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INTRODUCTION

The following guidelines have been prepared to ensure the success of the York College of Pennsylvania visual identity through consistency of use. These guidelines provide general directions for using the College’s official logos. It is important that the College’s visual communications present a consistent and uniform image. Using visual guidelines promotes the identity of York College and increases our visibility in the community.

ACCESSING THE OFFICIAL LOGOS

All logos are available on the Google Shared Drive folder, YCPOfficialLogos.

For further information regarding the York College Identity Guidelines or the use of the York College logos, please contact the Office of Communications at 717-815-1562 or email communications@ycp.edu.
PRIMARY LOGO

The York College of Pennsylvania logo is the primary visual identity mark of the institution and is to be used on all stationery, merchandise, and all printed and electronic publications intended for on- and off-campus use. The logo should always contain both the wordmark and the shield. The shield may be used as a graphic element when the entire logo is also present.

The York College logo has been modified to allow for increased legibility of the words “OF PENNSYLVANIA” and is available in a stacked or horizontal format.

STACKED FORMAT

HORIZONTAL FORMAT
MINIMUM SIZE

Ensure legibility of our logo by using at least the minimum size for each configuration.

TIER ONE - (PRIMARY LOGO)

STACKED FORMAT

1" WIDTH

HORIZONTAL FORMAT

1.25" WIDTH

TIER TWO

STACKED FORMAT

1.75" WIDTH

HORIZONTAL FORMAT

1.75" WIDTH

STUDENT ACTIVITIES AND ORIENTATION

+/- 2.75" WIDTH

TIER THREE

STACKED FORMAT

1.75" WIDTH

HORIZONTAL FORMAT

1.75" WIDTH

SCHOOL OF BEHAVIORAL SCIENCES AND EDUCATION PSYCHOLOGY

+/- 3.00" WIDTH
CLEAR SPACE

To protect its integrity and impact, always consider the placement and prominence of our logo within layouts. Keep the logo clear of competing text, images, and graphics by maintaining the minimum amount of clear space, equal to the height of the shield on all sides.

The clear space is variable to the size of the logo used, but must be at least the height of the shield.

EXCEPTION TO THE CLEAR SPACE

An example of an exception would be the return address on an envelope. The type in this usage must be aligned with the “O” in “OF” (if using the horizontal version) and should not be larger than the text size of the “OF PENNSYLVANIA” line of text. If using the stacked version, the address should be centered and not larger than the “OF PENNSYLVANIA” line of text.
COLORS

The official colors of the York College logo are Pantone 7740 or black.

PANTONE 7740  BLACK

COLOR MATCHING

When using Pantone 7740 is not possible, the following color builds should be used to obtain the best match for “York College green.”

PRINT
CMYK: 75.0.95.15

SCREEN
RGB: 58.145.63
HEX: 3A913F
Adhering to the following color reproduction guidelines will create a consistent image and maintain the visual impact of the logo.

**USING THE LOGO ON COLOR BACKGROUNDS**

When using a white or light background, the logo should be reproduced in Pantone 7740, the CMYK build (75.0.95.15), the RGB build (58.145.63), the HEX build (3A913F), or black.

On a dark background, the logo should be represented in white.
USING THE LOGO WITH PHOTOS AND GRAPHICS

When the logo appears on a photo or graphics background, the following rules should be followed. If the logo can be placed in a lighter or white area of the photo or graphic, the green or black logo can be used. If the logo is to be placed in a dark area of the photo or graphic, then the white version should be used.

Examples:
USING THE LOGO IN SOCIAL MEDIA

The York College logo has been adapted to meet specifications for social media channels and ensure brand consistency across College accounts.

Templates for special use cases of the College’s Y shield have been designed to be cohesive while still providing flexibility and visual variety. Customized profile images and cover photos are created to spec and are available by request through the Office of Communications.

Examples:

Profile Images

Cover Photos
USING THE LOGO FOR EMBROIDERY

Based on the font size limitations of the embroidery process, the York College visual identity has been adapted to ensure legibility and consistency across brand extensions of the College. Embroidery versions of the logos should only be used for embroidery projects and are available by request.

Only Tier 1 and 2 logos are available for embroidery under the current brand architecture, but a solution allowing for the minimum clear space can be provided for departments or programs that fall outside the Tier 1 or Tier 2 logos.

To request an embroidery version of your logo, please contact the Office of Communications at 717-815-1562 or email communications@ycp.edu.

Examples:

Tier One

Tier Two

Alternative Solution

GRADUATE NURSING
MISUSES

Here are a few practices to avoid in using the York College identity. Adhering to these rules will ensure visual consistency and that our logo is recognizable to all audiences.

Never modify or try to recreate the logo, including the shield or wordmark. Any modification of our logo diminishes its impact. Please do not attempt to capture the logo from any website as the resolution will not be acceptable for all applications.

• Do not change the colors of the logo beyond those provided.

• Do not stretch, condense, or force fit the logo.

• Do not change the logo font.

• Do not rearrange or remove any elements of the logo. EXCEPTION: The shield may be used as a graphic element, provided the full logo is also present.

• Do not place additional elements within the clear space.

• Do not place the logo on photographic backgrounds with insufficient contrast or clear space.
OUTDATED LOGOS

The primary York College logo has been modified. The words “OF PENNSYLVANIA” have been enlarged to allow for greater visibility and versatility in its use.

All logos in use prior to this initiative are to be discontinued and withdrawn from circulation. The official Tier One, Tier Two, and Tier Three logos should be used going forward and can be accessed via the Google Shared Drive folder YCPOfficialLogos.

Please direct any questions to the Office of Communications at 717-815-1562 or email communications@ycp.edu.
BRAND ARCHITECTURE INTRODUCTION

The primary objective of our brand architecture is to provide clarity about the York College of Pennsylvania brand and to help standardize its application. Our brand architecture allows us to connect the many diverse entities, such as schools, departments, centers, and administrative functions of our institution in a clear and logical way.

Brand architecture helps us:

- Build synergy and coordination between our entities and the York College of Pennsylvania brand by clearly connecting audiences to the meaningful activities of the College.

- Provide a user-friendly brand structure that entities within York College can use to strengthen their own positioning.

- Ensure every communication we create clearly tells our audiences who we are as a college, the unique things we do, and why we are important.
OUR BRAND ARCHITECTURE

We have a college-led brand architecture. Our logo is the singular expression of the College's mission, brand positioning, and personality. It represents our brand at the highest level. This means the institutional name, York College of Pennsylvania, is visually dominant wherever it appears alongside an academic offering or support service.

We have a three-tiered brand architecture. This means our college-led brand architecture consists of three tiers that appear in all external, public-facing usage, such as the website, marketing campaigns, or print materials.

TIER ONE

TIER TWO

TIER THREE
TIER ONE: OUR PRIMARY LOGO

Tier One is the institutional brand itself, York College of Pennsylvania. When utilizing the York College of Pennsylvania logo, it stands alone and should not be in juxtaposition with any other entities. Two standards exist in Tier One. A stacked and a horizontal version.
TIER TWO: SCHOOLS, CENTERS, AND ADMINISTRATIVE UNITS

Tier Two is reserved for primary brand extensions of the College. These core entities directly support and further the College’s mission and positioning. Tier Two includes all schools, centers, and administrative units. All entities within this tier use the same logo structure. By incorporating the Tier One horizontal logo, two standards exist within Tier Two — a stacked and horizontal version.

Examples:
Tier Three is reserved for secondary brand extensions of the College. These entities directly align with a single academic school, or with a nonacademic division or office to further the College’s mission. They exist to expand on the work of the primary brand extension. Tier Three includes academic departments, graduate programs, and academic and community programming. All entities within this tier use the same logo structure. By incorporating the Tier One horizontal logo, two standards — a stacked and a horizontal version — exist within Tier Three.

Examples:
COLLABORATIONS AND PARTNERSHIPS

Collaborations and partnerships exist primarily with external partners. Use of the York College logo by external partners must be approved by the Office of Communications.

STUDENT ORGANIZATIONS

Due to their nature and frequent changes in leadership, student organizations recognized by York College may use their own logos. Student organizations are not permitted to use the official York College logo, unless special permission is granted. They may incorporate our institution’s name, York College, York College of Pennsylvania, or YCP, as a text treatment into their logos.

WHAT’S NOT INCLUDED IN THE NEW BRAND ARCHITECTURE

Due to the growth of York College over the past decade and the restructuring of our brand architecture, there will be cases where entities fall outside of the three-tiered structure. Adding additional tiers creates information overload and can be confusing to our various audiences. It is possible to communicate and identify additional entities without using it as part of a logo. In these cases, a type treatment may be used in conjunction with the appropriate York College logo to support and promote the entity, provided the proper clear spacing for the College logo is used and other guidelines are followed.

For questions regarding the brand architecture or to understand which option is suitable for your use, please contact the Office of Communications at 717-815-1562 or email communications@ycp.edu.
Tier One Primary Logos were designed using stylized versions of both the Adobe Jensen Pro Semibold and Adobe Jensen Regular fonts.

Incorporating the horizontal version of the Tier One logo, Tier Two logos were designed using a stylized version of the Polaris Medium font.

Incorporating the horizontal version of the Tier One logo, Tier Three logos were designed using a stylized version of both the Polaris Medium and Polaris Light fonts.

**ADOBE JENSEN PRO**

Adobe Jensen Pro Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
abcdefgijklmnopqrstuvwxyz 1234567890

Adobe Jensen Pro Semibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
abcdefgijklmnopqrstuvwxyz 1234567890

**POLARIS OR GALAXY POLARIS**

Polaris Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
abcdefgijklmnopqrstuvwxyz 1234567890

Polaris Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
abcdefgijklmnopqrstuvwxyz 1234567890
ORDERING STATIONERY

A coordinated system of stationery is important to presenting the College's brand identity clearly and consistently. Letterhead, envelopes, and business cards are often the first graphic representation of the College to a variety of audiences.

All stationery items must be ordered using the online ordering site. http://branditsafe.com/YorkCollege. All York College stationery must use the stacked version of the Tier One primary logo.

Questions about any of the online items can be directed to:
Omniform, Inc.
David Bryant
800-726-9371
info@omniformusa.com
LETTHERAD

Departments may use institutional letterhead or institutional letterhead with a department name (in text only) below the logo in a specific size. Individual campus entities or departments MAY NOT design their own stationery. Letterheads should only be printed from approved templates. When working with these templates the position, size, and typeface of certain elements are stagnant. There is a changeable area on each template where the department name or name and title can be placed. The diagram below shows the measurements and placement of the stagnant and the changeable areas as well as measurements for setting up margins, etc. Blank letterhead must be ordered through our online ordering system.

![Diagram showing measurements and placement of letterhead elements](image-url)
ENVELOPES

Envelopes should only be printed from approved templates. When working with these templates, the position of elements should not be moved. All graphics and type should be 3/8” from all sides of the envelope. All official College envelopes (regardless of size) should use the design below. A department or school name may be added 1/4” below the address line, provided it vertically aligns with the “OF PENNSYLVANIA” and is set as 9 point in Adobe Jensen Regular font. “ADDRESS SERVICE REQUESTED” may also be added to the envelope 1/4” below the return address or department name, provided it aligns vertically with the “OF PENNSYLVANIA” line and is set as 9 point in Adobe Jensen Regular font.

Special designs (such as teasers) can be created, by the Communications Office only, using the Polaris font in the lower left section of the envelope.
BUSINESS CARDS

The business card format below is to be used by ALL campus personnel. Individual campus entities, departments, and personnel MAY NOT design their own stationery. The College logo is locked and cannot be moved. All lines of text are to be filled out completely. Name, Title, Department, Room Number, and Building are required fields. The font and point sizes cannot be changed. All text and graphics must be 1/4" from the top and bottom edges and 3/16" from the left and right edges of the card.

Size: 3.5" x 2"    Logo: Pantone 7740 Green    Text: Black

Business Card Completed Sample
OFFICIAL COLLEGE SEAL USAGE

The York College seal is used on materials associated with official and ceremonial occasions, such as diplomas and graduation announcements.