HOW TO APPLY THE UNIVERSITY OF YORK BRAND IDENTITY

The brand identity comprises the logo, the core colours, the core typefaces, imagery and writing style. By using these consistently on all visual communication, you will build recognition of the University’s distinctive identity.

Our logo
Use the University of York logo (which includes the shield) on all print marketing. It should be positioned at the top right. Please do not use or invent sub-logos.*

Typefaces
Professional designers should use the fonts Inka Text A and Monsal Gothic.
Inka Text A
Monsal Gothic
If you are producing documents on your own computer you should use Cambria and Calibri.
Cambria
Calibri

Imagery
Images are one of the most powerful ways of capturing life at the University, so they should be of high quality and well composed. Over 10,000 photographs of the campus, the city and University life are available for branded promotional materials. Visit the University’s image library at york.ac.uk/images.

Colours
Our colour palette comprises two core colours and two neutral colours. These can be used with one of nine accent colours.

Core palette
PMS 315
PMS 432
Neutral colours
PMS 7534
PMS 427

Accent colours
PMS 2925
PMS 326
PMS 369
PMS 1235
PMS 1505
PMS 185
PMS 226
PMS 265

Templates
You can download University of York PowerPoint and other templates from york.ac.uk/brand.

University Style Guide
Good writing style and good design go hand in hand, so follow our Style Guide when writing and editing text to ensure that it is consistent and accurate.
For more information and FAQs visit york.ac.uk/brand.

WHAT DOES IT MEAN FOR ME?
This table shows how different sectors of the University should apply our brand identity.

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*Sub-logos are prohibited with the exception of existing research entity logos approved by the Marketing Advisory Steering Group.