



**■ VISUAL
TREATMENT**

■ IDEAS & THEMES

The new era of the York Lions represents the idea that all students across the university are a part of the Lions Family.

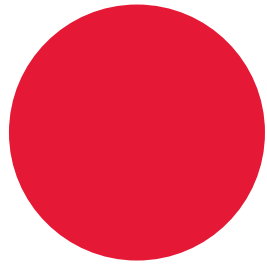
By utilizing the same themes and visual elements throughout the different York Lions initiatives, the theme brings participants from all different sides of A&R together, uniting them under a common identity.

The 2019-2020 visual concept makes use of strong imagery and photography from around the department. Using simple geometric shapes and negative space, we bring the focus to the images, celebrating the events more than individuals.

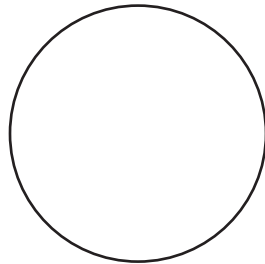
This concept emphasizes feelings of modernity and simplicity. A broad range of photos and shapes are combined to create a feeling of fun, dynamic motion held together by recurring elements.



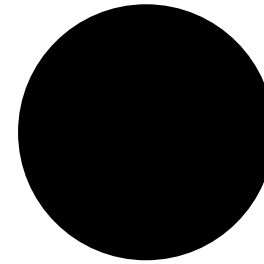
■ COLOUR PALETTE



York Red
RGB 227, 24, 55
CMYK 0, 100, 81, 4



White



Black
(Accents & Text
Only)



■ RECURRING VISUALS



Arrow Chain
45 Degrees
From Centre



“Lion Pride”
Slogan Repeating



York Lions
Primary Logo



Red Rectangles
Various Sizes
Blend Mode “Multiply”

■ TEXT & TITLES

TITLES

Neutraface Display - Titling
Kerning - 100
Height/Width - 100%

Body Type

Neutraface Text- Book or Demi
Kerning - 0
Height/Width - 100%

YORK LIONS

Neutraface Display
Kerning - 0
Height/Width - 100%
False Italic - 12 Degrees



■ EXAMPLES: VARSITY



■ HOME
OPENER

>>>>

LION PRIDE
LION PRIDE
LION PRIDE
LION PRIDE
LION PRIDE
LION PRIDE
LION PRIDE

OCTOBER 25 @ 7:15PM
VS. ONTARIO TECH

York Students Free
Lions Ambassador Event
Giveaways & More!

YU

The poster features a central image of a female hockey player in a red uniform with white stripes, holding a hockey stick. To her left is a smaller image of a hockey goalie in a white uniform with 'YORK' on the chest. The background is white with red geometric shapes and arrows. The text is in a bold, sans-serif font.

Women's Hockey
Home Opener
Poster



HOMECOMING

>>>>

LION PRIDE
LION PRIDE
LION PRIDE
LION PRIDE
LION PRIDE
LION PRIDE
LION PRIDE

SEPT. 21 @ 5:00
VS. OTTAWA
ALUMNI FIELD

- York Students Free
- Lions Ambassador Event
- Merchandise & Food Trucks
- Wear Red for a chance to win prizes from Springhill Suites
- Lions 4 Lions

FIRST 100 FANS WIN
A FREE T-SHIRT!

YU

The poster features a central image of a male football player in a red jersey with 'LIONS' and the number '3' on it, holding a football. To his left is a smaller image of a football game in progress. The background is white with red geometric shapes and arrows. The text is in a bold, sans-serif font.

Football
Homecoming
Poster

ALTERNATE LAYOUTS



Tait Screens/
Website
(1920x1080)



Lions Den
Email Graphic
(650x450)



■ EXAMPLES: INSTAGRAM



Instagram
Game Promo



Instagram
Score Graphic



Instagram
Shout-Out



■ EXAMPLES: BUSINESS DEV.

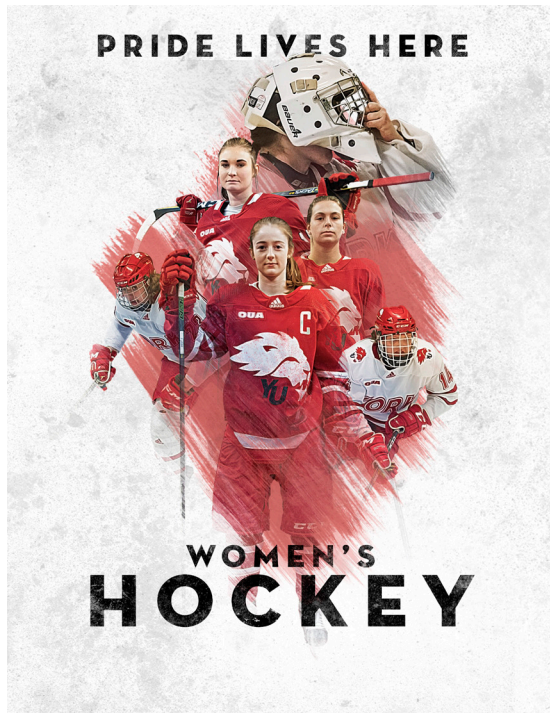


Above: Tait Screens
(1920x1080)

Left: Poster (11x17)

EXCEPTIONS >>>>

Some events and promotions are free to utilize a different look. These include larger, ongoing promotions that we wish to create a brand around, as well as important projects that we want to stand out from the rest of the creative materials. These include Yearbooks, promotions like Subway Series, and potentially major games like Homecoming.



Each team's yearbook is a major project that should stand out from the day-to-day promotional materials that are also handed out at each game.



The Subway Series is an ongoing promotion that takes place several times each year. It has a recognizable brand that students already respond to.

Dynamic.

Modern.

The 2019-2020 theme serves to unite all
of Athletics & Recreation, while highlighting and
celebrating our achievements.

This is the new era of

LION PRIDE