

## Design Style Guide February 2012

# What is this Document?

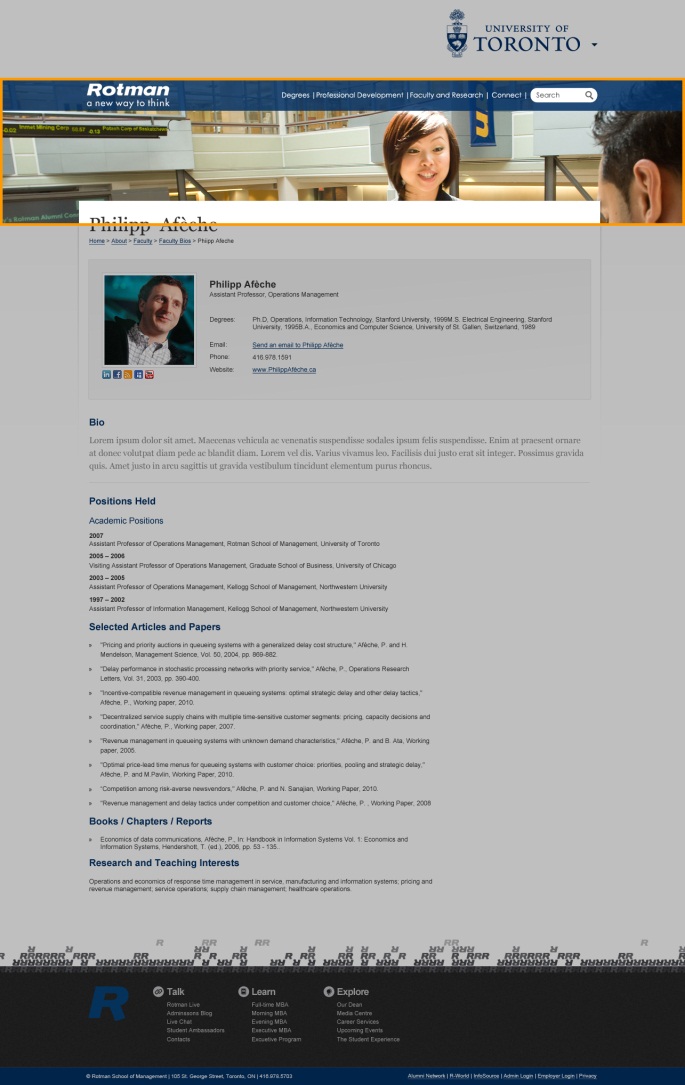
This document is a reference to the PSDS used to create the Rotman website.  
The Rotman School has set out to redesign business education for the 21st century and become one of the world's top-tier business schools. Located in the heart of Toronto -- North America's third-largest financial centre and one of the world's most culturally-diverse cities -- the School is developing an innovative curriculum built around Integrative Thinking™ and Business Design™. The School’s MBA program is now ranked in the top 15 in North America by the Financial Times. These are just some of the reasons why Bruce Nussbaum recently wrote in BusinessWeek Online, "Managers who want to 'get' the new innovation paradigm should check out [Rotman's] MBA and exec-ed programs."

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| Homepage - Homepage Banner |



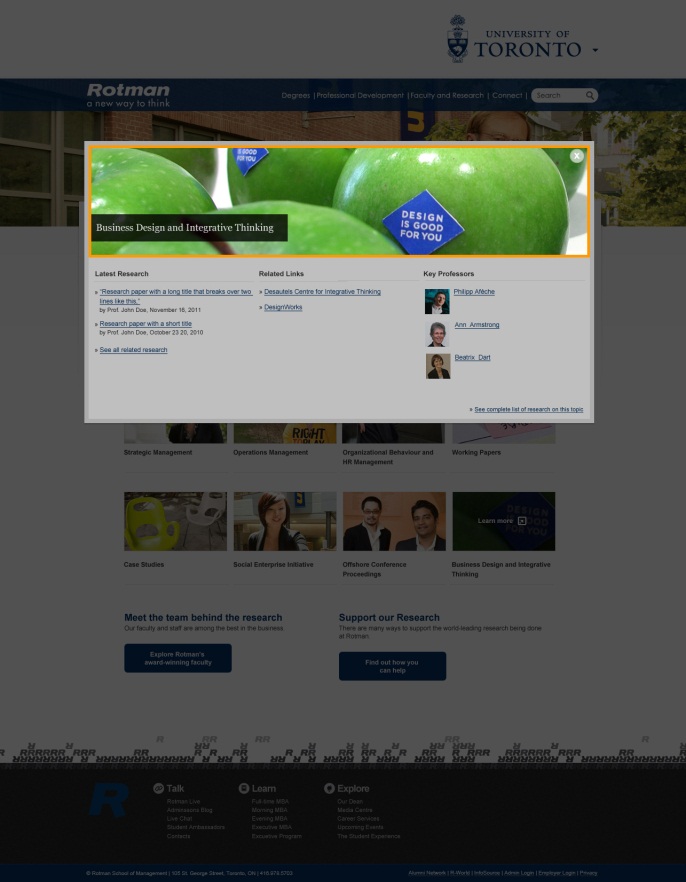
|  |
| --- |
| Size – 1285 x 1300 px  Resolution – 72 dpi  File type - .png, .jpeg, .gif |

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| Subpage(s) - Subpage Banner |



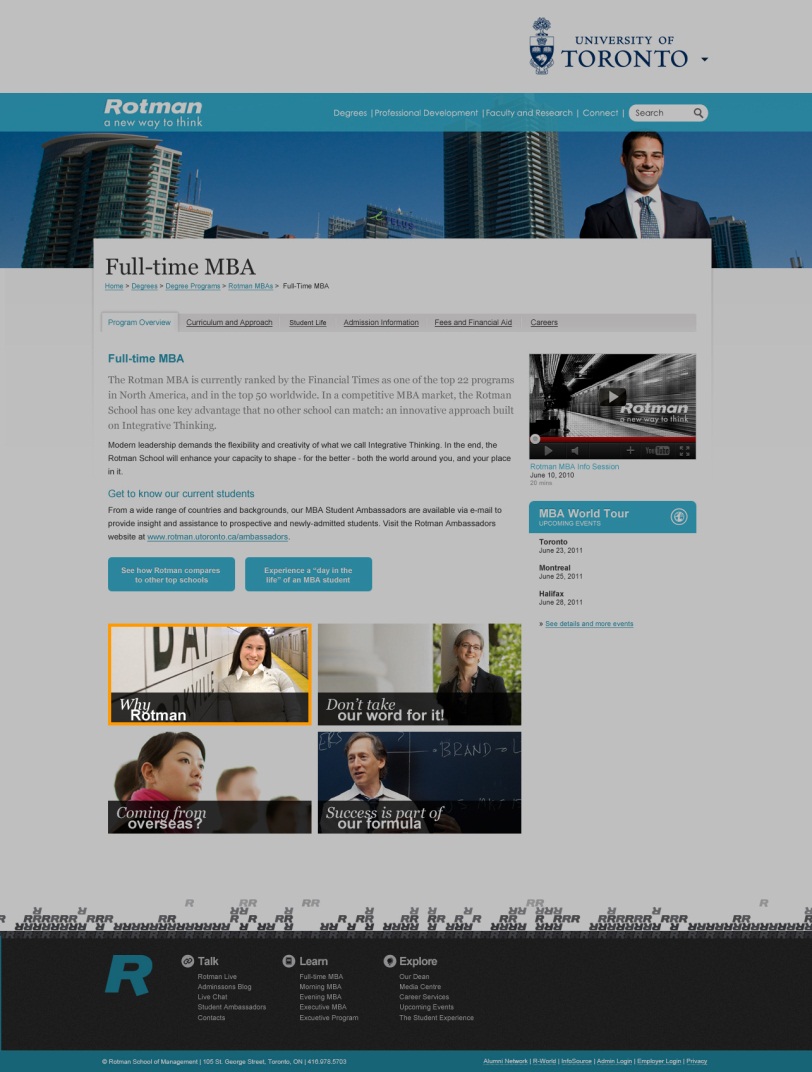
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| --- |
| Size – 1285 x 277 px  Resolution – 72 dpi  File type - .png, .jpeg, .gif  *\*note: leave 62 pixels of negative space at the top and 48 pixels at the bottom of the image to allow for the blue bar and the overlapping of the content area* |

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| Subpage(s) - Light Box Banner |

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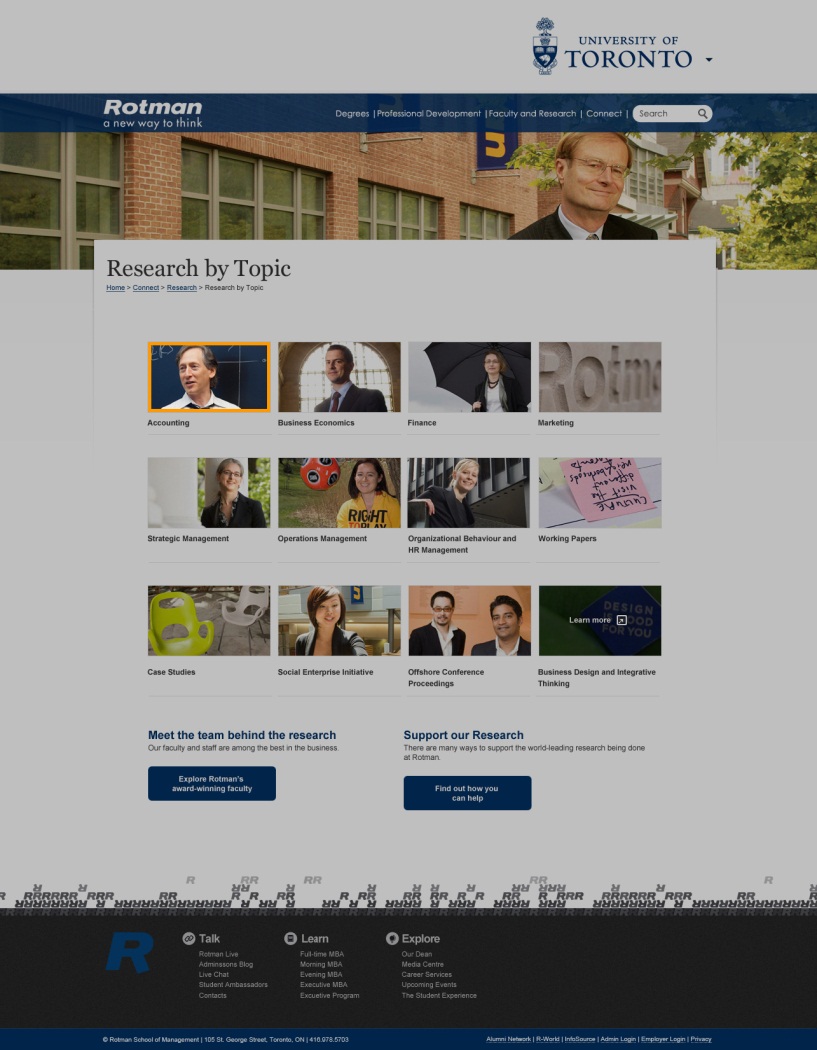
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| --- |
| Size – 939 x 210 px  Resolution – 72 dpi  File type - .png, .jpeg, .gif |

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| Subpage(s) - Callout |

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| Size – 320 x 160 px  Resolution – 72 dpi  File type - .png, .jpeg, .gif  *\*note: leave 56 pixels of negative space at the bottom of the image to allow for the black bar* |

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| Subpage(s) - Small Callout |

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| Size – 190 x 110 px  Resolution – 72 dpi  File type - .png, .jpeg, .gif |

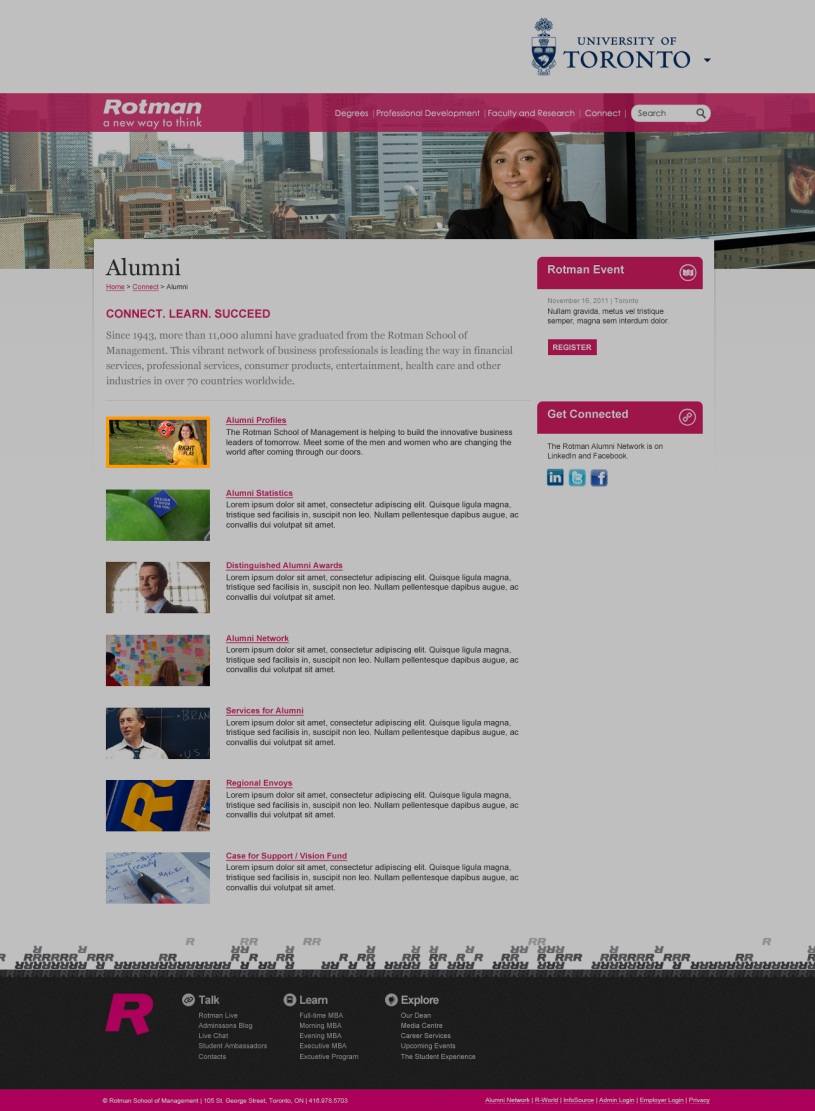
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| Subpage(s) - Bio Headshot - Small, Medium, Large |

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| Smaller sizes are automatically generated by Sitecore |

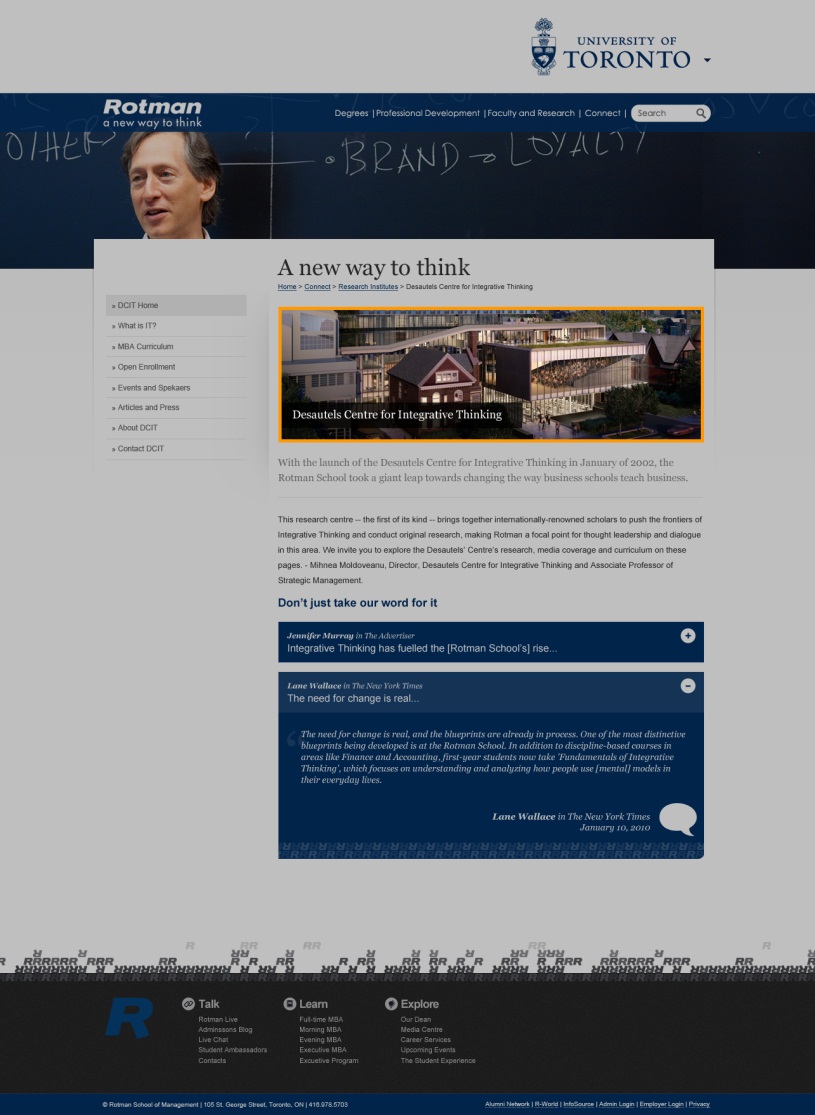
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| --- |
| Size – 200 x 200 px  Resolution – 72 dpi  File type - .png, .jpeg, .gif |

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| Subpage(s) - Thumbnail |

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| Size – 165 x 80 px  Resolution – 72 dpi  File type - .png, .jpeg, .gif |

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| Subpage(s) - Institute Header |

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| Size – 670 x 215 px  Resolution – 72 dpi  File type - .png, .jpeg, .gif |

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| Image Sizes at a Glance |

Subpage Banner: 1285 x 277 pixels

Light Box Banner: 939 x 210 pixels

Callout: 320 x 160 pixels

Small Callout: 190 x 110 pixels

Faculty Headshots: 200 x 200 pixels

Thumbnails: 165 x 80 pixels

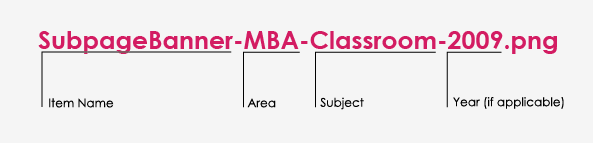
Institute Headers: 670 x 215 pixels

Icons: 46 x 46 pixels

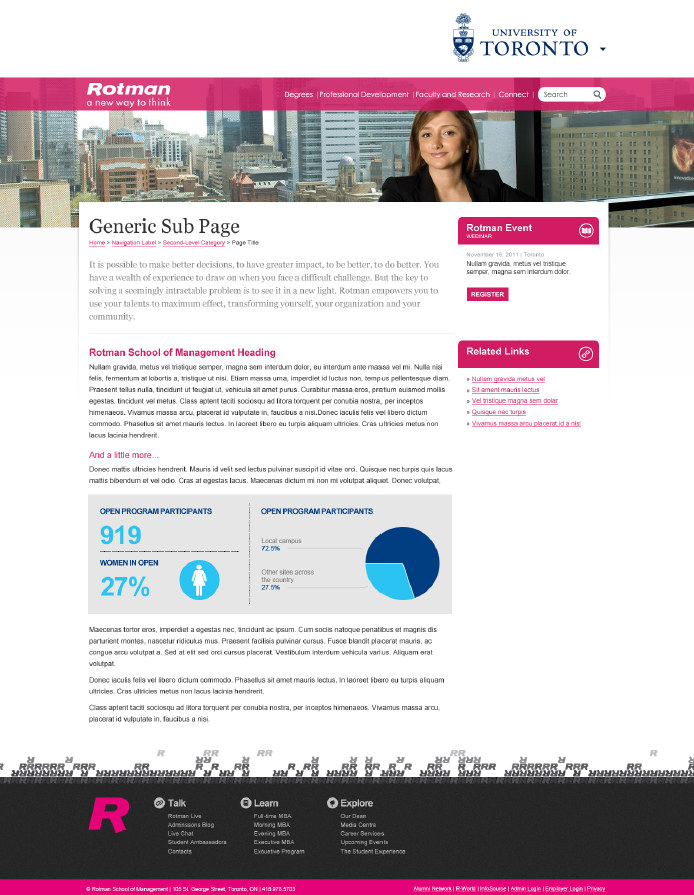
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| Rotman Primary & Secondary Colour Palette – RGB & HEX |

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| **Primary Palette** | | | | |
|  |  | Rotman Blue | RGB – 0, 73, 144 | HEX - # 004990 | |
|  |  | Rotman Gold | RGB – 206, 157, 0 | HEX - #CE9D00 | |
|  |  | Rotman Grey | RBG – 124, 152, 174 | HEX - #7C98AE | |
| **Secondary Palette** | | | | |
|  |  | Rotman Blue 30% | RGB – 165, 176, 211 | HEX - # A5B0D3 | |
|  |  | Rubine Red | RBG – 211, 0, 95 | HEX - #D3005F | |
|  |  | Rotman Orange | RGB – 225, 115, 0 | HEX - #E17300 | |
|  |  | Rotman Yellow | RGB – 22, 224, 0 | HEX - #FCE000 | |
|  |  | Rotman Green | RGB – 98, 189, 25 | HEX - #62BD19 | |
|  |  | Rotman Sky Blue | RGB – 0, 194, 226 | HEX - #00C2E2 | |

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| File Naming Convention |



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| Website Sizing |



**62 px**

**48 px**

**719 px**

**261 px**

**980 px**