York University is helping shape the global thinkers and thinking that will define tomorrow. Our unwavering commitment to excellence reflects a rich diversity of perspectives and a strong sense of social responsibility that sets us apart. York U is helping create the innovators and policy-makers of the future who will have a positive impact on society – in Canada and around the world.
York U is an open-minded, globally-connected and forward-thinking educational experience that prepares students to contribute to and thrive in the world.

Our Promise to Stakeholders
York graduates have the skills, experiences and opportunities needed to succeed on the world stage.

What We Stand For
Our values are an expression of who we are and what we stand for. They tell audiences what is important to York and help guide our decision-making.

VALUES
Social Responsibility
Respect
Excellence
Inclusiveness
Openness

PERSONALITY
Innovative
Inspiring
Approachable
Courageous

Global Thinking, Shaped Here

Brand Essence – Who We Are/What We Do
We are shaping the global thinkers and thinking that will define tomorrow.

Our Brand’s Character
Our voice, our look, our style – over time these attributes give audiences an impression of York that will influence how they engage with us.

BRAND PROMISE
At York University, we communicate our brand in diverse ways. That’s why we developed the visual standards – to help all of us communicate with a single voice and to maximize the impact of each and every message.

These standards represent just one part of the University’s entire Brand Standards Platform, but an important part. On these pages you will find everything you need to know about the approved use of the York U logo and all its supporting elements.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our Brand</td>
<td>3</td>
</tr>
<tr>
<td>York U Brand Structure</td>
<td>6</td>
</tr>
<tr>
<td>York U Brand Zones</td>
<td>7</td>
</tr>
<tr>
<td>York U Logo – Primary</td>
<td>8</td>
</tr>
<tr>
<td>York U Crest</td>
<td>8</td>
</tr>
<tr>
<td>York U Logo – Secondary</td>
<td>9</td>
</tr>
<tr>
<td>York U Logo – Safety Area, Minimum Size</td>
<td>10</td>
</tr>
<tr>
<td>Sub-brand Logos – Primary</td>
<td>11</td>
</tr>
<tr>
<td>Sub-brand Logos – Secondary</td>
<td>12</td>
</tr>
<tr>
<td>Sub-brand Logos – Safety Area, Minimum Size</td>
<td>13</td>
</tr>
<tr>
<td>York U Faculty Logos – Primary</td>
<td>14</td>
</tr>
<tr>
<td>York U Faculty Logos – Secondary</td>
<td>15</td>
</tr>
<tr>
<td>York U Faculty Logos – Safety Area, Minimum Size</td>
<td>16</td>
</tr>
<tr>
<td>York U Divisions/Departments</td>
<td>17</td>
</tr>
<tr>
<td>Sponsorship Representation</td>
<td>17</td>
</tr>
<tr>
<td>Incorrect Use</td>
<td>18</td>
</tr>
<tr>
<td>York U Fonts</td>
<td>19</td>
</tr>
<tr>
<td>York U Colours</td>
<td>20</td>
</tr>
<tr>
<td>Photography</td>
<td>21</td>
</tr>
<tr>
<td>Print Standards</td>
<td>22</td>
</tr>
<tr>
<td>Print Applications</td>
<td>23</td>
</tr>
<tr>
<td>Web Applications</td>
<td>24</td>
</tr>
<tr>
<td>Mobile Applications</td>
<td>25</td>
</tr>
<tr>
<td>Social Media Applications</td>
<td>25</td>
</tr>
<tr>
<td>Stationery Applications</td>
<td>27</td>
</tr>
<tr>
<td>Sub-brand Stationery Applications</td>
<td>27</td>
</tr>
<tr>
<td>Using York U Letterhead</td>
<td>28</td>
</tr>
<tr>
<td>E-Stationery Applications</td>
<td>29</td>
</tr>
<tr>
<td>Advertising</td>
<td>30</td>
</tr>
<tr>
<td>Pull-Up Banners</td>
<td>31</td>
</tr>
<tr>
<td>Powerpoint Templates</td>
<td>32</td>
</tr>
<tr>
<td>Word Templates</td>
<td>33</td>
</tr>
<tr>
<td>Merchandise</td>
<td>34</td>
</tr>
<tr>
<td>E-Communications</td>
<td>35</td>
</tr>
<tr>
<td>E-Mail Signature</td>
<td>36</td>
</tr>
<tr>
<td>LCD Screens</td>
<td>37</td>
</tr>
<tr>
<td>Videos</td>
<td>37</td>
</tr>
<tr>
<td>Signage</td>
<td>38</td>
</tr>
<tr>
<td>Marketing &amp; Creative Services</td>
<td>39</td>
</tr>
<tr>
<td>Other Resources</td>
<td>41</td>
</tr>
</tbody>
</table>
The University’s brand structure is anchored by a master brand — York U. It acts as the foundation for the institution’s many sub-brands, Faculties, divisions/departments. All are presented in a unique and consistent manner, and all benefit from their association with the master brand’s strong, recognizable presence.
Not all communication efforts are the same, and this is where the University’s ‘brand zones’ come into play. Each piece of communication has its own purpose and target audience, and each follows different rules as a result.

Please submit any new materials for review to Marketing & Creative Services. We are committed to working with you to ensure that all communications materials optimally reflect York University, its sub-brands, Faculties and divisions/departments. Simply e-mail copies to mcserv@yorku.ca.

Exceptions do exist to this chart. Contact Marketing & Creative Services for further clarification.

---

### YORK U BRAND ZONES

<table>
<thead>
<tr>
<th>Type of Materials</th>
<th>HIGH PROFILE (EXTERNAL) ZONE A</th>
<th>PAN-UNIVERSITY (EXTERNAL/INTERNAL) ZONE B</th>
</tr>
</thead>
<tbody>
<tr>
<td>York Identity or sub-brand/Faculty Logos</td>
<td>Paid Advertising, Recruitment Materials, Ceremonials</td>
<td>Awareness/Promotional Materials, Special Events</td>
</tr>
<tr>
<td>Colours</td>
<td>University, sub-brand or Faculty identity should lead/be prominent</td>
<td></td>
</tr>
<tr>
<td>Colours</td>
<td>University colour palette, with accent colour palette (includes pre-approved) used as accents/enhancement</td>
<td></td>
</tr>
<tr>
<td>Fonts</td>
<td>University brand fonts or their approved substitutes must be used. Appropriate and/or limited use of other fonts is acceptable to enhance creativity of materials</td>
<td></td>
</tr>
<tr>
<td>Photography and Images</td>
<td>Current, University approved photos and images</td>
<td>Predominantly current, University approved photos – especially for large and cover images</td>
</tr>
<tr>
<td>Call to Action and/or Contact information</td>
<td>Appropriate contact information and/or a specific call to action should be present</td>
<td></td>
</tr>
<tr>
<td>Marketing &amp; Creative Services Approvals</td>
<td>Required</td>
<td></td>
</tr>
<tr>
<td>Red “U” treatment</td>
<td>Must include</td>
<td>Do not include</td>
</tr>
<tr>
<td>Brand Promise</td>
<td>The University’s brand promise must be conveyed in content: “An open-minded, globally connected and forward-thinking educational experience that prepares you to contribute to and thrive in the world”</td>
<td></td>
</tr>
<tr>
<td>Brand Personality</td>
<td>Our personality describes how we express York U as a brand. These characteristics must be reflected in all York U initiatives and expressed through writing, design and photography, “Innovative • Inspiring • Approachable • Courageous”</td>
<td></td>
</tr>
</tbody>
</table>
YORK U LOGO – PRIMARY

The York University logo must appear on all official communications created on behalf of this institution. It must be intact and cannot be separated or used in parts. For examples of incorrect usage, see p. 18.

THE YORK U LOGO CONSISTS OF:
• The York U name
• The red “U” box
• The words UNIVERSITÉ and UNIVERSITY separated by a key line

The logo must always appear on a white field with the “U” transparent.

York U logos are available for download at toolbox.info.yorku.ca/visual-identity/logos:
• JPEG and PNG – web only
• EPS – for print

The development and use of other logos to represent units within York University is prohibited.

YORK U CREST

The York U crest is only to be used with formal, official, scholarly and ceremonial applications.

If you are using the crest, please contact Marketing & Creative Services for guidelines.
YORK U LOGO – SECONDARY

BLACK LOGO
Where a black logo is required, the preferred use is the horizontal logo.

VERTICAL LOGOS
To be used only when there is not adequate space for the horizontal logo.
Where a vertical logo is needed, the preferred use is the colour logo. When it is not a colour communication, use the black logo.

WHITE BAR
Preferred use on white bar. Please see p. 23 for application.

ROUNDED CORNER LOGO ON A NON-WHITE BACKGROUND – BOTTOM RIGHT PREFERRED
When the logo appears on a non-white background, the preferred treatment is to use the horizontal rounded corner and, in cases where space does not permit, a vertical rounded corner. It must be placed at the bottom right of the page as indicated.

TOP LEFT ALTERNATE
When the logo appears on a non-white background, the alternate treatment is to use the horizontal rounded corner and, in cases where space does not permit, a vertical rounded corner. It must be placed at the top left of the page as indicated.
YORK U LOGO – SAFETY AREA, MINIMUM SIZE

To maximize its impact, the York U logo requires sufficient clear space separating it from other graphic elements, such as typography, photos, imagery etc.

SAFETY AREA
To provide sufficient clear space, the minimum safety area around the York U logo is the width of the red space inside the “U”.

SAFETY AREA – WHITE FIELD
When the York U logo abuts a white field, the safety area around the York U logo is double the width of the red space inside the “U”.

MINIMUM SIZE
Horizontal Print – 1.14” x .35” / Web – 140px X 44px
Vertical Print – .46” x .75” / Web – 70px X 113px

ROUNDED CORNER LOGO – SAFETY AREA
When the York U logo appears on a non-white background, the safety area above and below the logo is equal to the width of the red space inside the “U”.

ROUNDED CORNER LOGO – BLEED
For use of this logo, the white field must always bleed off the side of the printed piece. For applications where a bleed is not possible, the white field should bleed off the creative space.* A white margin will then be visible around the perimeter of the document.
SUB-BRAND LOGOS — PRIMARY

Sub-brand logos are locked with the York U logo. They are the same prominence and size.

For questions regarding sub-brand logo use, contact Marketing & Creative Services.

Note: Official logos are available for each sub-brand through Marketing & Creative Services.
SUB-BRAND LOGOS - SECONDARY

BLACK LOGO
Where a black sub-brand logo is required, the preferred use is the horizontal logo.

VERTICAL LOGO
Where a vertical sub-brand logo is required, the preferred use is the colour logo. When it is not a colour communication use the black logo. Note that the sub-brand icon appears on the left and the York U icon on the right.

WHITE BAR
Preferred use on white bar. Please see p. 23 for application.

 Rounded Corner Logo on a Non-White Background - Bottom Right Preferred
When the sub-brand logo appears on a non-white background, the preferred treatment is to use the horizontal rounded corner and, in cases where space does not permit, a vertical rounded corner. It must be placed at the bottom right of the page as indicated.

Top Left Alternate
When the sub-brand logo appears on a non-white background, the alternate treatment is to use the horizontal rounded corner and, in cases where space does not permit, a vertical rounded corner. It must be placed at the top left of the page as indicated.
**SUB-BRAND LOGOS – SAFETY AREA, MINIMUM SIZE**

**MINIMUM SIZE**
The minimum size for each sub-brand logo is determined by the minimum size of the York logo within it.

Horizontal York logo
Print – 1.14” x .35” / Web – 140px X 44px

Vertical York logo
Print – .46” x .75” / Web – 70px X 113px

**SAFETY AREA – WHITE FIELD**
When the sub-brand logo abuts a white field, the safety area around the logo is double the width of the red space inside the “U”.

**ROUNDED CORNER LOGO – SAFETY AREA**
When the sub-brand logo appears on a non-white background, the safety area above and below the logo is equal to the width of the red space inside the "U".

**ROUNDED CORNER LOGO – BLEED**
For use of this logo, the white field must always bleed off the side of the printed piece. For applications where a bleed is not possible, the white field should bleed off the creative space. A white margin will then be visible around the perimeter of the document. For a visual reference, see p. 10.
Just as there are defined standards for the York U master brand, there are also established guidelines for the relationship between the master brand and its sub-brands, as well as Faculties.

When using a Faculty logo, it will appear in the style shown to the right. Note that the York U logo and Faculty identity are the same prominence and size.

For questions regarding Faculty logo use, contact Marketing & Creative Services.

Note: Official logos are available for each Faculty through Marketing & Creative Services.
YORK U FACULTY LOGOS – SECONDARY

BLACK LOGO
Where a black Faculty logo is required, the preferred use is the horizontal logo.

VERTICAL LOGO
Where a vertical Faculty logo is required, the preferred use is the colour logo. When it is not a colour communication use the black logo. Note that the Faculty logo appears on the left and the York U logo on the right.

WHITE BAR
Preferred use on white bar. Please see p. 23 for application.

ROUNDED CORNER LOGO ON A NON-WHITE BACKGROUND – BOTTOM RIGHT PREFERRED
When the Faculty logo appears on a non-white background, the preferred treatment is to use the horizontal rounded corner and, in cases where space does not permit, a vertical rounded corner. It must be placed at the bottom right of the page as indicated.

TOP LEFT ALTERNATE
When the Faculty logo appears on a non-white background, the alternate treatment is to use the horizontal rounded corner and, in cases where space does not permit, a vertical rounded corner. It must be placed at the top left of the page as indicated.
YORK U FACULTY LOGOS — SAFETY AREA, MINIMUM SIZE

MINIMUM SIZE
The minimum size for each Faculty logo is determined by the minimum size of the York logo within it.
Horizontal York logo
Print – 1.14" x .35" / Web – 140px X 44px
Vertical York logo
Print – .46" x .75" / Web – 70px X 113px

SAFETY AREA — WHITE FIELD
When the Faculty logo abuts a white field, the safety area around the logo is double the width of the red space inside the "U".

ROUNDED CORNER LOGO — SAFETY AREA
When the Faculty logo appears on a non-white background, the safety area above and below the logo is equal to the width of the red space inside the "U".

ROUNDED CORNER LOGO — BLEED
For use of this logo, the white field must always bleed off the side of the printed piece. For applications where a bleed is not possible, the white field should bleed off the creative space. A white margin will then be visible around the perimeter of the document. For a visual reference, see p. 10.
MENTAL HEALTH AND WELLNESS CONTEST

Submit a creative piece that captures what mental health and wellness looks like to you. You can submit art, poetry, images, video, etc.

DEADLINE EXTENDED!
The new deadline for submissions is March 18.

CRITERIA:
• Open to all York University full-time and/or part-time students, staff and faculty members.
• Must be original work.
• Must be able to be represented in a digital format.
• Must include the name of the creator(s) as well as contact information (email and telephone number).

10 PRIZES TO BE WON!
The prizes include a $100 gift certificate to the York U bookstore and a $20 Second Cup gift card.
Winners will also be invited to have tea with York U’s President.

For more details on how to enter, visit yorku.ca/mentalhealth.

Examples of vertical logo option for limited space

SPONSORSHIP REPRESENTATION

In cases where a sub-brand or Faculty is sponsoring an event and there is limited space, the preferred logo is the vertical locked logo. Preferred placement is always bottom right (if possible).

MULTIPLE SUB-BRAND/FACTORY REPRESENTATION

To represent a professional image for York U, only one Faculty or sub-brand logo can be locked to the logo. When there is more than one sub-brand or Faculty requiring representation, the sub-brands or Faculties will need to decide which one dominates the particular piece. In a case where this is not possible, only the York U logo is used and the multiple sub-brands/Faculties appear in text within the creative space.
INCORRECT USE

On this page are examples of incorrect use of the York U logo.

The standards outlined throughout this guide are critical to the integrity of the York University brand and need to be followed.

Never separate the logo, add to it or create your own locked logo.

Please review the incorrect usage to the right to gain a better understanding of the guidelines.

For any remaining questions on logo use, please contact Marketing & Creative Services.

Never reverse or “knock out.”

Never use all red and never change the colour of any elements.

Never condense or expand.

Never alter the size ratio, eliminate the bleed, or alter the corner radius of the white field with rounded corner and the York U logo.

Never alter the size or (position) of the grey bar.

Never add to the logo or create your own.

Never print the logo on a background colour other than white (merchandise is the exception to this rule).

Never use the website logo in print materials.
The approved primary York U fonts for print materials are Interstate and Dax. Where Interstate is not available, Arial must be used. Secondary fonts include Arial, Granjon and Hoefler. For serif fonts, use only Granjon or Hoefler.

**Primary font use:**

- The preference is always to use Interstate in all communications. Designers who create layouts on a regular basis should purchase Interstate. Contact your purchasing representative or visit font sites (e.g. fontshop.com) to purchase.

**Primary**

- **Interstate Regular**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcedfghijklmnopqrstuvwxyz1234567890

- **Interstate Regular Italic**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcedfghijklmnopqrstuvwxyz1234567890

- **Interstate Bold Italic**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcedfghijklmnopqrstuvwxyz1234567890

- **Interstate Bold Italic**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcedfghijklmnopqrstuvwxyz1234567890

**Secondary**

- **Arial**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcedfghijklmnopqrstuvwxyz1234567890

- **Granjon**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcedfghijklmnopqrstuvwxyz1234567890

- **Hoefler**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcedfghijklmnopqrstuvwxyz1234567890

**Dax**

- **Dax Light**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcedfghijklmnopqrstuvwxyz1234567890

- **Dax Regular**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcedfghijklmnopqrstuvwxyz1234567890

- **Dax Italic**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcedfghijklmnopqrstuvwxyz1234567890

- **Dax Bold**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcedfghijklmnopqrstuvwxyz1234567890
# YORK U COLOURS

## PRIMARY COLOURS

Our primary colour is York U red, Pantone 186. It should be the most prominent colour on all communication pieces. Both black and white complement York U red, therefore they are included in the primary colours.

When the logo is not printed in colour, use the black logo file.

Colour reproduction on all paper stock must match PMS 186.

## SECONDARY COLOURS

These colours have been inspired by the sub-brands and complement the York U brand. They should be used as secondary accent colours to enhance the York U red.

## EXTENDED COLOURS

The extended colours chart to the right illustrates examples of suitable tints that enhance the York U brand.

In the sub-brand/Faculty logos, the grey bar between the school logos and York U logo, and between the Faculty names and York U logo, is 35% black.

### Primary colours

- **RED, PMS 186**
  - CMYK: 0/100/81/4
  - RGB: 227/24/55
  - #E31837

- **BLACK**
  - RGB: 0/0/0
  - #000000

- **TAUPE, PMS 452**
  - CMYK: 30/28/58/2
  - RGB: 180/167/122
  - #B4A77A

### Secondary colours

- **GOLD, PMS 1245**
  - CMYK: 0/28/100/18
  - RGB: 213/159/15
  - #D49F0F

### Extended colours

- **WHITE**
  - RGB: 255/255/255
  - #FFFFFF

- **BLACK 10%**
  - RGB: 238/238/238
  - #EEEEEE

- **BLACK 70%**
  - RGB: 102/102/102
  - #666666

- **BLACK 35%**
  - RGB: 165/165/165
  - #9A9A9A

- **BLACK 50%**
  - RGB: 128/128/128
  - #808080

- **BLACK 15%**
  - RGB: 204/204/204
  - #DDDDDD

- **BLACK 45%**
  - RGB: 153/153/153
  - #999999

- **BLACK 30%**
  - RGB: 192/192/192
  - #C0C0C0

- **BLACK 40%**
  - RGB: 178/178/178
  - #AAAAAA

- **BLACK 50%**
  - RGB: 160/160/160
  - #BBBBBB

- **BLACK 60%**
  - RGB: 144/144/144
  - #999999

- **BLACK 65%**
  - RGB: 128/128/128
  - #808080

- **BLACK 70%**
  - RGB: 112/112/112
  - #707070

- **BLACK 75%**
  - RGB: 96/96/96

Examples are for reference only and are not accurate for colour. Match to PMS colour chips.
PHOTOGRAPHY

York U photos come from many sources, depict a wide variety of subjects and are used for many purposes. What’s important is that they contribute to a consistent narrative of York U as a sophisticated, world-class academic institution.

Like all other elements, photos representing York U need to reflect our brand personality.

TIPS FOR SELECTING PHOTOS FOR YORK U:

• Choose photos that will inspire audiences to engage with York U in some way – as students, donors, sponsors, employers etc.
• Showcase our academic excellence by focusing on unique facilities or innovative projects.
• Celebrate diversity. Choose photos that, when experienced as a whole, reflect the diverse nature of our community.

You can work with Marketing & Creative Services to commission original photography by a professional.

YORK U IMAGE COLLECTION

The image collection has been developed for use and can be found at images.info.yorku.ca. It is a curated collection of premium, high-quality images that reflect the York U brand personality. Within it you will find a wide and varied mix of photographic material to meet your communications and marketing needs.

The photographs within the image collection are taken by professional photographers and are all available in high resolution. York University has obtained the rights to use them in their communications and marketing material.

For ease of use, the content in the collection is divided into three categories: Experience York, Student Life and Academic Life. The image collection continues to grow and evolve. In cases where something more specific is required, or if you require high-resolution images, please contact Marketing & Creative Services.
In print applications such as brochures, flyers, posters etc., the York U horizontal, sub-brand and Faculty logos should appear as a unit on a white background at the bottom of the printed piece known as the white bar (see “White bar”). Alternatively, when the York U horizontal, sub-brand and Faculty logos appear on a non-white background, they should be used in the white field with a rounded corner (see “Rounded corner”).

WHITE BAR
On print applications that are 8.5” x 11”, the white bar must be at least 8.5” x 1.5” in size and scale up or down proportionately on smaller or larger print applications. The logo must appear within the white bar on the right side.

ROUNDED CORNER
On print applications that are 8.5” x 11”, the white field with rounded corner must be .7332” high and a minimum of .5” above the bottom of the piece.
PRINT APPLICATIONS

PREFERRED USE: HORIZONTAL LOCKED

White bar: The preferred treatment for print using the horizontal logo.

Rounded corner – bottom right: To be used as an alternate placement when the design has creative, photography or other elements that require the entire space to make an impact. It must always be anchored to the side of the piece, i.e. it cannot float. The recommended placement is in the bottom right corner of the page.

ALTERNATE USE: HORIZONTAL LOCKED

Rounded corner top – top left: To be used when the design has creative, photography or other elements that require the entire space to make an impact and gain immediate recognition, and bottom right corner placement is not possible. Please contact Marketing & Creative Services for approval to use these alternate logo placements.

Instructions are provided throughout this document for 8.5 x 11” applications. Please be sure to scale the white bar and logo proportionately for other dimensions. For example the white bar on an 11” x 17” document should be 11” x 1.95”, with the logo height at .65”.

Keep in mind also not to reduce the York U logo below its minimum size.
WEB APPLICATIONS

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 professional online image that reflects the brand.

LOGOS:
There is a unified online relationship between York U and its sub-brands. In web applications, the sub-brand logos appear on the left side of the global navigation. For Faculty and division/department websites the York U logo stays in position in the upper left side of the York U global navigation. The Faculty and division/department name appears in text in the York U solid red bar beneath the global navigation, as pictured to the right.

NEW RESPONSIVE DESIGN THEME:
Delivering a consistent and cohesive user experience across the University’s more than one million web pages is of utmost importance. User behaviour continues to evolve and York is committed to delivering the best experience possible for our visitors.

A new responsive design theme has been introduced in Wordpress to provide a consistent and optimal user experience for every device, whether desktop, tablet or mobile.

All new websites using yorku.ca in their URL must use this theme. Exceptions do apply. Please contact Marketing & Creative Services.

Only Faculties can use a reduced global navigation as pictured to the right.

For guidance on the responsive design theme, please visit webtoolbox.info.yorku.ca.
MOBILE APPLICATIONS

To help maintain a consistent user experience, the York U logo (horizontal rounded corner) must appear in the top left of the app. The name of the app should appear in the top right.

The remaining space may be designed as desired, but University fonts and colours must be used. For additional advice and recommendations on creating a mobile app, please contact Marketing & Creative Services.

SOCIAL MEDIA APPLICATIONS

New social media icon templates have been designed to provide brand consistency for York U. The templates allow you to express the uniqueness of your sub-brand, Faculty or division/department, with the York brand anchoring all icons.

There is a specific set of templates available for sub-brands, which offers the option to use either your logo or name in text, as indicated to the right.

When creating or managing a social network, consider both strategic and practical issues. Who is the site aimed at? What kind of information will be published? Who will update the page? What kind of style will be used? Visit toolbox.info.yorku.ca/digital-media/social-media-guidelines for the York U Social Media Guidelines.
SOCIAL MEDIA EXECUTIONS
For more information on how to set up an account, branding and image sizes visit York U’s Social Media Guidelines at toolbox.info.yorku.ca/digital-media/social-media-guidelines/
STATIONERY APPLICATIONS

HOW TO ORDER
York U’s Printing Services manages printing for all York branded stationery.
For student business cards, students must receive approval from their dean before cards are produced.
Printing Services can assist you with all your stationery needs.

SUB-BRAND STATIONERY APPLICATIONS
Sub-brands have a full set of stationery elements available that include their sub-brand logos.
USING YORK U LETTERHEAD

Body text must be in Arial black, 10 pt type, 14 pt line spacing. Text may surprint crest by the margins specified. This font has been selected as a modern font that is compatible across different systems. The live area for body text is indicated in the example on the right.

LETTERHEAD SETUP – MICROSOFT WORD

Font: Arial, 10 pt
Line Spacing: 14 pt (reduced to 13 pt if extra space is required)
Alignment: Left
To Set up Text Area:
1. Open a new document in MS Word (ensure it is a blank page)
2. Under File, go to Page Setup
   - Under the Margins tab, set – Top 1.5", Bottom 0.5", Left 2", Right 0.75"
   - For sub-brands – Top 2.5"
3. Under Paper Size tab, set “Paper Size” to “Letter 8.5 x 11”
4. Set “Orientation” to “Portrait”
5. Press “OK”

Font Format:
6. Under Format, go to Font
7. Under Font tab, set “Font” to “Arial”
8. Set “Font Style” to “Regular”
9. Set “Size” to 10
10. Press “OK”

Paragraph Format:
11. Under Format, go to “Paragraph”
12. Under Indents and Spacing tab, set “Alignment” to “Left”
13. Set “Before & After” spacing to “0 pt”
14. Set “Line Spacing” to “Exactly” at “14 pt” (or 13 pt see above)
15. Press “OK”

Typing Format:
16. Do not indent when you start typing
17. Type date
18. Hit “Enter” twice
19. Type name of addresser, then hit “Enter” once
20. Type address 
   (see example on the right)
21. Hit “Enter” twice
22. Type salutation
23. Hit “Enter” twice
24. Type body copy – for space in between paragraphs – hit “Enter” twice
25. At end of body copy – hit “Enter” twice
26. Type complimentary closing, then hit “Enter” three times
27. Type department or title etc. as needed

2ND PAGE SETUP

Page Set-up:
28. Under the Margins tab, set – Top 1.5”, Bottom 0.5”, Left 0.75”, Right 0.75”
E-STATIONERY APPLICATIONS

ELECTRONIC LETTERHEAD
Electronic letterhead is only to be used in an e-mail 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 by visiting York U's toolbox at toolbox.info.yorku.ca/tools/templates/electronic-letterhead.

FAX AND MEMO TEMPLATES
York memo and fax templates are available online at toolbox.info.yorku.ca/tools/templates/memo-and-fax.
ADVERTISING

PRINT ADVERTISING
In print advertising, depending on the size or layout of the advertisement, the logos should appear per print standards. See p. 22.

ONLINE ADVERTISING
To maintain the integrity of the brand, the York U logo must appear in at least minimum size in online advertisements. In order to achieve this, the minimum ad size booking recommended is 200 x 300 pixels.
PULL-UP BANNERS

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

Faculties – names will be separated from the York logo and placed in a white rounded corner.

Divisions/departments – names should appear within the creative space using the font Interstate.

PREFERRED

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

ALTERNATE

Where the preferred treatment is not possible, an alternate logo treatment includes the York logo rounded corner.

Sub-brands may use a vertical logo in a white bar.
POWERPOINT TEMPLATES

The approved York U PowerPoint templates are available at toolbox.info.yorku.ca/tools/templates/powerpoint.

Please note that in order to protect the integrity of the brand, photos in the title slides must not be altered or changed. To customize a York U PowerPoint template, please contact Marketing & Creative Services.

There are options for sub-brand, Faculty and divisions/departments to represent themselves in PowerPoint templates. Marketing & Creative Services would be happy to assist in the creation of templates.

Templates provided are AODA compliant. It is the responsibility of the user to maintain compliancy when adding content. For AODA guidelines, please refer to “Accessibility” at toolbox.info.yorku.ca/tools/resources.
WORD TEMPLATES

Word templates are available to provide a York U branded image for any Word document being used for external or internal communications. This includes agendas, reports or general documents, all of which can be drafted with or without a branded cover page for formal or informal presentations. Templates are available at toolbox.info.yorku.ca/tools/templates/reports.

Templates provided are AODA compliant. It is the responsibility of the user to maintain compliancy when adding content. For AODA guidelines, please refer to “Accessibility” at toolbox.info.yorku.ca/tools/resources.
MERCHANDISE

Merchandise includes a wide range of items such as magnets, tote bags, clothing, pens, key chains, mugs, clocks etc.

York U has established a list of approved and licensed suppliers of these items. For your promotional item to have the York U logo, you will need to use one of the approved suppliers. For a full list, visit “Approved vendors” at license.yorku.ca/licensees/approved-licensees.

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 it is not possible, contact Marketing & Creative Services.
• Most vendors work with Illustrator files that can be downloaded at toolbox.info.yorku.ca/visual-identity/logos.
• Design must be submitted to Marketing & Creative Services for approval prior to production.
E-COMMUNICATIONS

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

If you need help to create e-communications, please work with Marketing & Creative Services.
E-MAIL SIGNATURE

For consistency and to support York U's master brand strategy, the York U logo must appear on the letterhead of all e-mails coming from York University.

ADDING YORK U LOGO TO LETTERHEAD — IN LOTUS NOTES

• In Lotus Notes, select “File”
• Select “Preferences” then “Mail”
• Select “Letterhead”
• Select “York Custom Letterhead”

SIGNATURE

The recommended York U e-mail signature is comprised of the following elements:

NAME • Title
Unit/Department
Sub-brand/Division
YORK UNIVERSITY
Room # and Building • 4700 Keele Street
Toronto ON • Canada M3J 1P3
T 416.736.2100 ext XXXXX F 416.XXX.XXXX
e-mail address • website
Facebook • Twitter • YouTube

DIRECTIONS TO CREATE YOUR SIGNATURE — IN LOTUS NOTES

• Go to toolbox.info.yorku.ca and click on Tools-Templates.
• Select “E-Mail signature” file in the template selection.
• Save the HTML file to your desktop.
• Right mouse click on it and choose “Edit”.
• Update with your information.
• Save file as “Web Page”.
• Go to “File” tab at the top. Click Preferences.
• Click Signature tab. Choose “HTML or Image File”. Click Browse.
  Choose “All Files” at bottom of open window and upload the revised HTML file.

For help with loading this signature, contact the University Information Technology (UIT) Service Desk.
LCD SCREENS

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

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.

Creative size: 835w x 470 pixels
Creative formats: JPEG or BMP at 72dpi; SWF and WMV (flash & video files to be produced in 16:9 aspect ratio with a min. resolution of 835x470 pixels)

1. Creative must not include the York U logo, as it is in a consistent place at the top of the screen.
2. Incorporate an image whenever possible.
3. Three thoughts maximum.
4. Keep it simple - this is not the medium to explain all of the fine print. Add a url to the site where people who are interested in the details can go to for all of the details. Whenever possible use yorku.ca/... to shorten 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.

VIDEOS

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 outlined on these pages. To download the general-purpose York U video bumper, please visit the brand toolbox online at toolbox.info.yorku.ca/tools/templates/video-bumpers.

Contact Marketing & Creative Services for assistance and approval of all marketing or communications materials.
To reinforce York U’s consistent branding, all permanent and temporary signage across the Keele and Glendon campuses feature the York U logo within the white safety area.

PERMANENT SIGNAGE
There is a request and approval process for any new permanent signage that is administered by York’s Campus Services and Business Operations. To the right are some examples of directional and building signage.

TEMPORARY SIGNAGE
For special limited-time events, temporary directional signage is available on York U campuses. The A-frames that house the signs are available for rent by the day and hold two sizes (2’ x 2’ and 4’ x 4’). For rental of A-frames, contact Campus Services and Business Operations. If you require help with design, contact Marketing & Creative Services.
MARKETING & CREATIVE SERVICES

Who we are?
Marketing & Creative Services is one of four units in the Communications & Public Affairs Division whose mandate is to enhance York’s reputation by positively influencing internal/external stakeholder perceptions to support institutional/academic priorities.

What do we offer?

MARKETING STRATEGY CONSULTATION:
• Marketing strategy and plan development for integrated campaigns, including traditional and online media, search engine marketing (SEM), print, social media advertising

DESIGN AND CREATIVE SERVICES (IN-HOUSE STUDIO):
• Design and layout of print and online communications, as well as publications such as brochures, flyers, annual reports, web banners, e-vites and e-newsletters, at no cost
• Creative consultation to ensure all elements are appropriately branded

WEB CONSULTATION:
• Comprehensive consultation on all projects for expert help on information architecture, design and other services

PHOTOGRAPHY SERVICES:
• Consultation and art direction on photo shoots specific to your needs

Contact us:
• New to York U? Request an orientation session on York U’s brand and visual standards
• Confused about logo placement? Or which colour to use? Contact Marketing & Creative Services with questions on brand and visual standards, no matter how minor
How to work with us

For all projects requiring design, bilingual design or web assistance, please contact Marketing & Creative Services (M&CS). We can help you determine if your project can remain in-house or go to one of our roster agencies.

When working with external vendors, three project categories have been identified, based on the scope of a project. Please refer to each tier for further information on what role Marketing & Creative Services will play.

TIER 1
Includes high profile, major design or conceptual work (e.g. a new website, advertising, or new Faculty/divisional “look”). Creative brief must be provided.

M&CS is to be main initial contact with Vendor and involved in key milestones including:
• Discuss project with Partner
• Obtain quotes from Vendors using a creative brief
• Vendor selection
• Approval of all drafts and final creative

TIER 2
Includes creation of a “look” for a brochure or template and/or major modifications to existing creative. Creative brief is preferable depending on complexity of project.

Partner to be main initial contact with Vendor, with and M&CS to be involved in key milestones including:
• Obtain quotes from Vendors (using creative brief, as required)
• Vendor selection
• Approval of all drafts and final creative

TIER 3
Includes small edits to existing creative pieces. Creative brief is not required.

Partner to obtain quotes from Vendor sending a copy to M&CS in order to monitor vendor workload. Partner solicits quotes from any Vendor on the approved list for the appropriate category, i.e., Graphic Design, Web Design, and Bilingual Design.
• M&CS involvement includes approval of all drafts and final creative
OTHER RESOURCES

AODA

APPROVED VENDORS
For a complete list of York approved vendors, visit “Approved Vendors” at [toolbox.info.yorku.ca/tools/resources](http://toolbox.info.yorku.ca/tools/resources). You are required to use one of these suppliers to produce any items that include the York U logo.

POLICY AND PRACTICE
In 2006, a policy on brand stewardship was created in reference to the authority required to use York U’s brand properties, as well as associated procedures and guidelines. The policy is intended to protect and uphold the image of the University by regulating the use of brand properties. Marketing & Creative Services have been mandated to execute this policy. For details, visit [yorku.ca/secretariat/policies](http://yorku.ca/secretariat/policies).

WRITING STYLE GUIDE
This style guide is a reference for the York University community, to assist in the development of marketing, communications and promotional materials and other tools representing the University: [toolbox.info.yorku.ca/tools/resources/language-style-guide/](http://toolbox.info.yorku.ca/tools/resources/language-style-guide/).

PHOTO/VIDEO RESOURCES AND FORMS
Obtaining permission to photograph or videotape a person or group of people is important under the Freedom of Information and Protection of Privacy Act (FIPPA). Guidelines and consent forms are available under “Photo/Video Resources and Forms” at [toolbox.info.yorku.ca/tools/resources/](http://toolbox.info.yorku.ca/tools/resources/).

WEB STANDARDS
This site outlines the web standards for websites at York University using the York 2014 Theme with WordPress: [webtoolbox.info.yorku.ca](http://webtoolbox.info.yorku.ca).
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