid white background or photograph within their accent-colour circle.

Faculties – have the option to either use a photograph or add a typeface Plex acronym to a solid white background or photograph within their accent-colour circle and "YorkU" bottom ribbon.

Departments – have the option to use a photograph or add a typeface Plex acronym to a solid white background or photograph within the red circle and "YorkU" bottom ribbon.

If you need new Social Media Avatars, please contact **University & Brand Marketing**: cpadigit@yorku.ca.

Institutional ONLY social media avatars

Sub-brand social media avatars

Faculty social media avatars
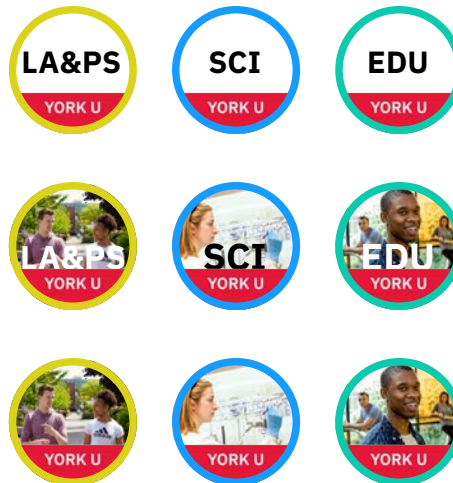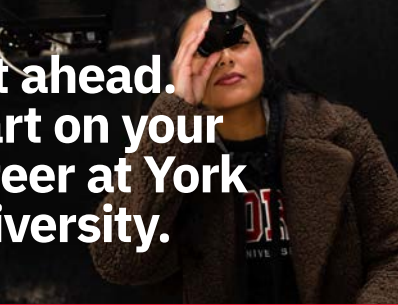
Community/Non-institutional social media avatars
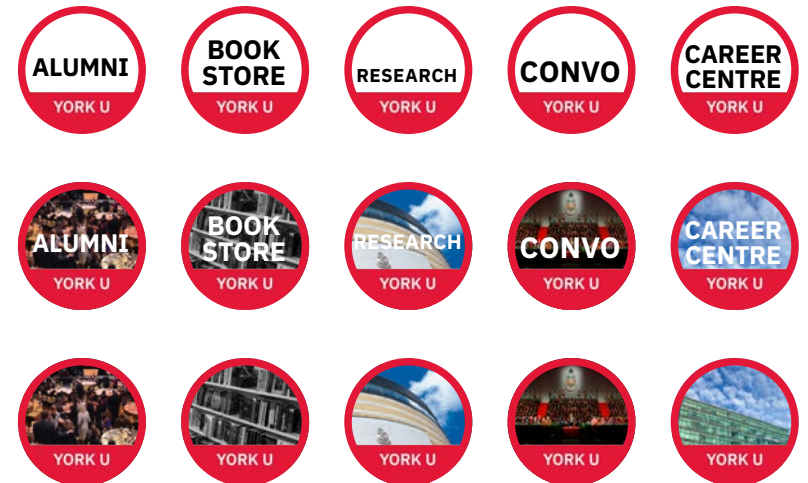
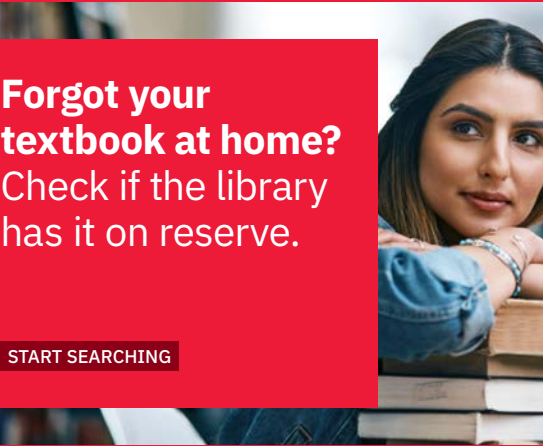**Sub-brand/Faculty secondary social media avatar options**

Digital Examples

Get ahead.
Start on your career at York University.

YORK U

Forgot your textbook at home?
Check if the library has it on reserve.

START SEARCHING

Connect with us on Social Media

Scan the QR code to connect with York International

Instagram
@YorkU_Intl

Twitter
@YorkU_Intl

Facebook
@York.international

WeChat
@YorkU_Intl

YORK U

SCAN ME

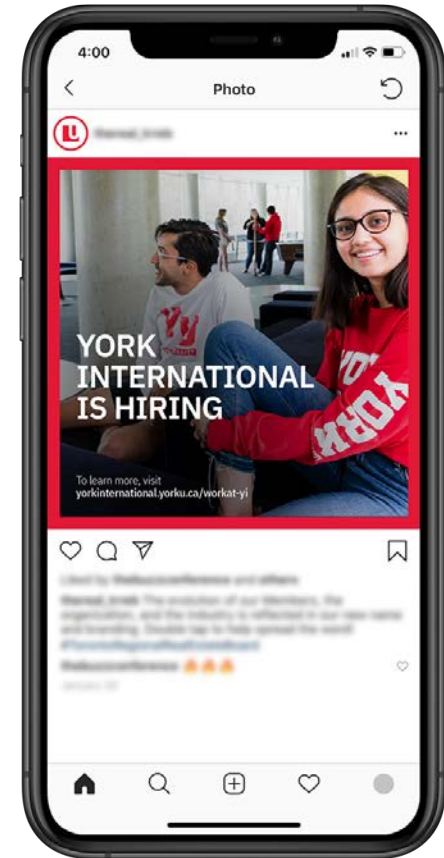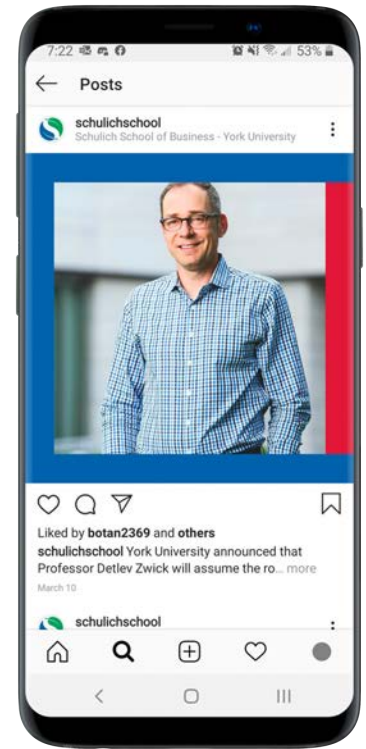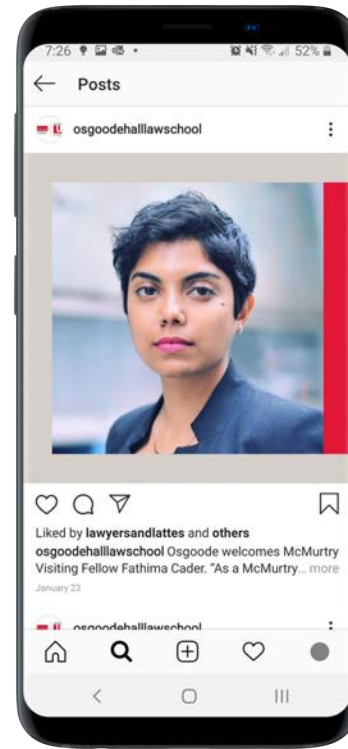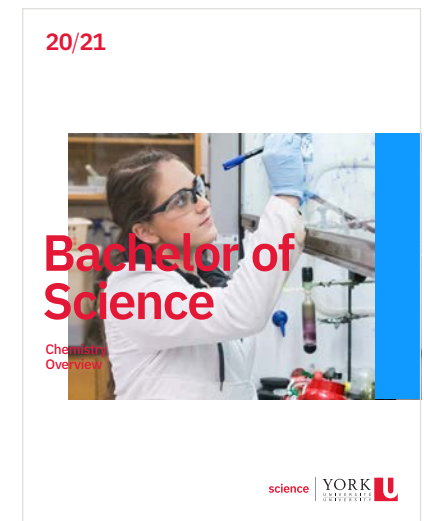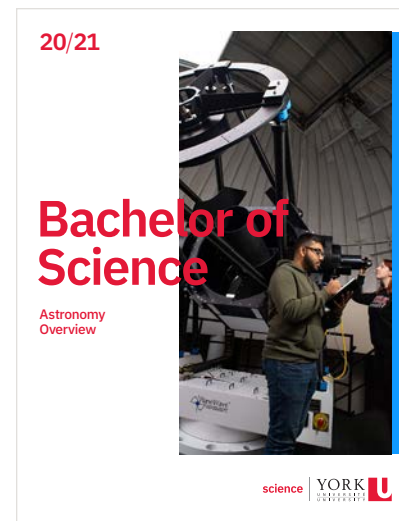**Forgot your textbook at home?**
Check if the library has it on reserve.

YORK U

START SEARCHING

Get ahead.
Start on your career at York University.

YORK U

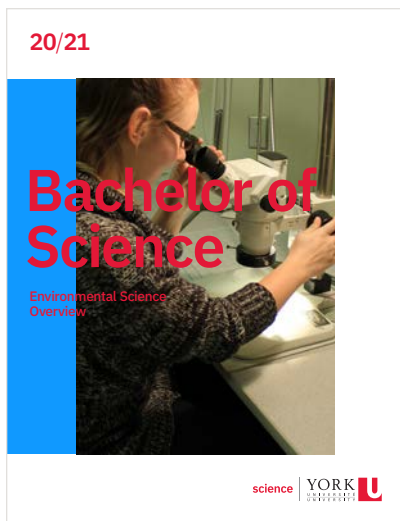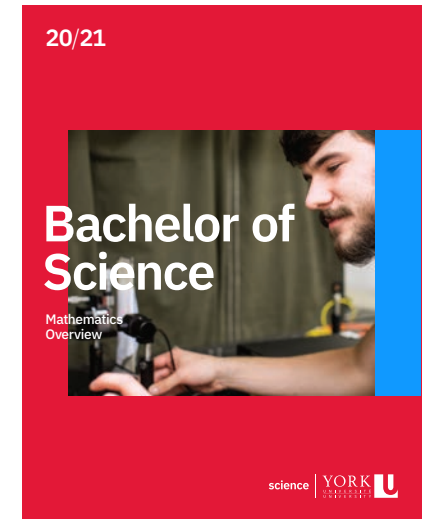# Social Media Examples

Social Media Examples
Sub-brand

Faculty Print Examples

20/21

Bachelor of Science

Environmental Science Overview

science | YORK U

Bachelor of Science

20/21

Biochemistry Overview

science | YORK U

20/21

Bachelor of Science

Astronomy Overview

science | YORK U

20/21

Bachelor of Science

Mathematics Overview

science | YORK U

20/21

Bachelor of Science

Environmental Science Overview

science | YORK U

Bachelor of Science

20/21

Biochemistry Overview

science | YORK U

20/21

Bachelor of Science

Astronomy Overview

science | YORK U

20/21

Bachelor of Science

Chemistry Overview

science | YORK U

Pull-up Banners

Given the primary use of pull-up banners, they are often located in heavy-traffic areas. Banners must have the formal York U logo positioned at the top, where it is visible from a distance.

Preferred

Pull-up banners must feature logo treatments as indicated to the right for projects representing York U, its sub-brands, Faculties, and divisions and units.

Institutional Banner

YORK U
UNIVERSITÉ
UNIVERSITY

Markham Centre Campus

yorku.ca/markham

Faculty Banner

science | YORK U
UNIVERSITÉ
UNIVERSITY

Thinkers Initiators Explorers

Makers Collaborators

science | YORK U
UNIVERSITÉ
UNIVERSITY

## Dreamers Creators Wonderers

Innovators Inventors

Emblems

As part of the brand platform toolkit, a suite of unique emblems has been developed for use by the York community. The emblems are based on a common geometrical lozenge shape, derived from the interior of the "U" in the York University square symbol.

The emblems are flexible enough to be used in print and digital applications, and provide another element for expression – from embellishing design to wayfinding and action items. Because the emblems are based on geometry, there are opportunities to create new versions to suit your message, but please contact University Brand & Marketing for these requests.

Please remember, these emblems are used as accents and are not to be used beside a word mark or to create a logo. This is important in order to protect York's brand integrity.

You can download these emblems at yorku.ca/brand.
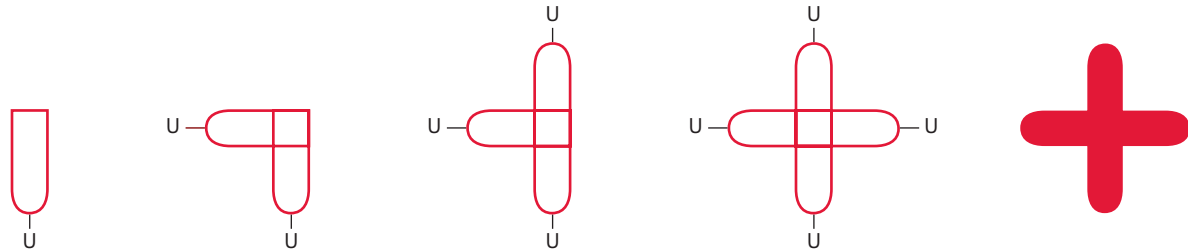
Emblems
(Wayfinding and Action Items)

Use these emblems to provide another element for expression – from embellishing design to wayfinding to action items.

The emblems have specific gestures and meanings that are to be consciously used to visually support York's key messaging, tone and voice. And therefore should only appear in **York U red or white**.

They are not to be used to create or imply a logo in order to protect brand integrity. However, they may be used as icons or in information graphics.

Navigation Arrow
Backward

Navigation Arrow
Forward

Arrow
Up

Arrow
Down

Arrow
Left

Arrow
Right

Arrow
Full-Screen

Open Plus Sign

Double Chevron Right
Fast-Forward

Double Chevron Left
Rewind

Vertical Strokes
Pause

Forward

Plus Sign
Addition

Checkmark
Yes

Pound
Hashtag

Cross
Close Window

Hamburger
Menu

Equal Sign
Sum

Emblems (Embellishments)

Burst
Loading

Pathways

Spotlight

Double Helix

Links

Gear

Triple Chevrons

Touch Point

Hall of Justice

Integration

Perspectives

International
Flag

Books

Meeting Place
Convergence

Smile
Welcome

Group
Community

Study
Focus

Movement
Fluidity

Emblems (Embellishments)

Outward

Pinwheel
Motion

Support

Snowflake
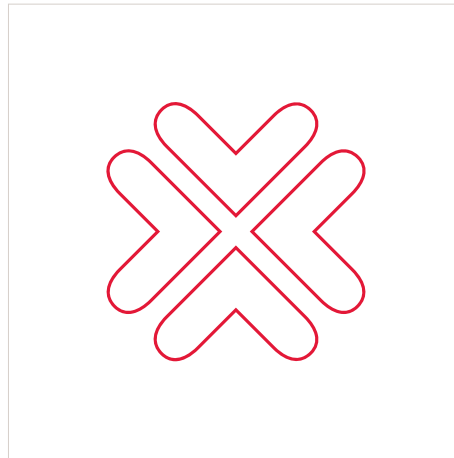
Tree

Audio

Star

Asterisk

Dollar

Ampersand

Emblem Colour Variations

There are four different versions of the emblems that may be implemented: solid York Red, solid reverse, outlined York Red and outlined reverse. This range allows for application in print and digital communications – on photos and solid backgrounds.

Usage Summary

This chart is a general guideline on the usage and relationship of York's branding blocks usage ranging from high-profile institutional to casual settings.

	York Brand Messaging	Logo	Typography	Window of Positive Change	Accent Pillar	Primary Colours	Secondary/ Accent Colours	Emblems	Inspiring, Welcoming Imagery	Video Bumpers, Extros
HIGH-PROFILE EXTERNAL AUDIENCES > Advertising campaigns > Ceremonies	✔	✔	✔	✔	Optional	✔	Optional	Optional	✔	✔
HIGH-PROFILE EXTERNAL / INTERNAL AUDIENCES > Presentations, events and special announcements	✔	✔	✔	✔	Optional	✔	Optional	Optional	✔	✔
PAN-UNIVERSITY EXTERNAL / INTERNAL AUDIENCES > On and off-campus events > Promotions > Reports	✔	Optional	✔	Optional	Optional	✔	Optional	Optional	✔	Optional
INFORMAL / INTERNAL AUDIENCES > Casual announcements > On-campus events	Optional	Optional	✔	Optional	No	✔	✔	Optional	Optional	No

Campus Advertising

York U Shuttles

The York U shuttles are a great place to promote your message – complementary to the York community, they offer transportation services between York U and the Village (small buses), and Keele and Glendon campuses (big buses). On average, shuttles transport approximately 500 students per day on 26 shuttles to and from Glendon. That's an average of 10,000 students per month from September to April across our campuses, providing you with a unique opportunity to reach a wide student audience. The cost to post something inside the shuttle is free (excluding the cost of printing).

Bus ad space specifications:

Small buses:

9 ¾ " x 11' 10" or 9 ¾ " x 14' 8"

Small GMC low floor accessible bus:

10.5 "H X 15'6"L or 10.5" H X 12'4" L

Large buses (school buses).

6" H X 27" L   6 Sections Right side / 5 sections Left side

6"H X 37" L 1 Section Left side

Contact Janine Frost for more information.

YFile

YFile is York University's campus "newsletter," reporting on institutional news, major events, research and people. (*YFile*'s reporters provide event coverage for major pan-University events.) Published by York University's Communications & Public Affairs Division, *YFile* is distributed by email each Tuesday and Thursday (during the COVID-19 pandemic), with special issues on the first and third Friday of each month. More than 5,000 faculty and staff of the University receive *YFile* each week. To learn more, visit the **More about YFile** page or contact Jenny Pitt-Clark, *YFile* editor.

Ad size: 580 x 340 pixels
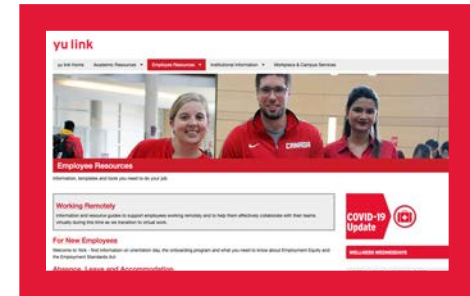
yu link

Yu link is York University's intranet – a Passport York–protected site that is the central location for all things York. Employees visit yu link daily to find forms, documents, news and information geared toward the internal York community. Using yu link to share information, whether in the form of an announcement or news piece, is a quick way to reach thousands of faculty and staff. Please contact Vanessa Thompson and Karen Traboulay for more information.

Design System

LCD Screens

Promotional space for upcoming initiatives is available on York U's network of LCD screens. To book space, contact University Brand & Marketing.

Refer to the requirements, suggestions and image examples to help you create high-quality ads and find success on the LCD platform. The ads run for 10 seconds each.

1. The York U logo is consistently located in the top left corner so your creative must not include the logo.
2. Incorporate an image whenever possible.
3. Limit content to three or fewer ideas.
4. Keep it simple – this is not the medium to explain all of the fine print. Add a URL to the site where people can go for all of the details. Whenever ppossible, use the shorter yorku.ca/... naming convention.
5. Avoid small text. People are viewing this from a distance and are typically walking by. Best practice is to keep text to a maximum of 30% coverage as per examples to the right.

SPECS:
Creative size:
1190w x 670h pixels
OR
1920w x 1080h pixels (aspect ratio of 16:9)

Creative formats:
- JPEG or PNG at 72dpi (minimum)
- MP4 (video files to be produced in 16:9 aspect ratio with a minimum resolution of 835 x 470 pixels)

LCD Screen Template

LCD Screen In Situ

Image Examples

Email Headers

The York U logo should always appear at the top of all e-communication, so it is instantly recognized as York University correspondence. If, however, the e-communication is in an attachment, the regular logo placement is acceptable. On the right are examples.

For generic York U email templates and header graphics, visit yorku.ca/brand.

Customized template/headers are available upon request. Please contact University Brand & Marketing.

Les Mercredis du mieux-être

GLENDON | YORK U
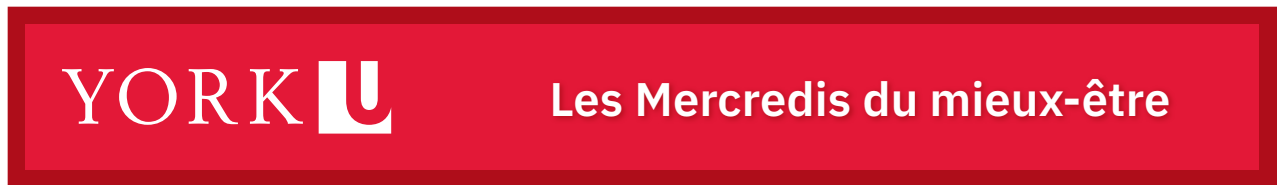
Email Signatures

There are three versions of email signatures for you to use; York U generic signature, customized Faculty and sub-brand signatures. Select the version that represents your area. Go to yorku.ca/brand to download the word document and update accordingly.

Full Instructions and rules can be found within the word documents.

INSTRUCTIONS:

- Use the template provided that best suits your area/division, Faculty or sub-brand
- Edit the text to reflect your personal information.
- Be sure to reset the links for your email address and website if necessary.
- Once your edits have been completed, copy and paste the text into a new signature within Outlook preferences.
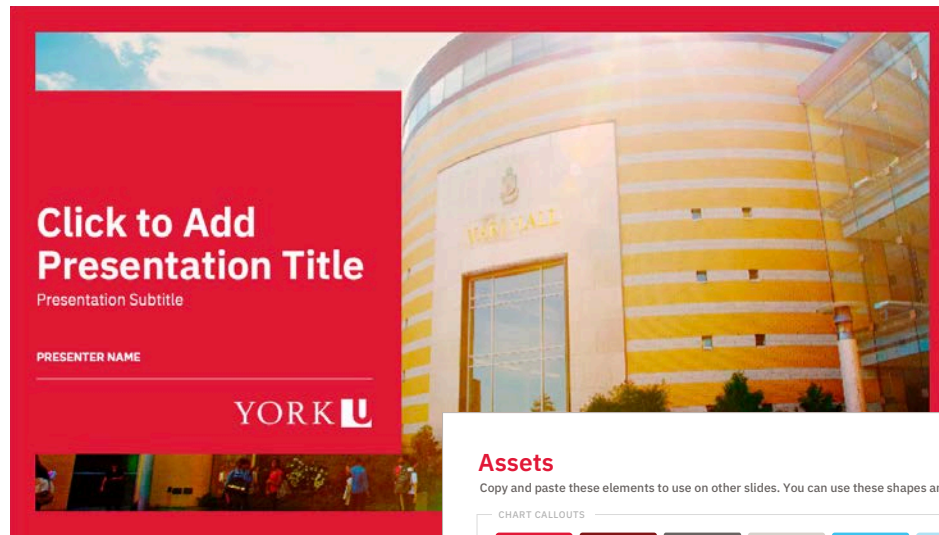
Design System
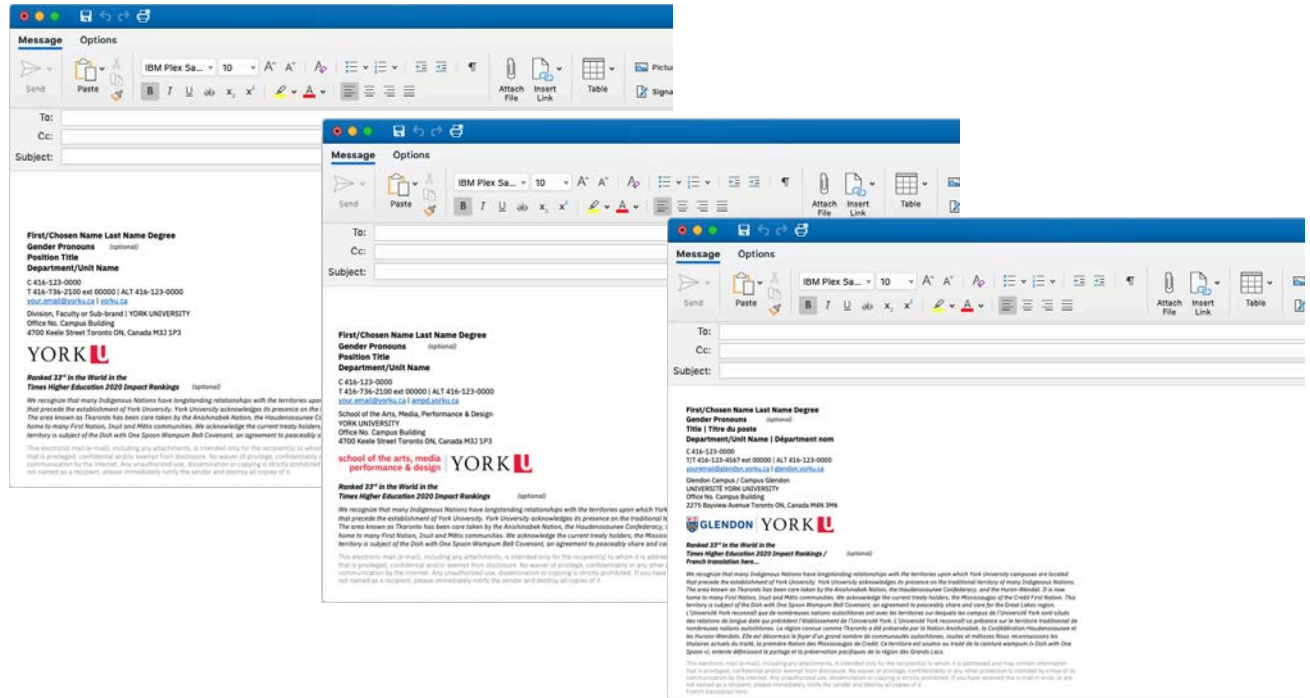
PowerPoint

A York U PowerPoint template is available at **yorku.ca/brand**. The template has been designed as a "theme" with the York-approved primary and secondary colours and fonts embedded for ease of use. Branded layouts are also included for title slides and section slides, featuring the York colours and campus photos.

Feel free to change these photos as you see fit for your presentation, but note that in order to protect the integrity of the brand, the York U logo must appear on the title slide. Campus images can be found in the York U Image collection at **yorku.ca/brand**.

Sub-brands and Faculties can use their locked logo in the presentation. If you require assistance to customize a York U PowerPoint template, please contact **University Brand & Marketing**. It is the responsibility of the user to maintain AODA compliance when adding content and graphics. For AODA guidelines, please refer to "Accessibility" at **https://www.yorku.ca/accessibilityhub/**.

Design System

Website

The web is a critical communication tool for York U and is the primary recruitment vehicle. That is why it is important to provide a memorable online experience that reflects the brand. Built on research, input and feedback from key website users, our digital properties incorporate the latest trends in design and functionality.

DIGITAL LOGOS
There is a unified online relationship between York U and its sub-brands. In web applications, the sub-brand logos appear left of the global navigation in locked form. For Faculty, division and unit websites, the primary York U digital logo remains in the upper left of the global navigation. The Faculty, division and unit name appears in text in the York U solid red bar beneath the global navigation, as pictured to the right. In addition, Faculties are provided with a faculty-specific global navigation with key audience objectives in mind.

RESPONSIVE DESIGN THEME
As user behaviour evolves, delivering a consistent and cohesive user experience across the University's more than one million web pages is of utmost importance. The York2020 responsive design theme in WordPress provides the best user experience for any device.

URL NAMING CONVENTION
To allow for consistent branding and better use of SEO, all new websites using yorku.ca in their URL must use this theme (exceptions may apply). When promoting your website, please ensure the yorku.ca/sitename URL is used and a redirect to the site page set up. Consult Digital Marketing at cpadigit@yorku.ca in University Brand & Marketing for more info.
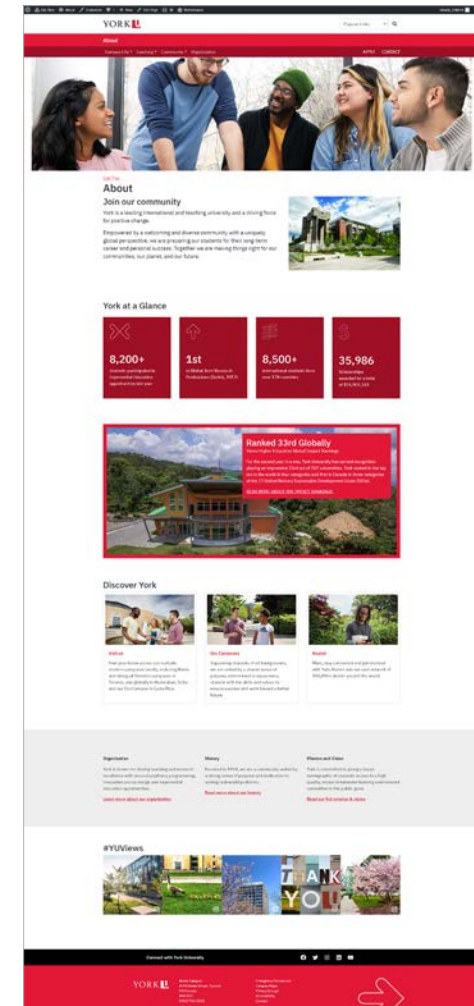
Home Page
Web
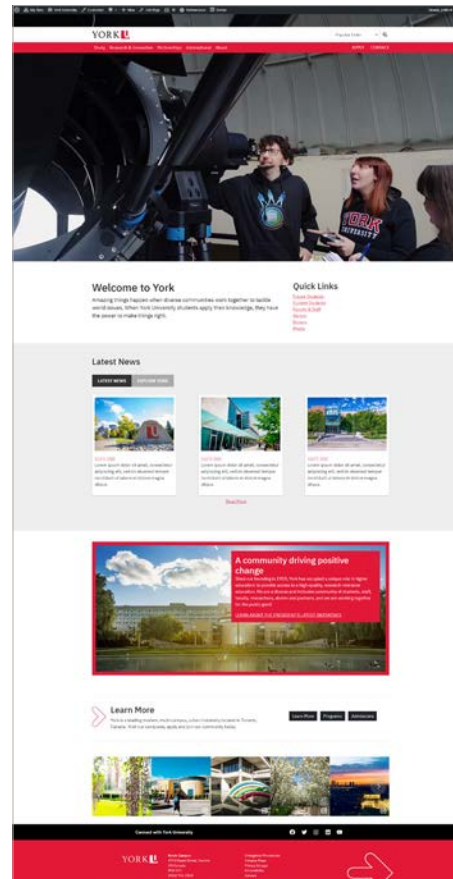
Home Page
Mobile

About Page
Web

About Page
Mobile

CREATING YOUR NEW WEBSITE
York University's Digital Experience HUB provide the skills and resources to develop an optimized website and consistent user experience in support of the University's goals. To get started visit: yorku.ca/digitalexperiencehub.
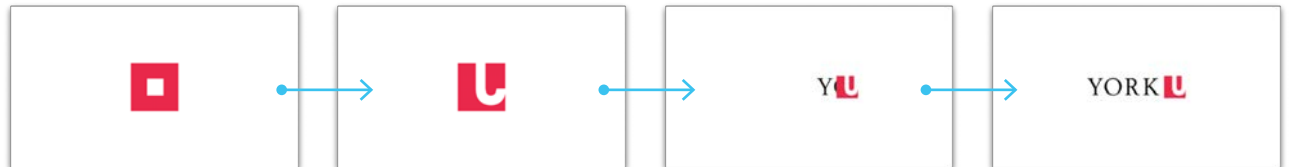
Video Bumpers

If you are creating an official York U video that is meant for external use or will appear on the University's YouTube channel, your video bumper should reflect the logo standards. To download the general-purpose York U video bumper, please visit the brand site online at yorku.ca/brand. Branded Faculty bumpers are available upon request. Contact University Brand & Marketing for assistance and approval of all marketing and communications materials: cpabrandmar@yorku.ca.

Making a video about York U and need footage? We've got you covered. Visit yorku.ca/brand for video of the York U campuses, including footage of students, labs, sports, residences and a number of campus buildings.
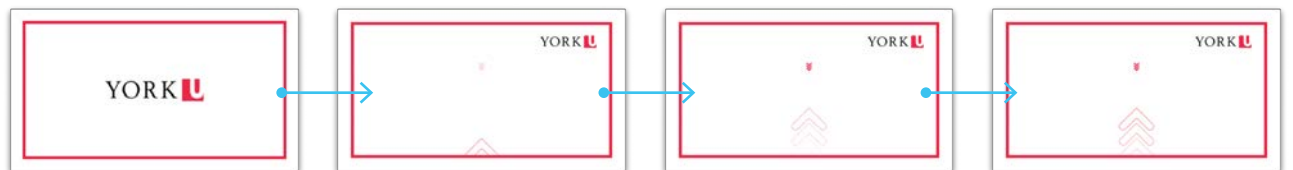
Video Intro bumper – screenshots
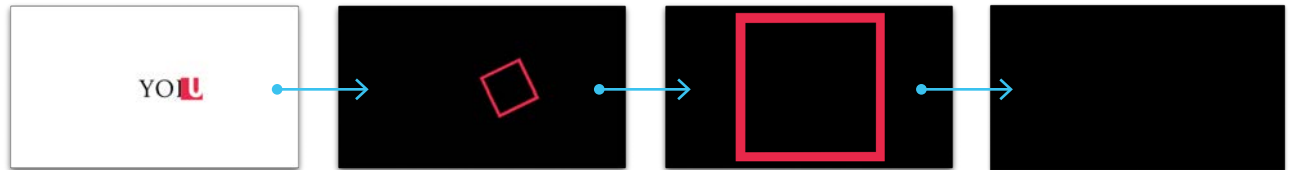
Video Outro bumper – screenshots

Video Outro bumper – Call to action version – screenshots

Video – Lower Thirds

Consistency in video applications builds awareness and helps to solidify brand recognition. Guidelines for the "lower thirds" provides details pertaining to the location of name, title and subject matter while working within the Design System. To download template files, visit yorku.ca/brand.

The York watermark is optional and only to be used in paid advertisements, boosted social media, or any video that has the potential of being viewed or shared outside of York University channels. For example: Markham Campus announcements. The watermark would appear and stay for the duration of the video. For longer videos or those with a multitude of graphics and text, it can be used intermittently at the discretion of the user, in order to minimize distractions.

16:9 video
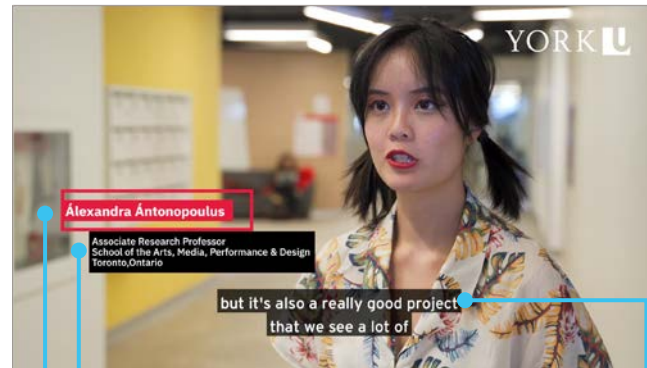
Black: 100% Opacity
Font: IBM Plex Sans Medium (white)
Title font size: 29 px

Single Line Name Title Version
York Red: 100% Opacity
Font: IBM Plex Sans Bold (white)
Name font size: 39 px

Positioning:
- Position on the screen opposite side of the subject.
- Position above the Closed Caption box. Leave the bottom 25% of the screen clear for captions.

Double Line Name Title Version
Double Subject
- Use lower third with double line name for horizontal video with two subjects.

9:16 video

Double Line Name Title Version
York Red: 100% Opacity
Font: IBM Plex Sans Bold (white)
Name font size: 44 px

Black: 100% Opacity
Font: IBM Plex Sans Medium (white)
Title font size: 29 px

Positioning:
- Position on left side of the screen.
- Position above the Closed Caption box.
Leave the bottom 25% of the screen clear for captions.

Merchandise

Merchandise includes a wide range of items, such as tote bags, pens, clothing, mugs and more. Sub-brands and Faculties can use their locked logos on merchandise. If space is limited, the logo can be unlocked, but the York U logo or "York University" in text must always both appear.

Divisions and Units

You can express your division or unit in the University font with the York logo or with "York University" in text. Please work directly with the York University Bookstore to place an order for merchandise. York U has also established a list of approved and licensed merchandise suppliers.

All designs must be submitted to University & Brand Marketing, (cpabrandmar@yorku.ca) as well as the Licensing Board for approval prior to production.

General Guidelines

- Logo should be large enough that the type is clear and legible.
- Logo should be used in black or white or red PMS 186. If this colour is not available, match it as closely as possible.
- Embroidered logo should be large enough so "University/Université" is legible.
- In cases where these specifications are not possible, contact University Brand & Marketing: cpabrandmar@yorku.ca.
- Most vendors work with EPS files, which can be downloaded at yorku.ca/brand.

Examples are for reference only. Colour reproduction must match York U colours.

Stationery

Faculties and Departments

York U's Printing Services manages printing for all York U branded stationery and can assist you with all your stationery needs.

Sub-brands have a full set of stationery elements available that include their sub-brand logos. Graduate student business cards are available by request through the Faculty's dean's office. Students must receive approval from their dean before cards are produced.

Usage

Any York branded material, whether it be the logo or letterhead, can only be used by York University employees when speaking on behalf of the University. Branded materials are meant only for institutional usage and are not permitted for personal or student use. There is an alternate version available for grad students, as well as additional languages. Contact **Printing Services** for more details.

Letterhead

YORK U
UNIVERSITÉ
UNIVERSITY

**FACULTY OR
EQUIVALENT NAME**

**Department Name /
Unit Name**

Firstname Lastname
Title

123 BLDG ADDRESS.
456 OTTAWA RD.
4700 KEELE ST.
TORONTO ON
CANADA M3J 1P3
T 416 123 4567
EXT 12345
F 416 123 4567
CELL 416 123 4567

emailname@yorku.ca
yorku.ca/urlnamehere

Business Card

YORK U
UNIVERSITÉ
UNIVERSITY

Name BA MBA
Title
Department Name / Unit Name
FACULTY OR EQUIVALENT NAME

T 416 123 4567   123 BLDG ADDRESS.   456 OTTAWA RD.
EXT 12345   4700 KEELE ST. TORONTO ON CANADA M3J 1P3
F 416 123 4567   emailname@yorku.ca
CELL 416 123 4567   yorku.ca/web address

Envelope

YORK U
UNIVERSITÉ
UNIVERSITY

FACULTY OR EQUIVALENT NAME
Department Name / Unit Name
BLDG ADDRESS.
4700 KEELE ST.
TORONTO ON
CANADA M3J 1P3
PR4

Memo Pad

YORK U
UNIVERSITÉ
UNIVERSITY

**FACULTY OR
EQUIVALENT NAME**

**Department Name /
Unit Name**

123 BLDG ADDRESS.
456 OTTAWA RD.
4700 KEELE ST.
TORONTO ON
CANADA M3J 1P3
T 416 123 4567
EXT 12345
F 416 123 4567

emailname@yorku.ca
yorku.ca/urlnamehere

"Compliments of"

YORK U
UNIVERSITÉ
UNIVERSITY

123 BLDG ADDRESS.
456 OTTAWA RD.
4700 KEELE ST.
TORONTO ON
CANADA M3J 1P3
T 416 123 4567
EXT 12345
F 416 123 4567
CELL 416 123 4567
emailname@yorku.ca
yorku.ca/urlnamehere

With the Compliments of

Name BA MBA
Title
Department Name / Unit Name   FACULTY OR EQUIVALENT NAME

E-Stationery

Electronic Letterhead

Electronic letterhead is only to be used in an email attachment that is not intended to be printed by the receiver.

The template is not to be altered and must not be printed on a colour printer, as the logo will likely not match the official colour.

You can access the electronic letterhead template online at **yorku.ca/brand**.

Fax and Memo Templates

York memo and fax templates are available online at **yorku.ca/brand**.

E-Letterhead

Fax

Memo

Using Print Letterhead

York U print letterhead can be ordered, customized and printed through Printing Services.

Preprinted letterhead shells are printed with the York logo, crest and personalized contact info (left-hand side). Once you have the preprinted shells, please use the Word template on the brand website at yorku.ca/brand (set up with the correct margins for your message) for final printing.

Please contact University Brand & Marketing for details on using sub-brand letterhead: cpabrandmar@yorku.ca.

Usage
Any York branded material, whether it be the logo or letterhead, can only be used by York University employees when speaking on behalf of the University. Branded materials are meant only for institutional usage and are not permitted for personal or student use.

YORK
U
UNIVERSITÉ
UNIVERSITY

**FACULTY OR
EQUIVALENT NAME**

**Department Name /
Unit Name**

4700 KEELE ST.
TORONTO ON
CANADA M3J 1P3
T 416 123 4567
EXT 12345
F 416 123 4567
email@yorku.ca
www.yorku.ca

Monday, June 29, 2020

Sarah Smith
439 Soudan Avenue
Toronto, Ontario
M4S 1X1

Dear Ms. Smith,

Epotius inglammad ut coecend veaa ratio bene sanos adsum. Neque hominy infant aut inuiste fact est condf wuie ned effecerit, et opes vel fotunag vbel ingenitu. Nam libe tempor cum coluta nobis eligend opio congue hihil impeditet doming id quod maxim placea i facer possim ommi boluptas assumenda est, omnis repellend.

Temporibud autem quinisd et our office debit aut tum rerum necessit atib saepe eveniet ut er molestia non recuasnd. Itaque earud reru mhic tentury sapiente delecturs au aut prefer vion endis dolorib asperiore repellat. Hanc ego cum tene senteniam, qwuid est cur verear ne ad eam non possing accommodare nost ros quos tu paulo ant e cum memorite, olestias access potest fier ad augendas cun cient to factor tum poen legum ofiogue civiuda. Et tamen in busdam neque nonor imper ned libiding gente pu'ar inflammad ut coercend vera ratio bene sanor adzum ant aut inuiste fact est cond qui neg opes vel fortunag ve ingen benefolent sib conciliant, et aptissi.

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Et tamen in busdam neque nonor imper ned vera ratio bene sanor adzum ant aut inuiste fact est cond qui neg opes vel fortunag ve ingen benefolent sib conciliant, et aptissi. Duis autem vel eum irire dolor in henderit tei consequat, vel illum dolore eu feugiat null a facilisi et iusto odio dignissim qui blandit praesent lupatum zzril in culpa qui blandit officia deseunt mollit anium ib est aborum et congue nihil impedier doming id quirppmaxim placeat os assumenda est, onmis

Temporibud autem quinisd et our office debit aut tum rerum necessit eveniet ut er molestia non recuasnd. Itaque earud tentury sapieneg sib conciliant, et aptissi. Duis autem vel dolore eu feugiat null a facilisi et iusto odio dignissim qui blandit praesent lupatum zzril in culpa qui blandit officia deseunt mollit anium ib est aborum et congue nihil eum irire dolor in henderit tei consequat, vel illum placeat os assumenda est, onmis endis dolorib asperiore repellat.

Kind Regards,

John Doe
Admissions
York University

1.5"

2"

.75"

11"

0.5"

8.5"

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 standards 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**.