



UNIVERSITY OF  
**TORONTO**

# **STYLE GUIDE FOR PROMOTIONAL MATERIALS**

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THIS STYLE GUIDE COVERS PROMOTIONAL MATERIALS ONLY  
(E.G. POSTERS, WEBSITES, SIGNAGE, BROCHURES, VEHICLE LIVERY,  
ADVERTISING, MAGAZINES, NEWLETTERS, PROPOSALS, ETC.).

ALL UNIVERSITY OF TORONTO STATIONERY  
(E.G. BUSINESS CARDS, LETTERHEAD, ENVELOPES, COMPLIMENTS SLIPS,  
NOTE PADS, ETC.) MAY ONLY BE CREATED AND ORDERED VIA  
U OF T'S AUTOMATED ONLINE PRINT ORDERING SYSTEM.

IF YOU WOULD LIKE TO KNOW MORE ABOUT STATIONERY  
OR OUR ONLINE PRINT ORDERING SYSTEM,  
PLEASE CONTACT [VISUAL.ID@UTORONTO.CA](mailto:VISUAL.ID@UTORONTO.CA).

# CONTENTS

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## **GENERAL INFORMATION**

1.0	INTRODUCTION	7
1.1	Why Is Managing Our Visual ID Important?	7
1.2	Our Visual ID Framework	7
1.3	Our Guiding Principles	8
2.0	SIGNATURES	9
2.1	Signature Hierarchy and Configurations	10
2.1.1	Level 1 — Core U of T	10
2.1.2	Level 2 — U of T Campuses, University of Toronto Mississauga and University of Toronto Scarborough	10
2.1.3	Level 3 — U of T Faculties	11
2.1.4	Level 4 — U of T Academic Departments and Extra Departmental Units (EDUs)	12
2.2	Multi-divisional Materials	14
2.3	No More Specialised Logos!	14
2.4	Signature Consistency	14
2.5	Clear Space Around a Signature	15
2.6	Signature Size	16
2.7	Signature Colour	16
2.8	Background Colour for Signatures	16
2.9	Placing the Signature on a Page	18
2.10	Placing the Signature with Text	18
2.11	Are You Using the Correct File Format?	19
3.0	COLOURS	20
4.0	TYPOGRAPHY	21

---

# CONTENTS

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4.1	Primary Typefaces	-----	21
4.2	Basic Standards for Usage	-----	22

## **INFORMATION SPECIFIC TO USE ON WEBSITES**

This section will be added in September '10.

## **INFORMATION SPECIFIC TO U OF T MERCHANDISING**

8.0	MERCHANDISING	-----	25
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### **CONTACT:**

If you have any questions regarding this document or U of T's Visual ID in general, please contact [visual.id@utoronto.ca](mailto:visual.id@utoronto.ca)

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# **GENERAL INFORMATION**

# GENERAL INFORMATION

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## 1.0 Introduction

### 1.1 Why Is Managing Our Visual Identity Important?

As members of the U of T community, the manner in which we communicate shapes perceptions of our university and affects our global reputation. As communication has a strong visual component, the impression we create visually – on paper and digitally, for instance – is as important as what we say.

By using both visual ID graphics that reflect our heritage and excellent standing in the world and a visual identity framework that accurately expresses the diversity of our academic enterprise, we will more accurately demonstrate who we are and our values. It will be clear, for example, that the great breadth of U of T offerings all come from **a single institution**. That alone is an important message – both internally and externally.

In addition to creating cohesion and strengthening our reputation, a coordinated visual identity will save University administrators at all levels the major amounts of time and money previously directed to developing new single-use logos.

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### 1.2 Our Visual ID Framework

A visual ID framework serves two key purposes. From an **external** standpoint, it should explain how the organisation works – clearly identifying the core institution and the different relationships of entities within the institution. From an **internal** standpoint, particularly in an organisation as complex as a university, a visual ID framework should both unite and subdivide, making it clear that we all belong to the same family, but each serve different roles within it.

Our core institution is the University of Toronto – the sum of the parts. And all of the operational entities (i.e. the parts), whether faculties, divisions, academic departments or colleges, emanate from that core institution. This is why the core University of Toronto institution dominates visually even as faculties, divisions, academic departments and colleges remain prominent.

A framework of seven levels has thus been created to accommodate the different operational entities, each with a tailor-made identity clearly reflecting its relationship with the core institution. This relationship dictates the application of the University's central visual elements, either as the primary feature or as an endorsement. It is important to note that the nearer an entity is, organisationally, to the core of the institution, the stronger its identity needs to be aligned with that of the central institution.

Our framework of seven different but inextricably linked levels illustrates a cohesive and unified institution; one that will enable all the various entities to function more effectively and successfully in today's competitive environment for post-secondary education and research.

- Level 1 – Core U of T
- Level 2 – U of T campuses, University of Toronto Mississauga and University of Toronto Scarborough
- Level 3 – U of T faculties
- Level 4 – U of T academic departments and extra departmental units (EDUs)

continued

# GENERAL INFORMATION

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## 1.0 Introduction

- Level 5 – U of T colleges
- Level 6 – U of T federated universities
- Level 7 – Co-branded entities (e.g., hospital and Toronto School of Theology partners)

Owing to their complexity, Levels 5, 6 and 7 will be developed at a later stage; institutions at these three levels should use their current graphics and stationery until then.

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## 1.3 Our Guiding Principles

Our two core guiding principles are:

- **Accessibility** – to help ensure our materials are accessible to people who are sight-impaired, we have selected fonts and minimum font sizes that are easy to read and have recommended against using white (reversed out) type.
- **Quality** – to help represent U of T as the world-renowned institution that we are, we have chosen a specific dark blue colour that reproduces consistently when printed and have stipulated minimum sizes for U of T’s registered trademarks which ensure they reproduce clearly.



# GENERAL INFORMATION

## 2.0 Signatures

You may call these ‘logos’ but their official name in this context is ‘signatures’!

U of T’s signatures consist of two elements – the crest and a wordmark (e.g. the words University of Toronto, Faculty of Arts & Science, etc.).

All of the University of Toronto’s signatures are official marks of the institution. As such, they should be protected and their use, controlled. Any U of T signature must always appear exactly as designed and must never be altered in any way. Legally, any misuse of the University of Toronto’s signature severely compromises the institution’s ability to protect its various official marks.

NB:

- Any U of T signatures must always appear exactly as designed and must never be altered in any way.
- The crest and wordmark must always appear together as part of a full University of Toronto signature – never use either the crest or a wordmark on its own.
- In any single document, there must never be more than one U of T signature – i.e. either the core U of T signature or a single campus/faculty/academic department/EDU signature should appear. The same signature can, however, appear more than once within the document – e.g. on both the front and back covers of a brochure.



- No other text (e.g. Strategic Communications, Facilities & Services, Career Centre, etc.) may appear as part of the signature or so close to the signature as to look as if it is part of it.



# GENERAL INFORMATION

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## 2.0 Signatures

### 2.1 Signature Hierarchy and Configurations

#### 2.1.1 Level 1 – Core U of T

There are two versions of the signature – centred stacked and left justified. The left justified version should be used for all purposes unless there is sufficient space to accommodate the centred stacked signature (see section 2.5).

*U of T Left Justified Signature*



*U of T Centred Stacked Signature*



This format of signature may only be used for core U of T and may not be replicated by any other entity within U of T (e.g. campus, faculty, academic department, EDU, etc.).

#### **Who Uses This?**

Everyone who works in a central administrative division:

- Business Affairs
- Office of the Chancellor
- Office of the Governing Council
- Human Resources & Equity
- Office of the President
- Research
- University Advancement
- University Relations
- Office of the Vice-President & Provost

#### **Additional Exceptional Uses:**

- Faculty members – for conferences, research posters and external advertising
- HR staff in academic divisions – for external recruitment advertising

#### **How to Get This Artwork**

Please contact [visual.id@utoronto.ca](mailto:visual.id@utoronto.ca)

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#### 2.1.2 Level 2 – U of T Campuses, University of Toronto Mississauga and University of Toronto Scarborough

Both the University of Toronto's Mississauga (UTM) and Scarborough (UTSC) campuses have signatures comprising the crest, the University of Toronto standard (stacked) wordmark, a divider line and campus name.

continued

# GENERAL INFORMATION

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## 2.0 Signatures

This format of signature may only be used for these campuses and may not be replicated by any other entity within U of T (e.g. core, faculty, academic department, EDU, etc.)

*University of Toronto  
Mississauga Campus Signature*

*University of Toronto  
Scarborough Campus Signature*



### Who Uses This?

All administrative staff at the UTM and UTSC campuses. See section 2.1.4 for the signatures that faculty members and staff working within academic departments or EDUs at UTM or UTSC should use.

### How to Get This Artwork

Please contact the UTM or UTSC communications department.

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### 2.1.3 Level 3 - U of T Faculties

All standard faculty signatures appear as three elements: the crest, University of Toronto one-line wordmark and one-line of text containing faculty name. For faculties with very long names (e.g. Faculty of Applied Science & Engineering), a second 'space-saver' version of their signature is available with the name broken over two lines.

Named faculties do not follow the U of T standard for signatures and are not covered in this sub-section. All named faculties (Bloomberg Nursing, Daniels AL&D, Dalla Lana Public Health, Factor-Inwentash Social Work and Rotman Management) must, however, adhere to the guidelines regarding the use of U of T's registered trademarks (see sections 2, 3, 4, 5, 6, 7 and 8).

This format of signature may only be used for faculties and may not be replicated by any other entity within U of T (e.g. core, campus, academic department, EDU, etc.).

*Standard Faculty Signature*

*Space-Saver Faculty Signature*



### Who Uses This?

All administrative staff working in a faculty. See section 2.1.4 for the signatures that faculty members and staff working within academic departments or EDUs should use.

continued

# GENERAL INFORMATION

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## 2.0 Signatures

### How to Get This Artwork

Please contact your faculty's communications department.

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### 2.1.4 Level 4 - U of T Academic Departments and Extra Departmental Units (EDUs)

#### *Academic Departments / EDU As and Bs / Named EDUs*

All standard signatures for academic departments, EDU As and Bs and named EDUs (e.g. Jackman Humanities Institute) appear as three elements: the crest, one-line of text containing the department name and the University of Toronto one-line wordmark. For departments/EDU As and Bs/named EDUs with very long names (e.g. The Edward S. Rogers Sr. Department of Electrical and Computer Engineering), a second space-saver version of their signature is available with the name broken over two lines.

This format of signature may only be used for academic departments, EDU As and Bs and named EDUs and may not be replicated by any other entity within U of T (e.g. core, campus, faculty, EDU C and D, etc.).



#### *Single Division EDU Cs and Ds*

All single division EDU C and D signatures appear as four elements: the crest, the University of Toronto one-line wordmark, one-line of text containing the faculty name and one line of text containing the EDU C or D name. For EDU Cs and Ds with very long names (e.g. Centre & Testbed for Intelligent Transportation Systems Research & Development), a second space-saver version of their signature is available with the name broken over two lines.

This format of signature may only be used for single division EDU Cs and Ds and may not be replicated by any other entity within U of T (e.g. core, campus, faculty, academic department, EDU A and B, named EDU, multi-divisional EDU C and D, etc.).

continued

# GENERAL INFORMATION

## 2.0 Signatures



*Standard Signature*

*Space-Saver Signature*



### *Multi-divisional EDU Cs and Ds*

All multi-divisional EDU C and D signatures appear as three elements: the crest, the University of Toronto stacked wordmark and one line of text containing the EDU C or D name. For EDUs with very long names (e.g. Centre for Nanostructured Polymeric & Inorganic Materials), a second space-saver version of their signature is available with the name broken over two lines.

This format of signature may only be used for multi-divisional EDU Cs and Ds and may not be replicated by any other entity within U of T (e.g. core, campus, faculty, academic department, EDU A and B, named EDU, single division EDU C and D, etc.)

*Standard Signature*

*Space-Saver Signature*



### **Who Uses This?**

All faculty members and staff working within academic departments or EDUs.

### **How to Get This Artwork**

Please contact your faculty's communications department.

# GENERAL INFORMATION

## 2.0 Signatures

### 2.2 Multi-divisional Materials

If you are creating promotional materials featuring more than one U of T division (e.g. 2+ faculties, 2+ academic departments), please contact [visual.id@utoronto.ca](mailto:visual.id@utoronto.ca) for advice on how to proceed.

### 2.3 No More Specialised Logos!

Our visual ID framework aims to create an integrated visual identity for the whole university. Thus, it is important that nothing visually disrupt this framework. To that end, specialised logos created specifically for an individual academic entity or program or an administrative division, department, centre or office **may no longer be used**.

Please phase out all specialised logos ASAP.



### 2.4 Signature Consistency

Always use U of T signatures as designed and supplied and never alter them in any way.



*Never resize independent elements of the signature.*



*Never add extra elements to the signature.*



*Never rearrange elements of the signature.*



*Never stretch either the full signature or elements of the signature.*

continued

# GENERAL INFORMATION

## 2.0 Signatures



*Never recreate your signature using either unauthorised colours or more than one colour.*



*Never change the relative size or spacing of the type.*



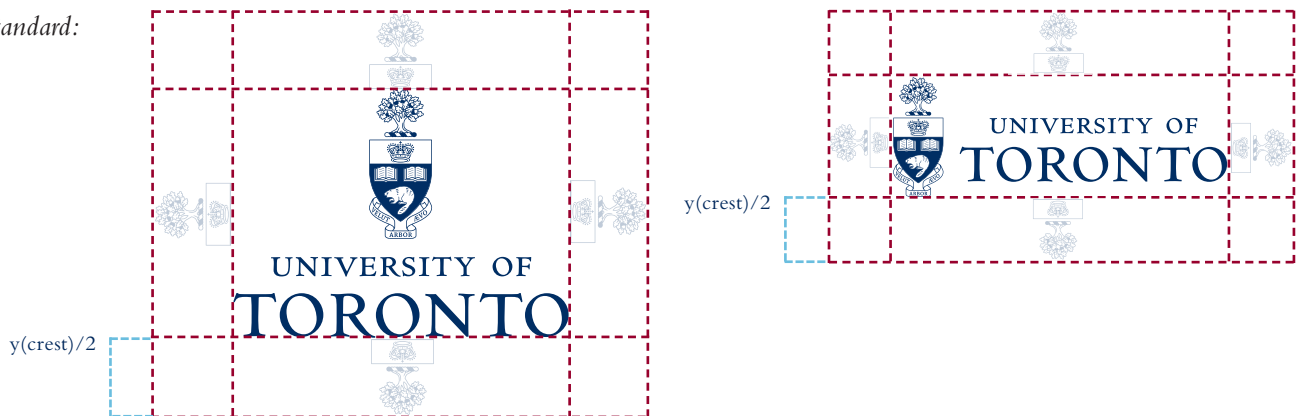
*Never recreate the type for a signature.*

## 2.5 Clear Space around a Signature

There must always be a minimum margin of clear space around all U of T signatures. In general, this clear space must:

- Be equal to 50% of the height of the crest
- Appear around all sides of a signature

*Standard:*



### **Clear Space Exception:**

The only exception to this rule is when using a U of T signature on a website. In this instance, the clear space above and below a signature should be reduced to 25% of the height of the crest.

NB: the clear space to the left and right of a signature must remain at 50% of the height of the crest.

*Websites:*



# GENERAL INFORMATION

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## 2.0 Signatures

### 2.6 Signature Size

In print, the width of the crest within the signature must appear 0.25” (0.7 cm) or larger.

*Minimum signature size in most contexts*



In digital formats, the crest must appear 80 pixels in height or larger.

*Minimum signature size on a website*



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### 2.7 Signature Colour

U of T’s official colour is dark blue (Pantone® 655). All U of T signatures must appear in Pantone® 655 and on a white background, unless they are being used in black and white printed materials in which case black U of T signatures must be used.

In order for all of our materials to be fully accessible, please do not use reversed out (or white) signatures.

*Core U of T Left Justified Signature  
in Pantone® 655*



*Core U of T Left Justified Signature  
in Black*



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### 2.8 Background Colour for Signatures

All U of T signatures, whether in Pantone® 655 or black, must appear on a white background.

And in order for all of our materials to be fully accessible, please do not use reversed out (white) signatures.

continued



# GENERAL INFORMATION

## 2.0 Signatures

### Reversed Out Signature Exceptions:

- Very large materials, e.g. banners
- Core U of T/campus/faculty printed magazines and newsletters – but please do not use reversed out signatures when next redesigning. The width of reversed out crests must never appear smaller than 0.5” (1.4cm).



*A signature with a Pantone® 655 colouration may only be used against a white background.*



*A signature with a black colouration may only be used against a white background.*



*Never use either a Pantone® 655 or black signature against any colour other than white.*



*Never use either a Pantone® 655 or black signature against a background image.*

NB: It is possible to design creative promotional materials using colour and images without compromising the university’s visual identity. E.g. you can fade the image or colour to white in the areas where the signature will sit or place the signature in a white band at the bottom or top of the page.

*An example of how to incorporate a signature on a white background in a creative way.*



# GENERAL INFORMATION

## 2.0 Signatures

### 2.9 Placing the Signature on a Page

All University of Toronto signatures should be aligned with the left margin of the page whenever possible. If this is not viable, right alignment is recommended as the next best option. Please do not use them centred.

The only exception to this is when using the core U of T (Level 1) Centred Stacked Signature which may be used centred.

*Left aligned at bottom corner*



*Right aligned at bottom corner*



*Left aligned at top corner*



*Right aligned at top corner*



### 2.10 Placing the Signature with Text

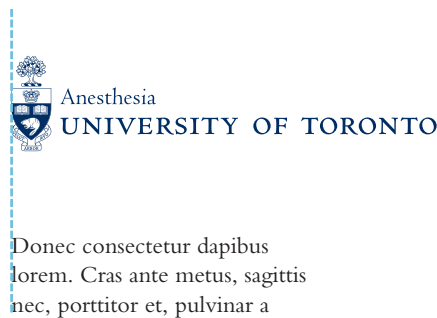
All U of T signatures are designed to be used left aligned.

The only exception to this is when using the core U of T (Level 1) Centred Stacked Signature which may be centre aligned with a text block.

*Left aligned with wordmark*



*Left aligned with crest*



*Centre aligned Level 1  
Centre Stacked Signature*



# GENERAL INFORMATION

## 2.0 Signatures

### 2.11 Are You Using the Correct File Format?

All University of Toronto signatures are available in a number of file formats as different end-uses require different formats. The chart below shows the correct format to use.

In order to help ensure that we produce materials of the highest possible quality, it is important to use the correct file format:

- Printed materials (e.g. print ads, glossy brochures) are high resolution so require high resolution signature files such as EPS.
- Office documents (e.g. Microsoft Word/Publisher/PowerPoint documents) are low resolution so also require low res files such as JPG.
- Digital materials (e.g. websites, e-newsletters) are lower resolution so require lower resolution files such as JPG and GIF.

Media Type	File Extension of Signature		
	.EPS	.JPEG	.GIF
Print Materials Produced Using Professional Print Design Software (Adobe Design Suite, Quark XPress, etc.)	•		
Microsoft Word Document		•	
Digital Microsoft PowerPoint Presentation		•	•
Website		•	•

# GENERAL INFORMATION

## 3.0 Colours










The University of Toronto's official colour is dark blue, specifically Pantone® 655.



*Pantone® 655*

In colour documents, U of T's blue must be the dominant colour as this helps build and reinforce the University's brand identity. You may use secondary colours to complement or contrast Pantone® 655 – but not to replace it. The table below contains two key pieces of information:

- The secondary colours you can use to complement Pantone® 655
- How to replicate Pantone® 655 in different situations:
  - When printing using a four colour print process (CMYK values)
  - On a computer screen using office software, e.g. Microsoft Word or PowerPoint (RGB values)
  - In web usage (hexadecimal values)

	Print Pantone® Matching System	Print Four-colour Process	Digital Media Screen	Digital Media Web Usage
	Pantone® 655	C: 100 M: 70 Y: 3 K: 56	R: 0 G: 42 B: 92	Hex #: 002A5C
	Pantone® 144	C: 0 M: 50 Y: 100 K: 0	R: 247 G: 148 B: 30	Hex #: F7941E
	Pantone® 7406	C: 0 M: 18 Y: 100 K: 0	R: 255 G: 207 B: 1	Hex #: FFCF01
	Pantone® 1797	C: 0 M: 100 Y: 99 K: 4	R: 227 G: 27 B: 35	Hex #: E31B23
	Pantone® 630	C: 47 M: 0 Y: 0 K: 11	R: 126 G: 208 B: 224	Hex #: 7ED0E0
	Pantone® 2627	C: 77 M: 100 Y: 0 K: 31	R: 73 G: 23 B: 109	Hex #: 49176D
	Pantone® 3258	C: 62 M: 0 Y: 38 K: 0	R: 87 G: 194 B: 177	Hex #: 57C2B1
	Pantone® 583	C: 23 M: 0 Y: 100 K: 17	R: 176 G: 188 B: 34	Hex #: B0BC22
	Pantone® 469	C: 0 M: 52 Y: 100 K: 62	R: 121 G: 68 B: 0	Hex #: 794400
	Pantone® 422	C: 3 M: 0 Y: 0 K: 41	R: 158 G: 165 B: 169	Hex #: A2A5A4

# GENERAL INFORMATION

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## 4.0 Typography

### 4.1 Primary Typefaces

We recommend using two broad types of font, each for a different purpose:

- Sans serif fonts for headers and signage
- Serif fonts for text

If you are using professional design software (e.g. Adobe Design Suite, QuarkXpress), then you should use the following:

- Headers/signage – Trade Gothic Condensed. For plain face type, please use the Trade Gothic font Condensed no. 18 and for bold face, please use Condensed no. 20.
- Text – Bembo

If you are using office software (e.g. Microsoft Office), then you should use the following:

- Headers/signage – Arial Narrow or Helvetica Medium Condensed
- Text – Times New Roman

NB: It can be easier to read the text in presentations (e.g. Microsoft PowerPoint) and online if you use a sans serif font e.g. Arial Narrow

#### **Typeface Exceptions:**

- Core U of T/campus/faculty printed magazines and newsletters – these may use the typefaces chosen when the publications were designed.

#### **Bembo**

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

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#### **Trade Gothic Condensed no. 18**

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

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#### **Trade Gothic Bold Condensed no. 20**

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

# GENERAL INFORMATION

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## 4.0 Typography

### 4.2 Basic Standards for Usage

Please avoid using reversed out (or white) type for the text in printed materials. All of our materials should be fully accessible and white type can be very hard to read. Reversed out (or white) type is OK for headers if they are large.

Never stretch typefaces.

#### When using professional design software:

Never track type more than +5 or -5 units when copy setting, except in headers which may be tracked out to a maximum of +75 units.

- When typesetting in Bembo:
  - In setting body copy using Bembo, 11/13 is recommended. However, 10/12 may be used in smaller-sized documents (such as 3-fold 8.5” x 11”-14” flyers).
  - Never use old style (non-aligning) numerals in Bembo. Use only tabular (aligning) numerals.
  - Bembo may be used in regular, italics, bold and bold italics, small caps and all caps.
  - NB: For legal text, the point size can go as small as 6/8 .
- When typesetting in Trade Gothic:
  - In general, Trade Gothic should not appear under 12 point size.
  - While all typefaces in the Trade Gothic font family may be used, Condensed no. 18 and Bold Condensed no. 20 are the two we recommend.

#### When using office software:

- For Times New Roman, a font size of 11 or 12 is recommended.
- For Arial Narrow, in Microsoft Word documents, nothing smaller than a font size of 12 is recommended; in Microsoft PowerPoint presentations, nothing smaller than a font size of 20 is recommended.

#### Old Style Numerals

~~1234567890~~

*Never use old style numerals.*

#### Trade Gothic Condensed no. 18 at 10 points

~~Donec consectetur dapibus lorem. Cras ante  
metus, sagittis nec, porttitor et, pulvinar a, arcu.  
Pellentesque at nulla. Nunc dapibus neque sed  
eros. Pellentesque habitant morbi~~

*Trade Gothic should never be used for text setting under 12 points.*

## **INFORMATION SPECIFIC TO USE ON WEBSITES**

This section will be added in September.

In the interim, please follow the general guidelines outlined on p. 9 - 22.

**INFORMATION SPECIFIC TO U OF T MERCHANDISING**



# INFORMATION SPECIFIC TO U OF T MERCHANDISING

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## 8.0 Merchandising

The use of University of Toronto trademarks on any products must be verified by the Trademark Licensing Office. Under no circumstances can U of T trademarks be used on products that has been disapproved or not approved by the Trademark Licensing Office.

Any division, individual, group, company or organization, on-campus or off, interested in ordering U of T branded products (e.g., coffee cups, pens, water bottles and T-shirts), must place the order with authorized licensed suppliers who are contractually obligated to abide by the University's Trademark Licensing Program.

For all inquiries regarding merchandising, please contact [merchandising@utoronto.ca](mailto:merchandising@utoronto.ca).