

A photograph of a modern building interior. A large, vibrant red wall dominates the center, with three tall, narrow, frosted glass panels set into it. A person in a dark jacket and jeans sits on a light-colored wooden bench in front of the panels, looking down at their phone. To the right, another person is blurred in motion, walking past. The ceiling features exposed pipes and ductwork. The floor is dark with white dashed lines. The overall atmosphere is clean and architectural.

VISUAL STANDARDS

NOVEMBER 2016

yorku.ca/brandtoolbox

YORK 
UNIVERSITÉ
UNIVERSITY

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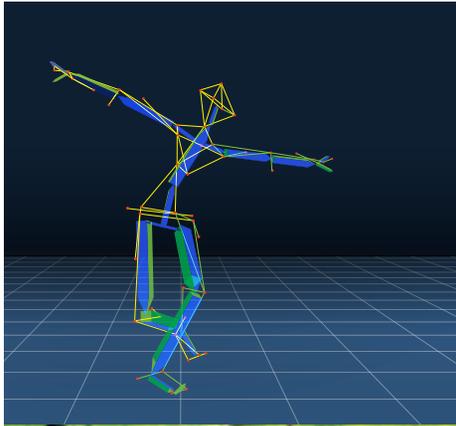
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VISUAL STANDARDS

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 one important part of the University's entire Brand Standards Platform. 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.

OUR BRAND



MISSION

The mission of York University is the pursuit, preservation, and dissemination of knowledge. We promise excellence in research and teaching in pure, applied and professional fields. We test the boundaries and structures of knowledge. We cultivate the critical intellect.

York University is part of Toronto: we are dynamic, metropolitan and multi-cultural. York University is part of Canada: we encourage bilingual study, we value diversity. York University is open to the world: we explore global concerns.

A community of faculty, students, staff, alumni and volunteers committed to academic freedom, social justice, accessible education, and collegial self governance, York University makes innovation its tradition.

Tentanda Via: The way must be tried.



OUR PERSONALITY

HOW WE EXPRESS YORK U AS A BRAND

Progressive | Open minded, forward looking, flexible.

Welcoming | Friendly, supportive and inclusive community.

Ambitious | Focused on success, challenging the status quo, a step ahead of trends.

Smart | Bold, bright, critical thinking, academic excellence, relevant, social.

VISION

As one of Canada's leading universities, York University fosters creativity, innovation and global citizenship through its open-minded and engaged approach to teaching, scholarship and research, and community outreach.





VALUES

Excellence | York strives for excellence in teaching and learning (or pedagogies), academic programs and research/ scholarly/creative pursuits enriching as well as educating, enabling as well as informing through fostering intellectual curiosity, innovation, and creativity.

Progressive | York is open minded, forward looking and flexible. We embrace innovative approaches, technologies and perspectives to solve problems, develop new understandings, solutions and discoveries that have an impact on our world.

Inclusivity and diversity | York is a welcoming and approachable campus embracing global perspectives and differences in cultures, people and thinking, by engaging communities in collegial dialogue and supporting diversity awareness and cross-cultural knowledge.

Social justice and equity | York is socially responsible, and committed to the pursuit of social justice and equity issues to continuously challenge and transform society's understanding and existing norms through civic, scientific and cultural actions.

Sustainability | York values environmental, social, and fiscal sustainability through its programs, physical environment, and fiduciary practices.



WHAT MAKES US UNIQUE?

York University champions new ways of thinking to drive teaching and research excellence through:

1. cross-discipline programming;
2. innovative course design;
3. diverse experiential learning; and
4. supportive community environment.

We equip our students for endless career opportunities, expected and otherwise.



ABOUT YORK UNIVERSITY: BOILER PLATE

Short version

York University champions new ways of thinking that drive teaching and research excellence. Through cross-discipline programming, innovative course design, diverse experiential learning and a supportive community environment, our students receive the education they need to create big ideas that make an impact on the world. Located in Toronto, York is the third largest university in Canada, with a strong community of 53,000 students, 7,000 faculty and administrative staff, and more than 295,000 alumni.

York U's fully bilingual Glendon campus is home to Southern Ontario's Centre of Excellence for French Language and Bilingual Postsecondary Education.

Long version

York University champions new ways of thinking that drive teaching and research excellence. Our students receive the education they need to create big ideas that make an impact on the world. Meaningful and sometimes unexpected careers result from cross-discipline programming, innovative course design and diverse experiential learning opportunities. York students and graduates push limits, achieve goals and find solutions to the world's most pressing social challenges, empowered by a strong community that opens minds. York U is an internationally recognized research university - our 11 faculties and 26 research centres have partnerships with 200+ leading universities worldwide. Located in Toronto, York is the third largest university in Canada, with a strong community of 53,000 students, 7,000 faculty and administrative staff, and more than 295,000 alumni.

York U's fully bilingual Glendon campus is home to Southern Ontario's Centre of Excellence for French Language and Bilingual Postsecondary Education.

You can find the French version on the Brand Toolbox at toolbox.info.yorku.ca/our-brand/boiler-plate

YORK U BRAND STRUCTURE

In 2012, under the direction of the president, York U adapted a master brand strategy. 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.



- ADVANCEMENT
- RESEARCH
- YORK INTERNATIONAL
- YUCARD
- ETC.

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 – 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.

Horizontal logo



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. 11 for application.

Horizontal black



Vertical colour



Vertical black



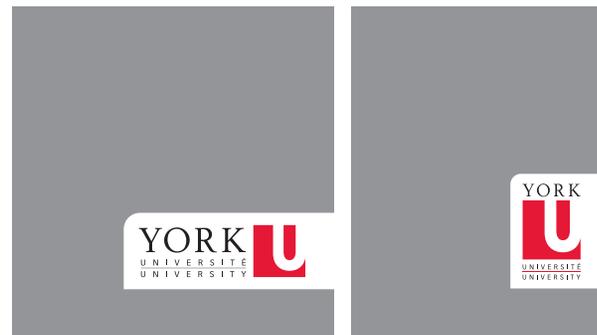
ROUNDED CORNER LOGO ON A NON-WHITE BACKGROUND – BOTTOM RIGHT PREFERRED

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.

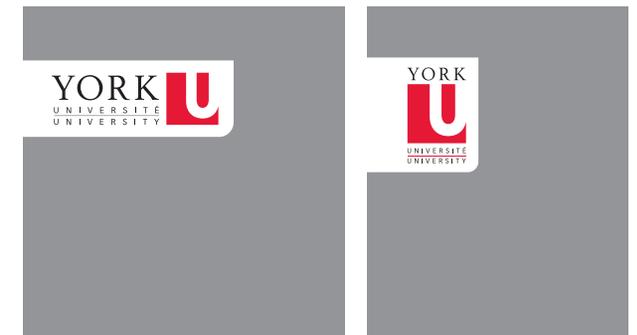
TOP LEFT ALTERNATE

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.

Bottom right (Preferred treatment)



Top left (Alternate treatment)



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.

MINIMUM SIZE

Horizontal
Print – 1.14" x .35" / Web – 140px X 44px

Vertical
Print – .46" x .75" / Web – 70px X 113px

SAFETY AREA

To provide sufficient clear space, the preferred safety area around the York U logo is 2x the width of the red space inside the "U".

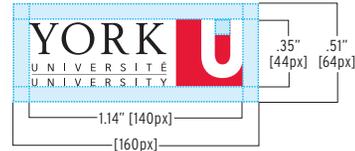
ROUNDED CORNER LOGO – SAFETY AREA

When the York U logo appears on a non-white background, the preferred safety area to the right of the "U" is 3x 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.

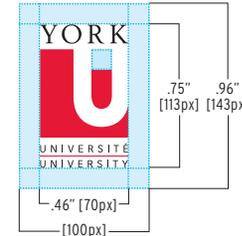
Horizontal logo minimum size



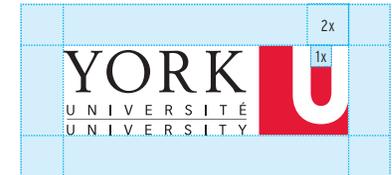
Minimum size:
print – inches
[web – pixels]

Minimum safety area:
width of the red space inside the U

Vertical logo minimum size

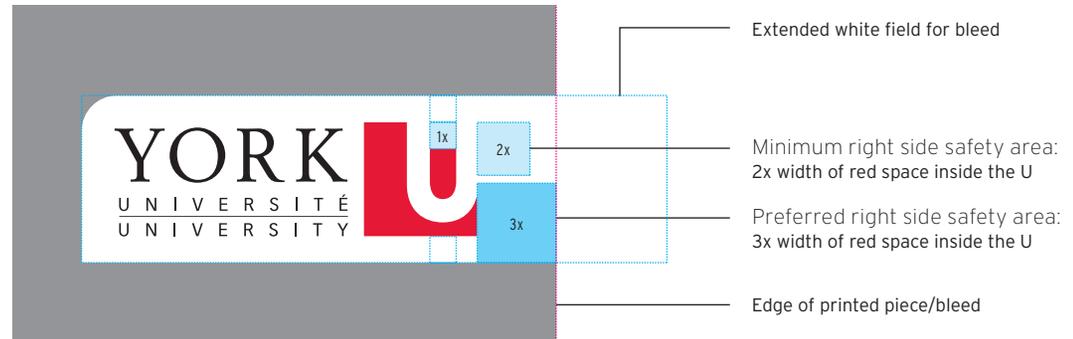


Safety area



Preferred safety area:
2x width of red space inside the U
(the gray area)

Safety area – white field with rounded corner



*White field should bleed off the creative space

PRINT LOGO STANDARDS

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.

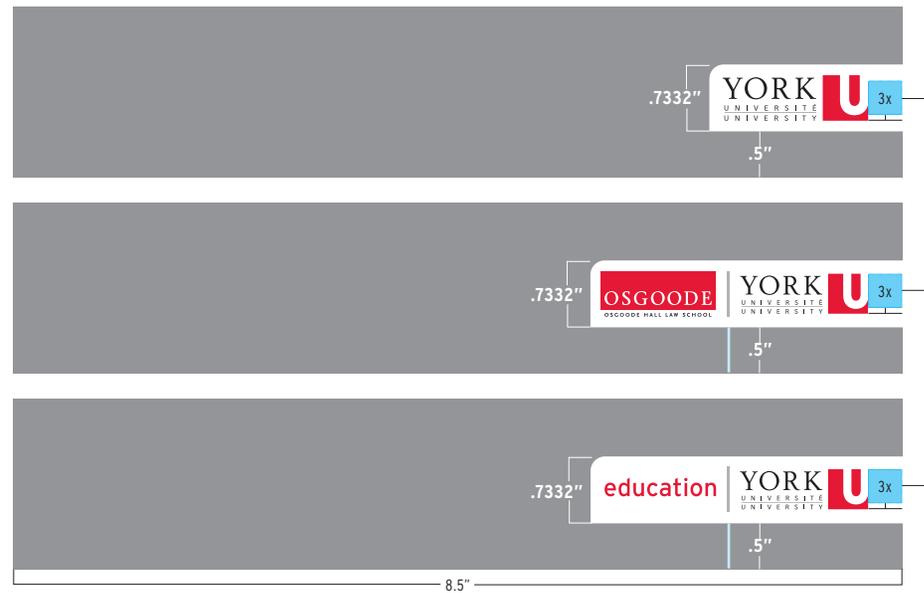
ROUNDED CORNER

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.

White bar – 8.5" x 11"



Rounded corner – 8.5" x 11"



Preferred right side safety area: 3x width of red space inside the U

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.

Horizontal logos



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. 11 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.

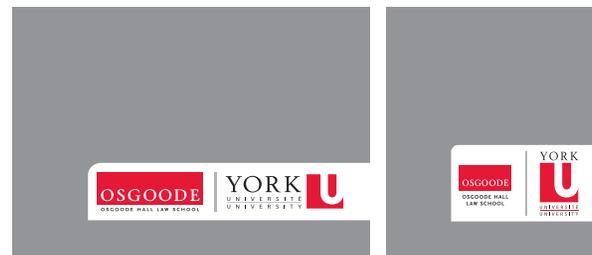
Sub-brand horizontal logos black

Sub-brand vertical logos

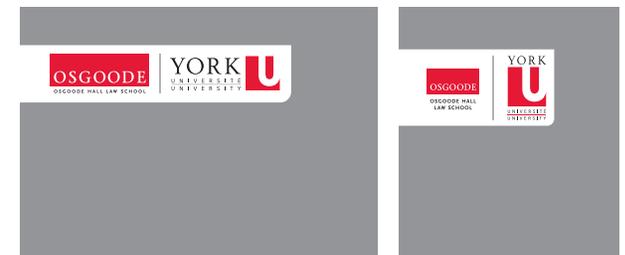
Sub-brand vertical logos black



Bottom right (Preferred treatment)



Top left (Alternate treatment)



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.

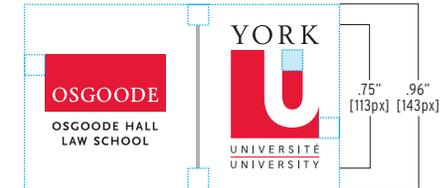
Horizontal York logo
Print – 1.14" x .35" / Web – 140px X 44px

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

Horizontal sub-brand logo minimum size



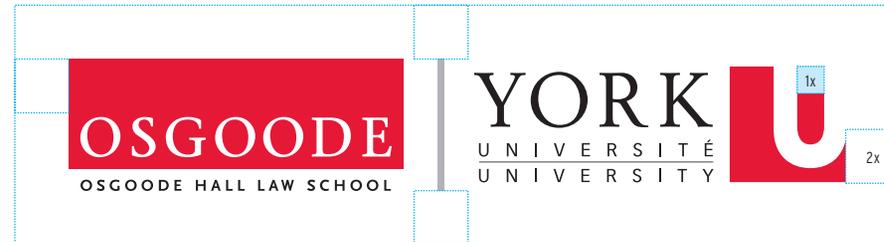
Vertical sub-brand logo minimum size



SAFETY AREA

To provide sufficient clear space, the preferred safety area around the sub-brand logo is 2x the width of the red space inside the "U".

Safety area



Safety area:
2x width of red space inside the U

ROUNDED CORNER LOGO – SAFETY AREA

When the sub-brand logo appears on a non-white background, the preferred safety area to the right of the "U" is 3x the width of the red space inside the "U".

Safety area – white field with rounded corner



Minimum right side safety area:
2x width of red space inside the U

Preferred right side safety area:
3x width of red space inside the U

Edge of printed piece/bleed

Extended white field for bleed

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.

YORK U FACULTY LOGOS – PRIMARY

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.

Horizontal logos



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. 11 for application.

York U Faculty horizontal logos black



York U Faculty vertical logos



York U Faculty vertical logos black



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.

Bottom right (Preferred treatment)



Top left (Alternate treatment)



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.

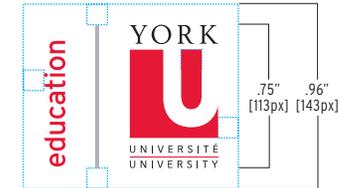
Horizontal York logo
Print – 1.14" x .35" / Web – 140px X 44px

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

Horizontal Faculty logo minimum size



Vertical Faculty logo minimum size



SAFETY AREA

To provide sufficient clear space, the preferred safety area around the Faculty logo is 2x the width of the red space inside the "U".

Safety area



Safety area:
2x width of red space inside the U

ROUNDED CORNER LOGO – SAFETY AREA

When the Faculty logo appears on a non-white background, the preferred safety area to the right of the "U" is 3x 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.



Minimum right side safety area:
2x width of red space inside the U

Preferred right side safety area:
3x width of red space inside the U

Edge of printed piece/bleed

Extended white field for bleed

INCORRECT LOGO USAGE

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.

Please note exceptions to the rules exist for merchandise - as per page 35.

For any remaining questions on logo use, please contact [Marketing & Creative Services](#).

Never reverse or "knock out."



Never condense or expand.



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



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.



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



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 add to the logo or create your own.



OTHER LOGOS

ANNIVERSARY LOGOS

Anniversary logos are not permitted.

If you would like to celebrate an anniversary within your Sub-brand/Faculty you can do so using graphical elements or a wordmark in the creative space as seen to the right with the Faculty of Science and Osgoode examples.

Please contact [Marketing & Creative Services](#) for more information.

INCORRECT

Never add to the logo or create your own.



CORRECT

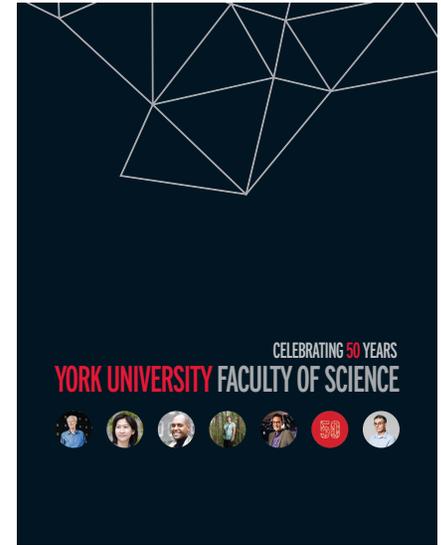
Wordmark
(using York approved font)

OSGOODE@125

OSGOODE
@125

CORRECT

Graphical element as part of design

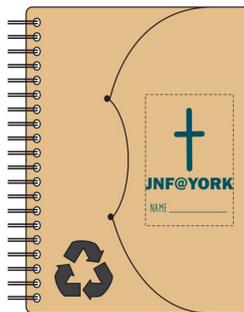


STUDENT LOGOS

Student groups at York U are not permitted to use the York U logo or follow the York U branding guidelines (colours, fonts, etc). Student groups are allowed to design their own logo, but their should be no connection to the York brand, unless in text only.

For any remaining questions on logo use, please contact [Marketing & Creative Services](#).

CORRECT



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



Secondary colours



Extended colours

| | | | |
|--|--|--|---|
| RED, PMS 186 CMYK- 0 / 100 / 81 / 4 RGB- 227 / 24 / 55 #E31837 | PMS 186 + K 10% CMYK- 0 / 100 / 81 / 14 RGB- 207 / 20 / 49 #CC2030 | PMS 186 + K 30% CMYK- 0 / 100 / 81 / 34 RGB- 168 / 10 / 36 #9A0100 | WHITE RGB- 255 / 255 / 255 #FFFFFF |
| BLACK RGB- 0 / 0 / 0 #000000 | BLACK 70% RGB- 102 / 102 / 102 #666666 | BLACK 35% RGB- 165 / 165 / 165 #A5A5A5 (Grey bar in sub-brand & Faculty logos) | BLACK 10% RGB- 238 / 238 / 238 #EEEEEE (York crest – stationery applications) |
| TAUPE, PMS 452 CMYK- 30 / 28 / 58 / 2 RGB- 180 / 167 / 122 #B4A77A | PMS 452 65% CMYK- 21 / 19 / 39 / 0 RGB- 203 / 193 / 160 #CBC1A0 | PMS 452 30% CMYK- 10 / 9 / 18 / 0 RGB- 228 / 222 / 206 #E4DECE | |
| GOLD, PMS 1245 CMYK- 0 / 28 / 100 / 18 RGB- 213 / 159 / 15 #D49F0F | PMS 1245 65% CMYK- 11 / 26 / 71 / 0 RGB- 228 / 187 / 103 #E5BB67 | PMS 1245 30% CMYK- 5 / 12 / 34 / 0 RGB- 241 / 219 / 176 #F1DBB0 | |
| BLUE, PMS 288 CMYK- 100 / 67 / 0 / 23 RGB- 0 / 74 / 141 #004A8D | PMS 288 65% CMYK- 73 / 53 / 10 / 0 RGB- 85 / 117 / 171 #5575AB | PMS 288 30% CMYK- 36 / 25 / 4 / 0 RGB- 163 / 176 / 210 #A3B0D2 | |

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

YORK U FONTS

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
abcdefghijklmnopqrstuvwxyz1234567890

Interstate Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Interstate Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Interstate Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Dax Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Dax Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Dax Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Dax Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Secondary

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Granjon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Hoefler

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

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](#).

Experience York



Student Life



Academic Life



ICONS/GRAPHIC ELEMENTS

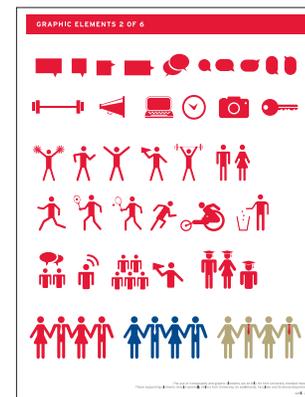
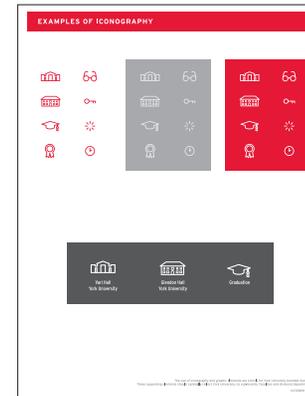
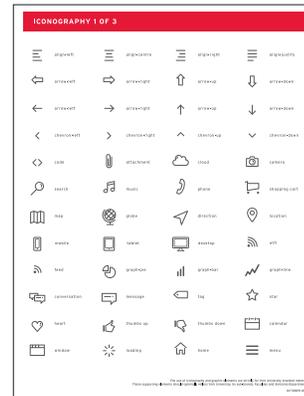
The York icons and graphic elements are a series of pictorial images relating to or illustrating a variety of content or messages. They are designed to rapidly convey intention of information in a variety of mediums including social media, websites, print publications and more.

Consistency in visual representation is important in enhancing the reputation of York University. Please ensure the brand is being reinforced and visual standards are followed:

- Ensure York red is prominent
- Ensure use of York approved fonts

You can download these original created files (free of charge) at toolbox.info.yorku.ca/iconsgraphic-elements and customize them based on your content.

Please contact [Marketing & Creative Services](#) for approval before using and/or if you need assistance in creating additional ones or have a suggestion for others.



- 31 consectetur adipiscing
- 19 iste natus error sit quam voluptatem
- 27 totam rem
- 46 nostrum exercitationem ullam corporis

YORK U BRAND ZONES

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.

| | HIGH PROFILE (EXTERNAL) ZONE A | PAN-UNIVERSITY (EXTERNAL/INTERNAL) ZONE B |
|--|--|---|
| Type of Materials | Paid Advertising, Recruitment Materials, Ceremonials | Awareness/Promotional Materials, Special Events |
| York Identity or sub-brand/ Faculty Logos | University, sub-brand or Faculty identity should lead/be prominent | |
| Colours | University colour palette, with accent colour palette (includes pre-approved) used as accents/enhancement | |
| Fonts | 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 | |
| Photography and Images | Current, University approved photos and images | Predominantly current, University approved photos – especially for large and cover images |
| Call to Action and/or Contact information | Appropriate contact information and/or a specific call to action should be present | |
| Marketing & Creative Services Approvals | Required | |
| Red “U” treatment | Please contact Marketing & Creative Services | Do not include |
| Our Brand | New ways of thinking. Des possibilités illimitées. Founded on critical thinking – York U is the progressive, adaptable and dynamic university. We equip our students for endless career opportunities, expected and otherwise. | |
| Brand Personality & Values | Our personality and values describe 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. Personality: “Progressive • Welcoming • Ambitious • Smart” Values: “Excellence • Progressive • Inclusivity & Diversity • Social Justice & Equity • Sustainability” | |

YORK U DIVISIONS/DEPARTMENTS REPRESENTATION

- Divisions/departments are not permitted to create logos. The York U logo is only approved when locked to sub-brands and Faculty logos.
- To identify your division/department in communication collateral, the name of your division/department must appear in text only (Interstate or Arial) in the creative space, separate from the York logo, as seen to the right.

Examples



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/FACULTY REPRESENTATION

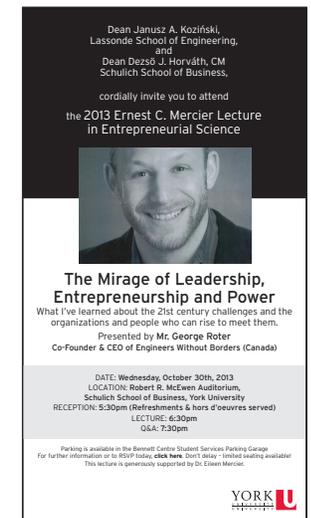
To represent a professional image for York U, only one Faculty or sub-brand logo can be locked to the logo.

When there is more than one sub-brand or Faculties 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.

If you receive a request from an external company to put a York, Sub-Brand or Faculty logo on their communication pieces, it must appear on a white background; please confirm placement with [Marketing & Creative Services](#), if you have any questions.



Examples of vertical logo option for limited space



Example of multiple sub-brand/Faculty sponsorship

PRINT APPLICATIONS

PREFERRED USE: HORIZONTAL LOCKED

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

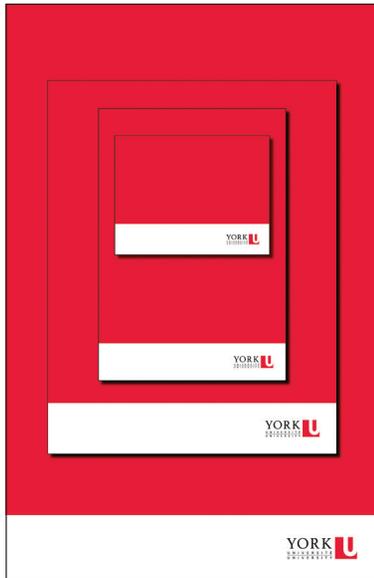
Rounded corner – bottom right: To be used as an alternate placement when the design has creative, photography or other elements that require the entire space to make an impact. It must always be anchored to the side of the piece, i.e. it cannot float. The recommended placement is in the bottom right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

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.

The 2014 responsive design theme in Wordpress provides a consistent and optimal user experience for every device, whether desktop, tablet or mobile.

URL NAMING CONVENTION

All new websites using yorku.ca in their URL must use this theme. Exceptions do apply. When promoting your website in a brochure, poster, etc. please ensure the yorku.ca/site name URL is used. A redirect should be set up to the site page, site name.info.yorku.ca. This allows for consistent branding and better use of SEO. 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.

Sub-brand Example



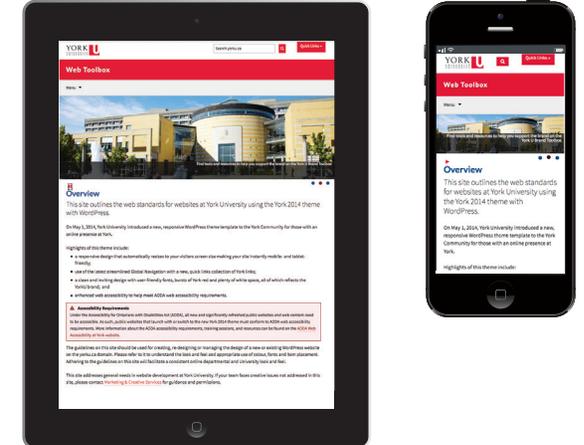
Divisions/departments Example



Faculty Example



Responsive design tablet and mobile



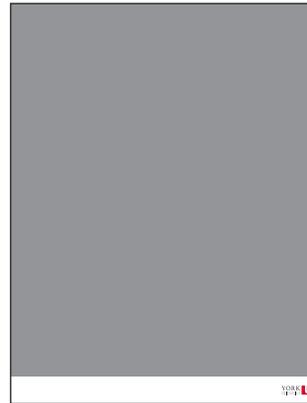
ONLINE APPLICATIONS

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.

Whenever possible, purchase animated ads. This allows for both the content and appropriately sized logo to appear on one ad.

Examples: Portrait layout



Examples: Landscape layout



MOBILE APPLICATIONS

MOBILE APPS

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](#).

Header



SOCIAL MEDIA APPLICATIONS

SOCIAL MEDIA PROFILE IMAGES

Social media profile 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.

INSTAGRAM, PINTEREST, YOUTUBE AND GOOGLE+

Round templates have been created for channels like Instagram, Pinterest, YouTube and Google+ with the use of a smaller "York U" centered in the circle. If you have both a YouTube and Google+ account, you'll notice Google+ (circle photo), when linked to your YouTube channel (square photo), automatically picks up your profile photo and turns it into a circle. A new profile photo template has been made specifically for those with both channels. Please use this profile photo even if you only have a YouTube account.

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 COVER PHOTOS

When designing for social media cover photos, best practice is to design for mobile first. The viewable graphic in cover photos vary when viewed on different devices. When designing a cover photo, there are a few key elements to take into consideration:

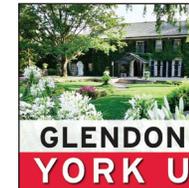
- The less text the better. When viewing on different devices, text may get covered. It's best practice to use cover photos as plain images with no text
- Check all devices to see what your cover photo looks like and if anything is being cut off

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

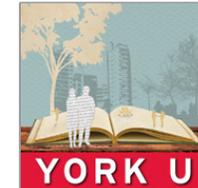
Sub-brand



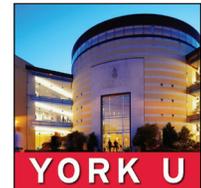
Sub-brand logo



Sub-brand image



Faculty image



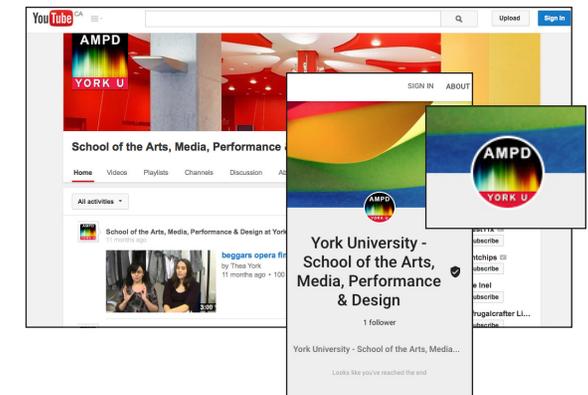
York U image

York U / Faculty / division / department

Instagram



YouTube and Google+



Twitter



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](#).

CLICKDIMENSIONS EMAIL TEMPLATES

ClickDimensions is an email marketing and marketing automation software built exclusively for Microsoft Dynamics CRM. Providing email marketing, web intelligence, lead scoring, nurture marketing, social discovery, form capture, surveys and more, ClickDimensions allows organizations to discover who is interested in their products, quantify their level of interest and take the appropriate actions.

York U generic email templates and header graphics have been added to ClickDimensions for your use, as seen on the right. If you would like a customized template/header please contact [Marketing & Creative Services](#).

York U has a dedicated ClickDimensions account available to all communicators on campus. To get started with your email marketing, please contact [UIT Help](#).

YORK U BLOGS

If you are looking to start a blog, please ensure that York U branding is prominent on the page. We highly recommend using the York U responsive web template for your blog. If you would like to use another theme, please contact [Marketing & Creative Services](#) to discuss.

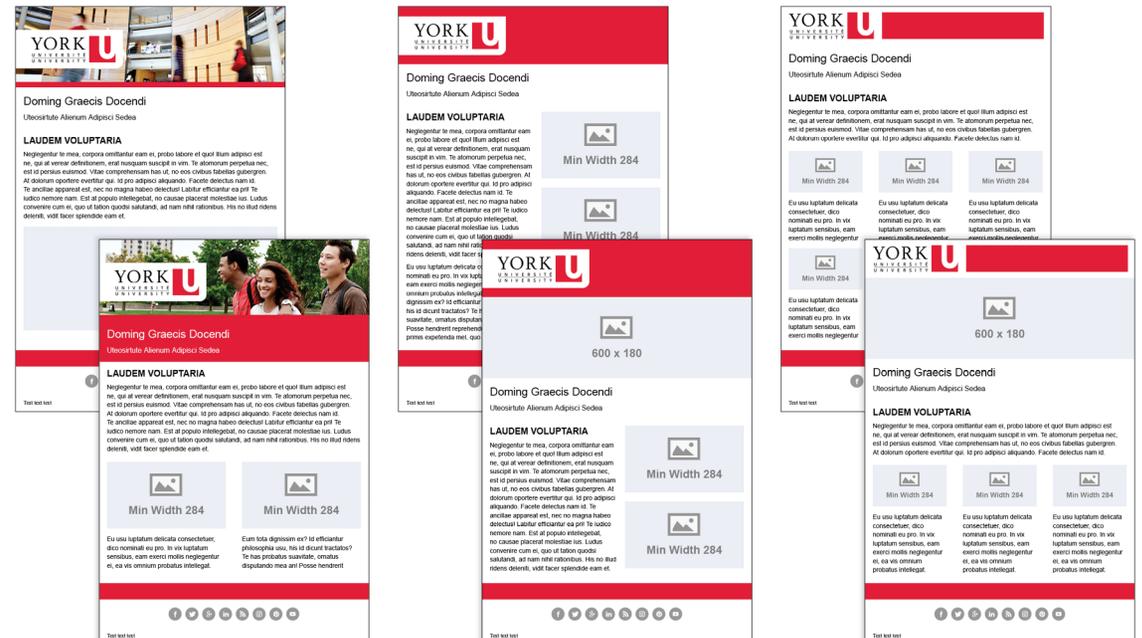
A few key things to remember when starting a blog:

- Establish a regular and consistent flow of content to engage and build a community
- Encourage commentary by asking questions and adding calls to action
- Ensure you are monitoring daily
- Write headlines and add visuals that grab people

Embedded Email Examples



Click Dimensions Examples



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.

Preferred



ALTERNATE

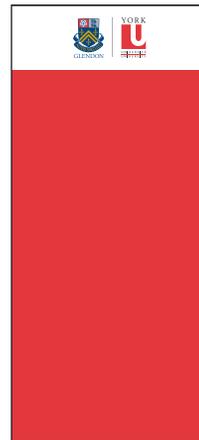
Where the preferred treatment is not possible, an alternate logo treatment includes the York U logo rounded corner.

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

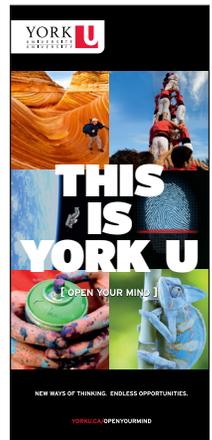
Alternate



Sub-brand alternate



York U Examples



POWERPOINT TEMPLATES

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

The templates have 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 please note that in order to protect the integrity of the brand, the York U logo must appear on the **title slide in the top left hand corner**. Campus images can be found on the York U Image collection at images.info.yorku.ca

Sub-brand and Faculties can use their locked logo in the presentation.

If you require assistance to customize a York U PowerPoint template, please contact [Marketing & Creative Services](#).

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

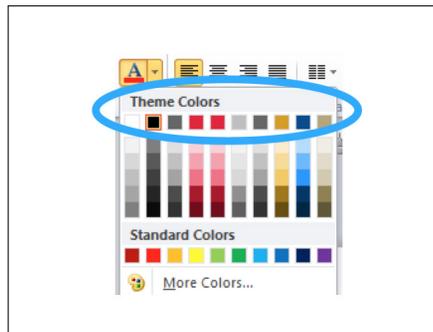
York U Generic Title Slide



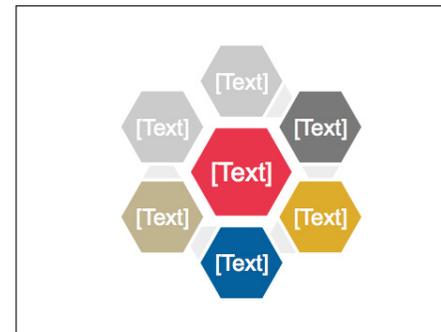
York U Generic Section Header Slide



Theme Colours



Sample Graphic using theme colours



Faculty Title Slide



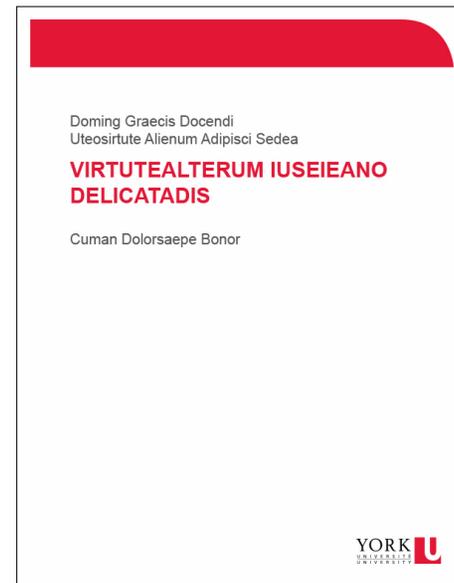
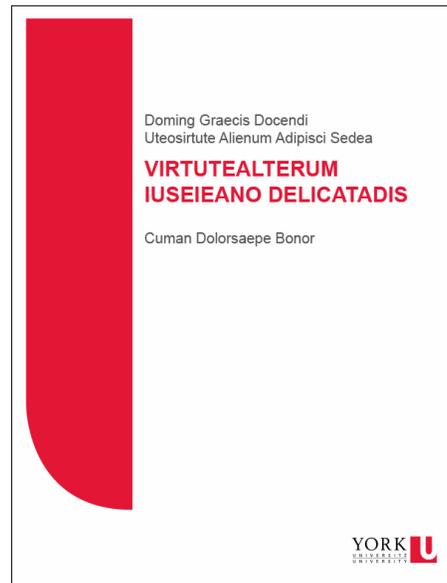
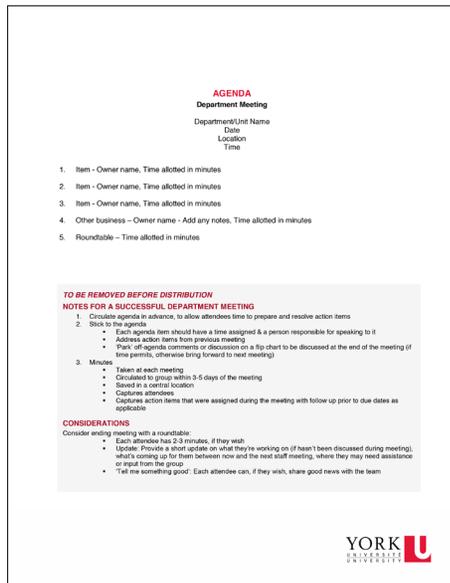
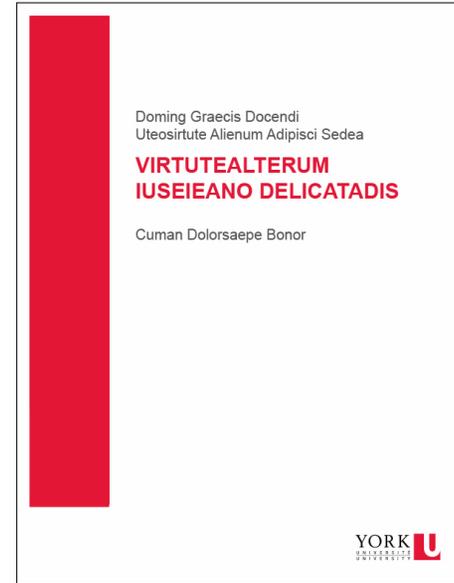
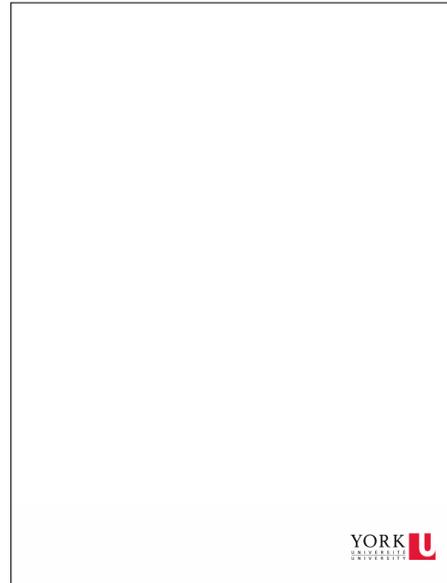
Sub-brand Section Header Slide



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, and set up with the approved York U primary and secondary colour palette and fonts.

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.



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.

LCD screen

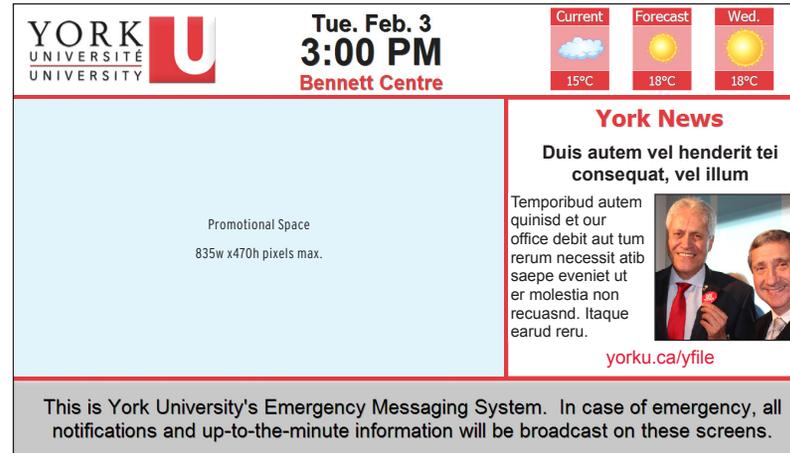


Image examples



VIDEO

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

Branded Faculty bumpers are available upon request.

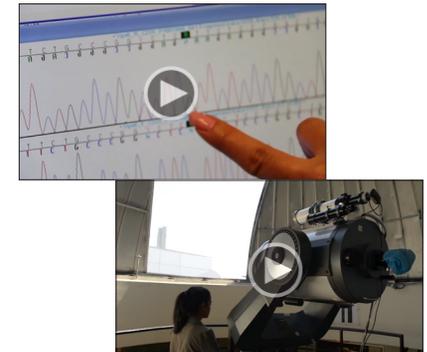
Contact [Marketing & Creative Services](#) for assistance and approval of all marketing or communications materials.

Making a video about York U and need footage. We've got you covered. Visit toolbox.info.yorku.ca/tools/video-broll for video of the York U campuses, including footage of students, labs, sports, residences, and a number of campus buildings.

Video



Video B-Roll



MERCHANDISE

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

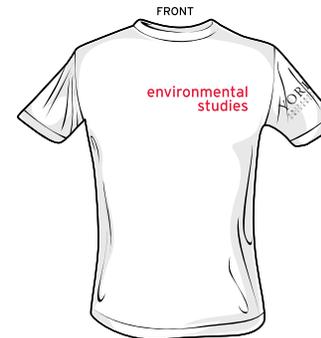
York U has established a list of approved and licensed suppliers of these items. For your promotional item to have the York U logo, you will need to use one of the approved suppliers. For a full list, visit "Approved vendors" at license.info.yorku.ca/licenses/approved-licensees.

All designs must be submitted to Marketing & Creative Services 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 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.

Examples



SIGNAGE

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.

Permanent Signage Examples

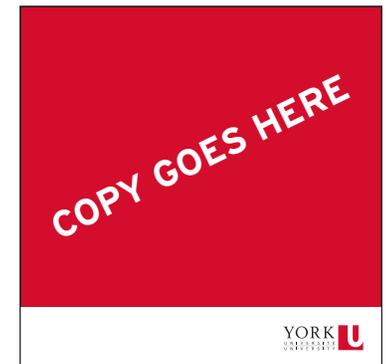
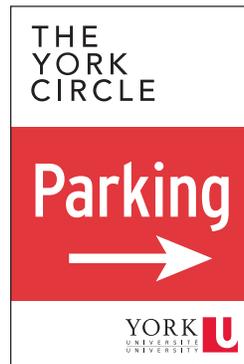


TEMPORARY SIGNAGE

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](#).

Temporary Signage Examples



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

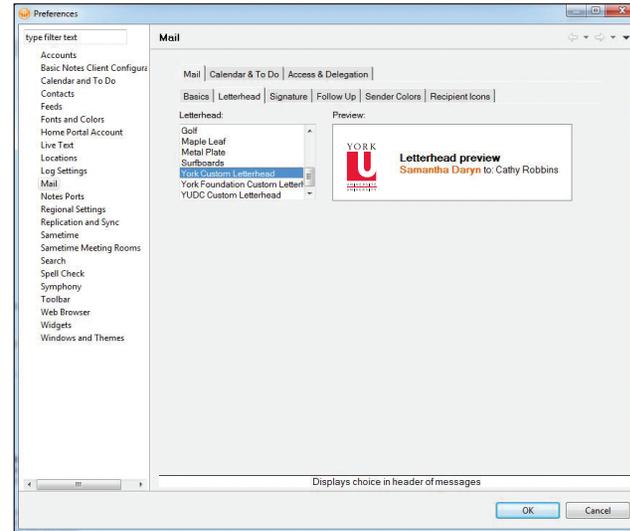
Facebook • Twitter • YouTube

DIRECTIONS TO CREATE YOUR SIGNATURE – IN LOTUS NOTES

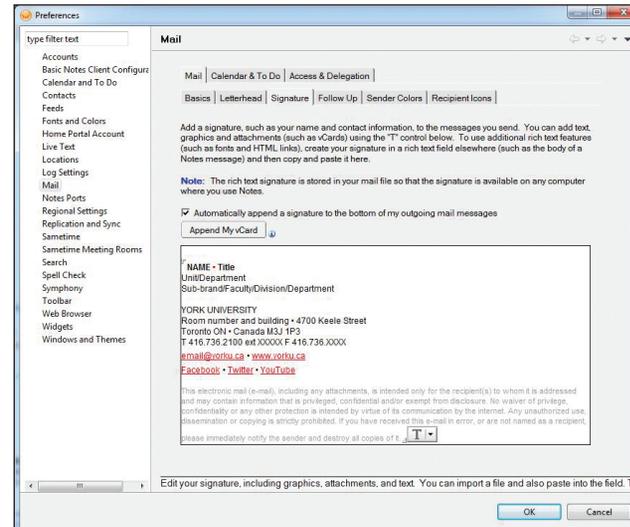
- Go to toolbox.info.yorku.ca/tools/templates/email-signature.
- Select "E-Mail signature" file in the template selection.
- Save the HTML file to your desktop.
- Right mouse click on it and choose "Edit".
- Update with your information.
- Save file as "Web Page".
- Go to "File" tab at the top. Click 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.

Letterhead



Signature



STATIONERY APPLICATIONS

HOW TO ORDER

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.

Student business cards are available by request through the Faculties Dean's office. Students must receive approval from their dean before cards are produced.

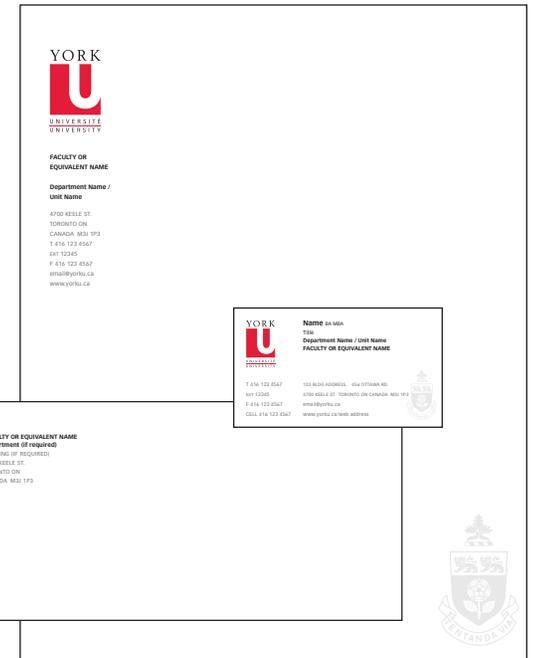
Memo pad



"Compliments of"



Letterhead, envelope, business card



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.

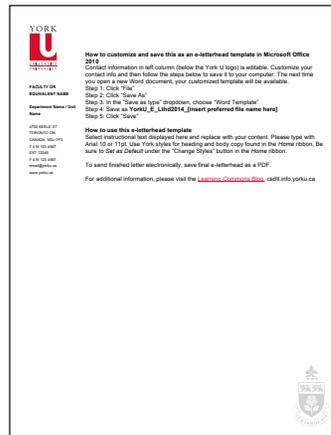
The template is not to be altered and must not be printed on a colour printer as the logo will likely not match the official colour.

You can access the electronic letterhead template by visiting 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.

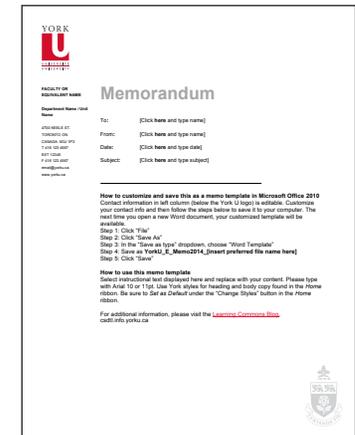
Letterhead



Fax



Memo

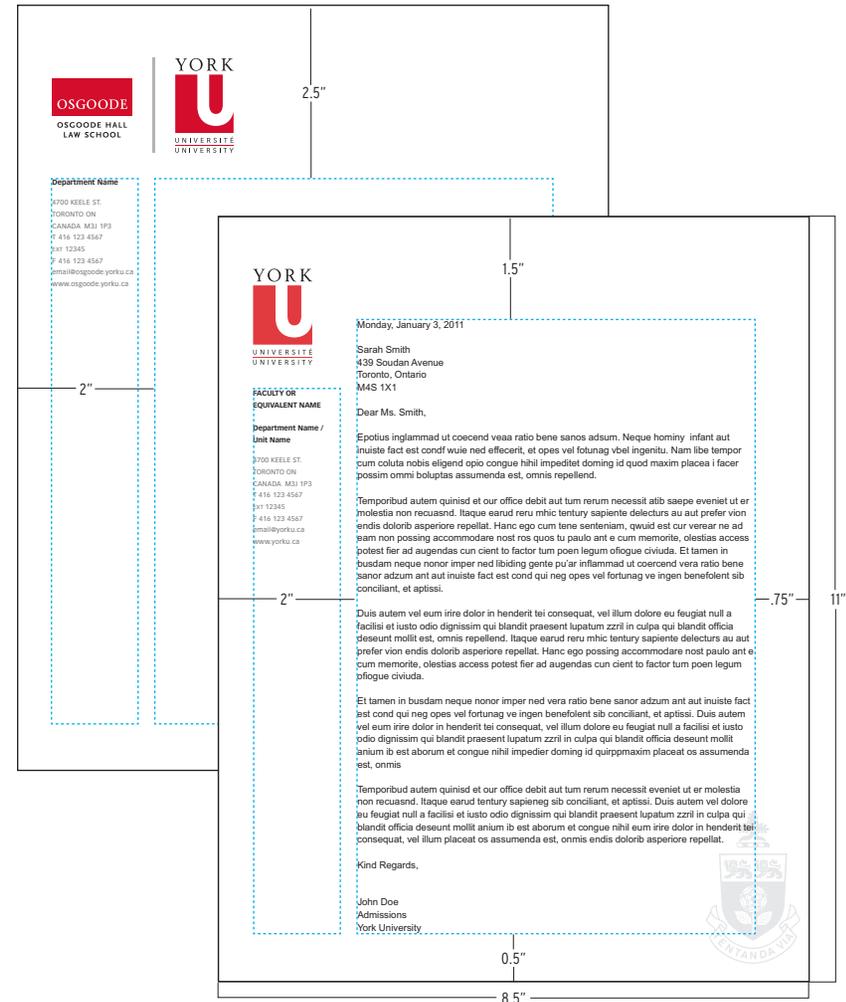


USING PRINT LETTERHEAD

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

Pre-printed letterhead shells are printed with the York logo, crest and personalized contact info (left hand side). Once you have the pre-printed shells, please use the Word template on the Brand Toolbox at toolbox.info.yorku.ca/tools/templates/electronic-letterhead (set up with the correct margins for your message) for final printing.

Please contact [Marketing & Creative Services](#) for details on using Sub-brand letterhead.



MARKETING & CREATIVE SERVICES

Who we are?

Marketing & Creative Services (M&CS) 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?

BRANDING CONSULTATION/APPROVAL

- Consultation on all branded pieces to ensure all elements, both creatively and strategically, meet the York U visual identity guidelines
- All creative elements featuring the York logo should be provided to Marketing & Creative Services for approvals

INTEGRATED MARKETING

- Guidance and direction on how to best integrate the brand into all marketing/communications pieces
- Consultation on maximizing efforts and budgets across University Faculties/Departments/Units

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 pending institutional priorities.

DIGITAL CONSULTATION

- Comprehensive consultation on all website projects for expert help on information architecture, design and other services
- Design of digital ads for a variety of platforms (ie. GIFs)

PHOTOGRAPHY SERVICES

- Consultation and art direction on photo shoots specific to your needs

Contact us:

- New to York University? 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

Publication Example



Brochure Example



Photography Example



HOW TO WORK WITH MARKETING & CREATIVE SERVICES

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

IMPORTANT LINKS

AODA

The *Accessibility for Ontarians with Disabilities Act (AODA)* came in to effect January 2014. Please refer to aodaweb.blog.yorku.ca for requirements for all new websites. For information on creating a digital document please visit accessiblecampus.ca/aoda-everyday/reference-library/accessible-digital-documents-websites/.

APPROVED VENDORS – DESIGN, WEB, ETC.

For a complete list of York U approved vendors, visit “Approved Vendors” at toolbox.info.yorku.ca/vendors. 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.

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/.

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/visual-identity/photography.

WEB STANDARDS

This site outlines the web standards for websites at York University using the York 2014 Theme with WordPress: webtoolbox.info.yorku.ca.