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A LETTER FROM THE PRESIDENT

York College Family,

York College will pass a milestone this year as we celebrate our 125th anniversary as a college, almost half of that under Church of Christ leadership, the longest tenured leadership in the school’s history. We have spent the last several years dedicated to our reframed mission, transforming lives through Christ-centered education, equipping students for lifelong service to God, family and society. All of us in the York College family play an important role in upholding this call in the life of every student. I know none of us take this responsibility lightly.

With this strong sense of responsibility at the forefront of our minds, it is important that we intentionally represent York College in a God-honoring, professional, and consistent manner in all internal and external communications. We invested time and effort to research the perceptions and images our constituents associate with York College. Many of you responded to research conducted by C. Grant & Company as part of this process. Their research is basically complete and we are ready to present the resulting official Identity Guide for York College.

One of the highlights of the research was creation of a new logo to represent York College and its values. As part of our 125th anniversary celebration, we will be introducing the new logo. Usage guidelines for the logo and related components are detailed in the Identity Guide booklet. Please read through the booklet carefully to understand how to represent York College in various forms of communication.

The Advancement team is available to answer your questions on the content included in these pages. Feel free to contact Chrystal, Brent or Steddon if you have any concerns.

Thank you for doing your part to advance the mission of York College. May this continue to be a school where God transforms lives through Christ-centered education.

All best,

Steven W. Eckman
President, York College
ABOUT OUR NEW LOGO
York College is launching a new logo as part of our 125th year celebration and the Office of Advancement wants to share with you the symbolic foundations of our new logo mark.

We will retain use of the York College seal for official documents, such as diplomas. The new logo mark represents the richness of our 125 year heritage as well as the mission of our college moving into the future.

Help us protect our mark by using it properly. For logo usage guidelines, please visit www.york.edu/logo.
ARCH
The frame of the logo mark is representative of the arched windows of York's iconic Prayer Chapel and seen on a variety of buildings on campus.

COLLEGE INITIAL
The interior of the frame features the initial “Y” indicating the college name.

TRANSFORMATION
The foundation of the logo mark references a book and represents our end goal of student transformation which is rooted in God’s word.

VALUES
The top three quadrants represent the three key activities that help us achieve transformation: Educate, Equip, and Engage.

LIGHT
The shifting value in the “old gold” color implies the movement of light and the illumination that comes from education. It also complements the harvest colors of Nebraska.

TRADITION
“SINCE 1890” at the bottom of the logo emphasizes the rich 125 year old heritage of York College.
MISSION
A mission statement articulates the purpose of the institution.

The mission of York College is to transform lives through Christ-centered education and to equip students for lifelong service to God, family and society.

BRAND PROMISE
A brand promise identifies what constituents should expect in their experience with the institution.

York College inspires students to grow intellectually, physically, and spiritually through a caring Christian community of supportive peers, excellent educators, and passionate alumni.

POSITIONING
Positioning helps establish the distinctive benefits of the institution as compared with competitive offerings.

York College is intentionally small and Christ-centered, providing students opportunities to be deeply involved in all aspects of a residential college experience: academics, performing arts, athletics, spiritual life and service opportunities. Its Christian foundation, midwestern values and connection to the local community provide a grounding for students as they grow in mind, body, and spirit.
From the founding of York College in 1890 until today, the focus of transformation through Christ-centered education has remained our top priority. York College alumni live in every state and in countries throughout the world, allowing their York College experience to bear fruit in endless ways.

Currently, York College offers 25 undergraduate degrees with a student-teacher ratio of 12:1, growing online educational programs, pre-professional degrees, and Masters of Education degree housed in 17 buildings on our 50-acre campus.

**HOW OUR FACULTY WANTS YORK TO BE KNOWN**

“...students leave York College knowing Jesus better.”

“an intentionally spiritual, intentionally relational place.”

“a college that helps students deeply engage in multiple disciplines.”
WHY STUDENTS CHOOSE YORK COLLEGE

“I don’t have to choose just one activity here. I can be a student, an athlete and a musician here.”

“York changes people and makes them better.”

“It feels like family here. Teachers care...they really care about me. Even the college president knows my name. I am not just a face in the crowd here.”

“Teachers make time for students.”

“I love it and it is home for me. It has helped my faith develop in a way that it never has…”

WORDS FROM OUR ALUMNI

“The small size was perfect for me at the time, allowing more opportunities to form close friendships and more involvement in extra-curricular activities.”

“York College changed my life. Because of my experience there, I am now walking a spiritual life, have a beautiful marriage, and am using my degree for ministry. York College just may be the best decision I made in my young life. It has helped me exponentially!”

“I loved my experience at York. I grew in my own faith and developed life-long relationships that gave me a sense of self confidence to uphold in the real working world.”

“I grew spiritually and was given many opportunities for growth”.

“York changed the course of my life. Forever made an impression on my heart and I still remain in contact with classmates.”

“York is an all around cool place that will leave lasting impressions on your life. It will change you if you let it.”

“I financially support York College, and, when the opportunity arises, recommend it to younger people.”

“I liked the smaller classes, and the interest the staff took in the students.”

“Small town values, great education.”

According to external research, 85% of prospective students list York College as their first and only choice for undergraduate studies.

C. GRANT & COMPANY SURVEY, 2014

STUDENT PROFILE

SOMEONE WHO IS

• Diligent and hard-working
• Spiritually-minded
• Motivated
• Committed to doing his or her best
• Lots of potential
• High aspirations
THE PHRASES OF OUR BRAND

This is home · It’s comfortable, like a family · A place of transformation · Impactful

The York Experience · The “and” school… (Students involved in many co-curriculars)

BRAND KEYWORDS

Family · Christian · Close-knit · Small · Friendly · Christ-centered

Faith · Encouraging · Community · Friendships · Dedicated

Growth · Memories · Welcoming · Intentional · Educate · Equip

Engage · Transform · Serve · YC

THE VISUAL IMAGES ASSOCIATED WITH OUR BRAND

Beautiful brick buildings · People · Chapel · Prayer · Panther · Arch
YORK MOTTO

Christ-centered Education that Transforms

Transformation is the key to spiritual growth in the lives of all believers. York’s Christ-centered education provides a solid foundation for students to reach their full potential in all areas of their lives.

YORK’S BRAND PILLARS

EDUCATE

Academic discovery is a God-honoring endeavor characterized by the pursuit of truth and inquiry within the context of intellectual disciplines. The responsible handling of academic freedom provides Christian scholars opportunities to explore both a diverse world and their faith.

EQUIP

A rapidly changing professional, social, and technological environment dictates that each student is encouraged to apply critical thinking and knowledge integration skills, and to evaluate changing circumstances in the context of faith.

ENGAGE

People of God demonstrate their faith outwardly by the ways they engage in service for God’s kingdom. Not only do students engage in service, but the York community engages in one another’s lives on a daily basis. Christ calls us to lives of service and community, both locally and globally, as we respond to opportunities and meet the needs of others.

SIX YORK COLLEGE COMMUNICATION PRINCIPLES

• Show, don’t tell
• Prioritize benefits, not features
• Use simpler, shorter content
• Focus on keywords
• Advance the York personality
• Feature prominent calls to action

YORK COLLEGE DESIGN GUIDELINES

• Use clean, contemporary fonts
• Implement flat design and maintain design consistency
• Incorporate an effective use of white space
• Follow a consistent grid design on publications
• Treat photos consistently and use York-friendly images
• Establish publication names that are forward thinking and custom to York
• Use active headlines
Logo and Identity
THE LOGO

The mark (the window) and the text are set up to be balanced with one another. These elements should not be resized separately. The font should not be altered—nor should any other fonts be used in place of this.

Ideally, you should always use the original logo file to ensure accuracy. The logo uses the colors PMS 300 and PMS 132. The logo should always be shown in these two colors when possible. Exceptions are outlined on pages 17 and 20.
CLEAR SPACE

The clear space required on all four sides of the logo is shown below. All text, graphic elements and page edges must be outside of this clear space. The clear space is defined by the width of the “o” in the word “College” in the logo.
LOGO ON WHITE BACKGROUND

When the logo is displayed on a white background it should be two colors: PMS 300 (“York”, the window outline, and “since 1890”) and PMS 132 (“College” and the window panes). The PMS 132 tints that color the window panes should not be altered.

In instances where the logo must be reduced to one color, use PMS 300, PMS 132, black, or a 60% tint of black.
INCORRECT USAGE
The examples on this page and the next demonstrate some incorrect uses of the York College logo.

Do not distort the logo

Do not remove elements of the logo

Do not show the typographic lockup without the “window” mark.

Do not rearrange elements of the logo

There are instances where it would be appropriate to use mark without “Since 1890” (example: embroidered shirts where it is too small to embroider).

Please get approval from ____ before using the logo without “Since 1890”.

There are instances where it would be appropriate to use mark alone (example: social media).

Please get approval from ____ before using mark without typographic lockup.
Do not alter proportions of the logo

Do not recreate or substitute fonts in the logo.

Do not use elements of the logo to create a pattern. The only approved pattern can be found on Page 25.

Do not tilt the logo.
REVERSING LOGO ON BACKGROUNDS

The mark of the York College logo tells an important story about the college, its history, mission, and purpose (see pages 4-5). The reversed out version of the logo celebrates this story by creating interaction and value variations through the use of shifting opacity levels in the window panes.
The York College logo may be reversed out as white on a photographic or solid color backgrounds as long as contrast and legibility are properly maintained. The opacity levels of the window panes should not be altered from the example shown here.

The logo should never be shown on a background that is too busy or complex that it compromises the legibility of the logo. Proper contrast (contrast that is not weak or subtle) between the background and logo must always be maintained. Do not place the logo directly on top of the brand pattern.

**ACCEPTABLE USAGE:**
**UNACCEPTABLE USAGE:**

A, B, C: The backgrounds shown here are too busy and complex to provide an acceptable amount of contrast for the logo.

A: The logo should not be reversed out without the opacity levels defined on page 18.
**D:** The background is too light for the reversed out logo. There is not enough contrast between the background and the logo.

**E:** The background is too dark for the black logo and does not provide enough contrast between the two. Additionally, the logo should not be switched to black while keeping the opacity levels intended for the reversed out logo. See page 15 for information on using the black logo.

**F:** The reversed out logo should not be placed on top of patterns, including the brand pattern. For more information on the brand pattern shown here, please see page 23.
DESIGN ELEMENTS
**TYPOGRAPHY**

Adobe Garamond Pro and Frutiger are the typefaces approved for use in all materials. Adobe Garamond Pro is generally used for substantial copy or text areas, and can also be used in brochure or ad headlines. Frutiger is generally used for supporting copy, headlines, etc. This guide uses approved fonts, and can be used as examples of how to implement typography in printed pieces.

Adobe Garamond Pro

Regular

*Italic*

*Bold*

*Bold Italic*

Frutiger

47 Light Condensed

57 Condensed

67 Bold Condensed

77 Black Condensed

87 Extra Black Condensed

45 Light

46 Light Italic

55 Roman

56 Italic

65 Bold

66 Bold Italic

75 Black

76 Black Italic

95 Ultra Black

**ALTERNATE FONTS**

When possible, the main brand fonts (above) should always be used. However, in some cases, such as internal memos, alternate font options may be necessary. Garamond and Myriad are the approved alternate options. Garamond should typically be used for substantial text areas, while Myriad should be used for supporting copy and headlines.

Garamond

Regular

*Italic*

*Bold*

*Bold Italic*

Myriad

Roman

*Italic*

*Bold*

*Bold Italic*

**PATTERN**

The only approved pattern is shown below. It should only be used over solid color backgrounds. The linework should either be white at 21% opacity or a 79% tint of the background color.
THE SEAL
The official York College seal conveys a sense of our rich heritage, including our founding year, 1890.

While the use of the seal is not restricted to legal documents and diplomas, it typically should only be used on primarily academic or historic materials. With the exception of a diploma, the seal must be used in conjunction with the York College logo.

SIZE
The minimum size for the seal is 1/2 inch. It should also have at least 1/2 inch of clear space surrounding it on all sides.

COLOR
When appearing on a white or light background, the seal should be PMS 300. When appearing on a background other than white or a light tone, the seal should reverse out as white.

When the seal is to appear in conjunction with the York College logo, it should be the more subtle; use 15% tint of PMS 132 in these cases.
SEAL USAGE

Whenever the seal is used on material other than a diploma or official documents, it must be used in conjunction with the York College logo and appear in a 15% tint of PMS 132 (or the CMYK or RGB equivalents).

When appearing on a dark or colored background, the entire seal should reverse out as white. When appearing on a white or light background, the entire seal should be PMS 300. It can also appear in a 15% tint PMS Cool Gray 2 (or the CMYK or RGB equivalents) if it is accompanying the York College logo.

If unique circumstances arise concerning use of the seal, please contact the Communications Department for guidance.