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Our logo

The University logo is a key part of our visual identity. It is instantly recognisable. The principal logo should always be used unless there is a constraint on the area you are applying it to.

Using the long logo
In an area that is height-restricted you can use the long logo, for example, along the barrel of a pen or down the spine of a publication.

If you would like to use the long logo please email visual-identity@york.ac.uk
Our logo evolution

The University logo was introduced in 1994. It underwent a design change in 2013 (with the removal of 'The') and most recently in 2016 with modifications to the type and spacing and the addition of a revised shield. You can download versions of the principal logo from york.ac.uk/brand.
Our logo colourways

The logo must be clearly visible at all times and unobstructed by backgrounds that make it difficult to see.

In print, the charcoal (PMS 432) version of the logo should be used:
- on white
- on the neutral colours (PMS 7534 and PMS 427)
- on light images.

The white version of the logo should be used:
- on black
- on the core colours (PMS 432 and PMS 315)
- on dark images.

The black version of the logo should be used for greyscale printing.

For information about our pantones see page 18.
Our logo *clear space*

There must be clear space around the logo to ensure that it is clearly defined and not obscured by any other design element. Nothing should fall within this area.

The clear space is proportional to two stacked ‘U’s taken from the word UNIVERSITY. In all cases, the clear space is determined from the top of the word UNIVERSITY and the bottom of the descender of the ‘Y’ in YORK.
Our logo **standard sizes and position**

**Applying the logo to front covers**

As a general rule, the logo should be positioned in the top right of a front cover. The inset and size of the logo is dependent on the format. The table opposite indicates these relationships.

When the logo is applied to non-standard sizes, we recommend that you select the closest standard format.

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>LOGO WIDTH</th>
<th>INSET</th>
</tr>
</thead>
<tbody>
<tr>
<td>A3</td>
<td>75mm</td>
<td>18mm</td>
</tr>
<tr>
<td>A4</td>
<td>63mm</td>
<td>14mm</td>
</tr>
<tr>
<td>170 x 230mm</td>
<td>52mm</td>
<td>13mm</td>
</tr>
<tr>
<td>A5</td>
<td>52mm</td>
<td>13mm</td>
</tr>
<tr>
<td>DL (99 x 210mm)</td>
<td>50mm</td>
<td>11mm</td>
</tr>
<tr>
<td>Minimum size</td>
<td>35mm</td>
<td></td>
</tr>
</tbody>
</table>

**Applying the logo to back covers**

On back covers the logo should be placed bottom left or aligned centre.

Add contact details and social media links under the logo. The logo clear space must then apply. See page 8 for more information on clear space.

The table opposite indicates the relationship between the format, the logo width and the inset.

When the logo is applied to non-standard sizes, we recommend that you select the closest standard format.

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>LOGO WIDTH</th>
<th>INSET</th>
</tr>
</thead>
<tbody>
<tr>
<td>A3</td>
<td>70mm</td>
<td>20mm</td>
</tr>
<tr>
<td>A4</td>
<td>52mm</td>
<td>16mm</td>
</tr>
<tr>
<td>170 x 230mm</td>
<td>49mm</td>
<td>15mm</td>
</tr>
<tr>
<td>A5</td>
<td>49mm</td>
<td>15mm</td>
</tr>
<tr>
<td>DL (99 x 210mm)</td>
<td>49mm</td>
<td>13mm</td>
</tr>
<tr>
<td>Minimum size</td>
<td>35mm</td>
<td></td>
</tr>
</tbody>
</table>
Our logo with partner logos

**Partner logos**
When in partnership with another organisation, the logo should be placed in a horizontal or vertical position.
Partner logos must not be placed any closer to our logo than three ‘U’s horizontally or two ‘U’s vertically.
The height of our logo must be equal to the partner logo when placed beside it.
The width of our logo must be equal to the partner logo when placed above or below it.

**Sub-logos**
Departments and services may not invent their own logo.

**Research branding**
Research entities, groups and partnerships should apply the ‘Research Stamp’ opposite their acronym or logo. See page 46.
Our logo with department names

If the name of a department, service, centre or group has to be positioned close to the logo, it must be positioned outside the logo safe-zone. We recommend that it is set in Monsal Gothic Medium and where possible set on no more than two lines. Department names should be 80% of the cap height of UNIVERSITY in size.

Sub-logos
Departments and services may not invent their own logo.

Research branding
Research entities, groups and partnerships should apply the ‘Research Stamp’ opposite their acronym or logo. See page 46.
The principal logo includes an adapted version of the University’s coat of arms, known as the University shield. A shield has been in use since 1994 for less formal contexts and occasions other than those associated with the coat of arms. This new shield replaces the 1994 version.

The shield is an integral part of the principal logo and does not appear on its own except as an icon in centrally-generated social media (see page 37).
The shield *as a watermark*

The shield can be used as a watermark to help break up areas of flat colour. Do not apply the watermark as a backdrop to areas where there is already a lot of text or images. The watermark must be a specific tint and used only on white and on our core and neutral colours (see page 18). It can be used on either the left or the right side of a front cover, cropped as indicated below.

When left-cropped on a front cover the watermark could wrap around onto the back cover.

When right-cropped on a front cover the remaining portion of the watermark could appear on the left edge of the back cover.

The watermark can be used in the same way inside a publication and on exhibition materials.

**WATERMARK TINTS**

<table>
<thead>
<tr>
<th>Background Color</th>
<th>Watermark Tint</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>PMS 427 50%</td>
</tr>
<tr>
<td>PMS 432</td>
<td>85%</td>
</tr>
<tr>
<td>PMS 315</td>
<td>85%</td>
</tr>
<tr>
<td>PMS 427</td>
<td>75%</td>
</tr>
<tr>
<td>PMS 7534</td>
<td>75%</td>
</tr>
</tbody>
</table>
Our coat of arms

The University shield and logo should not be confused with the coat of arms. This was granted by the College of Arms to the University when it was established in 1963. Reproduction of the University’s coat of arms is restricted to ceremonial occasions when the Chancellor is present, such as Graduation.
2 | TYPOGRAPHY AND COLOUR

Typography print and online

The two typefaces that form part of our visual identity have been chosen to reflect the heritage of the University and city, as well as our research, ambition and innovation.

When designing with these typefaces it is important to bear the audience in mind. For more formal publications (such as the Graduation Programme) we recommend a predominance of Inka A Text. For more informal communication we recommend a predominance of Monsal Gothic.

When setting type it is important to use Monsal Gothic Heavy and Monsal Gothic Light sparingly. Use Monsal Gothic when legibility is of concern, such as in small print.

The University’s preferred design agencies have purchased licences for these type families. If you wish to use them you must purchase them independently from myfonts.com.

See page 12 for compatible fonts that are widely available on Macs and PCs.

FOR USE IN PRINT AND ONLINE

Inka A Text Regular
Inka A Text Regular Italic
Inka A Text Medium
Inka A Text Medium Italic
Inka A Text Bold
Inka A Text Bold Italic

Monsal Gothic Book
Monsal Gothic Book Italic
Monsal Gothic Regular
Monsal Gothic Regular Italic
Monsal Gothic Medium
Monsal Gothic Medium Italic
Monsal Gothic Bold
Monsal Gothic Bold Italic

Use these weights sparingly

Monsal Gothic Light
Monsal Gothic Light Italic
Monsal Gothic Heavy
Monsal Gothic Heavy Italic
Typography alternative fonts

If you do not have a licence to use Monsal Gothic and Inka A, you must use Calibri and Cambria, which are widely available on Macs and PCs. Do not mix Inka and Monsal Gothic with Calibri and Cambria.

Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

Cambria Regular
Cambria Italic
Cambria Bold
Cambria Bold Italic
Icons play a useful role as a visual 'shorthand', for example when creating maps, diagrams and infographics. For consistency, where possible use Font Awesome, which is free to download from fontawesome.io.

Social media icons
Use the official social media icons which are available from their respective social media websites.
In print and digital communications, departments and professional services must use the University colour palettes.

**Core colours**
Core colours are Pantone 432 and Pantone 315. Both core colours can be used as flat colours or as an 85% tint.

**Neutral colours**
To complement these core colours there are two neutral colours, Pantone 427 and Pantone 7534, used for covering large areas where there is a need to break up white space. These neutral colours may be used as flat colours or as a 40% tint.

### Colour palettes

**Core and neutral**

<table>
<thead>
<tr>
<th><strong>CORE COLOURS</strong></th>
<th><strong>NEUTRAL COLOURS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PMS 432</strong></td>
<td><strong>PMS 427</strong></td>
</tr>
<tr>
<td>CMYK 65, 43, 26, 78</td>
<td>CMYK 7, 3, 5, 8</td>
</tr>
<tr>
<td>HEX 25303B</td>
<td>HEX E3E5E5</td>
</tr>
<tr>
<td><strong>PMS 315</strong></td>
<td><strong>PMS 7534</strong></td>
</tr>
<tr>
<td>CMYK 100, 12, 21, 44</td>
<td>CMYK 5, 5, 15, 8</td>
</tr>
<tr>
<td>HEX 00627D</td>
<td>HEX E7E2D3</td>
</tr>
<tr>
<td><strong>PMS 432 (85%)</strong></td>
<td><strong>PMS 7534 (40%)</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>PMS 427 (40%)</strong></th>
<th><strong>PMS 7534 (40%)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PMS 432</strong></td>
<td><strong>PMS 427</strong></td>
</tr>
<tr>
<td>CMYK 65, 43, 26, 78</td>
<td>CMYK 7, 3, 5, 8</td>
</tr>
<tr>
<td>HEX 25303B</td>
<td>HEX E3E5E5</td>
</tr>
<tr>
<td><strong>PMS 315</strong></td>
<td><strong>PMS 7534</strong></td>
</tr>
<tr>
<td>CMYK 100, 12, 21, 44</td>
<td>CMYK 5, 5, 15, 8</td>
</tr>
<tr>
<td>HEX 00627D</td>
<td>HEX E7E2D3</td>
</tr>
</tbody>
</table>
Colour palettes *accent*

Our accent colours can be used in both print and digital communications. They should be used sparingly with the core and neutral colours. Choose only one accent colour for any page or section. Do not use the accent colours in type on the charcoal (PMS 432) or teal (PMS 315) because of legibility issues. The amount of accent colour coverage can be more liberal on exhibition materials – however, legibility should always be taken into account. They should never be used as a tint since they would lose their vibrancy.

<table>
<thead>
<tr>
<th>ACCENT COLOURS</th>
<th>Cmyk</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 2925</td>
<td>85, 21, 0, 0</td>
<td>0095D6</td>
</tr>
<tr>
<td>PMS 326</td>
<td>81, 0, 39, 0</td>
<td>00ABAA</td>
</tr>
<tr>
<td>PMS 382</td>
<td>28, 0, 100, 0</td>
<td>CDD500</td>
</tr>
<tr>
<td>PMS 368</td>
<td>65, 0, 100, 0</td>
<td>65B32E</td>
</tr>
<tr>
<td>PMS 1235</td>
<td>0, 31, 98, 0</td>
<td>FBB800</td>
</tr>
<tr>
<td>PMS 1505</td>
<td>0, 56, 90, 0</td>
<td>F18625</td>
</tr>
<tr>
<td>PMS 185</td>
<td>0, 93, 79, 0</td>
<td>E62A32</td>
</tr>
<tr>
<td>PMS 226</td>
<td>4, 88, 0, 0</td>
<td>E2388D</td>
</tr>
<tr>
<td>PMS 265</td>
<td>52, 66, 0, 0</td>
<td>9067A9</td>
</tr>
</tbody>
</table>
Type and colour \textit{legibility}

Ensure colour and type combinations are easy to read. Follow these guidelines to make your publications engaging and legible.

\textbf{Colour-blindness}

When using colour, designers should avoid combinations that could cause legibility issues for people whose vision is colour-impaired.

Do not use the accent colours on the core colours charcoal (PMS 432) and teal (PMS 315).

- \textbf{Choose a course}
  Decide which course you would like to study and check the entry requirements. You can explore what’s on offer at york.ac.uk/study/postgraduate.

- \textbf{The MSc programme at York offers the kind of modules that fit my career and research interests, and allow me to enrich my understanding of financial markets, emerging markets, social policy and economic models. The programme provides solid foundations.}

- \textbf{Accent colours work better on light or white backgrounds}

- \textbf{Source: The National Centre for Education and Learning}

- \textbf{NATIONAL STUDENT SURVEY RESULTS SUCCESS}

- \textbf{Never use two accent colours together}

- \textbf{Social Policy}

- \textbf{Use strong white type on dark backgrounds}

- \textbf{Never use thin type on dark or coloured backgrounds as this can fill in and become difficult to read}

- \textbf{Uncover the past}

- \textbf{Never use accent colours on dark backgrounds where legibility and colour-blindness could be an issue}

- \textbf{Social Policy}

- \textbf{Use accent colours sparingly in type}

- \textbf{ENHANCE YOUR CAREER PROSPECTS}

- \textbf{Use type creatively in headlines and key messages}

- \textbf{Do not type or stack type as this makes it hard to read}

- \textbf{Centre for fish studies}

- \textbf{York}

- \textbf{For more information call us on +44 (0) 1904 322142}
Our photography *style and context*

High quality photography is one of the most powerful ways of promoting the University of York. The content should reflect our brand values and voice, and depict what it is like to live, work and learn here.

Images should always be well composed, attractively lit and shot by a professional photographer. Our style is *reportage* – a moment in time that captures something authentic.
Our photography people

We are home to students and staff from all over the world and the images you select should inspire people to want to become part of our diverse and inclusive community.

Show the breadth of activities that our staff and students take part in, looking positive, approachable and natural.

Aim for a blend of race, age and gender to reflect and celebrate our eclectic community, and a balance of people types pictured in authoritative or influential positions.

Although our photographic style is ‘fly on the wall’, with subjects seemingly unaware of the camera, some portrait shots and campaigns will call for direct eye contact. Subjects should be in authentic scenarios not clichéd poses, and appear warm and friendly, as if welcoming you into the picture. Always avoid cheesy smiles, mug shots or passport style photos.
Our photography **environment**

York’s green and open campus and its exceptional location, on the edge of a historic and cosmopolitan city, are among our unique selling points.

If possible, show buildings and facilities being used by students and staff to allow the viewer to picture themselves living and working at York.

Show the campus and city in different seasons and include old and new buildings.
Our photography *using the image library*

We have a wide collection of images of our students, staff, the campus and city which are free to use for digital and print projects relating to the University. This resource is available to all staff with a University of York IT username and password. Search or browse the image library, then download high resolution images to your computer.

Visit the image library at [images.york.ac.uk](http://images.york.ac.uk) to register and to access our images.

**Photography checklist**

- Is the photograph suitable for your target audience?
- If you are using a collection of photos, do they reflect an appropriate gender and ethnic balance?
- Is the image big enough for print? It should be no smaller than 2.6 MB as a jpeg.
- Have you credited the University and the photographer?
Front cover design \textit{grid structure}

\textbf{How to set up a cover}

Covers must be set up according to this simple grid system:

- The logo should always be placed in the top right corner of the publication;
- A qualifying line of text (for example the department or centre name) can appear in the top left corner of the publication;
- Each cover has a type safe zone. Titles and other text (with the exception of the qualifying line – see page 26) must appear within this space.

Now determine the text or picture area of your publication’s front cover:

- The margins for each format are indicated in the table below;
- Within the margins, set up the number of rows and columns separated by gutters;
- Once you have set this up you can then determine the type area. The type safe zone falls within the margins and goes no higher than the 2nd row;
- Place the logo in the correct position and at the correct size (see page 9).

Examples of publication covers can be found on pages 27 and 28.

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>MARGIN</th>
<th>COLUMNS</th>
<th>ROWS</th>
<th>GUTTER</th>
<th>LOGO SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A3 portrait</td>
<td>18mm</td>
<td>4</td>
<td>6</td>
<td>5mm</td>
<td>75mm</td>
</tr>
<tr>
<td>A4 portrait</td>
<td>14mm</td>
<td>4</td>
<td>6</td>
<td>5mm</td>
<td>63mm</td>
</tr>
<tr>
<td>A4 landscape</td>
<td>14mm</td>
<td>6</td>
<td>4</td>
<td>5mm</td>
<td>63mm</td>
</tr>
<tr>
<td>170 x 230mm portrait</td>
<td>13mm</td>
<td>3</td>
<td>5</td>
<td>5mm</td>
<td>52mm</td>
</tr>
<tr>
<td>A5 portrait</td>
<td>11mm</td>
<td>3</td>
<td>5</td>
<td>4mm</td>
<td>52mm</td>
</tr>
<tr>
<td>A5 landscape</td>
<td>11mm</td>
<td>5</td>
<td>3</td>
<td>4mm</td>
<td>52mm</td>
</tr>
<tr>
<td>DL (99 x 210mm) portrait</td>
<td>11mm</td>
<td>2</td>
<td>5</td>
<td>4mm</td>
<td>50mm</td>
</tr>
</tbody>
</table>
How to typeset a qualifying line of text

Qualifying lines of text are the only pieces of information allowed in the top row of the grid. A qualifying line is optional and can either:
- state the department, centre or area of the University from which the publication is from, (Option 1) or
- describe the publication (Option 2).

Below is a table outlining the two permissible styles with specifications for various publication formats.

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>INSET</th>
<th>OPTION 1 TYPE STYLE</th>
<th>OPTION 2 TYPE STYLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A3 portrait</td>
<td>18mm</td>
<td>15/17pt Monsal Gothic Regular and Bold (Upper and lower case) Core colour, black or white</td>
<td>18/19pt Monsal Gothic Regular (All upper case) Accent colour, core colour, black or white</td>
</tr>
<tr>
<td>A4 portrait</td>
<td>14mm</td>
<td>12.5/15.5pt Monsal Gothic Regular and Bold (Upper and lower case) Core colour, black or white</td>
<td>16/17pt Monsal Gothic Regular (All upper case) Accent colour, core colour, black or white</td>
</tr>
<tr>
<td>A4 landscape</td>
<td>14mm</td>
<td>12.5/15.5pt Monsal Gothic Regular and Bold (Upper and lower case) Core colour, black or white</td>
<td>16/17pt Monsal Gothic Regular (All upper case) Accent colour, core colour, black or white</td>
</tr>
<tr>
<td>170 x 230mm portrait</td>
<td>13mm</td>
<td>12.5/15.5pt Monsal Gothic Regular and Bold (Upper and lower case) Core colour, black or white</td>
<td>16/17pt Monsal Gothic Regular (All upper case) Accent colour, core colour, black or white</td>
</tr>
<tr>
<td>A5 portrait</td>
<td>13mm</td>
<td>11/13pt Monsal Gothic Regular and Bold (Upper and lower case) Core colour, black or white</td>
<td>12.5/13.5pt Monsal Gothic Regular (All upper case) Accent colour, core colour, black or white</td>
</tr>
<tr>
<td>A5 landscape</td>
<td>13mm</td>
<td>11/13pt Monsal Gothic Regular and Bold (Upper and lower case) Core colour, black or white</td>
<td>12.5/13.5pt Monsal Gothic Regular (All upper case) Accent colour, core colour, black or white</td>
</tr>
<tr>
<td>DL (99 x 210mm) portrait</td>
<td>11mm</td>
<td>No qualifying line</td>
<td>No qualifying line</td>
</tr>
</tbody>
</table>
Front cover design guidance

- Logo is the correct colour, size and position, and placed in clear space.
- Qualifying line is in correct size, position and typeface.
- Headline and sublines fall within type safe zone.
- Logo is the correct size and position.
- Logo is placed in clear space and is reversed out in white on a dark background.
- Imagery is of suitable quality and appropriate style for the subject.
- Cover lines are positioned within the type safe zone.
Front cover design guidance (cont)

Optional qualifying text line is in the correct position.

Logo is the correct colour, size and position.

Approved University typestyle and accent colour.

Headline and sublines fall within type safe zone.

Imagery is of suitable quality and in the appropriate style.

Logo is the correct size and position and reversed out on a dark background.

Headline and sublines fall within type safe zone in approved University typestyle.
Back cover design guidance

Logo is the correct colour, size and inset from the edge as specified for the publication format.

Logo has correct clear space separation and sits above contact details and social media links.

Logo is centred with contact details below.
Cover design *brand checklist*

**THE LOGO**
- Are you using the correct logo? (See page 1)
- Is the logo in the correct position and size? (See page 5)
- Is the logo clearly visible? (See page 3)
- Is the logo the correct colour? (See page 3)
- Is type or any other graphic element encroaching on the logo clear space? (See page 4)
- Are you using the logo with a partner brand? If so, is the partner brand the right size in relation to the logo? (See page 6)

**WATERMARKS**
- Are you using a watermark? If so, does the watermark crop off at the right position? (See page 9)
- Is the watermark being applied to an area that is free of, or relatively light in, content? (See page 9)
- Is your watermark the correct colour and tint? (See page 9)

**TYPE AND TITLING**
- Is the cover type set within the type safe zone? (See page 21)
- Are you using an approved University typeface? (See page 11)
- Are you using a qualifying text line? If so, is it in the correct size, style and position? (See page 22)

**IMAGERY**
- Is the imagery used in line with the University style? (See page 17-20)

**COLOUR**
- Are you using the official colours correctly? (See pages 14 and 16)

**IRREGULAR LOGOS**
- Are there any graphic design elements (such as sub logos and design devices) which may conflict with the University brand? (See page 7)
FEES, FUNDING AND LIVING COSTS

Your fees
Your fees cover the cost of your tuition, registration and exams. Accommodation is a separate cost. There are different fees for UK/EU and overseas students. Your status determines the level of fee you will be asked to pay, as well as your access to bursaries and other support. If you are unsure about your fee status, please refer to the website given in the Find Out More box on page 63.

UK/EU tuition fees
Fees for 2016 entry to York and the Hull York Medical School will be £9,000 per year for UK/EU students. Fees for 2017 entry are subject to government approval and will be announced on our website as soon as possible.

Funding support
There is information on our website about our scholarships and bursaries for UK/EU students, as well as loans and support packages to help with tuition fees and living expenses. See the website for more details.

Overseas fees
Overseas tuition fees depend on whether the course is laboratory- or classroom-based. For the 2016/17 academic year, international undergraduate tuition fees ranged from £15,680 to £20,100 per year (excluding Medicine). The University sets its own overseas fees and will announce these for 2017 entry in late 2016. See the website given in the Find Out More box on page 63 for more information on overseas fees.

Funding support
You can apply for a York scholarship: applications open in January 2017 and close by 30 April 2017. If successful, you receive fee reductions of 25% for each successful year of study, based on academic merit and financial need (excludes Medicine students at Hull York Medical School). If you are an undergraduate student refugee from the humanitarian crisis in Syria, North Africa and the Middle East, you can apply for one of two scholarships given in the Find Out More box on page 63.

FINDING YOUR STUDY

UK/EU STUDENT LOANS
All first-year UK/EU undergraduate students can apply for a loan to cover tuition fees from their local student finance office. If you are a first-year student, you must arrange to pay back your loan within the first six months after you finish full-time study or six months after you start earning if you are working. If you are a postgraduate student, you can apply for a loan up to £10,000.

PAYING BACK A LOAN
You don’t have to start repaying your loan until you’re earning over £21,000 per year. At that point you start paying back 9% of your earnings above the £21,000 threshold. For example, a person with an income of £25,000 will pay 9% of £4,000, that is £360 a year, or £30 a month.

Look up external funding opportunities for international students through organisations such as the Commonwealth Scholarship Commission in the United Kingdom. To find funding opportunities provided by your country, please refer to the website given in the Find Out More box on page 63.

The following pages provide guidance on typographic styles and colour.

Be creative with the design of your headlines if you feel it is appropriate for your audience.

Use accent colours sparingly, for impact.

Consider using the other typeface for boxed content to differentiate this text from the main body and create texture.

Inka Text A provides a more traditional look and Monsal Gothic is contemporary. Body copy can be set in either typeface. Base your decision on what you believe would work best for your audience.

Indent the body style paragraphs by 4mm.

Allow white space on the page to give text clarity and make information easier to absorb.
Inside pages guidance (cont)

- Use photography to break up text areas. This can help the flow of information.
  Ensure the images are balanced across the spread.

- Ensure that Inka Text A and Monsal Gothic are used together, to maintain interest.

- Use neutral colours as backgrounds to break up or emphasise a message, such as a call to action.

- Only apply type to flat areas in pictures to ensure legibility.

- Use accent colours sparingly, for impact.

- Be creative with type size in ‘brag boxes’.
Step 2

If you have already studied at a higher education level you should contact the University’s Student Finance Office to find out what support is available to you (see back cover).

HOW DO I APPLY?

Step 1

Apply online at www.studentloans.ac.uk.

Step 2

You receive a Student Support Notification informing you of any support to which you are entitled.

Step 3

You will need to reapply for your student finance each year.

Step 4

Your maintenance loan is paid into your bank account in three instalments in weeks of term.

Step 5

Your tuition fee loan is paid direct to the University.

Step 6

This will be paid directly to us.

WHAT KIND OF BURSARIES ARE ON OFFER AT YORK?

York Bursary 2017/2018 (UK/EU students)

How you receive your bursary or scholarship will depend on the type of award you apply for. For more information visit York bursaries and scholarships.

Maintenance loan

Tuition fee loan

This is paid into your bank account in three instalments in weeks of term.

This will be paid directly to us.

WHAT WILL MY STUDENT FINANCE BE PAID?

Your student finance will be paid after you enrol and begin your course. Just in case your loan is delayed, make sure you have enough money to cover your expenses for the first few weeks of term.

Tuition fee

Full-time

This will be paid directly to us.

A reduction in fee is available up to the full amount of the tuition fee (£9,250) and you should apply for the maintenance tuition fee loan without restricting that you will receive.

Partial fee waivers

If you are later awarded a fee waiver bursary we will send you an award notification. We will then notify Student Finance England of the change of circumstances relating to your tuition fee and make the necessary adjustments to your tuition fee loan.

WHEN WILL MY STUDENT FINANCE BE PAID?

Your student finance will be paid after you enrol and begin your course. Just in case your loan is delayed, make sure you have enough money to cover your expenses for the first few weeks of term.

Tuition fee

Full-time

This will be paid directly to us.

A reduction in fee is available up to the full amount of the tuition fee (£9,250) and you should apply for the maintenance tuition fee loan without restricting that you will receive.

Reduced rate

For impact, use accent colours sparingly, limiting them to one accent colour only within the same page or section.

For small print Monsal Gothic is easier to read than Inka Text A.

Use imagery to create a sense of place and to bring some additional colour to the page.

Ensure that tables and critical information are clearly legible.

Allow white space on the page to give text clarity and make information easier to absorb.

Use upper case text for short headings, introduction text and ‘brag boxes’.

Use neutral colours when shading large areas.

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Inside pages guidance (cont)
PowerPoint presentation templates

PowerPoint templates are available in both 16:9 and 4:3 formats. You can download official University PowerPoint templates from [york.ac.uk/brand](http://york.ac.uk/brand) and select the appropriate slide styles for the content of your presentation.

### 16:9 FORMAT

**Presentation title**

**Presentation style**

---

**Header style**

*SUB-HEADER STYLE*

Body text style

- Bullet text style

Drag image to placeholder or click to add

Drag image to placeholder or click to add
Video graphics

With videos being an important tool in promoting the University to external audiences, it is essential that they conform to our visual identity guidelines.

Start and end boards
- Begin and end each video with the University of York logo animation in a white or black format.
- Do not use the animation anywhere else in the video.
Download the animation from york.ac.uk/images

Fonts
- Use the official font Monsal Gothic Bold or alternative font Calibri in upper and lower case for titles, labels, text and straplines.
- Use either black or white text with a drop shadow or black or white text against a transparent block.

Transitions
- Do not use complicated transitions between sections of the video.
- Ideally a transition between frames should be a simple fade.

Identifying people onscreen
- Position names and titles in the lower third of the frame to identify the subject on their first speaking appearance.
- Position the department’s name on the next line under the subject’s name.
- Where possible use the first and last name of the subject preceded by their academic title if they have one.
- There is no need to use the titles of Mr, Ms, Mrs, Miss etc.
- Use the contraction ‘Dr’ rather than ‘Doctor’.
- Always spell out the word ‘Professor’ in full.
- Do not name students in full. Use just their first name.
Email signatures should be consistent for all University employees. Duplicate the template shown here with your email signature editor and replace the generic information with your own.
Social media

Profile images on social media
Only the main University accounts can use the shield as a profile image or avatar (ie @uniofyork / facebook.com/universityofyork).

Departmental and Service social media accounts must use centrally designed avatars on their profiles. The standard design is the name of the department with the University logo against one of the accent colours.

The central social media team can provide an official social media profile image for you to use on Twitter/Facebook/Instagram. These are being produced from a standard template so that they are consistent in design across the University. Please do not attempt to create your own.

Header images on social media
The main social media accounts use photographs of campus scenes for header images on social media. Usually the Facebook image will match the one on Twitter. These are updated periodically to reflect seasonal change or key events such as Freshers’ Week, Open Day and Graduation.

Twitter and Facebook headers
Departments and Services can choose their own photograph to use as a Twitter/Facebook header image. This should be related to who they are and what they do. For example, Departments could use an image of the building, a scene from a lecture or seminar, or research. Services could use an image from an event or the team’s location on campus.

Please use single photographs rather than a collage of images or graphics containing text. The only exception would be an official graphic relating to a University-wide campaign or event eg, a Careers Fair or Open Day.

To ensure high quality of header images across different sized screens, the advised dimensions are:
Twitter 3000px x 1000px
Facebook 1640px x 624px

Additional support
For advice about social media content/imagery or to start using the new avatar please contact the team: social-media@york.ac.uk
Digital Screens *structure*

- Keep text short and concise – no longer than a tweet. The viewer might have less than 10 seconds to absorb your information
- Select a large font in either Calibri or Cambria – ideally no smaller than 50 pt
- Include a clear call to action
- Don’t forget information such as a website so the viewer can act on your message
- Use non-copyrighted Images
- Position the University logo top right in white on a dark background or black on a lighter background
- Avoid graphic devices like circles, curves and star bursts to split the rectangular screen format
- Use one of the University’s accent colours?
- Proofread your text before it goes live
Digital Screens *examples*
Most marketing communications are directly related to our corporate communications and sit under the University’s visual identity, eg, departments, research groups, student recruitment and services. It is important that they are directly linked to our overarching brand in order to:

▪ Build recognition through repetition
▪ Inspire confidence, trust and respect
▪ Present a coherent visual language to multiple audiences
▪ Reinforce our key values

A campaign is defined as an integrated communications activity run across printed materials, the web and social media. A campaign usually runs for a finite period of time and has specific goals such as events, careers promotions, information campaigns, fundraising and products. It might require a distinct design style to reflect a particular topic or attract a particular type of audience.

Campaign communications must be aligned with the University Strategy and any marketing materials should follow the same guidelines as other University marketing materials. They do not have a logo but may use a visual device to reflect or illustrate the aims of the campaign.

How do you grab attention for a campaign and remain consistent with our brand guidelines?

▪ Use the official University colour palette and typefaces
▪ Introduce a graphic to illustrate the campaign
▪ For corporate and external communications feature the University logo in the correct top right position, so provenance is clear
Campaign Examples

Widening participation
Widening participation does not have its own logo. It is part of a central University service. However, it does have offers, among them, Big Deal and Next Step York. Our brand identity team has worked with them to refine the look of their offers so that they fall within our visual identity and still appeal to their target audiences.

Employability
Careers has moved away from its current brand identity and is presenting its marketing materials in a way that supports our overarching brand identity and appeals to its target audience.

York Talks
York Talks is the University of York’s showcase event to promote some of its best and most interesting research projects to the community, students and friends. The use of the visual device signifying ideas reflects the innovative research being undertaken at the University. The design uses colours and typography from the corporate palette to maintain congruency between event and corporate materials. The less corporate feel helps to engage the community and reflects the our aim to open up the University and its work to local residents.
Stationery

Official University letterheads, compliment slips and business cards conform to standard templates and should be ordered from the online shop at dponline.york.ac.uk.

You can order a bespoke Word template from designsolutions@york.ac.uk.
Stamps and celebratory marks

**Stamps for official University use**
Our logo should be positioned across the top of the stamp with the name of the department, institute, centre or service underneath. Please contact designsolutions@york.ac.uk for guidance.

**Celebratory mark**
Please use the celebratory mark alongside your name if you want to promote a special event, such as an anniversary. Please contact designsolutions@york.ac.uk for guidance.

**STAMP EXAMPLE**

**CELEBRATORY MARK ‘SHORT VERSION’**

**CELEBRATORY MARK**

**Celebrating 50 years**
Department of Language and Linguistic Science

**Celebrating 50 years**
Department of Language and Linguistic Science
Banners grid structure

Whether the banner is a pull-up portrait style or a pop-up landscape display, the logo should appear consistently across all banners, positioned centrally or top right.

The table below outlines how a banner should be set up.

Follow the guidelines for the type safe zone to ensure that the logo is clearly separated and that the type does not appear too low down on the banner.

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>Banner</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOP MARGIN</td>
<td>105mm</td>
</tr>
<tr>
<td>OTHER MARGINS</td>
<td>78mm (in from visible area)</td>
</tr>
<tr>
<td>ROWS</td>
<td>7</td>
</tr>
<tr>
<td>GUTTER</td>
<td>20mm</td>
</tr>
<tr>
<td>LOGO SIZE</td>
<td>430mm</td>
</tr>
</tbody>
</table>
Banners guidance

- Logo can be placed either to the right or centred depending on the design of the banner.
- Type remains within the type safe zone.
- Avoid placing type at the base of the banner where it will never be seen.
- Watermark overlaying flat areas of colour.
- No type placed in the bottom row.
Merchandise should also follow the visual identity through the use of the principal logo (page 1) and the core colours (page 14). If these colours are not an option use black or white. Only use the long logo (page 1) on items such as pens and pencils.

**EXAMPLES**
Vehicle livery

Vehicles should be branded with the University logo, watermark shield and colours drawn from the core palette (page 18).

LIVERY EXAMPLES
Guidelines for using the TEF Gold award logo on University of York print marketing

Print marketing

Position
On University of York publications the TEF logo must be positioned at the top right, 20mm beneath the University of York logo, or at the bottom right below any text.

Clear space
The area that should be left around the logo is defined by the cap height of the letters “TEF” in the logo.

Size
The minimum size for a TEF award logo is 35mm wide for print or 100 pixels for a digital version.

Contrast
Just like the University of York logo, you should ensure there is good contrast between the TEF logo and its background. It should never be placed over an area of detail.

Use the reversed-out option of the TEF logo against a dark background.
**Web banners**

The TEF logo should be positioned left or right depending on the navigation tools.

**Slides**

The TEF logo should be positioned in the bottom right hand corner of the slide.

**Formats**

The TEF logos are available as both RGB and CMYK files and in JPG, EPS and GIF formats and in reversed out versions. You may not alter the logo or colours in any way.

**Colour values**

HEX: #d49f0b
CMYK: C16 M37 Y99 K5
RGB: R212 G159 B11

Research groups, entities and partnerships

As a large research institution, the University of York is home to numerous research entities and collaborations. Many of these groups have developed their own visual identity and logo, some of which are well established, while others adopt an acronym.

The Research Stamp

The Research Stamp is a design approach that allows a research entity to continue to use its logo or acronym on marketing materials, while ensuring that the University of York brand is prominent and consistent. It also adds cross marketing value to both the University and the research entity.

How to apply the Research Stamp

The Research Stamp comprises the University of York logo positioned above the word ‘Research’ in caps. Both should be reversed out in white against a solid coloured background in one of the University brand’s accent colours.

Position

The research entity logo or acronym must be positioned top right of any publication and aligned with the University of York Research Stamp positioned opposite top left.

Choose relevant colour from brand options, see page 15
Research partnerships

Sometimes logos are required to illustrate a research partnership and this is the preferred approach:

Further marketing materials

Follow these guidelines for brochures, pull up banners, flyers and business cards.
The web

The Research Stamp does not appear on web pages. On these the entity logo should be positioned in the 'hero' banner under the overarching University banner.
New logos

Any new design device or logo must be designed by a professional designer to meet specific quality threshold criteria and approved by brand experts in Marketing before it is launched.

For example:

- The logo must incorporate official brand accent colours. Use as few colours as possible to develop an effective design.
- Simplicity is important for an effective logo. It should not include a slogan or strapline as these do not scale for different uses.
- It should be created in a scalable vector format with preferred aspect ratios to suit various applications.
- It should be tested and usable in social media and on different devices.
- It should be accessible to people with visual disabilities being created in formats that allow it to be clearly visible against light and dark backgrounds.

Accent colours, see page 15
Email footer graphics for research groups with logos should be requested from Communications, email communications-support@york.ac.uk