Motion Media Studio at York University

# Brand Guidelines

Spring 2022 Version 1

MOTION MEDIA STUDIO

YORK U

# MMS Logo

These are the colour variations of the Motion Media Studio logo. The coloured version below is the main logo to use. Other versions can be used when working with different background colours and applications to ensure visual contrast.

Coloured version

MOTION
MEDIA
STUDIO

Black version

MOTION
MEDIA
STUDIO

Inverted version

MOTION
MEDIA
STUDIO

White version

MOTION
MEDIA
STUDIO

# MMS + York Logo

Below is the Motion Media Studio logo paired with The York University logo. Ensure there is enough negative space between both logos.

Coloured version

MOTION MEDIA STUDIO YORK U

Black version

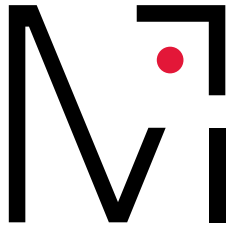
MOTION MEDIA STUDIO YORK U

White version

MOTION MEDIA STUDIO YORK U

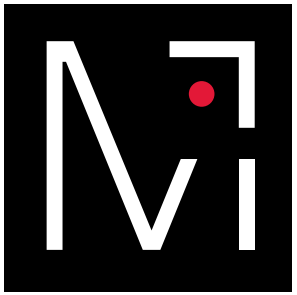
# MMS Monogram

The MMS monogram can be used as a visual element. Ensure that the full logo is present on the graphic as well when using the mark by itself.



Coloured Version

White Version



Inverted Version

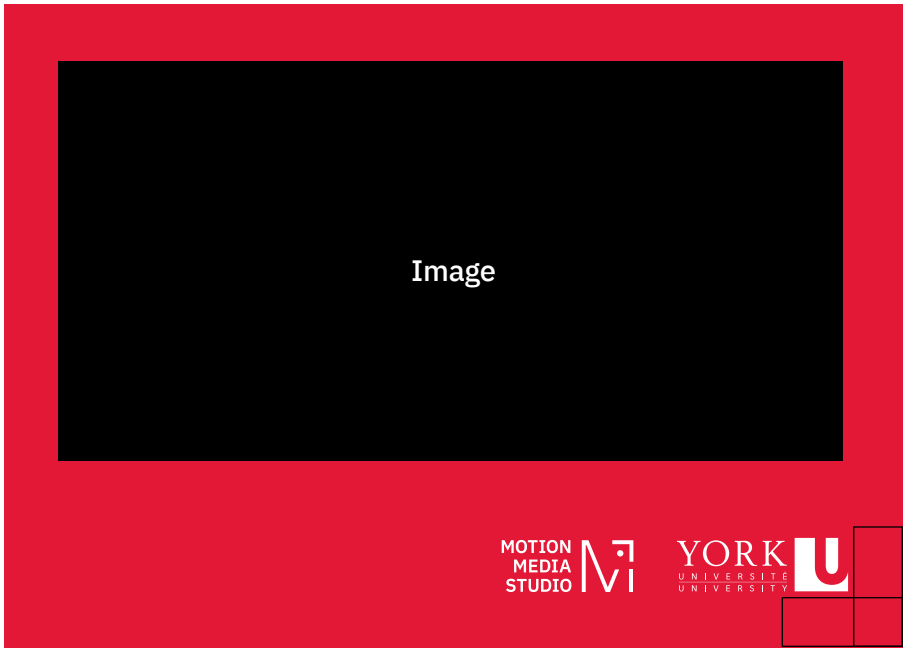
Example

# Incorrect Logo Use

Don’t stretch, change colour, rotate, add effects, or change the name of the logo.

# Logo Placement

Place logo at the bottom right hand corner and make sure there is enough breathing room/space around the logo.



# Colour Palette

The colour palette uses the York red as the main colour, and the periwinkle blue as the secondary colour. The York red can also be used with black and white when periwinkle doesn't work.

**York Red**

PMS: 186
CMYK: 0 / 100 / 81 / 4
RGB: 227 / 24 / 55
HEX: E31837

**School of Arts, Media, Performance & Design Periwinkle**

PMS: 2726C
CMYK: 83 / 60 / 0 / 0
RGB: 73 / 84 / 234
HEX: 4954EA

**School of Arts, Media, Performance & Design Periwinkle Dark**

PMS: 2117C
CMYK: 95 / 88 / 4 / 0
RGB: 50 / 65 / 150
HEX: 324196

**School of Arts, Media, Performance & Design Periwinkle Light**

PMS: 2717C
CMYK: 32 / 13 / 0 / 0
RGB: 157 / 185 / 247
HEX: 9DB9F7

AODA Compatibility

Headline Text
Body Text

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# Typeface

The official typeface is **IBM Plex Sans** which is a Google font and can be downloaded **here.**

IBM Plex Sans Thin

IBM Plex Sans Extra Light

IBM Plex Sans Light

IBM Plex Sans Regular

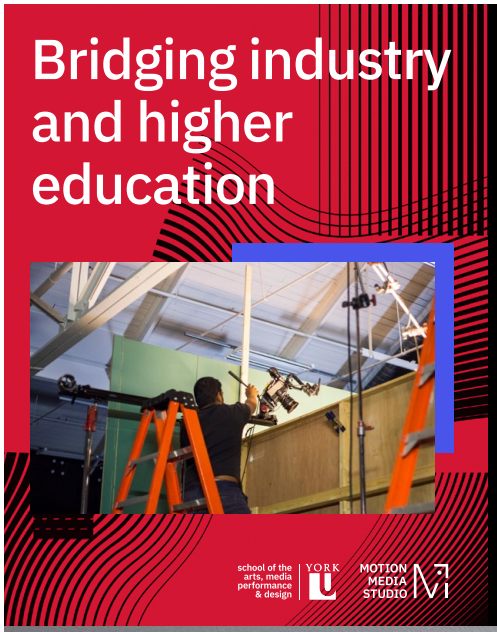
*IBM Plex Sand Italic*

**IBM Plex Sans Medium**

**IBM Plex Sans Semi Bold**

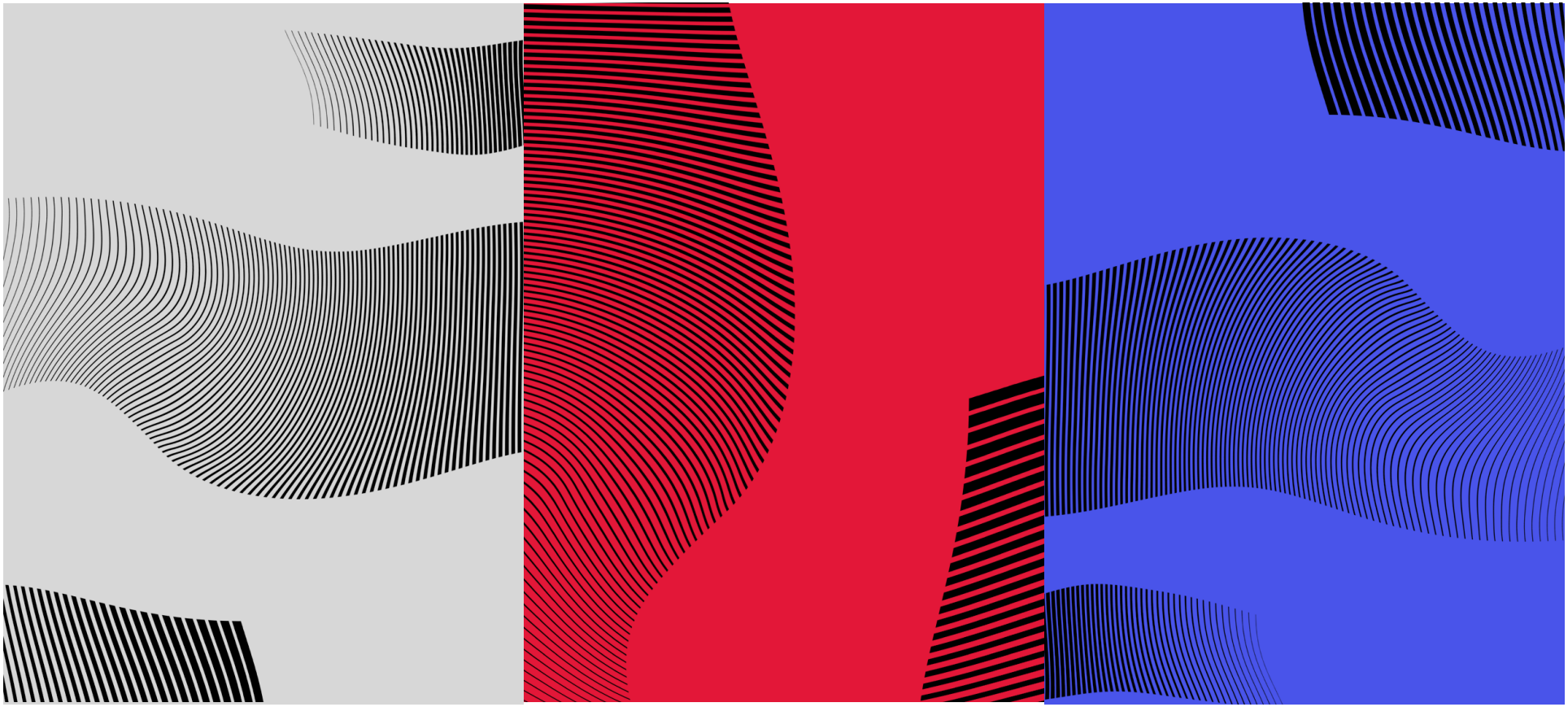
**IBM Plex Sans Bold**

# Brand applications



# Graphic elements

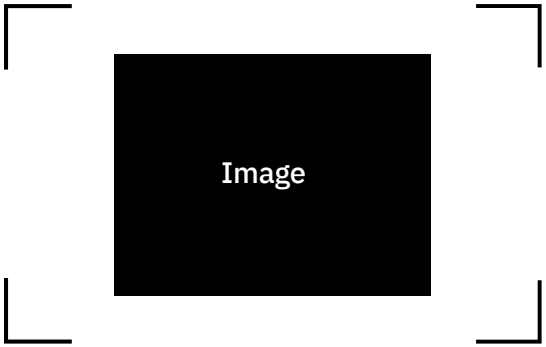
The graphics below were inspired by “moiré” patterns and visualizing motion. They can be used as background images with type or photography.

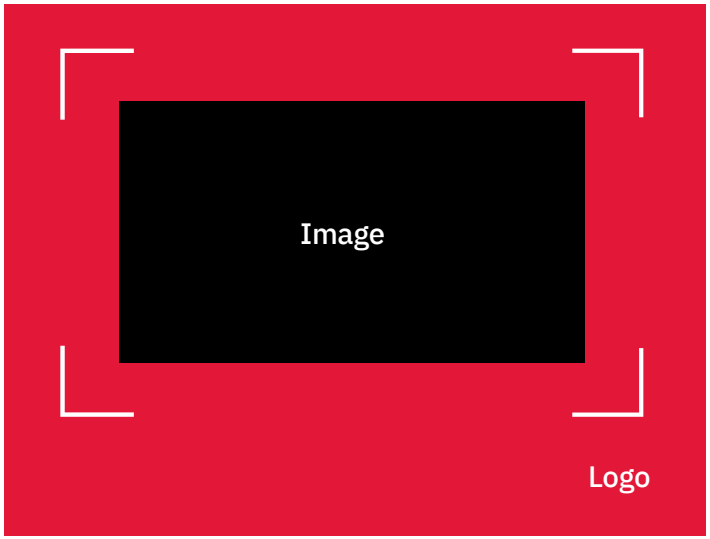


# Graphic elements

The graphic element below is inspired by the camera recording frame.

## Graphic

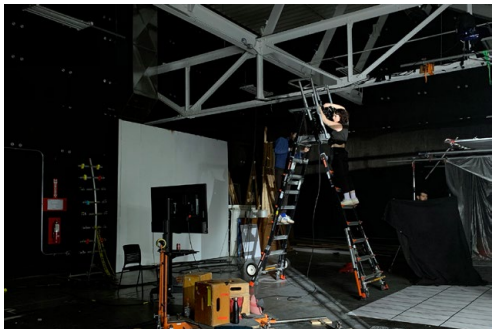



## Example

# Photography

Below is an ongoing collection of Motion Media Studio photography. Photos should be high resolution, and showcase facilities available at MMS, or behind the scenes process shots of students working at the studio. Use required photo release form when taking new images showing students.



## Working with Us

For questions and concerns contact
Motion Media Studio coordinator:

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YORK U