

# ***GRAPHIC STANDARDS MANUAL***

# THE IMPORTANCE OF BRAND STANDARDS

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**W**e are happy to introduce the new athletics brand for York University.

There is great pride at York University for its athletics program and for its student-athletes. One way that we can protect and enhance our athletics reputation is through the thoughtful promotion of our brand. Consistent use of our new logos is an important first step in a campus wide effort to present a clear, unified York University athletic identity. The new logos represent the long-standing traditions of our university and communicate the spirit of our students, faculty, staff and alumni. Please follow these guidelines closely and join us all in embracing this new look with pride and enthusiasm.



# OFFICIAL YORK ATHLETICS COLORS

## PRIMARY COLORS

Color is one of the most important elements of the York University Athletics brand system. The colors on the right are the official colors for all of the York Athletics logos. If these colors are not available the logos should be printed in Black & White (or in All White on dark backgrounds). York Athletics logos are **never** to be reversed.\*\*



### York Blue

(in lieu of which use \*Pantone® 293)  
Process Equivalent: 100c 76m 0y 9k  
Hexachrome Equivalent: #0047BA  
RGB Equivalent: 0, 61, 166



### White

## SUPPORT COLORS

In addition to the primary colors shown above, the York Athletics brand system also utilizes York Gray as an important support color. York Gray helps to add contrast to York Blue and White.



### York Gray

(in lieu of which use \*Pantone® 429)  
Process Equivalent: 6c 2m 0y 32k  
Hexachrome Equivalent: #A2AAAD  
RGB Equivalent: 162, 170, 173

\*Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.

\*\* See page 6

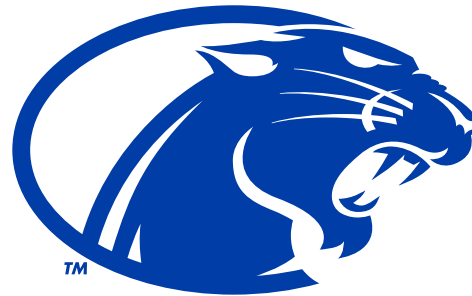
# YORK PANTHERS ATHLETICS LOGOS

The new York Athletics marks were designed to create a consistent brand for our Athletics program. At the same time there are many variations to choose from so that there should be a design compatible to any application. The preferred logo is the primary mark shown below on this page. Logos that do not contain "YORK" are for use **only** when the school name has been previously presented. For example, the head alone design can be used inside a brochure if a logo or words identifying the university has been used on the cover. Or the paw logo can be used on a garment if the university name is identified in a prominent place.

All artwork and variations are available in Macintosh and PC digital file formats. For information on using the logos see the following pages.



**PRIMARY LOGO**



# ATHLETICS LOGO COLOR VARIATIONS

All of the York Athletics logos are available in York Blue and White, Black and White and All White. A few examples are shown on the right.

## York Blue and White



## Black and White



## All White



# USING LOGOS ON COLOR BACKGROUNDS

Frequently it may be desirable to place the athletic logos on a field of color. As shown in the examples on the right, all of the artwork has been created with a built-in outline shape that allows it to work clearly on any background. For this reason it is not necessary to alter the logos before placing them on any color, photograph or complex background. This is true of the York Blue & White, the Black & White and the All White logos. The York logos should never be reversed.

All York logos may be used in All White on dark color backgrounds but the All White version of the York logos should never be used on light color backgrounds (such as York Gray) or any complex backgrounds.

It is never permissible for any photograph, pattern or complex background to show through logos (as in the example at the far right of the bottom row).

**\*When using any of the new athletic logos on a York Blue background the logo should be the York Blue & White version and not the Black & White version.**

York Blue & White



Black & White\*



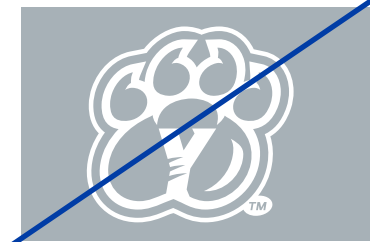
All White



On York Blue Background



On Black Background

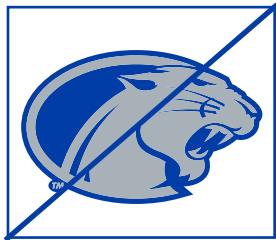


On a Light Color Background



On Complex Background

# LOGO USE VIOLATIONS



Never switch colors on any York Athletics logo



Never use York Athletics logos in non York colors



Never change the tagline typeface in any York Athletics logo



Never distort any York Athletics logo



Never re-size any element in any York Athletics logo



Never re-proportion any York Athletics logo



Never add any element to a York Athletics logo



Never use unapproved wording in any York Athletics logo



Never angle or rotate any York Athletics logo



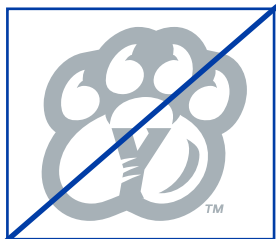
Never reposition or realign any elements in the York Athletics logos



Never re-space any elements in the York Athletics logos



Never use any logo without its outline on any background



Never use the York Athletics logos in all York Gray



Never reverse any York Athletics logo

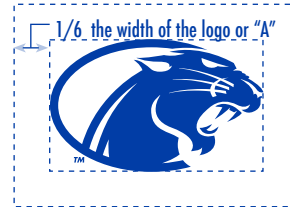


Never allow any pattern or photograph to show through any logo

So that York athletics can maintain the design integrity of its brand and maximize each logo's effectiveness as an identifier, it is mandatory that all logos be applied as indicated in this manual without modification. The logos are not to be altered in any way. Shown on the left are UNACCEPTABLE uses of the York Athletics logos.

# SAFE ZONES

Each of the York University Athletics logos has an established safe zone. This safe zone is intended to maintain the logo's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for most York Athletics logos is equal to one sixth of the width of the logo (A). The only exceptions are the two horizontal logos on the right side of this page. The safe zone for them is equal to one eighth of the width of the logo (B). This safe zone spacing is uniform on all sides of the logo. See the examples for each athletic logo's specific safe zone.





# USING LOGOS WITH TAG LINES

## TAGLINES

The two logo configurations shown on the right are capable of presenting different tag line text in the banners. To customize the banner tag lines for a sport or activity simply open the desired art file in Adobe Illustrator (these art files are located in the "Live Text" folder). The desired text can then be typed into the banner and then saved for your use. Only the words below are approved for use in these "Live Text" files (type size must stay the same and text must be in all caps).

## AVAILABLE TAG LINE TEXT

Athletics, Baseball, Basketball, Softball, Soccer, Golf, Volleyball, Cross Country, Track and Field, Wrestling, Cheer, Dance and Esports

**All other wording must be approved first by the Athletics Department**



Variable tag line text  
(fit text by increasing or  
decreasing the letterspacing -  
never increase type size or  
change font)



# COMPATIBLE TYPOGRAPHY & MINIMUM SIZES

## YORK FONTS

The primary typeface for the York Athletics brand is Panther Bold. RBN0.3.1 Bold is the font used in the tag lines for the York Athletics logos. RBN0.3.1 may be ordered from [www.myfonts.com](http://www.myfonts.com). Panther Bold is a custom font and is only available through the York University.

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890**

**Panther Bold**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

**RBN0.3.1 Bold**

## MINIMUM LOGO SIZES

Each of the York Athletics logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the logos must not be used any smaller than the sizes shown on the right. It is preferred that when possible the logos be used larger than their minimum size.



# RETAIL APPLICATIONS

## FULL COLOR RETAIL GRAPHICS

If the fabric color matches one of the official colors exactly (York Blue or White), the fabric can show through in place of printing that color. If the fabric color does not match an official color, both official colors must be used to print the logo.



This shirt would require two color printing to reproduce the full color York logos.

## ONE COLOR RETAIL GRAPHICS

When using logos on apparel, the art may print in Black, York Blue or All White as long as there is sufficient contrast with the fabric color. The York Blue, the All Black and the All White York Athletics logos are a great cost saving alternative to the two color logos.



One color printing examples

# **YORK ATHLETICS CONTACT INFORMATION**

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For additional information regarding the use of York Athletics logos please contact:

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