

# Branding Guidelines



**YORK** College **CU  
NY**



**Preliminary** October 2014

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# YORK BRANDING

## York Logotype

In 2011, York adopted a new logo with a soaring stripe intersecting the word York, which remains the approved **LOGO** of York College.

**The York Logotype may be used independently or with the following variations.**

## York Logotype with CUNY Logosquare or CUNY Logotype

The first variation is the addition of the CUNY Logosquare or CUNY Logotype. The CUNY logo always appears to the right of the York College Logotype. When used with the York Logotype only, the CUNY Logosquare or CUNY Logotype may print in CUNY blue 100C/34M/0Y/2K or black.

## York Logotype with CARDINAL SHIELD

The second variation is the addition of the York Cardinal Shield, which positions to the left of the York Logotype or is centered above.

## York Logotype + CUNY + SHIELD

Both the CUNY Logosquare and the Cardinal Shield can be combined with the York Logotype. When all three combine, the Cardinal Shield positions to the Left of the York Logotype and the CUNY Logosquare positions to the right. When the York Shield, York Logotype and the CUNY Square combine, the CUNY Square always prints black.

**YORK** College

York Logotype

File name: YORK\_YC\_rk

**YORK** College 

York Logotype with CUNY Logosquare

File name: YORK\_YC\_rk\_CUNYsq\_b

**YORK** College  The City University of New York

York Logotype with CUNY Logotype

File name: YORK\_YC\_rk\_CUNY\_b

 **YORK** College

Left-aligned Cardinal Shield

File name: YORK\_S\_rk\_YC\_rk

 **YORK** College

Centered Cardinal Shield

File name: YORK\_S\_rk\_YC\_rk\_2

 **YORK** College 

York Logotype with Cardinal Shield & CUNY Logosquare

File name: YORK\_S\_rk\_YC\_rk\_CUNYsq\_k

# LOGOTYPE-COLOR

## 1-Color Printing:

The logo prints in all black ink.



## 2-Color Printing:

The logo prints either in all black, or in 2 colors: Pantone 032 and black. On a black or dark background, "College" may print white.



## 4-Color Printing:

The "York" red should be reproduced with the following CMYK values: 0C/90M/86Y/6K. On a black or dark background, "College" may print white.



## On-Screen Usage:

The "York" red should be reproduced with the following RGB values: 239R/65G/53B. On a black or dark background, "College" may appear white.



## Web Usage:

The York logo should be reproduced with the following hexadecimal values:  
Red: ef4035  
Grey: 6d6e71  
Black: 000000



# CLEAR SPACE

Clear space is the area around the logo within which no other image or type may appear. Clear space allows the logo to have impact and visibility on the page, so that the reader can recognize and identify it quickly.

Clear space is equal to the distance of the width/height of the “O” in “YORK.”

This is not an absolute measurement; it is a way to measure the space proportionally, allowing for scalability to different sizes.



# DOs...

## Preferred Usage:



The York College logo should appear on a white background, or on a color that complements the red in the logo.



When usage requires placement on a dark background, the background color should complement the red "YORK," and assure readability. "College" may print white.



When usage requires the logo appear on a dark background color that is not compatible with the red "YORK," the logo should appear solid white.



When usage requires placement on top of a photo or graphic, the image or graphic must have sufficient low contrast areas to assure clear space and readability.

# ...and DON'Ts

## Unacceptable Usage:



Do not deviate from the specific colors provided. The logotype should never appear all red.



Do not reproduce the York logo in any other colors.



Do not use background colors that make the York logo hard to read.



Photos and graphics must have sufficient low contrast areas to accommodate clear space guidelines and assure readability of the York logo.

# FONTS

Americana Roman: ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Trade Gothic Bold  
Condensed No. 20: **ABCDEFGHIJKLMN****OPQRSTUVWXYZ**  
**abcdefghijklmnopqr****stuvwxyz**  
**1234567890**

Trade Gothic  
Condensed No. 18: ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklmnopqr**stuvwxyz**  
1234567890

Trade Gothic  
Medium: ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklmnopqr**stuvwxyz**  
1234567890

Trade Gothic  
Oblique: *ABCDEFGHIJKLMN**OPQRSTUVWXYZ*  
*abcdefghijklmnopqr**stuvwxyz*  
*1234567890*

Trade Gothic Bold:  
**ABCDEFGHIJKLMN****OPQRSTUVWXYZ**  
**abcdefghijklmnopqr****stuvwxyz**  
**1234567890**

Trade Gothic Bold  
Oblique: ***ABCDEFGHIJKLMN******OPQRSTUVWXYZ***  
***abcdefghijklmnopqr******stuvwxyz***  
***1234567890***



# TAGLINE

York College's tagline is "Dare to be Wise." The typeface for this line is always Trade Gothic Bold, upper and lower case.

When the tagline appears as a lockup with the logo, it should be solid black when on a light background, and solid white when on a dark background—sized to the width of the "THE CITY UNIVERSITY"



When it appears without the logo, it should be 70% black, preceded by the name of the College, which is solid red.

**YORK:** Dare to be Wise.

# CO-BRANDING

## Relational Size and Position

The height of the CUNY logo should be equal to the height of the York College logo. The CUNY logo should be placed approx. 1/2 Square width away from the York College logo.



Approx. 1/2 Square width away from college logo

# CO-BRANDING

## Positioning

As defined by CUNY, any of the shown three co-branding options (A,B,C) are available. It's important to remember that the purpose of this system is to ensure the presence of the CUNY identity, either together with or apart from the college brand.



- A.** York College logo together with CUNY Logosquare. The college brand should always appear to the left of the CUNY identity.



- B.** York College logo apart from CUNY Logosquare.



# CO-BRANDING

**YORK** College

**C.** York College logo apart  
from CUNY Logotype.



# YORK CARDINAL SHIELD

## CARDINAL SHIELD

In 2014, a logo mark in the form of a modern heraldic shield was added. On the York shield, the soaring stripe from the York Logotype is interpreted as a tree branch that the college mascot, The Cardinal rests upon. Symbolically, as a tree shelters among its branches, the young cardinal as it grows, York College also shelters our youth so they may learn, take flight and soar.



## COLOR

**The Cardinal Shield uses the same color values as the York Logotype. Only the colors shown should be used with the Cardinal Shield.**

### 1-COLOR Printing:

The Shield prints in all black ink, or in white on a dark background.



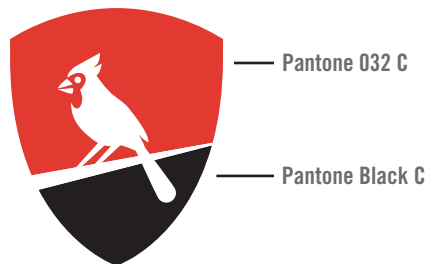
File name: YORK\_S\_k



File name: YORK\_S\_w

### 2-COLOR Printing:

The Shield prints in Pantone 032 C and Pantone Black C. For printing on a dark background there are versions of the Shield with either a black or a white outline. The version of the Shield without the outline is preferred and should be used whenever possible.



File name: YORK\_S\_032



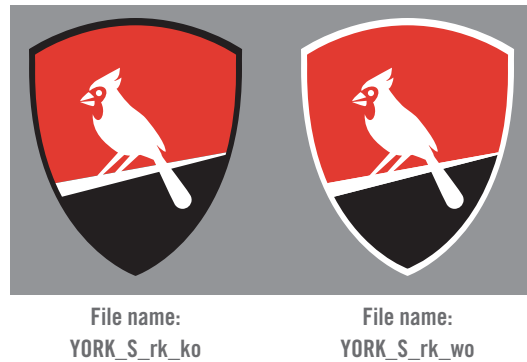
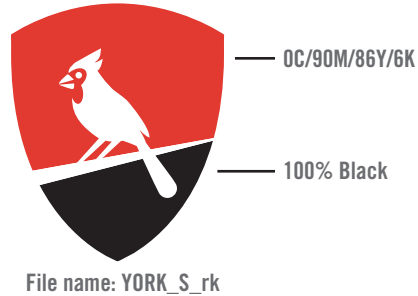
File name:  
YORK\_S\_032\_ko

File name:  
YORK\_S\_032\_wo

# YORK CARDINAL SHIELD

## 4-COLOR Printing:

The “York” red should be reproduced with the following CMYK values: 0C/90M/86Y/6K. For printing on a dark background there are versions of the Shield with either a black or a white outline. The version of the Shield without the outline is preferred and should be used whenever possible.



## On-Screen Usage:

The “York” red should be reproduced with the following RGB values: 239R/65G/53B. Black should be reproduced with 0R/0G/0B.



## Web Usage:

The “York” red should be reproduced with the following hexadecimal values: ef4035. Black should be reproduced with 000000.



**When using the Cardinal Shield by itself, the York College name must appear somewhere within the same product or communication piece.**

# YORK CARDINAL SHIELD

## CARDINAL SHIELD variations

Additional variations of the York Cardinal Shield, printing on colored backgrounds.



York Shield with white outline, York Logotype

File name: YORK\_S\_rk\_wo\_YC\_rk



**YORK** College

Centered York Shield with white outline, York Logotype

File name: YORK\_S\_rk\_wo\_YC\_rk\_2



York Shield with white outline, York Logotype & CUNY Logosquare

File name: YORK\_S\_wo\_YC\_rk\_CUNYsq\_k



York Shield, York Logotype, printing black

File name: YORK\_S\_k\_YC\_k



York Shield, York Logotype, printing white

File name: YORK\_S\_w\_YC\_w

# YORK CARDINAL SHIELD

## CARDINAL SHIELD variations

Three variations with York College curved above the Shield. These variations are for independent use, and may not be used with the York Logotype.



File name: YORK\_S\_rk\_3



File name:  
YORK\_S\_rk\_ko\_3

File name:  
YORK\_S\_rk\_wo\_3



# CARDINAL VARIATIONS

## CARDINAL variations

The following variations are for independent use, and may not be used with the York Logotype. These logos are for product or communication use.



**YORK COLLEGE**

File name:  
YORK\_YCard\_rk



**YORK COLLEGE**

File name:  
YORK\_YCard\_k



File name:  
YORK\_YCir\_rk



File name:  
YORK\_YCir\_k



File name:  
YORK\_YCir\_rk\_2



File name:  
YORK\_YCir\_k\_2

## FILE NAME CODES

The following codes are used in the art file names:

- YC** - York College Logotype
- CUNY** - CUNY Logotype
- CUNYsq** - CUNY Square only
- S** - Cardinal Shield
- YCir** - York Circular logo
- YCard** - YC logo
- r** - red
- k** - black
- w** - white
- b** - blue
- o** - outline
- 032** - Pantone 032



File name:  
YORK\_YCir\_w

File name:  
YORK\_YCir\_w\_2