

How to apply our Brand Identity



UNIVERSITY
of York

The University of York's 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**.

If you are producing documents on your own computer you should use **Cambria** and/or **Calibri**.

Imagery

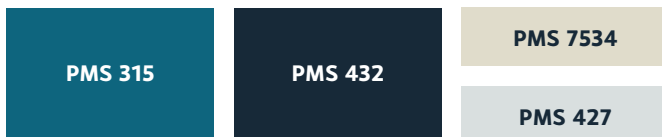
Over 10,000 photographs of the campus, the city and University life are available for branded promotional materials. Visit the University's image library at images.york.ac.uk.



Colours

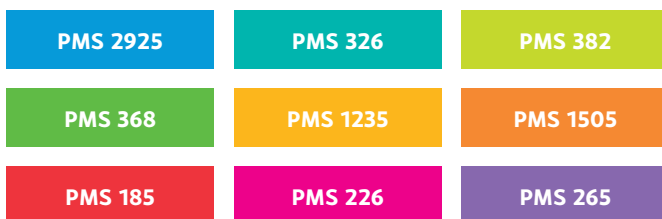
Our colour palette comprises two **core colours** and two **neutral colours**. These can be used with one of nine **accent colours**.

Core palette



Neutral colours

Accent colours



The Research Stamp

This is a design approach that allows research entities to use an acronym or logo while ensuring the University of York brand is prominent and consistent. For more information email marketing-services@york.ac.uk.



Templates

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

University Style Guide

Follow our *Style Guide* to ensure that your text is consistent and accurate: york.ac.uk/styleguide.

WHAT DOES IT MEAN FOR ME?

Table showing how different sectors of the University should apply our brand.

	Logo	Typefaces	Colour
Admin and services	University of York logo	Core	Core palette and one accent colour
Colleges	College shield	Core	College colours
Faculties	University of York logo	Core	Core palette and one accent colour
Departments	University of York logo	Core	Core palette and one accent colour
Research groups	Research Stamp with an acronym or logo	Core	Core palette and one accent colour

For more information and the guidelines in full visit york.ac.uk/brand.