

Overview

Brand Architecture

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



Sub-brands



Faculties



Divisions and Units*

VP Students

President's Office

Provost Office

VP People Equity and Culture

VP Research and Innovation

VP Advancement



Athletics & Recreation Mark

Spirit Mark



*Please note that divisions and units do not have locked logos.

They use IBM Plex, York's official font, to identify themselves in print and online. See section 2.16.

2.0

Logos



Logos

Primary Logo

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

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

Typographic Signature

YORK
UNIVERSITÉ
UNIVERSITY

York U Square



Logos

Digital Logo

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



Logos

Vertical Version Alternate

The vertical version of the logo is considered a secondary use. It is to be used only when there is **not** adequate space for the horizontal logo, such as on narrow web ads or pull-up banners.



Logos

York U Crest

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

If you wish to use the crest, please contact University & Brand Marketing:

cpabrandmar@yorku.ca.



Logos

Primary Colour Variations

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

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



Logos

Digital Colour Variations

To ensure maximum legibility on screens and in media where the logo will be rendered in pixels, a digital version of the logo has been created.

To maintain the strength and clarity of the logo, choose the option most appropriate for the background colour or image it is placed on.

The reverse logo should **only** be used on solid backgrounds or on photographs where it will be clearly legible.

Visit yorku.ca/brand to download York U's Primary and Digital logos



YORK U



YORK U



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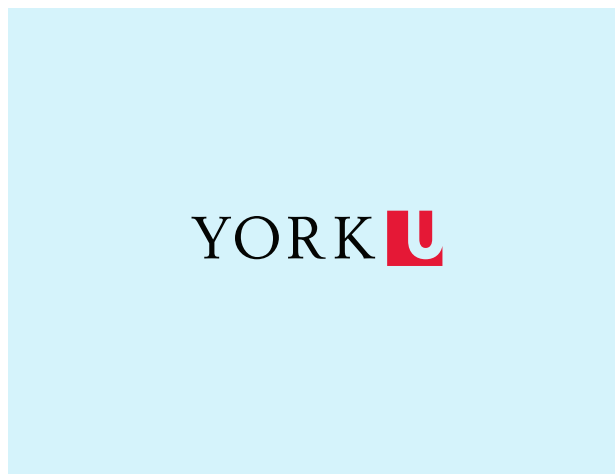


YORK
U

Logos

Full Colour Logos

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

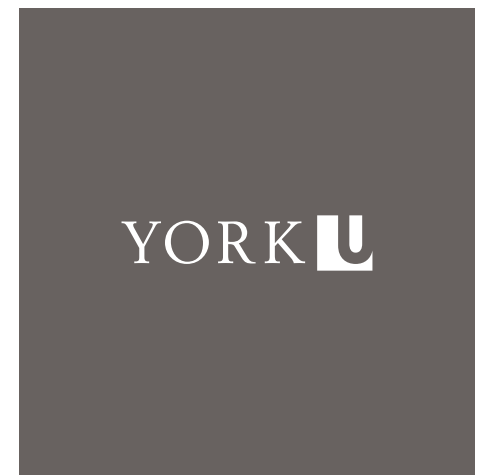
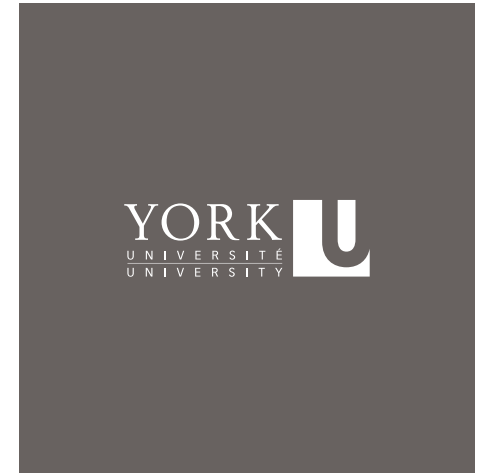
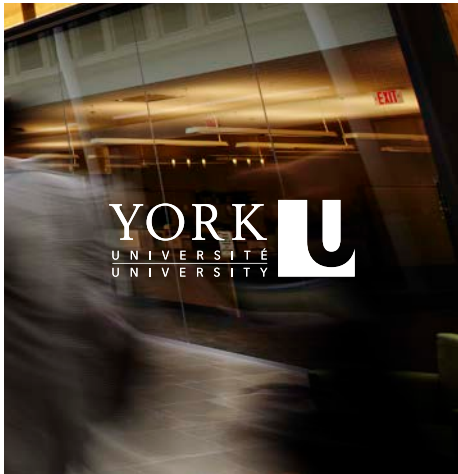


Logos

Reverse Logos

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

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



Logos

Sizing/Spacing

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

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

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

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

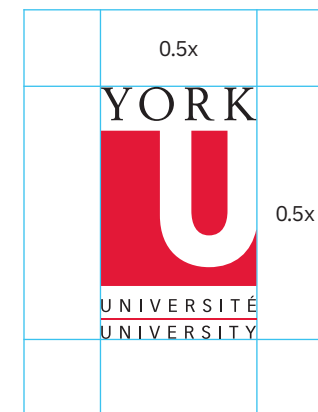
Horizontal Minimum Size



Vertical Minimum Size



Safety Zone



Logos

Incorrect Usage

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

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

DO NOT
condense or expand the logo



DO NOT
change colours of the logo



DO NOT
add special effects to the logo



DO NOT
outline the logo



DO NOT
alter the proportions of the logo's elements



DO NOT
add additional elements to the logo



DO NOT
place the logo over "busy" imagery



DO NOT
use the digital-only logo in print



DO NOT
place the reverse logo over a light background



DO NOT
rotate the logo



DO NOT
change the lock-up of the logo



DO NOT
create your own anniversary logo



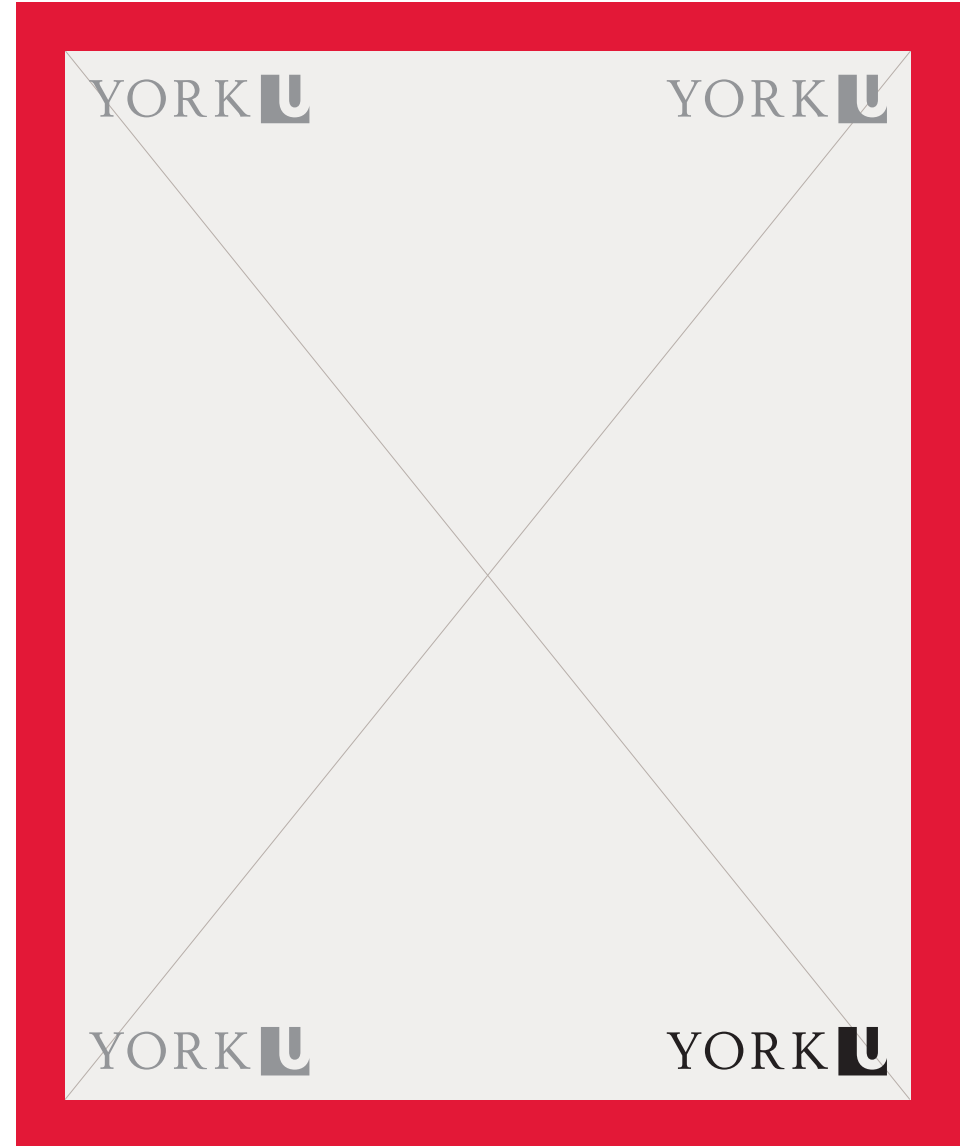
York Logo Placement

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

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

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

The logo should never be centred in your design.



Logos

Sub-brand Primary

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

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

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

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



Logos

Sub-brand Digital

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

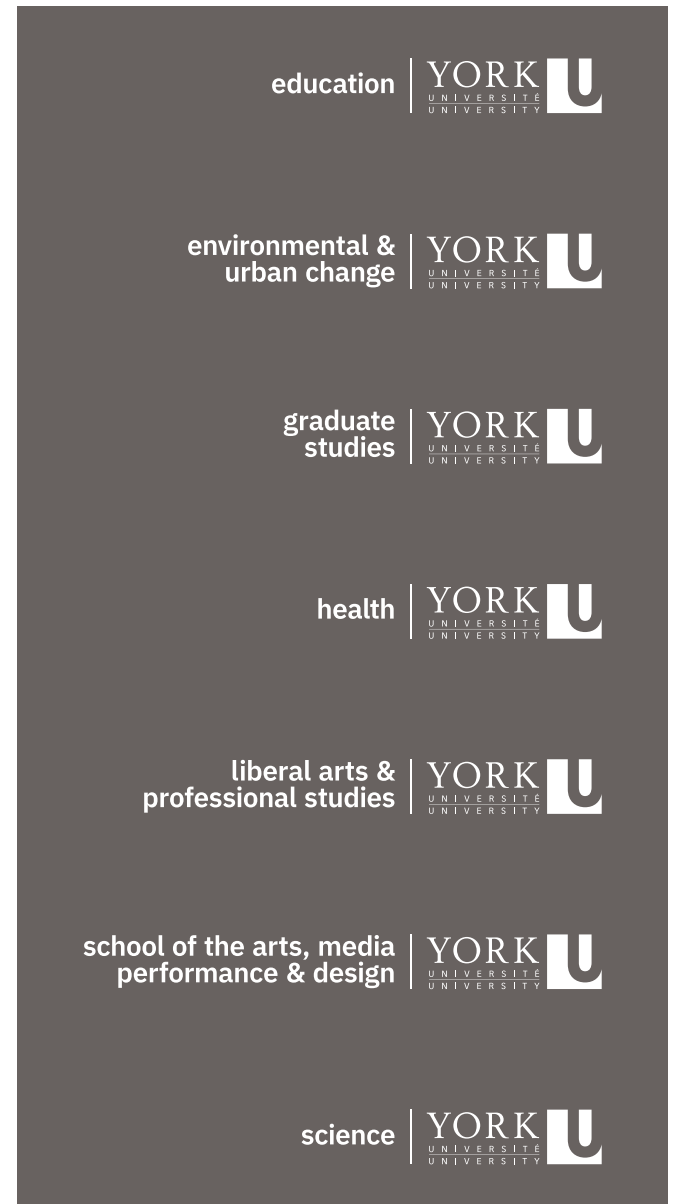
The reverse version of the logo may be used on a photograph or solid background, but only where it will be clearly legible. For more examples, please see section 2.6-2.8.



Logos

Faculty Primary

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



Logos

Faculty Digital

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

education | YORK U

environmental & urban change | YORK U

graduate studies | YORK U

health | YORK U

liberal arts & professional studies | YORK U

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

science | YORK U

education | YORK U

environmental & urban change | YORK U

graduate studies | YORK U

health | YORK U

liberal arts & professional studies | YORK U

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

science | YORK U

Additional Usages and Initiatives

Division or Unit Name Expression

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

1. In York’s master-brand architecture, the names of divisions and units are not locked to the York U logo. Within the creative space, divisions and units may express their area by using our official typeface, IBM Plex Sans, and the primary colour palette for the university. In exceptional circumstances, a unique sponsorship logo may be requested but would need to be discussed with University Brand & Marketing in advance.

In addition, unique “taglines” are not part of the branding system. Those messages should be incorporated in the communication text. A tagline may not be used as a sign-off. This is to avoid confusion and brand proliferation.

2. To label your initiative or event, use York’s official typeface, IBM Plex Sans. It may be rendered in the primary colour palette and should not include extraneous design elements in the word mark. The York U Brand site provides other elements like imagery, emblems and the Window of Positive Change (see section 4.1) to create a unique expression.

Sponsorship Representation

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

ON-CAMPUS SPONSORSHIP

York is the sole sponsor:

Utilize your locked logo if you have one, use that. If you are a division or unit and do not have a locked logo, utilize the York logo only and your division or unit will appear as text only.

More than one York sponsor:

Use the York logo and your Faculty, division or unit can be worked into the text with one York logo.

EXTERNAL SPONSORSHIP

If you require your division or unit to be represented with the York logo in a space, you can request a sponsorship logo with your unit/division name for limited sponsorship usage by contacting [University Brand & Marketing](#).

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

Student-Run Initiatives

Clubs, organizations and student-run initiatives are not permitted to use any element of the York brand (such as the fonts, colours, logos or design system), as they are not officially sanctioned university properties.

How to Work with Us

Telling the full story of York University internally and externally is only possible if we execute our brand with precision and consistency across all our touch points. That's where you come in.

Please ensure you are following our brand guidelines and using the assets and tools available at yorku.ca/brand.

Remember, all external communications must be developed in partnership with the University Brand & Marketing team.

For questions and concerns pertaining to digital or social media, please contact _____, for all other inquiries, contact cpabrandmar@yorku.ca.

