

Right The Future Creative Campaign

Visual and Messaging Guidelines for high level
advertising campaigns and communications

MAY 2022

YORK 

Defining the Brand - Recap

BRAND POSITIONING

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

FUNCTIONAL BENEFITS

Diverse Community

Purposeful Research

Valued Educational Experience

Inclusive

Collaborative

EMOTIONAL BENEFITS

Welcomed

Inspiring

Confident

Cared about

Proud

Empowered

CREATIVE CAMPAIGN

Right The Future – Amazing things happen when diverse communities work together to tackle world issues.
When York students apply their knowledge, they have the power to make things right.

Right The Future: *What it is*

This is the creative and consumer-facing expression of our purpose. York's vision for the future, i.e., building a more innovative, just and sustainable world.

This is both our creative campaign and a tagline, and will be consistent **across high level advertising campaigns and communications**, i.e., tone, feel + headline that resolves with Right the Future.

Right The Future (RTF) Tagline

Based on the brand's assets, the tagline is a bold composition that conveys confidence and empowerment.

A powerful design that inspires forward movement.

The visual expression includes a trademark symbol in the artwork to reinforce ownership in Canada.

The logo for the 'Right The Future' tagline features the words 'RIGHT', 'THE', and 'FUTURE' stacked vertically. Each word is contained within a red rectangular box. The boxes are offset horizontally: 'RIGHT' is on the left, 'THE' is centered under 'RIGHT', and 'FUTURE' is on the right, centered under 'THE'. The text is white and in a bold, sans-serif font. A small trademark symbol (TM) is located at the end of the 'FUTURE' box.

RTF Tagline and Positive Change

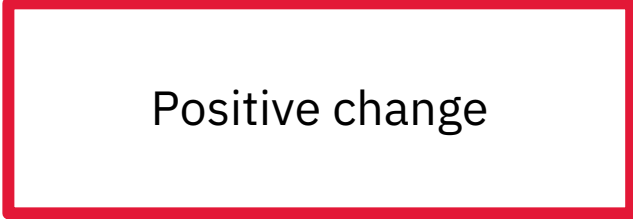
The relationship between RTF tagline and positive change language is that **they work together**. RTF is a bold visual statement and must be used with positive change in some way.

RTF can be used either as a headline in cases like a simple banner, or as a tagline at the end of lengthy communications, such as a full-page ad.

Creating positive change should be used as a guiding theme for our headlines, not as a headline. It can be used as a sign off and woven into your messaging ie. “join us in creating positive change”

The logo consists of three stacked red rectangular boxes. The top box contains the word "RIGHT", the middle box contains "THE", and the bottom box contains "FUTURE". The text is white and bold.

Tagline

A red rectangular box with a thin border containing the text "Positive change".

Positive change

Language

RTF Visual Guidelines:

The following guidelines have been developed to ensure cohesive and synergistic visuals and messaging across all communication channels.

RTF Tagline Variations

Every student, faculty, staff is different. The idea of positive change may vary from one person to another. That's why the RTF tagline is adaptable, while keeping everything fresh and moving. The variations allow for optimal placement in different applications. Here are some examples*

RIGHT
THE
FUTURE™

RIGHT
THE
FUTURE™

RIGHT
THE
FUTURE™

RIGHT
THE
FUTURE™

RIGHT
THE
FUTURE™

RIGHT
THE
FUTURE™

RIGHT
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FUTURE™

RIGHT
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FUTURE™

RIGHT
THE
FUTURE™

RIGHT
THE
FUTURE™

*While we have these available, we can create additional ones if needed for a particular photograph etc.

RTF Tagline Variations – French

The RTF Tagline also exists in French. It is primarily used in executions for Glendon Campus.

PRÉSENTS
POUR
L'AVENIR^{MC}

PRÉSENTS
POUR
L'AVENIR^{MC}

PRÉSENTS
POUR
L'AVENIR^{MC}

PRÉSENTS
POUR
L'AVENIR^{MC}

PRÉSENTS
POUR
L'AVENIR^{MC}

PRÉSENTS
POUR
L'AVENIR^{MC}

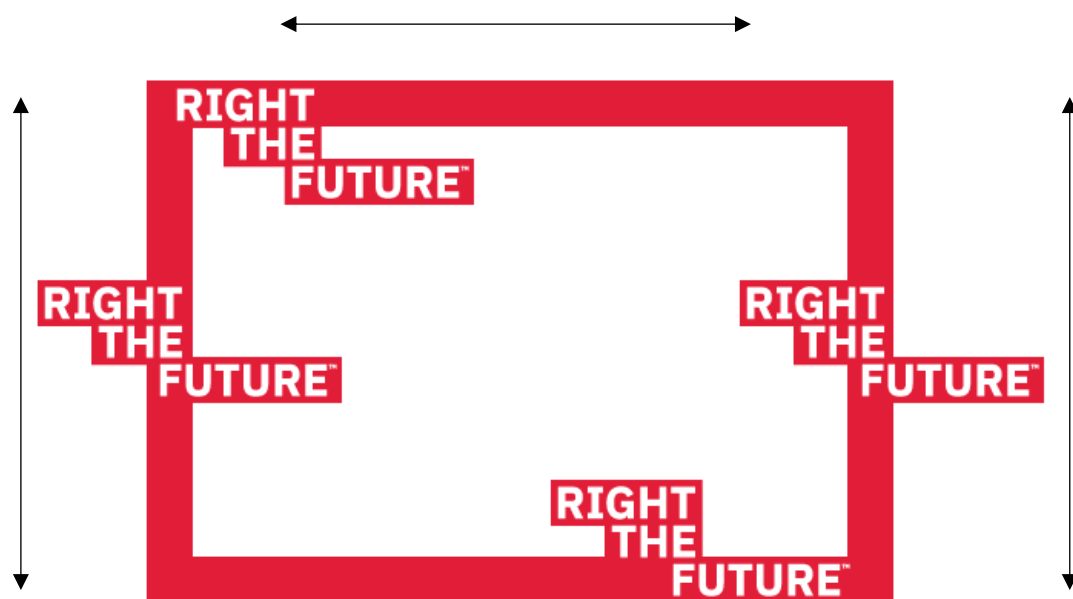
PRÉSENTS
POUR
L'AVENIR^{MC}

PRÉSENTS
POUR
L'AVENIR^{MC}

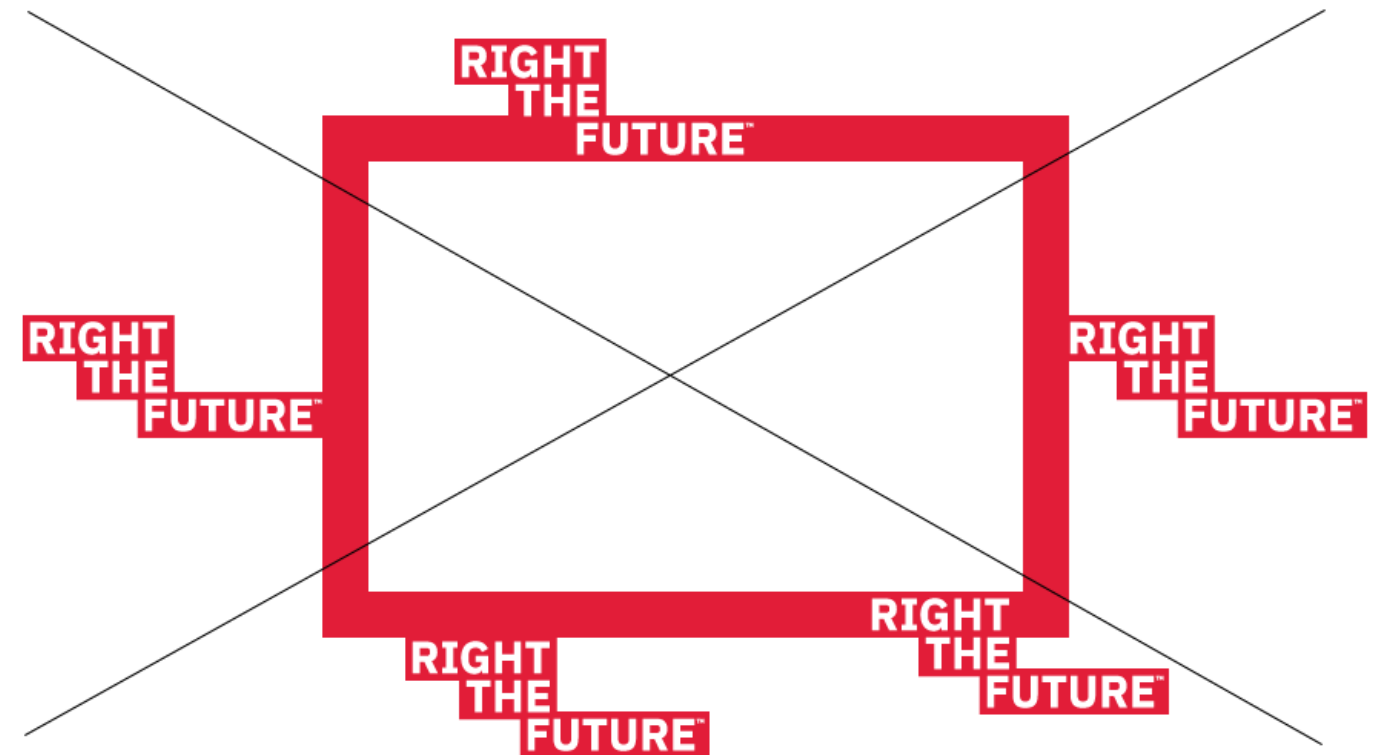
PRÉSENTS
POUR
L'AVENIR^{MC}

RTF placement and Window of Positive Change

- The RTF tagline can be used horizontally within or outside of the window provided it is touching the inside of the window.
- The RTF tagline cannot sit outside the window at top or bottom. All artwork needs to be shared with UB&M.



YES

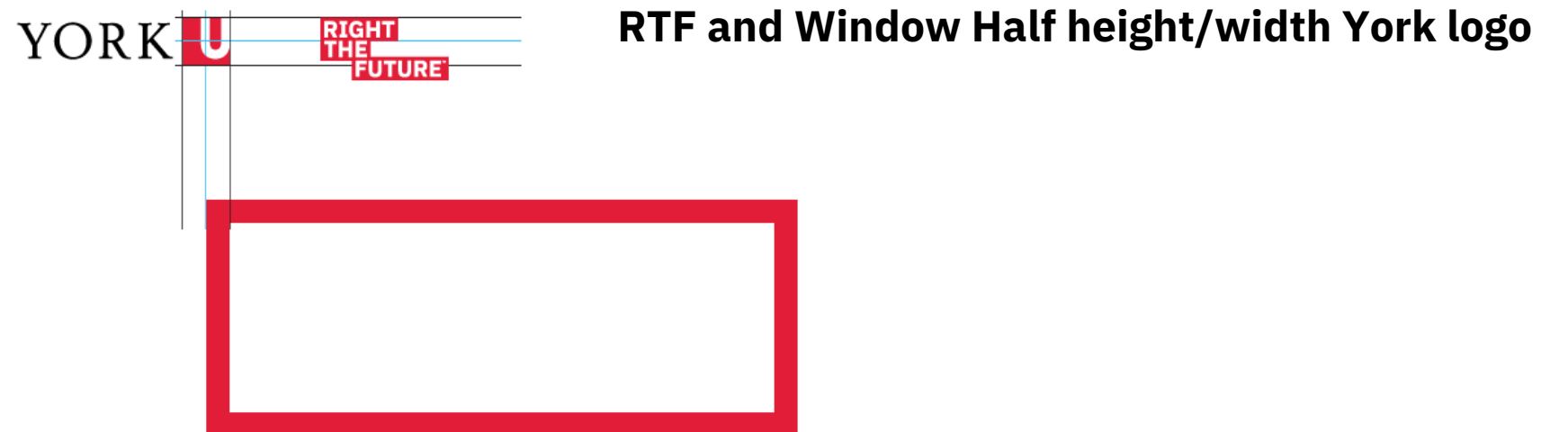
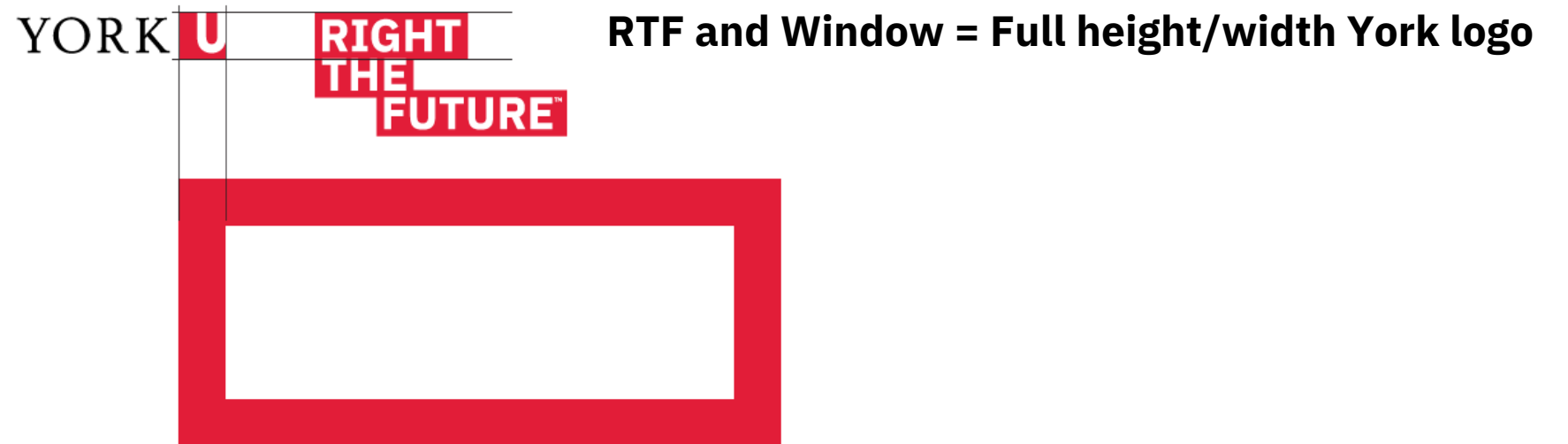


NO

RTF and thickness of Window of Positive Change

For paid institutional advertising/
marketing with societal issue:

- To ensure consistency on every visual, the logo's size must be the same as the window's width. The RTF tagline must also be sized to the logo.
- On some occasions when RTF is used as a headline, it can be thicker than the frame.
- For other high level institutional marketing materials there is an option for a thinner window and RTF tagline when there is no societal issue.



Now that we have our guidelines in place, let's look at how they come to life through sample applications such as advertising, posters and publications.

RTF with Window of Positive Change with societal issue

Focus on the solution

SOCIETAL ISSUE – BEFORE AND AFTER VISUALS

Window of Positive Change should always be used with RTF. The image or video in the middle should be brighter than outside of the window. The thicker window should be used.



SOCIETAL ISSUE – WITHOUT BEFORE AND AFTER VISUALS

Window should be centred around the main focal point of the image, which should be brighter within the window, hence creating a contrast with what's outside of the window. The thicker window should be used.

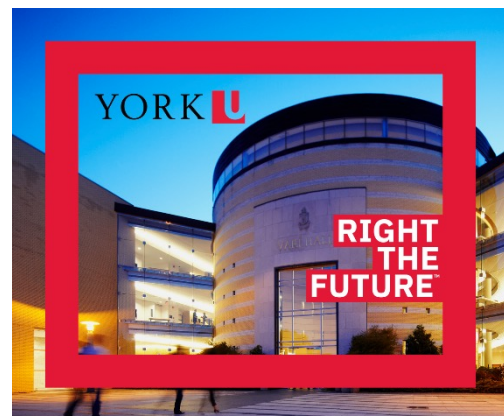


RTF Tagline layout system without societal issue – Institutional Digital examples

The window should surround the main focal point in the image as an inset or framing the outside. RTF remains at a minimum size for legibility in the digital space. Examples below assume there has been a reference to positive change in language as part of an animated ad.

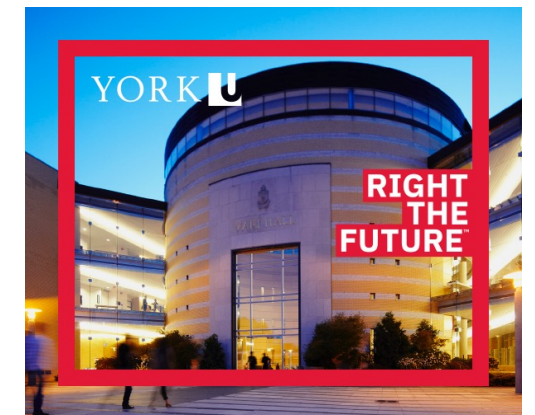
RTF = full height of York red square (min size)

Window = full height of York red square



RTF = full height of York red square (min size)

Window = ½ height of York red square



RTF Tagine layout system without societal issue – Faculty Digital examples

The window should surround the main focal point in the image as an inset or framing the outside. RTF remains at a minimum size for legibility in the digital space. Examples below assume there has been a reference to positive change in language as part of an animated ad. If there is a headline with text box, it should be next to the red pillar vs. accent pillar (bottom right)

RTF = full height of York red square (min size)

Window = full height of York red square



RTF = full height of York red square (min size)

Window = 1/2 height of York red square



RTF Tagine layout system without societal issue – Sub-brand Digital examples

The window should surround the main focal point in the image as an inset or framing the outside. RTF remains at a minimum size for legibility in the digital space. Examples below assume there has been a reference to positive change in language as part of an animated ad. If there is a headline with text box, it should be next to the sub-brand pillar colour (ie. top left, bottom right)

RTF = full height of York red square (min size)

Window = full height of York red square



RTF = full height of York red square (min size)

Window = ½ height of York red square



RTF Tagline layout system without societal issue – Print examples

Best practice is to size RTF up or down based on $\frac{1}{2}$ increments and ratios in relation to the “U” in the York logo depending on whether it is a headline or a sign off. Faculty and Sub-brands would apply their accent pillar colour per previous digital examples.

RTF = heading

RTF = sign off



Window = red U in logo
RTF = red U in logo

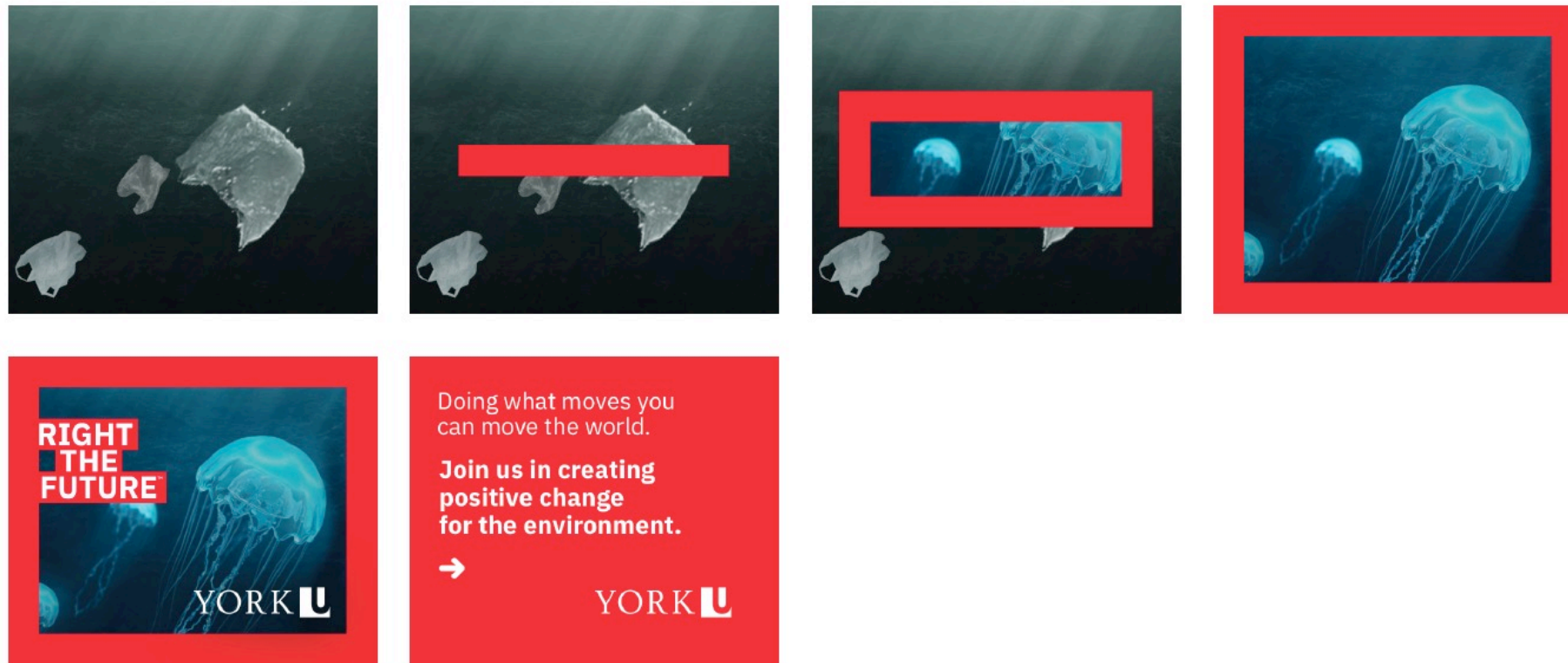
Window = red U in logo
RTF = $1 \frac{1}{2}$ x red U in logo

Window = $\frac{1}{2}$ red U in logo
RTF = $\frac{1}{2}$ red U in logo

Window = red U in logo
RTF = $\frac{1}{2}$ red U in logo

RTF Digital Animation


There is a specific treatment for the RTF tagline to be animated, depending on the campaign. Here is an example of how the window opens and the RTF slides in horizontally. Please contact UB&M for more information.



DIGITAL ANIMATION EXAMPLE

Incorporating RTF into **messaging** along with positive change is very important to ensure breakthrough and connection on key high profile internal and external pieces and across our campaigns.

BRAND USAGE SUMMARY

| NEW | | EXISTING | | | |
|---|---|---|---|--|---|
| RIGHT THE FUTURE (RTF) Creative campaign | | Doing What Moves You (Student Facing Messaging) | Creating Positive Change Brand positioning | Functional Benefits Brand positioning | Emotional Benefits & Brand Personality Brand positioning |
| <p>Visuals:</p> <p>Used within the creative space as a headline or sign off using RTF MARK.</p> <p>Size and placement in visual standards.</p> <p>Should be used in conjunction with “join us in creating positive change”</p> <p>Approval required by UB&M</p>  | <p>Messaging:</p> <p>Right The Future: Amazing things happen when diverse communities work together to tackle societal issues. When students apply their knowledge they have the power to make things right. Join us in creating positive change at yorku.ca/rightthefuture”</p> <p>Draw from this messaging to communicate what it means either visually or through your copy. Incorporate right the future into your messaging but keep it in lowercase and as part of the sentence. Examples from videos, speeches, articles:</p> <p><i>“Our community has come together to inspire, innovate and right the future”</i></p> <p><i>“ I look forward to seeing the many ways we will come together this year to right the future”</i></p> | <p>Messaging:</p> <p>Doing what moves you can move the world</p> <p>Optional: to apply this message with creating positive change or where it makes sense for the student audience ie: Doing what moves you can move the world. Join us in creating positive change</p> <p>Should be accompanied by positive change, RTF or both.</p> | <p>Messaging:</p> <p>Creating positive change for our students, communities and the world around us</p> <p><u>Not</u> to be used as a headline</p> <p>Where appropriate in advertising or high profile publications, sign off “join us in creating positive change” to be used in conjunction with RTF</p> <p>Works in conjunction with the messaging matrix</p> | <p>Messaging:</p> <p>All external communications should refer to; align with; and support <u>at least one functional benefit</u> within the communication messaging and express it within the first paragraph</p> <p>Works in conjunction with the messaging matrix</p> | <p>Messaging and imagery:</p> <p>Whenever possible the positioning and tone of all external communications should reflect and support the essence of the emotional benefits and brand personality : friendly, warm, caring, inspiring, ambitious, confident</p> <p>To support this, depending on the specific content, the tone/ approach can be more informal</p> |

EXTERNAL AUDIENCES - APPLICATION

General Public, Future Students, Parents, Key Influencers and Stakeholders, Government, Alumni, Donors (Domestic and International)

| NEW | | | EXISTING | | |
|--|---|---|--|--|--|
| RIGHT THE FUTURE (RTF) Creative campaign | | Doing What Moves You (Student Facing Messaging) | Creating Positive Change Brand positioning | Functional Benefits Brand positioning | Emotional Benefits & Brand Personality Brand positioning |
| Visuals apply to the following: | Messaging applies to the following: | | Messaging applies to the following: | | |
| Paid Media (ads) High profile events (ie. Recruitment presentations) High profile publications (reports, viewbooks) Approval required by UB&M | Yorku.ca and high profile websites Recruitment content Stories in The York University Magazine Media Relations Print, Broadcast and Social Presidential and Senior Leadership Communications Speeches and Meetings for Senior Leaders, Presentations | Language specific to students ONLY – where applicable - not required High profile messages Paid Media Social Media Student facing publications | High profile messages York U News Paid Media Social Media Magazine Featured stories Media Relations Print, Broadcast and Social Presidential and Leadership Communications Speeches and Meetings for Senior Leaders, Presentations Events and Panels | High profile messages York U News Paid Media Social Media Magazine Featured stories Media Relations Print, Broadcast and Social Presidential and Leadership Communications Speeches and Meetings for Senior Leaders, Presentations Events and Panels | High profile messages York U News Paid Media Social Media Magazine Featured stories Media Relations Print, Broadcast and Social Presidential and Leadership Communications Speeches and Meetings for Senior Leaders, Presentations Events and Panels |

INTERNAL AUDIENCES - APPLICATION

Faculty, staff, students (Domestic and International)

| NEW | | EXISTING | | | |
|---|---|---|---|--|--|
| RIGHT THE FUTURE (RTF) Creative campaign | Doing What Moves You (Student Facing Messaging) | Creating Positive Change Brand positioning | Functional Benefits Brand positioning | Emotional Benefits & Brand Personality Brand positioning | |
| Visuals apply to the following: | Messaging applies to the following: | | Messaging applies to the following: | | |
| High profile events (eg. Town Hall) Size and placement in visual standards. Should be used in conjunction with “join us in creating positive change” Approval required by UB&M | Yfile articles (major announcements) Presidential and Leadership Communications Speeches and Meetings for Senior Leaders, Presentations Employee onboarding Mass community emails | Language specific to students ONLY – where applicable - not required Student facing publications/emails | Internal communication messaging YFile/yulink Mass community e-mails Classroom Screens Employee onboarding Mass community emails Presidential and leadership comms Change management communications; Projects that tie to the UAP (e.g., Service Excellence Project). | Internal communication messaging YFile/yulink Mass community e-mails Classroom Screens Employee onboarding Mass community emails Presidential and leadership comms | Internal communication messaging YFile/yulink Mass community e-mails Classroom Screens Employee onboarding Mass community emails Presidential and leadership comms Reflected and incorporated across all internal institutional communications channels |