The identity uses a palette of nine colours plus black plus white. The palette expresses Rotman as a catalyst and the interplay of ideas and points of view that sparks new ways of approaching problems.

There must be clarity within this broad palette and it is imperative to use only one accent colour at a time with black and white. Things could get chaotic and muddy without discipline.

Keep colour usage simple. Go for large areas of flat colour.

Program areas, institutes and research centres may choose to use one accent colour in their materials but they will not have exclusive usage of that colour.

All colours in the palette will be in play, school-wide, at all times.
Keep colour usage simple and bold. Use only one accent colour at a time.

**Type and colour**
In most cases type should be either black or white.

Colour type is on white or black only. Never use colour type on a background colour.

**91% Black**
91% black is used where a dark neutral is required, such as the dark grey boxes and the footer on the website.

**Accent colours: tints and tones**
Tints and tones of accent colours are only to be used for charts and graphs.

**Neutral grey**
Shades of grey (increments of black) are used for type, as well as charts and graphs.

Neutral grey may also be used as background tone where appropriate, such as website callouts and sidebars.
Colour breaks are provided for CMYK, RGB, Pantone Coated, Pantone Uncoated, and hexadecimal web colours.

**Web colours/hex codes**
The Rotman website is AODA compliant (The Accessibility for Ontarians with Disabilities Act), meaning there are very specific guidelines for use of colour pertaining to visible contrast.

The hex codes are in black, white or both on colour swatches to the right. This indicates whether you may use black type, white type or both black and white type on the given colour on the website.

**Hex codes in colour on white**
The codes below swatches on right in some cases differ from the same solid colour hex code. Adjustments are made to coloured text in order to increase contrast and be AODA compliant.
Always make sure the wordmark is highly legible and has strong impact.

The wordmark is to be used primarily in black and white, although it may be used in any of the colours in the Rotman palette.

When using the Rotman wordmark in colour, it must only be used on white, black or 91% black.

Never use dark blue wordmark on black.
Working with colour
The general principle is to use one accent colour at a time. With so many colours in play, things could get chaotic without this discipline.

The suite of program brochures (right and below) use the full range of the colour palette (with the exception of dark blue) when grouped together, yet individual brochures use only one accent colour at a time. The accent colour used on the cover becomes the only accent colour that is used throughout the brochure.

In cases where there is not a dominant accent colour on a cover, pick one of the colours from the palette as the colour for the piece.

Full suite of program brochures

Program brochure
This page shows some examples of what not to do in terms of using more than one colour at a time.

In most cases, an entire piece will use only one accent colour.

There are instances, such as a long print piece (see previous page) where sequential colour messaging pages may be combined with the single accent colour treatment.
Display Type
Display type on white or black may be any one of the colours from the Rotman extended palette.

Colours must be used with restraint and rigour.

In almost all cases each piece should use only one display colour at a time. For instance, in the program brochures, if the headlines are green, they should be green throughout the brochure.

An exception would be something like environmental graphics or animations where brand messages are in different colours.

Dark blue display type
Dark blue display type must only be used on white and never on black. Dark blue type is not legible on black.

Headline
This is a sample of body copy.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

70% black. This is a sample of body copy.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

50% black. This is a sample of body copy.
Lorem ipsum dolor sit amet, consectetur adipiscing elit...
Body copy

Body copy is black or an appropriate level of grey to be highly legible. The grey level will depend on the application, as well as weight and size of type.

Using grey for body copy can add depth and sophistication, when used well.

A small amount of accent colour type can give the piece some added richness, but do so with great restraint.
**White type/black type**

White type is generally more effective for high level messaging when used on flat colour. The messaging tone is brighter, and more confident.

In any given piece try to have the primary messaging in white.

The below diagram is not incorrect, however white type, shown on right, tends to be more effective.
On this page are some examples showing what not to do with type and colour.

Keep colour simple, crisp and bold.

Incorrect type colour usage

No colour on colour

No colour on grey

No dark blue on black

Headline
This is a sample of body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

No colour body copy

Headline 1
This is a sample of body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Don't use different headline colours in the same piece

Headline 2
This is a sample of body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Colours from the extended colour palette may be layered and multiplied over images.

Adding colour to images in this way can give images more visual impact, as well as extending the use of an image by using it in different colours.