Avenir Next Pro is the typeface for all non-digital communications from Rotman.

Avenir was designed by Adrian Frutiger in 1988. The name Avenir is French for future, and takes inspiration from the typeface Futura, designed by Paul Renner in 1927.

Futura was the original typeface used for Rotman communications. Avenir was designed to be a more organic, humanist, and highly legible interpretation of Futura.

In 2004, Frutiger, with Akira Kobayashi, Linotype's in-house font designer, reworked and expanded the Avenir family and created Avenir Next Pro which includes small caps, true italics, old style figures, subscripts, superscripts, and ligatures.

Avenir Next Pro works across the range of print and digital applications.

This is Avenir Next Pro Bold.

This weight of Avenir best exemplifies the voice of Rotman.
Avenir Next Pro comes in a wide range of weights. With its extensive communications needs, Rotman will use many of these weights, with the exception of the weights shown at bottom.

**Italics**

Where italics are required, use the proper italic. Never slant the type.

Italics are to be used where grammatically correct and are not to be used as a typographic style or design detail.

**Avenir Next Pro Light**

Avenir Next Pro Light has limited usage and may be used on small captions. Never use the light weight for headlines or body copy.

Never use Avenir Next Pro Light if type is being knocked out of images.

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**Avenir Next Pro Bold best expresses the voice of Rotman.**

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Primary typography

- Type is flush left, with rare exceptions
- Body copy is always black, white or grey
- Headline copy uses very tight leading, typically the same pt size leading as font point size, and sometimes even tighter
- Bold and medium weights have a tracking of -10
- Use metric kerning for all typesetting
- Headline copy may use any colour within the Rotman palette
- Body copy has comfortable leading
- Headlines are always in sentence case
- Create clear typographic hierarchies and do not take baby steps: make sure there is a dynamic contrast between headlines and body copy
- Pay close attention to line ragging and how it affects reading
- Create jagged line rags, as opposed to rags that create a visual shape
- Avoid “ski slope” line rags that create a diagonal
- Create short lines with a nice rag for headlines and primary messaging
- Body copy should under no circumstances (even web or newsletters) have a line length longer than 61 characters

Setting type

This is a headline set in Avenir Next Pro Bold.

This is a sample of body copy typesetting. Berroreped ernam rem net que pallatur sequa vitatur, officiunt ut ernatempe landist eost, sunt, vulora core, od utam eosapis nam, nis iuscidus et, sequam aut officim se sum rem quasai enisci dolorum adita velit aut unitate nienima ionsequi dolenim enduciet fuga. Omnit eos voloresimsius aut am lati iur sequas sus il in cum vendunt otatusam qui as re, cus, cum ad ea eaexa con consecepedi re, incidererum ut arum nis que quiam aut lam quiam receria spendi cimus.

Headline:
Avenir Next Pro Bold
19pt/19pt leading
track -10

Body copy:
Avenir Next Pro Regular
8pt/9.5pt leading
track 0

Typesetting examples

Welcome to Rotman

Annual report

Program brochure

The challenges we tackle must be relevant.

Helping tech leaders scale up in the Creative Destruction Lab. Envisioning a strong voice at the Harvard John A. Paulson School of Engineering and Applied Sciences at BWH. Institutional捐赠s to Avenir at Rotman University at the power of design technology. Rotman Design Week. Exploring applications of emerging business learning in blockchain at Rotman Programs.

There are a few of the initiatives spearheaded by faculty and students in response to societal, business environment and its broader social context.
Old style figures
Proportional old style figures should be used in all Rotman communications. Old style figures blend in with copy and do not draw attention to themselves. They are elegant, considered, and subtly reinforce the level of detail and rigour synonymous with Rotman.

Exceptions
You may use the default font figures rather than old style figures for charts, graphs, tables and large graphic elements.

Small caps
Use proper small caps when typesetting acronyms, attributions and degrees in body copy and ads.

Set a character style for track +20 for small caps.

Exceptions
Do not use small caps for program names, such as Full-Time MBA, Master of Finance, etc.

All caps
All caps may be used as a typographic detail for small pieces of information such as “New.” Never use all caps for headlines or emphasis.

If using all caps or small caps in this way, they should always be smaller than text surrounding them.

Jane Smith, EMBA ’06
Joan Smith, MBA ’06
John Smith, PHD, University of Toronto, ’15

Set tracking to +20 for small caps

Exception: do not use small caps for program names

Morning MBA
Executive MBA

All caps
NEW
Executive MBA
Internal Communications
Arial is a cross-platform system typeface resident on most computers and is the typeface that should be used on letterhead, mailing labels, PowerPoint presentations and all internal Rotman documents and communications.

Web Typography
Arial is used for body copy on the Rotman website.

Arial should also be used on Rotman websites not within the www.rotman.utoronto.ca domain, such as those on WordPress and other intranet sites.

Arial is the recommended typeface used throughout these sites for all body copy, captions and all small, informational type.

Sample typesetting with Arial

Sample headline using Arial Bold

Arial Regular is the typeface used throughout the site for all body copy, captions and all small, informational type.