



UNIVERSITY
of York

University of York Design standards and visual identity guidelines

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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

PRINCIPAL LOGO



LONG LOGO



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.

LOGO ORIGINALLY DESIGNED IN 1994

~~THE UNIVERSITY *of York*~~

LOGO MODIFIED IN 2013 REMOVING 'THE'

~~UNIVERSITY *of York*~~

2016 UNIVERSITY OF YORK LOGO



UNIVERSITY
of York

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.

APPLYING THE LOGO TO LIGHT BACKGROUNDS



APPLYING THE LOGO TO DARK BACKGROUNDS



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.

PRINCIPAL LOGO CLEAR SPACE



LONG LOGO CLEAR SPACE



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.

SIZE AND POSITION OF THE LOGO ON FRONT COVERS

FORMAT	LOGO WIDTH	INSET
A3	75mm	18mm
A4	63mm	14mm
170 x 230mm	52mm	13mm
A5	52mm	13mm
DL (99 x 210mm)	50mm	11mm
Minimum size	35mm	



Applying the logo to back covers

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

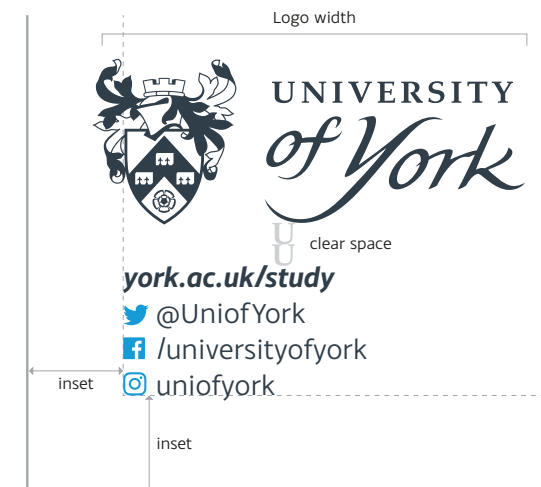
Add contact details and social media links under the logo. The logo clear space must then apply. See page 8 for more information on clear space.

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.

SIZE AND POSITION OF THE LOGO ON BACK COVERS

FORMAT	LOGO WIDTH	INSET
A3	70mm	20mm
A4	52mm	16mm
170 x 230mm	49mm	15mm
A5	49mm	15mm
DL (99 x 210mm)	49mm	13mm
Minimum size	35mm	



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.

HORIZONTAL ALIGNMENT



VERTICAL ALIGNMENT



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.

POSITIONING NAMES CLOSE TO THE LOGO



Department of Language
and Linguistic Science



Centre for Medieval Studies

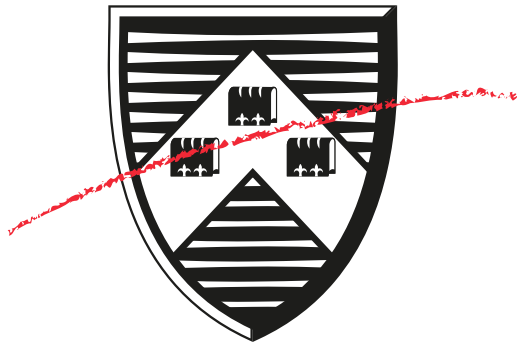
1 | CORE DESIGN ELEMENTS

The shield

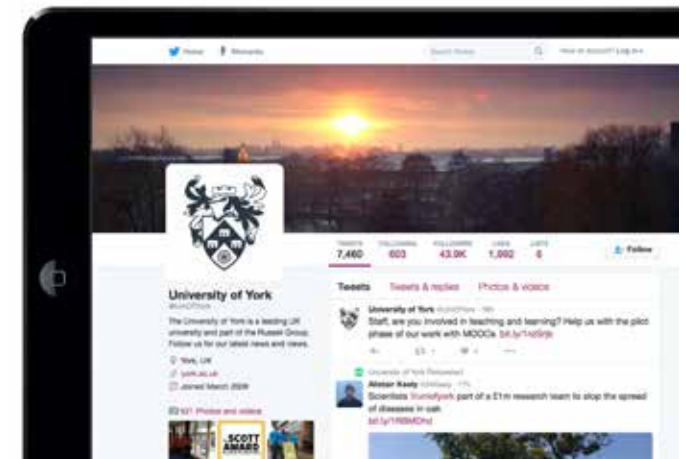
The principal logo includes an adapted version of the University's coat of arms, known as the University shield. A shield has been in use since 1994 for less formal contexts and occasions other than those associated with the coat of arms. This new shield replaces the 1994 version.

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).

PREVIOUS SHIELD



NEW SHIELD



The shield *as a watermark*

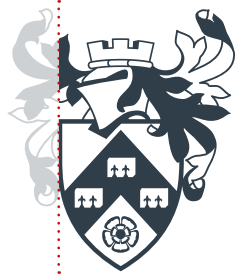
The shield can be used as a watermark to help break up areas of flat colour. Do not apply the watermark as a backdrop to areas where there is already a lot of text or images. The watermark must be a specific tint and used only on white and on our core and neutral colours (see page 18). It can be used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

Left crop line



Right crop line



FRONT COVER LEFT CROP



FRONT COVER RIGHT CROP



WATERMARK TINTS



Background White
Watermark PMS 427 50%



Background PMS 432
Watermark 85%



Background PMS 315
Watermark 85%



Background PMS 427
Watermark 75%



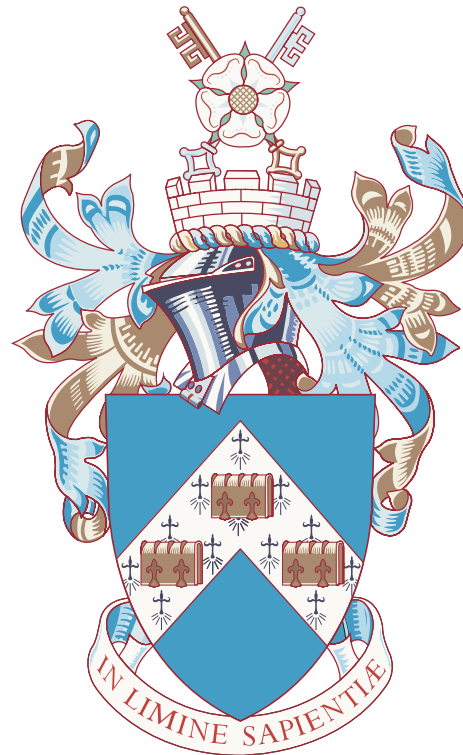
Background PMS 7534
Watermark 75%

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.

THE UNIVERSITY'S COAT OF ARMS



THE COAT OF ARMS IN USE AT GRADUATION



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

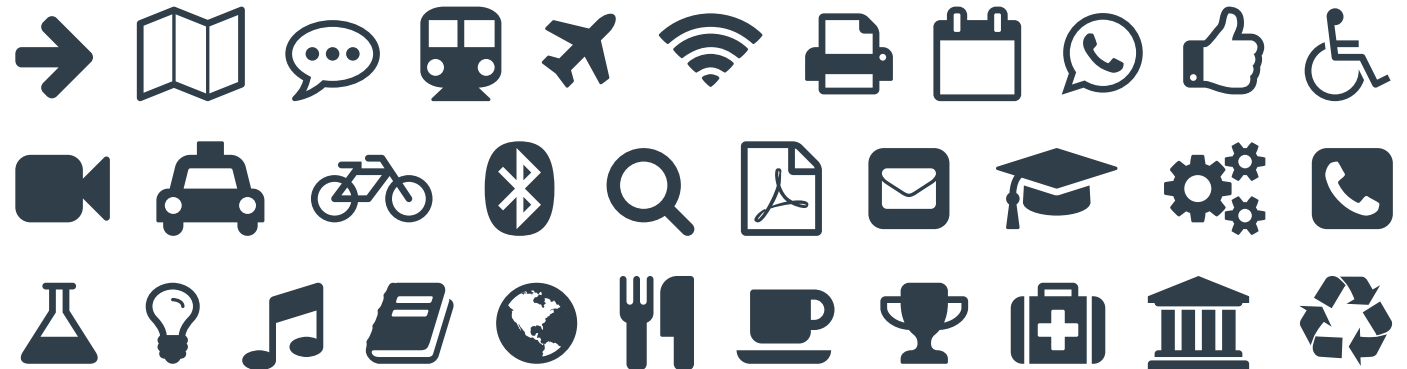
Cambria Bold

Cambria Bold Italic

Typography *iconography*

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.

FONT AWESOME



Social media icons

Use the official social media icons which are available from their respective social media websites.

SOCIAL MEDIA ICONS



Colour palettes *core and neutral*

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.

CORE COLOURS

PMS 432

CMYK 65, 43, 26, 78
HEX 25303B

PMS 432 (85%)

PMS 315

CMYK 100, 12, 21, 44
HEX 00627D

PMS 315 (85%)

NEUTRAL COLOURS

PMS 427

CMYK 7, 3, 5, 8
HEX E3E5E5

PMS 427 (40%)

PMS 7534

CMYK 5, 5, 15, 8
HEX E7E2D3

PMS 7534 (40%)

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.

ACCENT COLOURS

PMS 2925

CMYK 85, 21, 0, 0
HEX 0095D6

PMS 326

CMYK 81, 0, 39, 0
HEX 00ABAA

PMS 382

CMYK 28, 0, 100, 0
HEX CDD500

PMS 368

CMYK 65, 0, 100, 0
HEX 65B32E

PMS 1235

CMYK 0, 31, 98, 0
HEX FBB800

PMS 1505

CMYK 0, 56, 90, 0
HEX F18625

PMS 185

CMYK 0, 93, 79, 0
HEX E62A32

PMS 226

CMYK 4, 88, 0, 0
HEX E2388D

PMS 265

CMYK 52, 66, 0, 0
HEX 9067A9

Type and colour *legibility*

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

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).



Use type creatively in headlines and key messages

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.

Use accent colours sparingly in type



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

Accent colours work better on light or white backgrounds

Source: The National Centre for Education and Learning

Ensure small text sizes are legible



Use strong white type on dark backgrounds



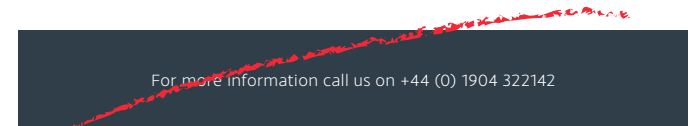
Do not angle type or stack type as this makes it hard to read



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



Never use two accent colours together



Never use thin type on dark or coloured backgrounds as this can fill in and become difficult to read

3 | IMAGERY

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.



3 | IMAGERY

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.



3 | IMAGERY

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.



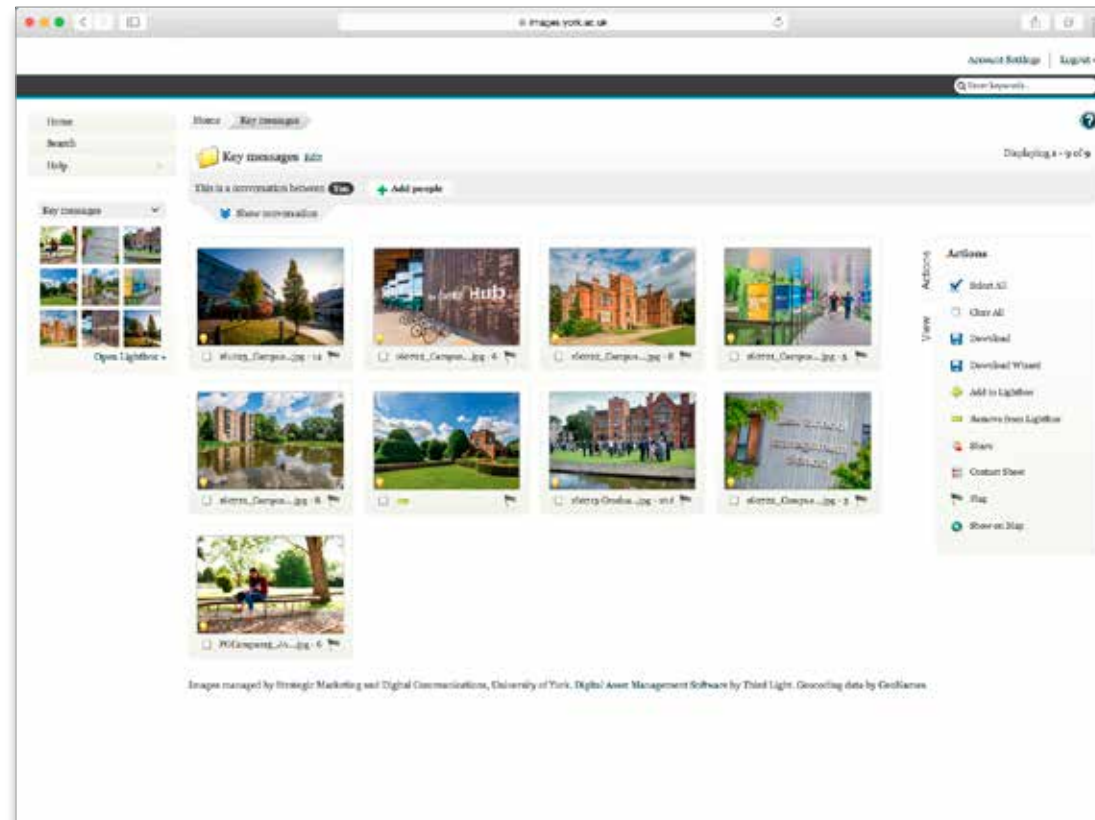
Our photography *using the image library*

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 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 *grid structure*

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.

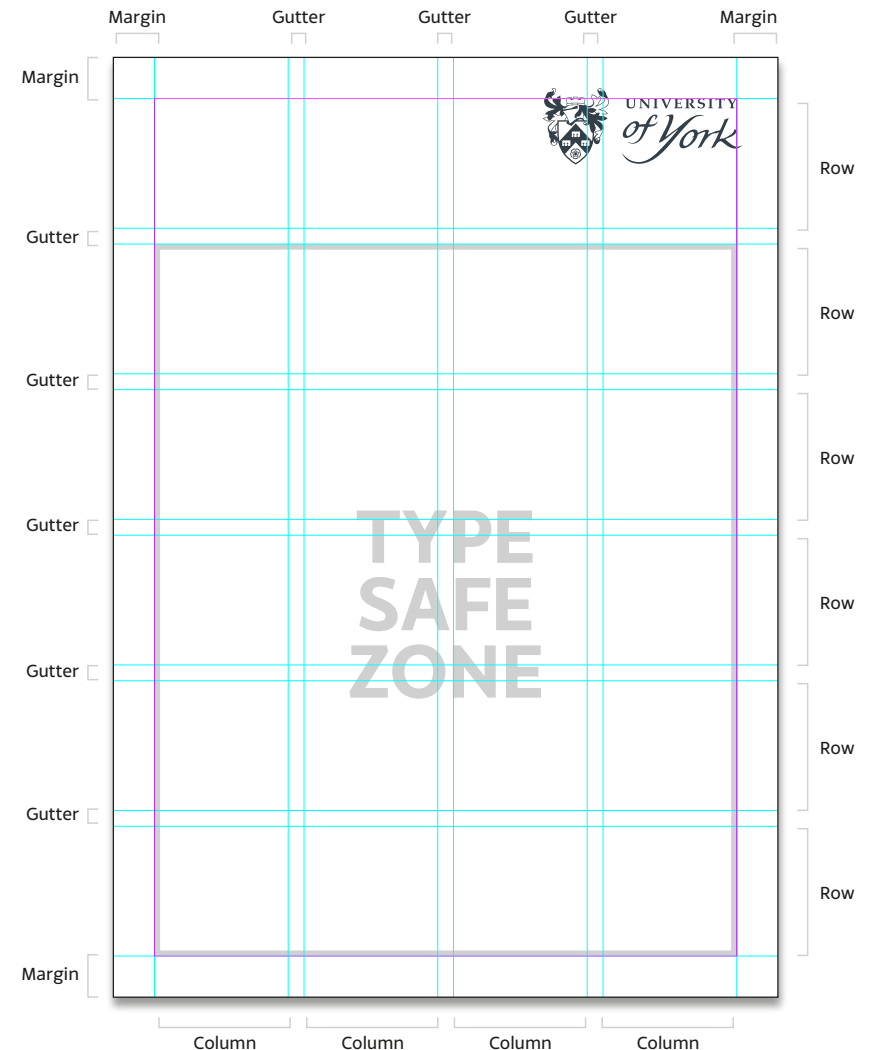
Now determine the text or picture area of your publication's front cover:

- 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.

FORMAT	MARGIN	COLUMNS	ROWS	GUTTER	LOGO SIZE
A3 portrait	18mm	4	6	5mm	75mm
A4 portrait	14mm	4	6	5mm	63mm
A4 landscape	14mm	6	4	5mm	63mm
170 x 230mm portrait	13mm	3	5	5mm	52mm
A5 portrait	11mm	3	5	4mm	52mm
A5 landscape	11mm	5	3	4mm	52mm
DL (99 x 210mm) portrait	11mm	2	5	4mm	50mm

A4 PORTRAIT



Front cover design *qualifying lines of text*

How to typeset a qualifying line of text

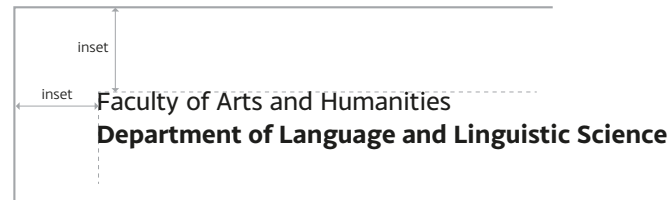
Qualifying lines of text are the only pieces of information allowed in the top row of the grid.

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.

OPTION 1



OPTION 2



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

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

COLLEGES AND ACCOMMODATION



Logo is the correct colour, size and position

Approved University typestyle and accent colour

Headline and sublines fall within type safe zone

YOUR HOME AT YORK
INFORMATION FOR PROSPECTIVE UNDERGRADUATES



Imagery is of suitable quality and in the appropriate style



Headline and sublines fall within type safe zone in approved University typestyle

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

Back cover design *guidance*



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)

Inside pages *guidance*

The following pages provide guidance on typographic styles and colour.



FUNDING YOUR STUDY

FEES, FUNDING AND LIVING COSTS

Your fee status

Your fees cover the cost of your tuition, registration and exams. Accommodation is a separate cost. There are different fee levels 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 have any questions about your fee status at York, 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 decide on 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. See the website given in the Find Out More box on page 63.

Look up external funding programmes for international students through organisations such as the Commonwealth Scholarship Commission in the United Kingdom. Check our website for any funding opportunities provided by your country.

UK/EU STUDENT LOANS

TAKING OUT A LOAN

All first-time UK/EU undergraduates can apply for a tuition fee loan to cover their tuition fees in full. If you take out a tuition fee loan you won't have to pay fees up front or during your time at university. Use the UK government's student finance calculator to estimate your student loan, and to check whether you can apply for any extra funding.

PAYING BACK A LOAN

You don't have to begin 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.

If you're a student from Scotland, Wales or Northern Ireland, you should contact your relevant education authority for details of available student financial support.

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

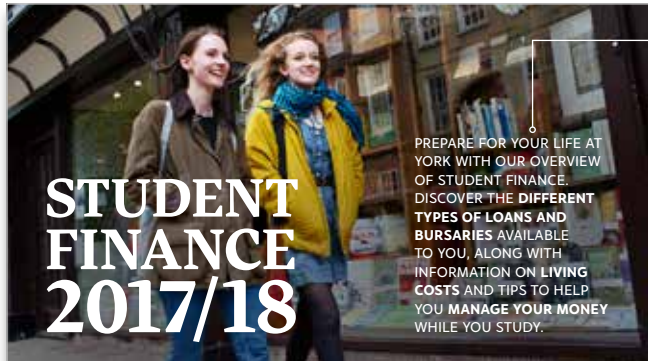
Only apply type to flat areas in pictures to ensure legibility

Use accent colours sparingly, for impact

Be creative with type size in 'brag boxes'

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

Inside pages *guidance (cont)*



WHAT FINANCIAL SUPPORT CAN I APPLY FOR?

If you are an undergraduate from the UK or EU you can apply for a tuition fee loan to cover your tuition fees in full. You may also be able to apply for a maintenance loan to cover some of your living costs. Your tuition fee loan and maintenance loan are added together to make one borrowed amount which is repayable after you have finished studying and are earning more than £21,000 per year (see student loan repayment details on page four).

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

Tuition fees for UK/EU undergraduate students

York's tuition fees for 2017/18 entry are expected to be £9,250* per year for UK/EU students.

For further information visit york.ac.uk/studentmoney

*Tuition fees are currently set to a maximum of £9,200 per year. From September 2017, it's possible that the tuition fee cap could rise by inflation, following proposed changes by the UK government. If the government confirms the changes, our 2017/18 tuition fee for new students will rise to £9,250.

HOW DO I APPLY?

- Step 1** Apply online at gov.uk/studentfinance.
- Step 2** Your parents or partner provide details of their income either online or on paper.
- Step 3** You receive a Student Support Notification informing you of any support to which you are entitled.
- Step 4** Your maintenance loan is paid into your bank account a few days after you begin your degree programme. Your tuition fee loan is paid direct to the University.

Examples of maintenance loans for living costs (these figures apply to students who normally live in England)

Residual household income*	Maintenance loan
£25,000	£8,430
£30,000	£7,825
£35,000	£7,220
£40,000	£6,615
£42,875	£6,266
£45,000	£6,009
£50,000	£5,404
£55,000	£4,799
£60,000	£4,193
£62,187+	£3,928

*Residual household income is the gross taxable household income less: pension contributions and an allowable deduction of £1,130 for each other child or eligible student in the household. If you are under 25 the household income is normally that of your parents or the parent you usually live with and their partner. If you are over 25 this would be the income of your partner.

Students with a disability and students with dependants
If you have a disability and/or have dependants you can apply for additional support. You may also be eligible for state benefits.

For further information contact the Student Support Hub (see back cover).

WHAT KIND OF BURSARIES ARE ON OFFER AT YORK?

(Non-repayable)

If you will be starting your studies in 2017 and are liable for tuition fees of £9,250 (see page two for details) you could be eligible for the following awards:

York Bursary 2017/2018 (UK/EU students)

Residual household income	Year one	Subsequent years
Less than £16,000	£2,000	£1,600
£16,001-£25,000	£1,750	£1,500
£25,001-£35,000	£1,500	£1,500

OR Foundation Year Bursary (UK/EU students)

Residual household income	Foundation Year only
Less than £25,000	£5,600
Above £25,001	£3,000

OR Care Leaver and Foyer Bursary (if you have been in the care of a UK local authority or you have come through the national Foyer Federation)

Care Leaver and Foyer Bursary*	Award
Year one	£3,000
Middle years	£2,500
Final year	£2,500 plus £1,000 to be paid in term three to assist with graduation and interview costs.

*During a sandwich course, placement or year abroad this will reduce to £1,200

In addition to the bursaries and scholarships listed above, we offer awards which are funded by alumni and private donors. This funding can become available at any time and you are advised to keep checking our website for the latest information: york.ac.uk/studentmoney.

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 loan

This will be paid directly to us.

A tuition fee loan is available up to the full amount of the tuition fee (£9,250) and you should apply for the maximum tuition fee loan without assuming that you will receive a bursary.

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 fees and make the necessary adjustments to your tuition fee loan.

Maintenance loan

This is paid into your bank account in three instalments in October, January and April, each year you apply.

York bursaries and scholarships

How you receive your bursary or scholarship will depend on the type of award you apply for. For more information visit york.ac.uk/studentmoney.

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



Use upper case text for short headings, introduction text and 'brag boxes'

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

Use neutral colours when shading large areas

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

Ensure that tables and critical information are clearly legible

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

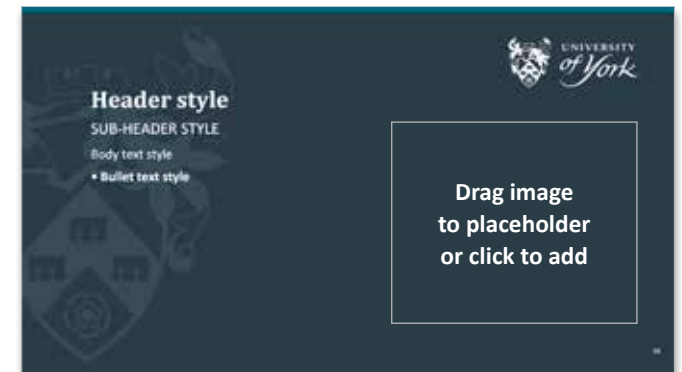
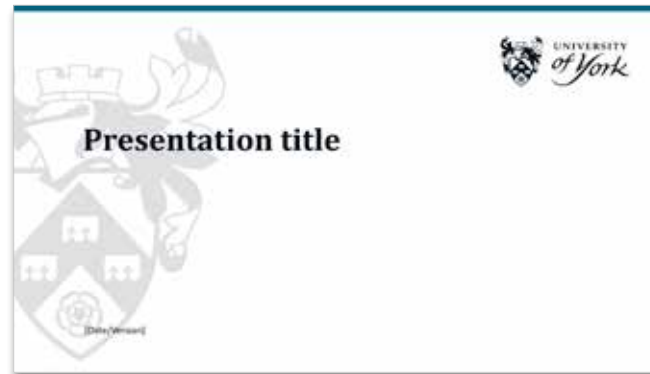
Allow white space on the page to give text clarity and make information easier to absorb

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 and select the appropriate slide styles for the content of your presentation.

16:9 FORMAT



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

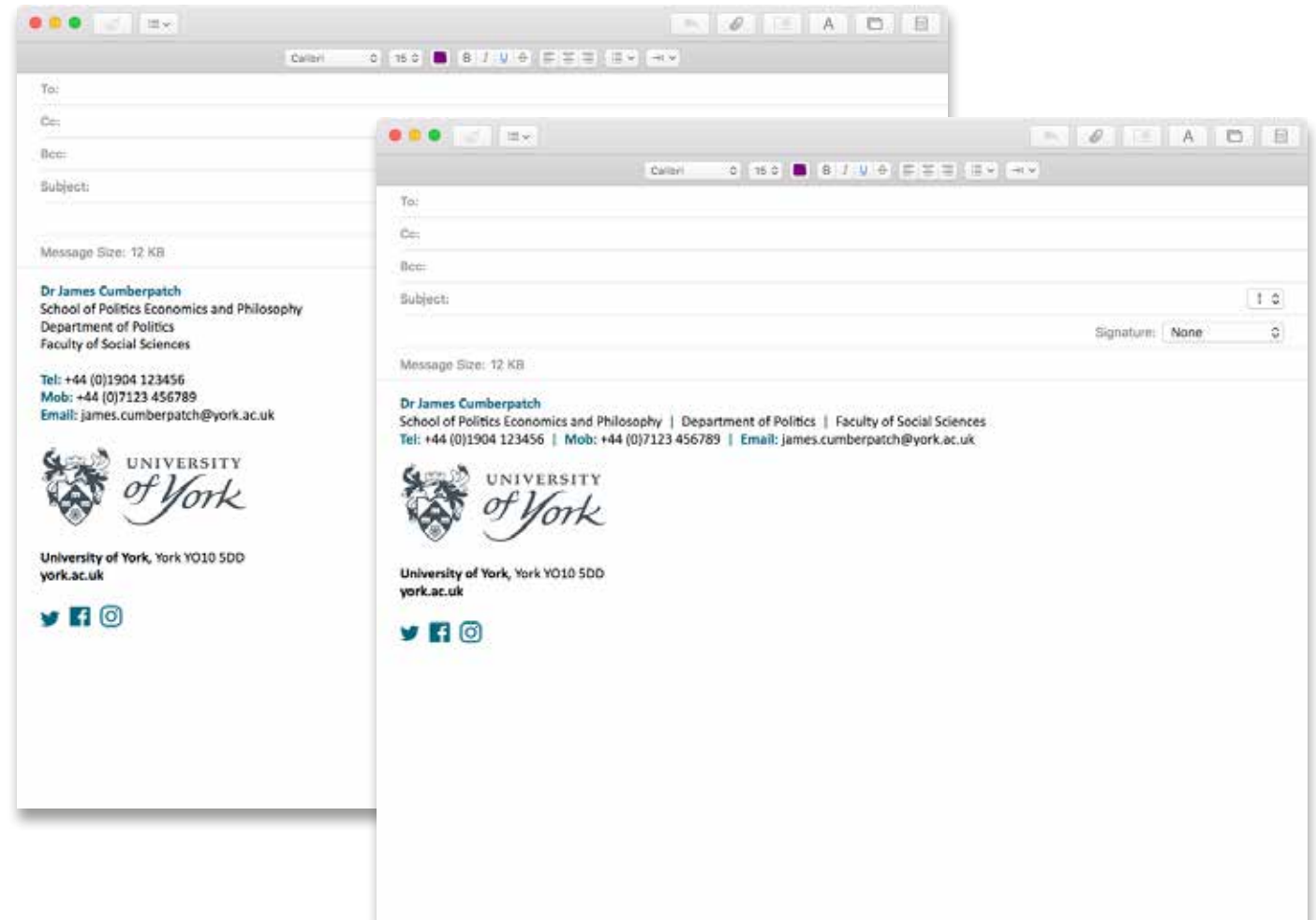
- Position names and titles in the lower third of the frame to identify the subject on their first speaking appearance.
- Position the department's name on the next line under the subject's name.
- Where possible use the first and last name of the subject preceded by their academic title if they have 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

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

PROFILE IMAGE



ACCENT COLOUR EXAMPLE



TWITTER EXAMPLE



FACEBOOK EXAMPLE



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

MARGINS



Digital Screens *examples*

Summertime...
and living on campus is easy.

Book accommodation
on campus this summer

for less than
£126
per week

For more information visit: bit.ly/summeraccomm2017

UNIVERSITY of York

STUDENT AND ACADEMIC SERVICES

CUSTOMER EXCELLENCE

VOLUNTEERING GRADUATION
ENROLMENT INTERNSHIPS

MATHS EXAMS ACADEMIC CAREERS STUDENT
SKILLS AND ASSESSMENTS PRACTICE AND PLACEMENTS HUB
CENTRE STUDENT FINANCIAL SUPPORT

Discover postgraduate study at York

Sciences Virtual Open Day: Thursday 1 February, 3-5pm

Visit york.ac.uk/virtualopenday for details

UNIVERSITY of York

Retreat archive digitisation project complete

650,000+
Images

Borthwick Institute for Archives
borthwick-institute.york.ac.uk

UNIVERSITY of York

Thinking about
studying a Masters?

If you've completed an
undergraduate degree at York

you could be eligible for a
fee discount **10%**

There are also UK government-backed
loans of up to **£10,280** available.

bit.ly/pg-discount

UNIVERSITY of York

York
International
Shakespeare Festival

15-20 May 2017

Free talks and workshops on campus

@yorkshakes
bit.ly/yorkshakes

UNIVERSITY of York

Campaign *Communications*

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 a 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.

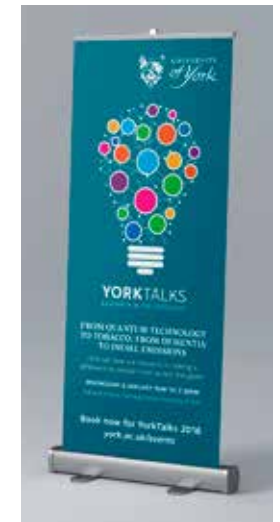
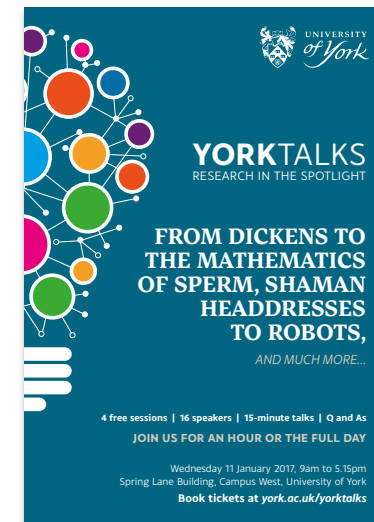
WIDENING PARTICIPATION



EMPLOYABILITY



YORK TALKS



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.

DEPARTMENT LETTERHEADS

The image displays three examples of University of York stationery. The first is a full letterhead for the Department of Electronics, featuring contact information for Professor Julie Logan, a recipient address for Mr John Smith, a block of Latin placeholder text, and a signature from Professor Julie Logan. The second is a compliment slip with the text "with compliments" and the department's contact details. The third is a business card for Dr James Cumberbatch, Director of the School of Politics, Economics and Philosophy, including his contact information and the university logo.

Professor Julie Logan PhD
Head of Department
+44 (0)1904 123457
julie.logan@york.ac.uk
york.ac.uk

Department of Electronics
University of York, York YO10 5DD

UNIVERSITY of York

Mr John Smith
23 High Street
York YO1 2AB
Yorkshire
United Kingdom

Ref: ABCDEFG12345
Date: 01.10.2017

Dear Mr Smith

Pici ut voluptas eos aut et id idtatem rem res dolum landiant apel ipsunti beatur, vellorro ma cum quae re si volupta eperate mperuntumqui conem que ipsumet, untiaep ereptati audi ium sequidit ad etur, commiae none exceatam sum quodis aditaspelit que net vel ipsamen delention rerorec earuntore sequi blabor aut adi res illt acime pro et odit, exceatet eos ad quunt lanisi num liquaecae nulpariam, int, autatur?

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Ibusa nobitior modi doluptatur re plitaspero doloribus modicatorit accus arum int dolore quas quan et eosantori tempore nos dolorestiam incipsum essequatur, voloratia dipsum explitam aborpor pore Harum tiusandit velitam, sincto saeria nimpores, coria quid mos volore venitat ectotas doluptur ad dolendis mil mos in corropr oristo et omniendi ipsanin fuga. Et est ut deriatet es dolore sinvelia nunt omnimin ullabore nostint voloreicis prem sit eos vel moditat ut optaspelis arupta quam fuga. Name non pel est, ut alia vererch illoreni quatum dolupis quosapi delent faccusc ipsam, occus, sam que do que dus.

Yours sincerely

Julie Logan

Professor Julie Logan
Head of Department
Department of Electronics

Professor Julie Logan PhD
Head of Department
+44 (0)1904 123457
julie.logan@york.ac.uk
york.ac.uk

Department of Electronics
University of York, York YO10 5DD

UNIVERSITY of York

with compliments

Dr James Cumberbatch BA (Hons), BSc (Hons)
Director
Mob: +44 (0)7000 123456 Tel: +44 (0)1904 322123
Fax: +44 (0)1904 322123
Email: james.cumberbatch@york.ac.uk
www.york.ac.uk/pep
School of Politics, Economics and Philosophy
University of York, York YO10 5DD

Stamps and celebratory marks

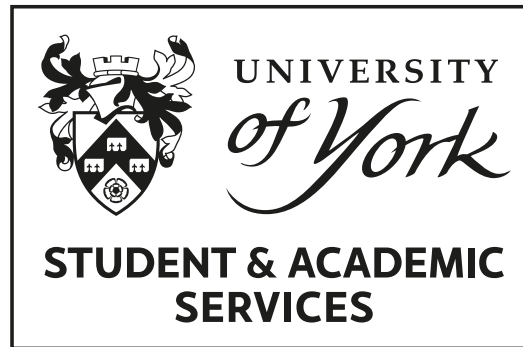
Stamps for official University use

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.

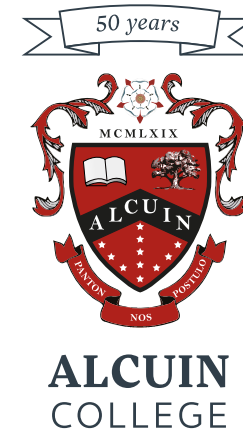
Celebratory mark

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



**Department of Language
and Linguistic Science**



**Department of Language
and Linguistic Science**

Banners *grid structure*

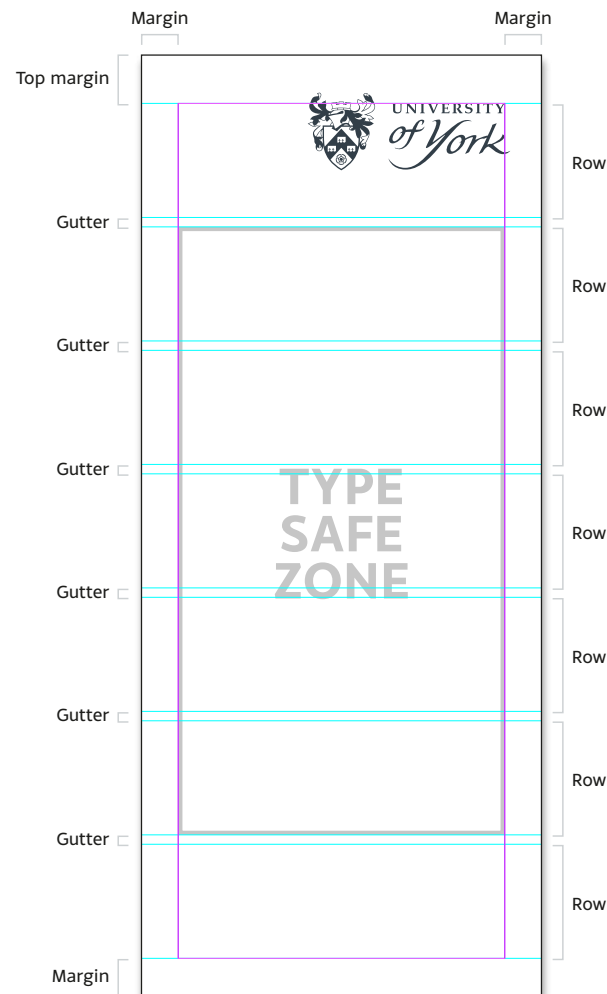
Whether the banner is a pull-up portrait style or a pop-up landscape display, the logo should appear consistently across all banners, positioned centrally or top right.

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.

FORMAT	Banner
TOP MARGIN	105mm
OTHER MARGINS	78mm (in from visible area)
ROWS	7
GUTTER	20mm
LOGO SIZE	430mm

BANNER GRID

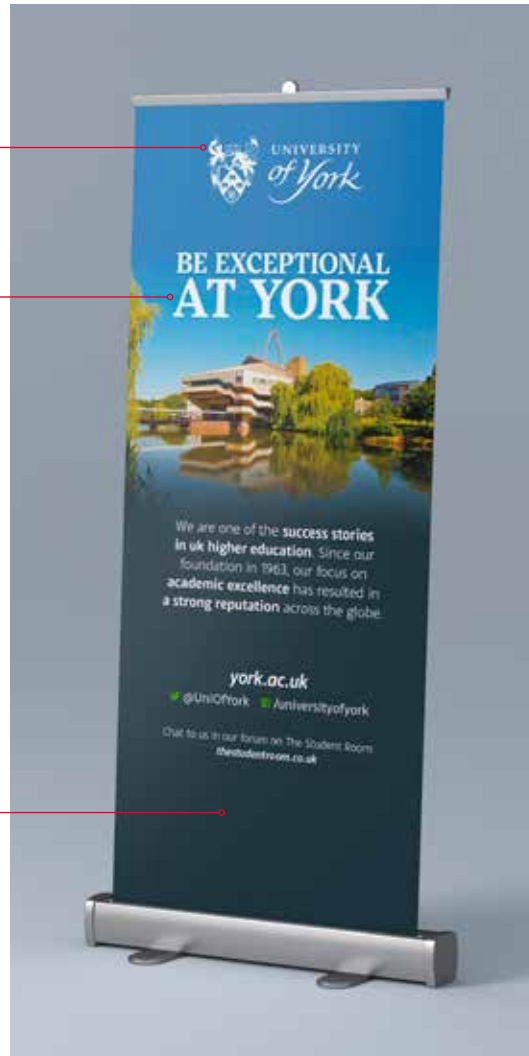


Banners *guidance*

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



Logo can be placed either to the right or centred depending on the design of the banner

Type remains within the type safe zone

Watermark overlaying flat areas of colour

No type placed in the bottom row



Merchandise

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

Potision

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.

APPLYING THE LOGO TO LIGHT BACKGROUNDS



APPLYING THE LOGO TO DARK BACKGROUNDS



8 | TEF GOLD AWARD

APPLYING THE LOGO TO COVERS

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.

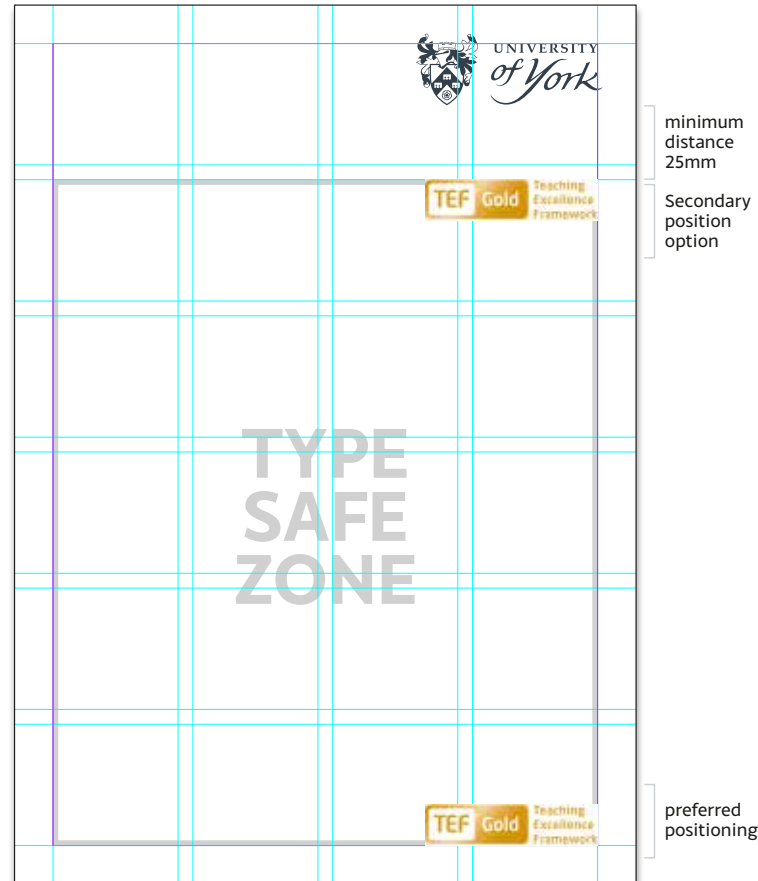
Colour values

HEX: #d49f0b

CMYK:C16 M37 Y99 K5

RGB: R212 G159 B11

Download the logos from the Office for Students website at: officeforstudents.org.uk/advice-and-guidance/teaching/assessment-timeline/tef-branding-2018.



APPLYING THE LOGO TO PRESENTATIONS



APPLYING THE LOGO TO WEB BANNERS



9 | RESEARCH BRANDING

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

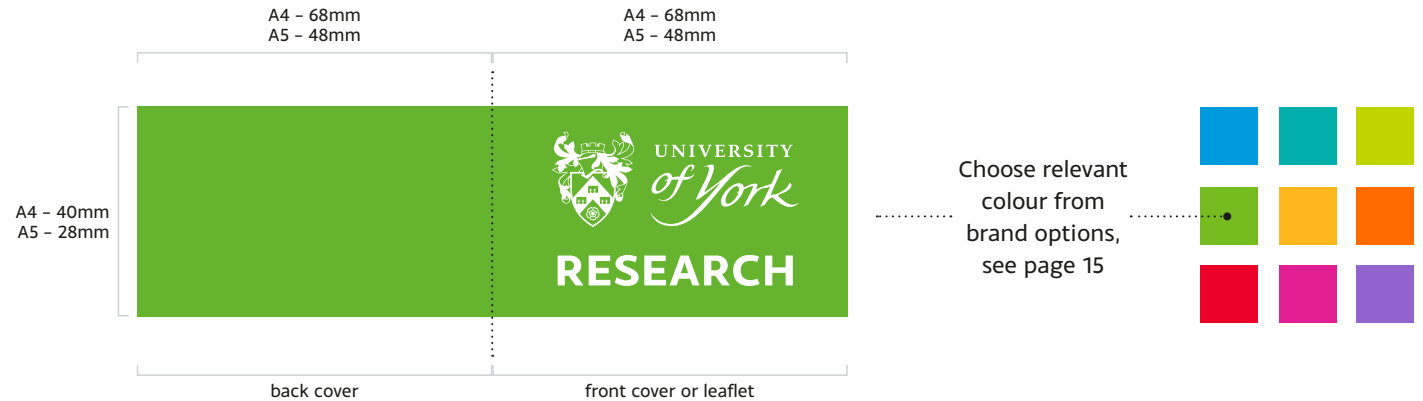
The Research Stamp is a design approach that allows a research entity to continue to use its logo or acronym on marketing materials, while ensuring that the University of York brand is prominent and consistent. It also adds cross marketing value to both the University and the research entity.

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.



How to apply the Research Stamp



9 | RESEARCH BRANDING

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.



Pull-up banner



Poster



Letterhead

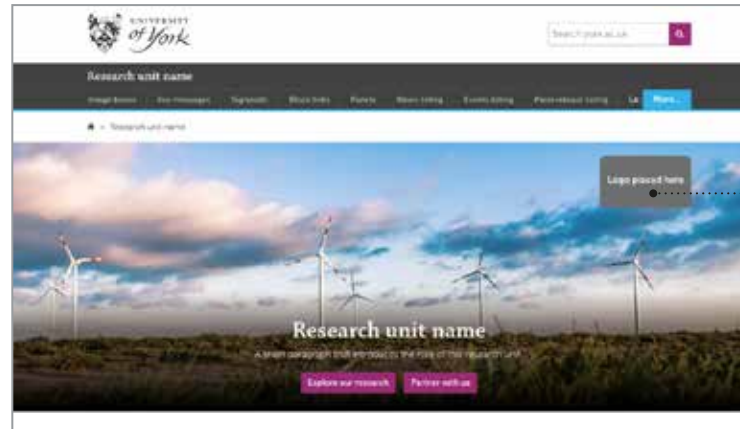


Business card

9 | RESEARCH BRANDING

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.



Logo placement
on top level
pages



Logo placement
on sub level
pages

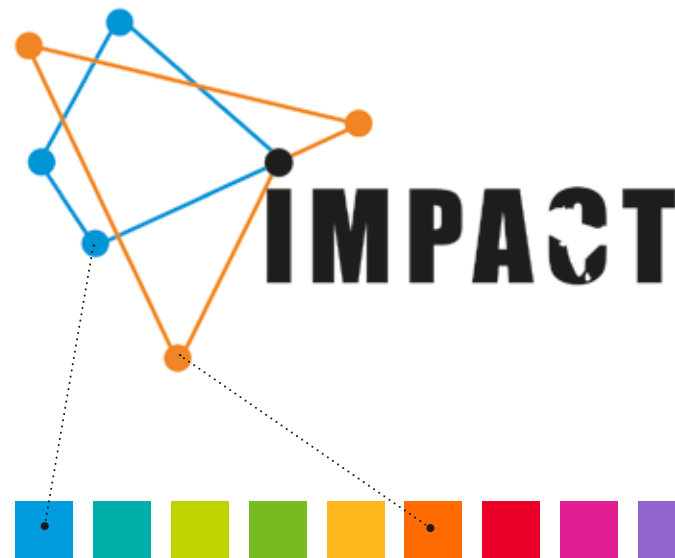
9 | RESEARCH BRANDING

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:

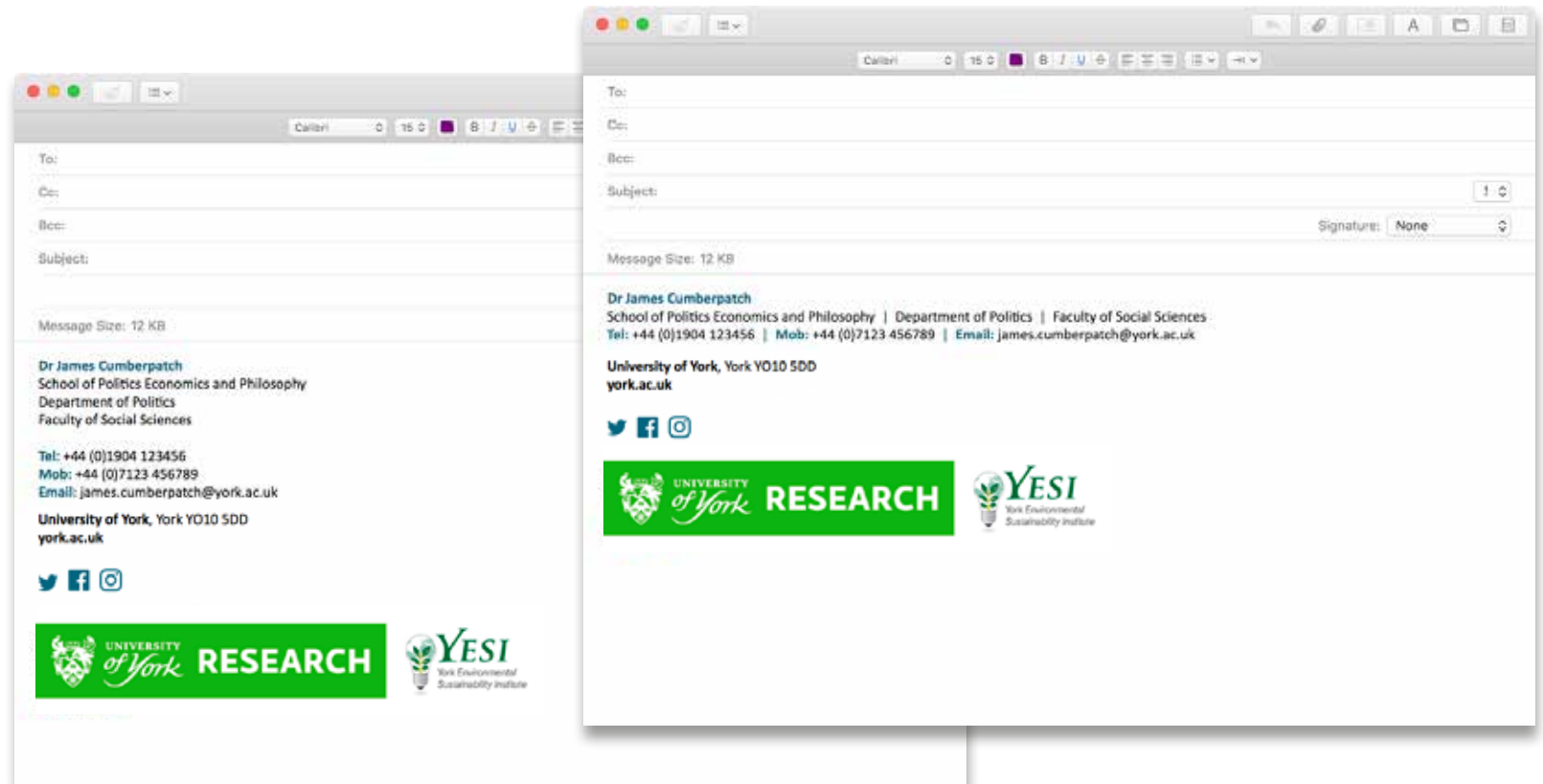
- The logo must incorporate official brand accent colours. Use as few colours as possible to develop an effective design
- Simplicity is important for an effective logo. It should not include a slogan or strapline as these do not scale for different uses
- It should be created in a scalable vector format 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

9 | RESEARCH BRANDING

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





UNIVERSITY
of York

york.ac.uk/brand