COLOR

1-Color Printing:
The logo prints in all black ink.

2-Color Printing:
The logo prints either in all black, or in 2 colors: Pantone 032 and black. On a black or dark background, “College” may print white.

4-Color Printing:
The “York” red should be reproduced with the following CMYK values: 0C/90M/86Y/6K. On a black or dark background, “College” may print white.

On-Screen Usage:
The “York” red should be reproduced with the following RGB values: 239R/65G/53B. On a black or dark background, “College” may appear white.

Web Usage:
The York logo should be reproduced with the following hexadecimal values: Red: ef4035, Grey: 6d6e71, Black: 000000
CLEAR SPACE

Clear space is the area around the logo within which no other image or type may appear. Clear space allows the logo to have impact and visibility on the page, so that the reader can recognize and identify it quickly.

Clear space is equal to the distance of the width/height of the “O” in “YORK.”

This is not an absolute measurement; it is a way to measure the space proportionally, allowing for scalability to different sizes.
DOs...

Preferred Usage:

The York College logo should appear on a white background, or on a color that complements the red in the logo.

When usage requires placement on a dark background, the background color should complement the red “YORK,” and assure readability. “College” may print white.

When usage requires the logo appear on a dark background color that is not compatible with the red “YORK,” the logo should appear solid white.

When usage requires placement on top of a photo or graphic, the image or graphic must have sufficient low contrast areas to assure clear space and readability.
...and DON’Ts

**Unacceptable Usage:**

Do not deviate from the specific colors provided. The logotype should never appear all red.

Do not reproduce the York logo in any other colors.

Do not use background colors that make the York logo hard to read.

Photos and graphics must have sufficient low contrast areas to accommodate clear space guidelines and assure readability of the York logo.
FONTS

Americana Roman:

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

Trade Gothic Bold Condensed No. 20:

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

Trade Gothic Condensed No. 18:

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

Trade Gothic Medium:

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

Trade Gothic Oblique:

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

Trade Gothic Bold:

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

Trade Gothic Bold Oblique:

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```
TAGLINE

York College’s tagline is “Dare to be Wise.” The typeface for this line is always Trade Gothic Bold, upper and lower case.

When the tagline appears as a lockup with the logo, it should be solid black when on a light background, and solid white when on a dark background—sized to the width of the “THE CITY UNIVERSITY”

When it appears without the logo, it should be 70% black, preceded by the name of the College, which is solid red.

**YORK:** Dare to be Wise.
The York logo is provided in the following file formats:

York_Logo_cmyk.eps
York_Logo_cmyk.jpg
York_Logo_cmyk.png

York_Logo_pantone.eps
York_Logo_pantone.jpg
York_Logo_pantone.png

York_Logo_red_grey_white.eps
York_Logo_red_grey_white.png
(logo file does not include grey background)

York_Logo_k.eps
York_Logo_k.jpg
York_Logo_k.png

York_Logo_white.eps
York_Logo_white.png
(logo file does not include grey background)
CO-BRANDING

Relational Size and Position

The height of the CUNY logo should be equal to the height of the York College logo. The CUNY logo should be placed approx. 1/2 Square width away from the York College logo.
CO-BRANDING

Positioning

As defined by CUNY, any of the shown three co-branding options (A, B, C) are available. It’s important to remember that the purpose of this system is to ensure the presence of the CUNY identity, either together with or apart from the college brand.

A. York College logo together with CUNY Logosquare. The college brand should always appear to the left of the CUNY identity.

B. York College logo apart from CUNY Logosquare.
CO-BRANDING

C. York College logo apart from CUNY Logotype.