



YORK  
COLLEGE

SINCE 1890

York College is launching an official new logo as part of our 125 year celebration, and the Office of Communications wants to share with you the symbolic foundations of our new logo mark.



#### 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.

SINCE 1890

#### TRADITION

"SINCE 1890" at the bottom of the logo emphasizes the rich 125 year old heritage of York College.