



# BRANDING AND STYLE GUIDE

Updated Fall 2023



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# University Colors

The official colors of **York University** are blue and white. These colors should be primary on all university collateral. Use of consistent colors in our visual communications across print and web strengthens the identity of York University. Great care has been taken to select exact colors for the university, and use of these colors is very important.

## Primary Colors

The University logo is **only** produced in three colors: black, white, and York’s official blue, Pantone 293 C.

## Secondary Colors

An expanded palette has been created using colors to add flexibility to graphic design projects. Always use blue and white in projects before using secondary colors. The primary colors should make up the majority of the space.

Do not use other color variations without prior approval from the Advancement Office.

## Print & Digital Use

When designing print materials, use the CMYK formulas (the cyan, magenta, yellow and black color model used in four-color process reproduction) or, if printing with Pantone® colors, use the PMS number.

For all pieces viewed on a screen, use the Hex color or RGB formula (red, green and blue color model). If you design a piece for digital that will be printed, or vice versa, convert the colors to the targeted media.

## Primary Colors

**PRINT**  
PMS: 293  
CMYK: 100/62/0/27

**DIGITAL**  
RGB: 0/61/186  
HEX:#0047ba

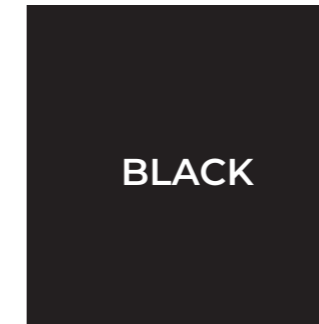


**PRINT**  
CMYK: 0/0/0/0

**DIGITAL**  
RGB: 255/255/255  
HEX:#FFFFFF

**PRINT**  
CMYK: 0/0/0/100

**DIGITAL**  
RGB: 0/0/0  
HEX:#000000



## Secondary Colors

**PRINT**  
PMS: 536  
CMYK: 6/2/0/32

**DIGITAL**  
RGB: 162/170/173  
HEX:#A2AAAD



**PRINT**  
PMS: 288  
CMYK: 100/62/0/60

**DIGITAL**  
RGB: 0/39/102  
HEX:#002766



# University Seal

The official **York University seal** conveys a sense of our rich heritage and is used for distinct communications. It identifies formal materials and official communications such as legal documents and diplomas.

The seal is not meant to be used widely nor as a replacement of the York University logo. With the exception of a diploma, the seal must be used in conjunction with the York University logo.

## Size

The minimum size for the seal is 1/2 an inch. It should also have at least 1/2 an inch of clear space surrounding it on all sides.

## Color

When appearing on a white or light background, the seal should be the official blue. When appearing on a background other than white or a light tone, the seal should be white.

## Improper uses

- Do not use parts of the University Seal to create other logos.
- Do not create other icons to simulate YU's University Seal.
- The University Seal must not be redrawn, reportioned or modified in any way:
  - Do not resize any element of the seal.
  - Do not add any other elements to the seal.
  - Do not distort the round shape of the seal.
  - Do not reposition any elements in the seal.
  - Do not substitute fonts in the seal.

If unique circumstances arise concerning use of the seal, please contact Eryn Conyers, Director of Publications at [econyers@york.edu](mailto:econyers@york.edu).

## University Seal



## Improper Uses

Do not remove parts of the seal

Do not distort the shape

Do not resize elements

Do not use outline of the artwork

Do not use unapproved colors

Do not apply gradients

Do not remove white background

Do not use parts of the seal



## University Logo

The University logo consists of two elements: the window and the word mark (York University) designed to fit three configurations: standard, vertical and horizontal.

### Usage

The mark (the window) and the text are set up to be balanced with one another. These elements should not be resized separately. The font should not be altered, nor should any other fonts be used in place of this. Ideally, you should always use the original logo file to maintain accuracy.

### The Primary Logo

The **Standard Logo** should be the primary logo used. If a space does not properly allow the primary logo, please ask the advancement office for assistance using the Horizontal and Vertical Logo options.

### Colors

The University logo is only produced in three colors: black, white, and York's official blue, Pantone 293 C. See page 3.

### Clear Space

The space required on all four sides of the logo is defined by the width of the "Y" in the word University in the logo.



### Standard Logo



### Horizontal Logo



### Vertical Logo







# University Logo

## Background Usage

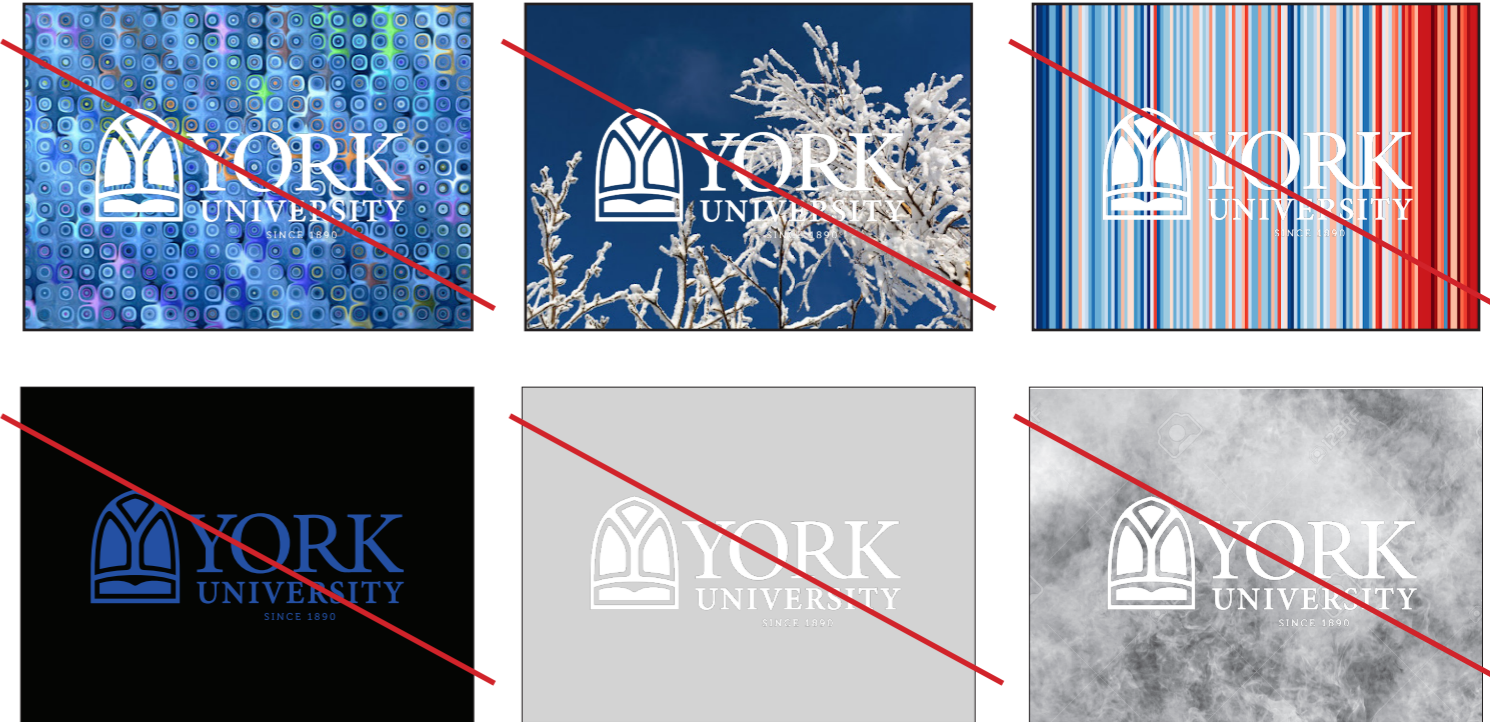
The logo should never be shown on a background that is too busy or complex that it compromises the legibility of the logo. Proper contrast between the background and logo must always be maintained.

## Complex Backgrounds

The backgrounds shown are too busy and complex to provide an acceptable amount of contrast for the logo.

The logo may be shown on blue, white, gray, black or navy. The preferred background colors for the white logo are blue, dark gray, navy or black. The preferred background for the blue logo is white or a light gray. Use the black logo if the logo will be printed in black and white. Please see colors on page 3.

## Unacceptable Backgrounds



## Acceptable Backgrounds



If you have any questions, please contact Eryn Conyers, Director of Publications at [econyers@york.edu](mailto:econyers@york.edu).



# University Logo

## Incorrect Usage

The University Logo must not be redrawn, repropotioned, rearranged or modified in any way. For guidance regarding backgrounds and proper contrast visit page 6.



Do not remove elements of the logo.



Do not show the word mark without the window mark.



Do not distort the logo.



Do not rearrange elements of the logo.



Do not alter the proportions of the logo.



Do not recreate or substitute fonts in the logo.



Do not use unapproved colors.



Do not tilt the logo



Do not allow a pattern or photograph to show through.



Do not change the opacity of the logo.



Do not add a special effects to the logo.



Do not add a distressed effect to the logo.

\*In some cases, "Since 1890" can be left off the logo and the window mark can be used by itself but such cases must be approved by the Advancement Office.



# University Logo

## Sizing

- 1" minimum height for 8.5 x 11 print
  - 1 1/2" minimum height for 11 x 17 print
  - 3/4" minimum height for print smaller than 8.5 x 11
  - 90 pixel minimum height for web
- 
- If the logo is going to be less than one inch in height then it is acceptable to remove the "Since 1890".
  - When embroidering the logo remove the "Since 1890"
  - When ordering branding materials that need a smaller logo than the minimum sizes listed above or where the logo will be compromised, simply use "York University" in a branded type font or work with the Advancement Office to create an appropriate design.

## Formats

Use the PNG file for most digital purposes including:

- Website
- Presentations
- Google Docs
- Social Media
- Digital Images

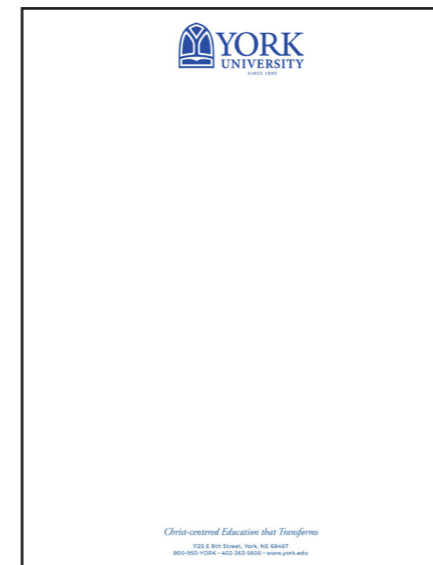
Use the PDF file for printing purposes including:

- Print materials
- Stickers and labels
- Clothing and swag

\*EPS files are also available and can only be opened using Adobe programs. Please communicate with the Advancement Office for access to these files.

## Minimum 1 Inch Height

- Letter Head
- Print Magazines
- Posters
- Apparel
- Mugs
- Hats
- Bags
- Award Plaques



## Less than 3/4 Inch Height - Remove "Since 1890"

- Flash Drives
- Chip Clips
- Lanyards
- Key chain







# Typography

## Montserrat

Montserrat

- The primary typefaces used in headlines are and **Montserrat Bold**.
- **Montserrat Light** may be used as a subhead for digital media.
- **Montserrat Regular and Semi-Bold** may be used as body text for websites and other digital media.

## Adobe Garamond Pro

- **Adobe Garamond Pro** should be used as the body copy for most print projects.
- **Adobe Garamond Pro** can be used for subheadings.

## Alternative Fonts

In some cases, **Montserrat** and **Adobe Garamond Pro** will not be available to use. For example, with Google email, alternate font options may be necessary. Garamond and Myriad are approved alternate options.

- Myriad or Sans Serif can be a substitute for Montserrat
- Garamond can be a substitute for Adobe Garamond Pro.

## Other Uses

- Adobe Garamond Pro is the official font for the body of all letters. The ideal point size is 12 to ensure legibility for readers.
- Montserrat is the official font for presentations and other digital communications developed.
- Do not use Montserrat or fonts specific to York University Athletics for the body of letters.
- All body text of formal publications and formal event programs should use Adobe Garamond Pro or Montserrat. Italicize, bold and underline may be used to emphasize specific words.
- All body text in letters, publications, and programs should be black.

Montserrat

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

*Montserrat Italic*

*abcdefghijklmnopqrstuvwxyz*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*1234567890*

Montserrat Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

*Montserrat Italic*

*abcdefghijklmnopqrstuvwxyz*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*1234567890*

**Montserrat SemiBold**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

*Montserrat SemiBold Italic*

*abcdefghijklmnopqrstuvwxyz*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*1234567890*

Adobe Garamond Pro Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

*Adobe Garamond Pro Italic*

*abcdefghijklmnopqrstuvwxyz*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*1234567890*

**Adobe Garamond Pro Semibold**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

*Adobe Garamond Pro Semibold Italic*

*abcdefghijklmnopqrstuvwxyz*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*1234567890*

**Adobe Garamond Pro Bold**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

*Adobe Garamond Pro Bold Italic*

*abcdefghijklmnopqrstuvwxyz*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*1234567890*



## Sub-Brands

All York University sub-brands must be designed or approved by the Advancement Office. With help and approval from the Advancement Office, sub-brand logos can only be developed for these specific purposes:

- Fundraising campaigns and special events
- Academic centers or programs
- Student-recruiting events or projects
- Campus facilities and storefronts
- Academic societies or chapters
- Special projects designated by the president or Board of Trustees

The resulting logos constitute a sub-brand for York that must be managed with the same care and diligence as the primary brands. Contact the Advancement Office for vector art of official sub-brand logos. A consistent clear space must appear around the sub-brand logo to help maintain readability and not crowd the artwork.



## Athletics

The university's Athletic Logos are a key component of the overall brand. A **Graphics Standards Manual** provides the details of YU's brand identity for athletics. Visit [york.edu/branding](http://york.edu/branding) to download a PDF of the complete manual.

### Colors

All of the York Athletics logos are available in York Blue and white, black and white and all white. . The York logos should never be reversed.

### Improper Uses

- Never switch colors on any logo.
- Never use logos in non York colors.
- Never distort or repropotion the shape of the logo.
- Never resize any element of the logo.
- Never add any element to the logo.
- Never angle or rotate the logo,
- Never allow any pattern or photograph to show through any logo.
- Never use any logo without its outline on any background.

### Primary Logo





# Style Guide

York University follows the Associated Press (AP) Stylebook—the style guide that newspaper reporters adhere to—for writing style, grammar, usage, with a few exceptions listed below.

## 2023-24

Rather than 2023-2024

## Acronyms

Avoid on first reference and use sparingly throughout the remainder of the document. Place an acronym in parentheses following the first use of a full name, but only if the acronym is actually used later in the text. ACT, SAT, LSAT, GMAT, GRE, MAT, MCAT and other entrance examination titles usually don't need to be spelled out, even on first reference.

## Alma mater

York College/University is the alma mater of each of our graduates. Alma mater also refers to the College Song written by Ruby Carol Rickard.

*On the hill of the rising sun stands a college we hold so dear. Rooted deep is our loyalty. Grounded firm is our faith sincere.*

*In our hearts will ever ever be Blue and White, a blessed memory. Through the years our voices raised in praise to thee, All hail, York hail.*

*Looking down on the busy town stands the college with aims so high. For the best in our work and sport We are glad we can sound the cry.*

*In our hearts will ever ever be Blue and White, a blessed memory. Through the years our voices raised in praise to thee, All hail, York hail.*

## Alumna, alumnae, alumnus, alumni

Alumna= female

Alumnae= plural female

Alumnus= male

Alumni= plural male, or male and female

Alum= singular usage, male or female

Alums= plural usage, male and/or female

When listing a specific name of an alumnus, list first name, last name and then class year. John Smith '98 When listing a specific name of an alumna, list first name, maiden, class year, then last name; Jane (Brown '99) Smith. When listing a couple with different class years, John '98 and Jane (Brown '99) Smith.

## Academic Resource Center at Levitt

Never list the Academic Resource Center at Levitt or ARC at Levitt without “at Levitt” or “at Levitt Library”. The building was originally named for Elijah and Lorraine Levitt, long-time benefactors who were key to the reopening of the school in 1956.

## Annual

There is no such thing as a first annual event; something has to happen once for it to become, initially, a second annual event. The AP style on numbers applies: second annual, ninth annual, 10th annual, 11th annual and such.

## Athletics

Not the athletic department (At York U, departments refer to entities constituting academic colleges). Not the athletic office. An office or department cannot be athletic (only the people in it). Refer to it as York University Athletics, Panther Athletics or the Athletics program.



# Style Guide

## Board of Trustees

York University’s governing body is its Board of Trustees. Secondary reference is board. Individual members are trustees or board members. Trustees are asked to contribute to various committees in which their leadership, expertise and influence are best utilized to set policy, guide the institution’s long-term direction and ensure it fulfills its mission to educate students for Christian service and leadership throughout the world.

## Campus Facility Names

Buildings are often named after people to honor or memorialize them. In formal communications, use full names of buildings in first reference and shorten them only when necessary.

Examples of first and secondary:

First: Phyllis J. Mackey Center

Secondary: Mackey Center

Never: Mackey

Only use the four-letter banner abbreviations for buildings in their intended context. Banner acronyms for facilities are designed only to streamline course schedule information, not serve as written names of buildings.

York University’s campus changes constantly. The most recent campus map can be found at [york.edu/about/campus-map.php](http://york.edu/about/campus-map.php)

## Campus Facility Names

## Eponym

Academic Resource Center at Levitt.....	Elijah and Lorraine Levitt
Bartholomew Performing Arts Center.....	Gary and Gwen Bartholomew
Colis and Dolores Campbell Activity Center.....	Colis and Dolores Campbell
Childress Hall.....	Harvey Childress
Dean Sack Hall of Science.....	Dean Sack
E.A. Levitt School of Business.....	Elijah and Lorraine Levitt
Eckman Hall.....	Dr. Steve and LaRee Eckman
Freeman Center.....	Mr. and Mrs. R.A. Freeman
Gurganus Hall.....	Howard and Dorette Gurganus
H. Jarrell and Cynthia Gibbs Hall.....	H. Jarrell and Cynthia Gibbs
Holthus Field House.....	C.G. “Kelly” and Virginia Holthus
Hulitt Hall.....	John Hulitt
Dale and Raylene Larsen Commons.....	Dale and Raylene Larsen
Larsen House.....	Dale and Raylene Larsen
McCloud Hall.....	Flora S. McCloud
McGehee Hall.....	Kathleen McGehee
Middlebrook Hall.....	Frank C. Middlebrook
Music Building	
Phyllis J. Mackey Center.....	Phyllis J. Mackey
Prayer Chapel	
Studebaker Hall.....	G. Wayne and Harriet Studebaker
Thomas Hall.....	Kenneth C. Thomas
Touchton Clubhouse.....	Paul Touchton



# Style Guide

## Capitalization

**Academic Degrees:** In text, academic degrees when used in a general sense are not capitalized. (York offers bachelor's and master's degrees.) You can also use "bachelor's" and "master's" on its own, but do not capitalize. (She said she hoped to earn her master's by next spring.)

Capitalize names of specific degrees or honors when they follow a personal name: Jose J. Gonzalez, Doctor of Education; Bachelor of Science in nursing or bachelor's degree in nursing; Master of Arts in education or master's degree in education; Master of Public Administration or master's degree in public administration.

**Departments:** Capitalize formal names (Department of History), but lowercase informal names (history department).

**Job Titles:** In sentence or paragraph form unless it prefixes the name, there is no need to capitalize the title of anyone at the university. Example: Jared Stark, vice president for advancement. Exception: chairs containing proper names such as Roger Collins Endowed Chair for Business.

**Majors and minors:** are not capitalized except if they are a proper noun: He is a biology major. She is studying towards a Master of Arts in history. He is an English major with a history minor.

**Terms and Years:** Capitalize a reference to a specific academic semester, followed by its year: York University's Fall 2021 semester began yesterday.

**Titles (Articles, Documents, Events, Presentations):**

Capitalize all nouns, pronouns, verbs (even the two-letter word is),

adjectives, adverbs and subordinating conjunctions (because, if, since, when, etc.). Capitalize the second word of a hyphenated word in a title. Lowercase articles (a, an, the), coordinating conjunctions (and, but, or, for, nor) and prepositions of three or fewer letters (of, for, at, in, by). These should not be capitalized unless they are the first or last word of the title. Lowercase 'to' when it functions in an infinitive. The capitalization of 'as' depends upon its function. If 'as' is used as a preposition, it is lowercase; if 'as' is used as an adverb, conjunction or pronoun, it is uppercase. (Most uses will be uppercase.)

## Church of Christ

Church in "Church of Christ" should be capitalized. Churches of Christ (Plural)

## Comma

Use commas to separate elements in a series, including an Oxford comma coming before the conjunction and final list item.

## Commencement

Always capitalize the name of York U's two graduation ceremonies: Spring Commencement and Winter Commencement.

## Complete vs. fill out

We ask customers to complete an order form, not fill one out

## Credit Hours

Always represented in numerals: The course is worth 6 credit hours.





# Style Guide

## Dates

It's May 24, 2020, and May 2020.

Do not abbreviate months in narrative text except when followed by a specific date: Jan. 16, 2015. In that instance, abbreviate Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

Do not abbreviate the other months in narrative text – March, April, May, June, July. Days of the week should not be abbreviated in narrative text. They may be abbreviated when used in tabular or chart format.

Although Word automatically inserts “th” and “rd” and “st” after dates, delete them in narrative text: Feb. 20, 1999, not Feb. 20th, 1999.

## Degrees

Academic degrees may be spelled out or abbreviated: Bachelor of Arts, B.A. When abbreviated, the principal words in a degree are capitalized. There is no space between the letters, and periods are required: B.S., B.A., M. Ed.

Bachelor Degrees offered at York University:

Associate of Arts (A.A.)

Associate of Science (A.A.S.)

Bachelor of Arts (B.A.)

Bachelor of Science (B.S.)

Bachelor of Business Administration (B.B.A.)

Bachelor of Music (B.M.)

Master of Arts (M.A.)

When referencing degrees in a generic sense, there is no need to capitalize: My brother has a bachelor's degree.

## Degrees (continued)

Note: Degrees, majors and concentrations indicate different things. A major refers to a specific field of study within a degree track. A concentration refers to an alternative track of courses within a major.

## Email

One word with no hyphen, and not capitalized.

## Emeritus, emerita, emeritae, emeriti

Words used to describe an individual retired from professional life but permitted to retain an honorary title, usually the rank of the last office held. Singular male: emeritus. Singular female: emerita. Plural female: emeritae. Plural male and female: emeriti.

## Men/Women

Collegiate students should be referred to as men and women, not boys and girls.

## Nebraska

Spell out Nebraska when not accompanied by a city or town. When referring to a specific city/town always accompany it with Neb. (Omaha, Neb.) When addressing an envelope use NE.

## Off-campus, on-campus

Only use a hyphen when these terms are employed as an adjective: He lives in an off-campus apartment. The conference will be held on campus next year.



# Style Guide

## Panthers

York Panthers, York University Panthers, or York University are the only acceptable ways to describe teams or programs within Athletics. Female student-athletes at YU are Panthers, not Lady Panthers.

## Phone numbers

Include the area code but do not put it in parentheses. Use hyphens between numbers: 402-363-5612 rather than (402) 363-5612 or 402.363.5612. No need for a “1-” before numbers inside the U.S., but include it when communicating with a largely international audience. International phone numbers also must include a country code.

## Presidents

Twenty-one men have been president of York University since its founding in 1890 as York College:

### United Brethren Presidents of York College 1890-1954:

1890-1894 Rev. J. George

1894-1897 W.S. Reese

1897-1913 Rev. W.E. Schell

1913-1919 Rev. M.O. McLaughlin

1919-1921 Dr. H.U. Roop

1921-1924 Dr. W.O. Jones

1924-1928 Rev. E.W. Emery

1928-1938 Rev. J.R. Overmiller

1938-1947 Dr. D.E. Weidler

1947-1953 Dr. Walter E. Bachman

1953-1956 Dr. A.V. Howland

### Church of Christ Presidents:

1955-1957 Harvey A. Childress

1957-1960 Gene Hancock, Jr.

1960-1978 Dr. Dale R. Larsen

1978-1987 Dr. Gary R. Bartholomew

1987-1991 Dr. Don Gardner

1991-1995 Dr. Larry Roberts

1995-1996 Dr. Garrett E. Baker

1996-2009 Dr. R. Wayne Baker

2009-2020 Dr. Steve Eckman

2020- Present Dr. Samuel A. Smith

## Professor

If someone has a doctorate (including an honorary doctorate), refer to them in first reference as Dr. John Smith and thereafter by their last name only. If they don't have a doctorate, they are John Smith, Professor John Smith or Mr. John Smith

## Promotional products

When ordering promotional material such as pens, chip clips, stress balls, refrain from ordering products that are not within our school colors, royal blue and white, with the exception of gray and black. Please refer to the “Backgrounds” portion of the guide.

## Residence halls

While use of dorm or dormitory is popular, the official names of the buildings in which students live should be referred to as residence halls

## seasons

Capitalize only when part of a title or when naming a specific semester and year: She will graduate in the spring. He enrolled in Fall 2016.



# Style Guide

## semesters

Capitalize when referring to a specific semester in a specific year: Fall 2015, Spring 2021. Lowercase otherwise: She will return to school in the fall.

## Social clubs

Local fraternities and sororities for York University men and women are referred to as social clubs. The organization of the social clubs is referred to as Greek Life.

## Spaces Between Sentences

Our style is to use one space between sentences, which applies to print and web.

## Student Government Association (SGA)

Formerly Student Association and Student Government.

## Theatre

York University's drama department often presents theatre productions.

## University

Don't capitalize university when used by itself and don't use The University; it's too pretentious. The reader should realize we are referring to York U.

## URL

There is no need to include "http://" or "www" before a website address when sharing in a written piece. Ex: york.edu

## Vice President

Not vice-president.

# Quick Guide

## Primary Color Palette:

Blue: 100%, 62%, 0%, 27%; #0047BA

White: #FFFFFF

## Fonts:

Digital Text: Montserrat Regular or **Bold**

Print Text: Adobe Garamond Pro

Alternative Text: Myriad Pro

## Logos:

Logos are available upon request from the Advancement Office.

- Do not distort the logo.
- Do not show the word mark without the window mark.
- Do not rearrange elements of the logo.
- Do not alter the proportions of the logo.
- Do not recreate or substitute fonts in the logo.
- Do not use unapproved colors.
- Do not tilt the logo.
- Do not add any other element to the logo.
- Do not allow a pattern or photograph to show through.
- Do not change the opacity of the logo.
- Do not display the logo on too busy or complex backgrounds.
- Proper contrast between the background and the logo must always be maintained.
- A consistent clear space equal or greater in size to the "Y" in University must appear around the University Logo. All text, graphic elements and page edges must be outside this clear space.



402-363-5607  
*york.edu/branding*