
Logo Usage Guidelines

Rotman

Core to the Rotman visual identity are the Rotman wordmark and the official University of Toronto Rotman School of Management logo. Both elements work together on most pieces.

The identity places deliberate emphasis on the wordmark, which expresses the dynamic essence of Rotman. In most cases the official logo provides a support role for the wordmark.

Although some audiences may not know the Rotman name and brand, we are always building and growing that awareness.

The official logo tells the world that Rotman is part of the University of Toronto, a global centre of research and teaching excellence.

Core identity elements

Wordmark

The wordmark, designed by Bruce Mau in 1997, is the cornerstone of the Rotman visual identity.

It is a bespoke mark, based on the letter forms in the Futura Bold Italic font family.

It is essential that the Rotman wordmark master file is always used and that the wordmark is never altered in any way.

Go Big!

It is a dynamic wordmark.

Be bold with it. Use it at a large scale and give it lots of breathing room.

The wordmark does also work at a small scale, where space is limited, though this is the exception, as the wordmark is intended to be foregrounded in most applications.



Rotman

Core identity elements

Wordmark

Baseline alignment

Always align the baseline of the wordmark to any adjoining text or partner logos in dual-branded situations.

Maximum size

There is no maximum size for the wordmark.

Minimum size

The minimum width for the wordmark is .75" for print applications and 50 pixels for digital applications.

Merchandise will have it's own set of requirements, so the wordmark may be smaller, as required. (see page 90)

Clear space

Clear space is determined by the width of the stem of the "R".

In most cases there will be more space surrounding the wordmark, but this shows the minimum clear space surrounding the wordmark.

For instructions on colour usage of the wordmark see page 42.

Alignment, size and clear space

Anatomy of the wordmark



Minimum size

Rotman

.75" wide / print applications
50 pixels / digital applications
May be smaller for merchandise

Clear space



determined by the width of the downstroke of the "R"

Core identity elements

Wordmark

There are no set rules for placement and size of the wordmark. Placement of the wordmark depends on the specific layout, and whether the official logo and/or tagline will be used. Follow the principles illustrated below and see section "Wordmark, official logo and tagline" for guidance.

Placement

The wordmark may be used flush left or flush right. Find a dynamic position. Don't let it feel static or timid.

Avoid a precise half-width, proportionate to format. In rare cases the wordmark may be centered.

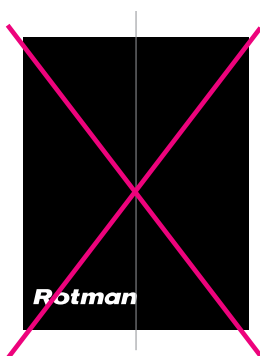
Horizontal usage

The Rotman wordmark is used horizontally in most cases.

Vertical usage

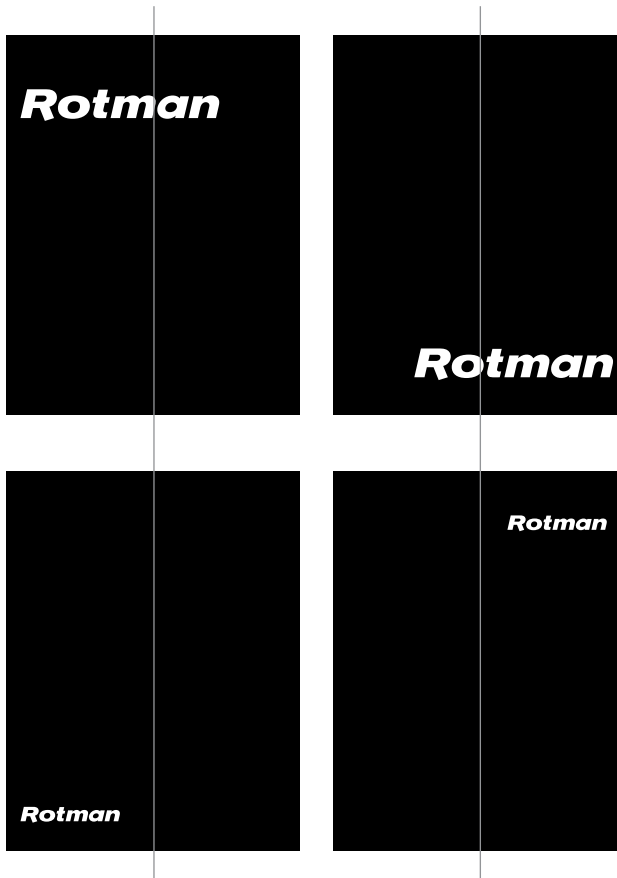
The Rotman wordmark may be used vertically for banners, water bottles, and applications where a horizontal wordmark would be too small.

When using vertically, the wordmark should read top to bottom, like the spine of a book.



Avoid static placement of wordmark at exact half-width

Placement



Correct



Incorrect

Core identity elements
Wordmark

Incorrect usage



Do not stretch wordmark



Do not compress wordmark



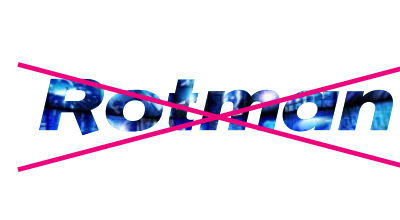
Do not outline wordmark



Do not use wordmark on
image without sufficient
contrast



Do not use colour on colour.



Do not fill wordmark with
graphics



Do not attempt to typeset the
wordmark



Do not use drop shadows



Do not use more than one
colour on wordmark

Core identity elements

Official logo (crest)

University of Toronto

This is the official logo for Rotman School of Management.

The official logo (crest) tells the world that Rotman is part of the University of Toronto, a global centre of research and teaching excellence.

Relationship to wordmark

The crest is rarely used on its own, without the Rotman wordmark in close proximity.

In most cases the crest provides a support role for the Rotman wordmark.

There are some applications and audiences that require the inverse, where the crest leads and the wordmark plays a supporting role. This audience is typically the international audience that is not familiar with Rotman, and for whom University of Toronto carries more recognition.

Colour

The crest must only be used in black and white and never in any other colour.

Size

The crest does not need to be large. The minimum size of the crest is 1" / 72 pixels wide.

Usage

The crest must always be legible, so do not place the official logo on busy backgrounds.

The official logo (crest) is provided by the University of Toronto and must never be altered in any way.



Rotman School of Management

UNIVERSITY OF TORONTO

Smallest size



1" / 72 pixels

Core identity elements

Official logo

The official logo may be used flush left, flush right, or centered.

Flush left alignments

When using the official logo (crest) it will either be aligned left on grid, or it will hang, such that “Rotman School of Management” and “University of Toronto” align to grid, with the crest hanging.

This is an important detail and both should be examined in each case to see which works best for the individual application.

Do not position the official logo in between aligned or hanging positions.



Business card, showing official logo hanging beyond grid line

Placements

Flush left: aligned



Flush left: hanging



Centered



Core identity elements

Official logo

Incorrect usage



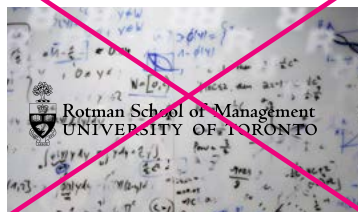
Do not stretch logo.



Do not compress logo.



Do not use logo in colour.



Do not use logo on busy image without sufficient contrast



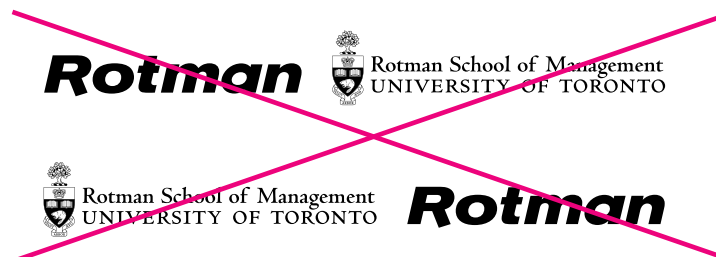
Do not use logo vertically.



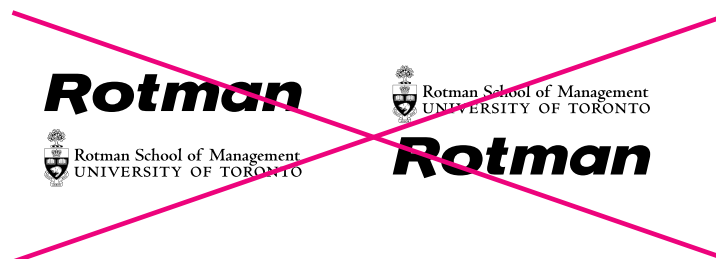
Do not use black on dark blue.

Core identity elements
Wordmark with official logo

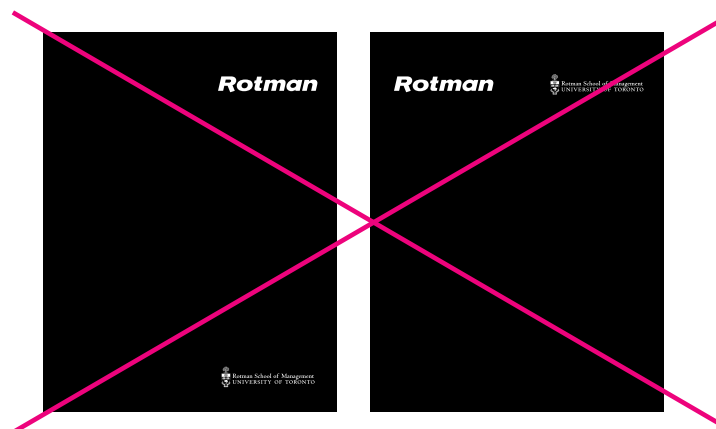
Incorrect usage



There is no “engine-and-caboose” configuration of the wordmark and logo.



Do not stack the wordmark and logo.



Do not stack use wordmark and logo together without clear hierarchy.