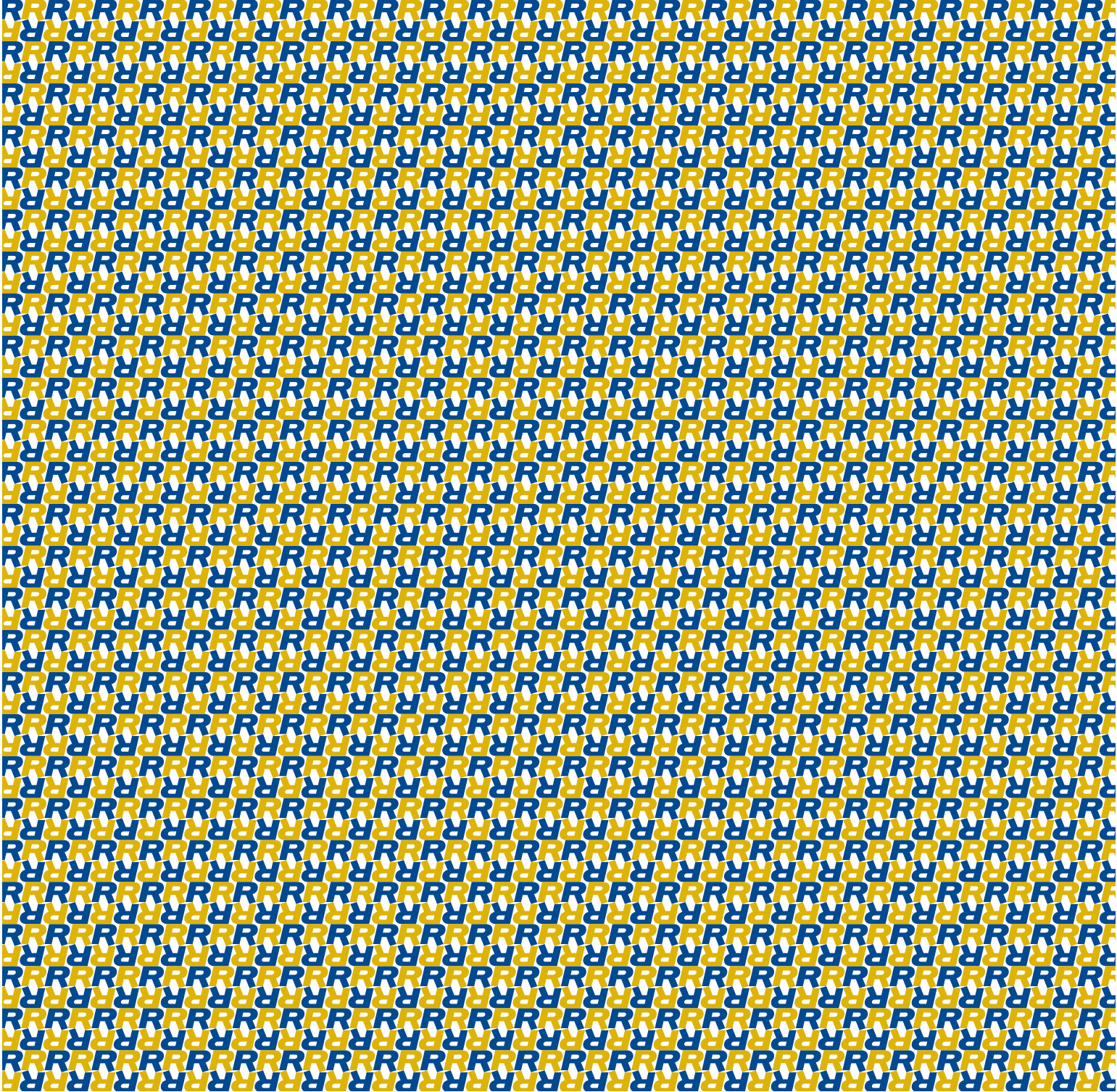# Rotman

R Wallpaper Usage Guidelines

R Wallpaper

Rotman School of Management has worked with Hambly and Woolley to develop a signature graphic element we call the R Wallpaper. The R Wallpaper is based on the lovely "R" in Rotman's core graphic standards and has been designed to be used by all designers the School community works with as an integral aspect of our visual identity. Every printed piece, every ad, every online application should try to find a way to incorporate the R wallpaper and Rotman Marketing will be here to help you do that. The more the R Wallpaper appears, the greater consistency we have across the School and the more all our disperate marketing materials begin to look like a family.

The new visual system for the school based on the R Wallpaper is a colour and pattern-based system. It works as follows:

Rotman School of Management: unique colour palette just for cross school marketing — 3,2 and 1 colour applications.

3 Colour Patterns

Rotman Programs (8): Full-Time MBA, Morning MBA, Evening MBA, MFin, EMBA, Omnium, PhD and Executive Programs — each program chooses a 3 colour version and has access to the central black and white and one colour option (Executive Programs would like Rotman Sky Blue PMS 311C and Rotman Yellow C)
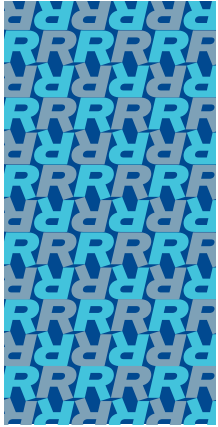
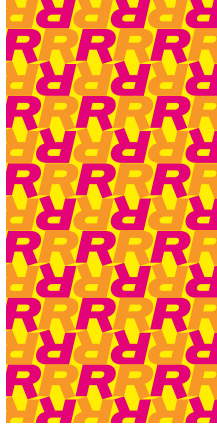Example of a 3 colour pattern.

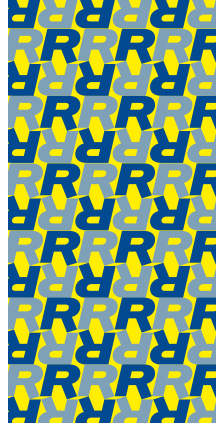More options shown on the next page.
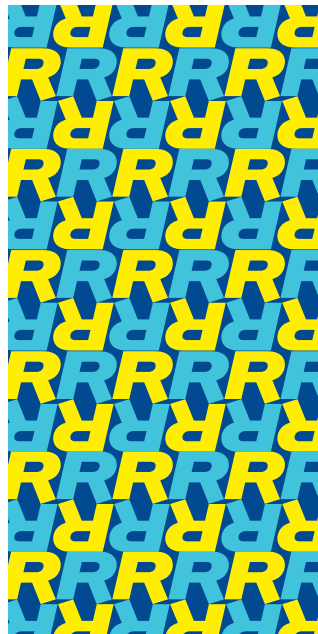
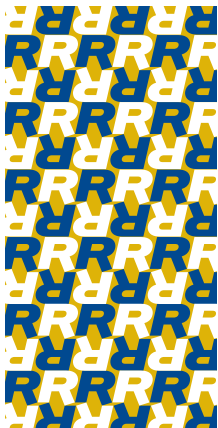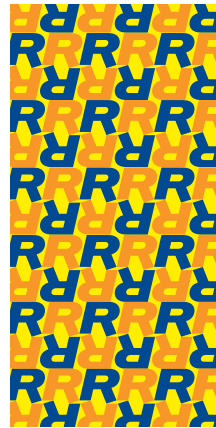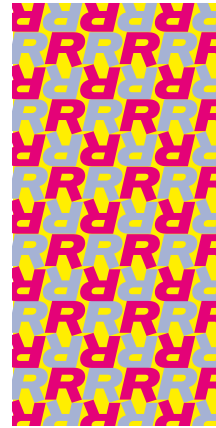Pattern **3-A**

More examples of 3 colour patterns.

3-B

3-C

3-D

3-E

3-F

3-G

3-H
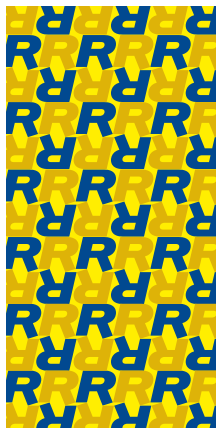
3-I

3-J

3-K
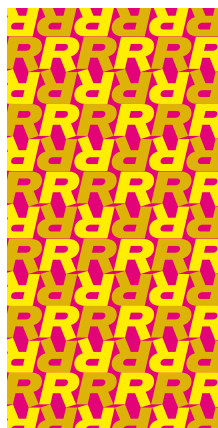
3-L

3-M

3-N

3-O

3-P

3-Q

3-R

3-S

3-T

3-U

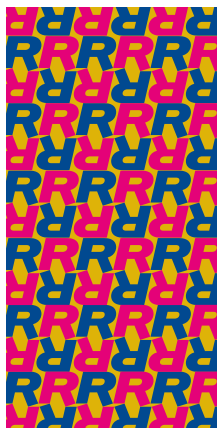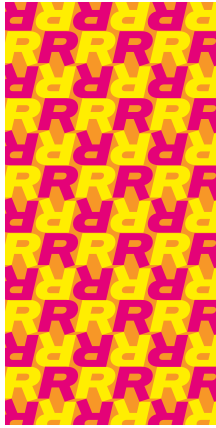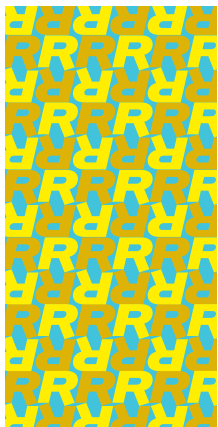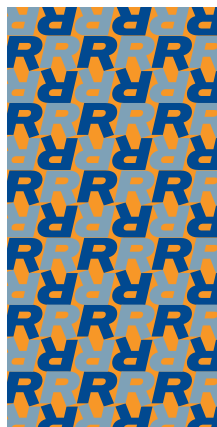# 2 Colour Patterns

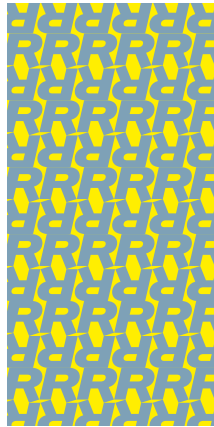Rotman non-program applications — CCC, PSO, etc. will use the 2 colour version of the R Wallpaper and be able to choose their palette.
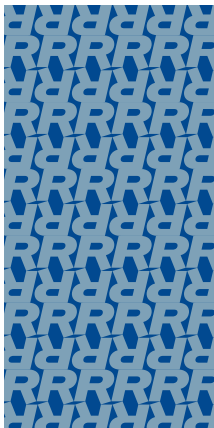

2-B
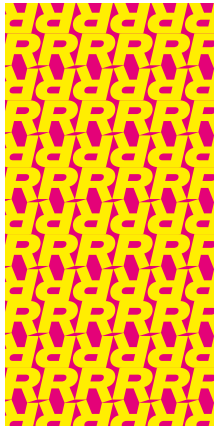
2-C

2-D
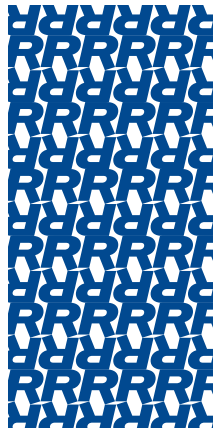

2-E

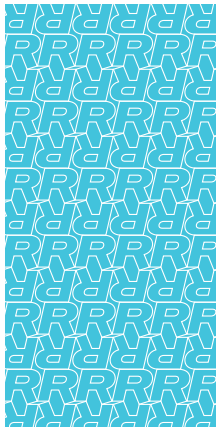Pattern **2-A**

2-F

2-G

2-H

2-I

2-J

2-K

2-L

1 Colour Patterns

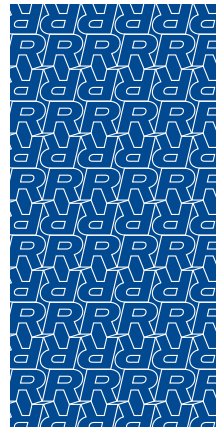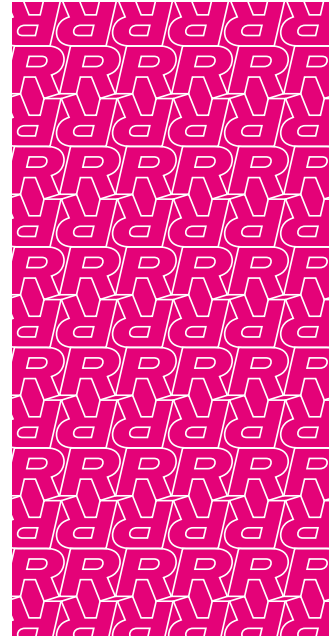Rotman EDU's/institutes/centres (11): the 11 centres will each get a one colour version of the R Wallpaper with a keyline.

1-B

1-C

1-D

1-E

Pattern **1-A**

1-F
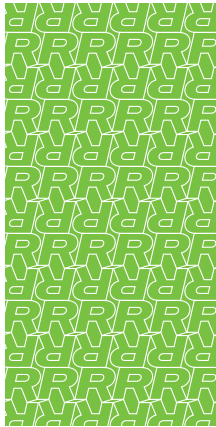
1-G
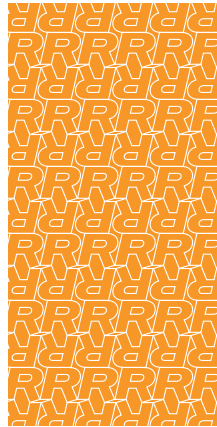
1-H
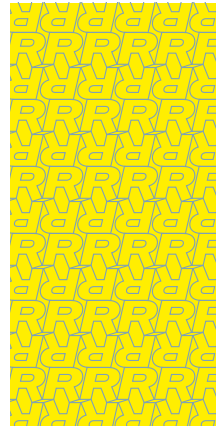
1-I
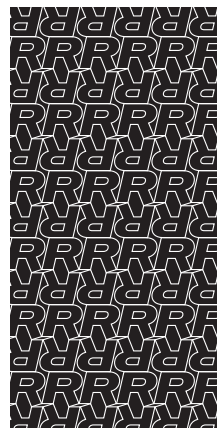
1-J
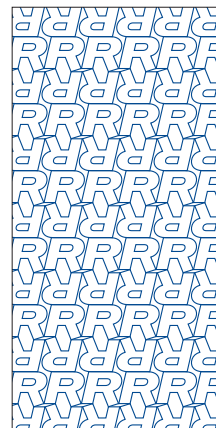
1-K

Usage

The R Wallpaper works on many applications, including but not limited to:
stationary (business cards, letterhead, folders, etc.); online (banners, icons,
online ads, enewsletters, eblasts, social media- twitter, facebook, linked in, power
point templates, email signatures, and digital signage); print collateral (print ads,
brochures, one pagers, flyers); interiors (media backdrops, banners, signage,
walls) and finally to merchandise (high and low end items).

The R Wallpaper works well standing alone, filling a blank space or creating
graphic impact (example would be the inside of a folder and business card
or a banner)
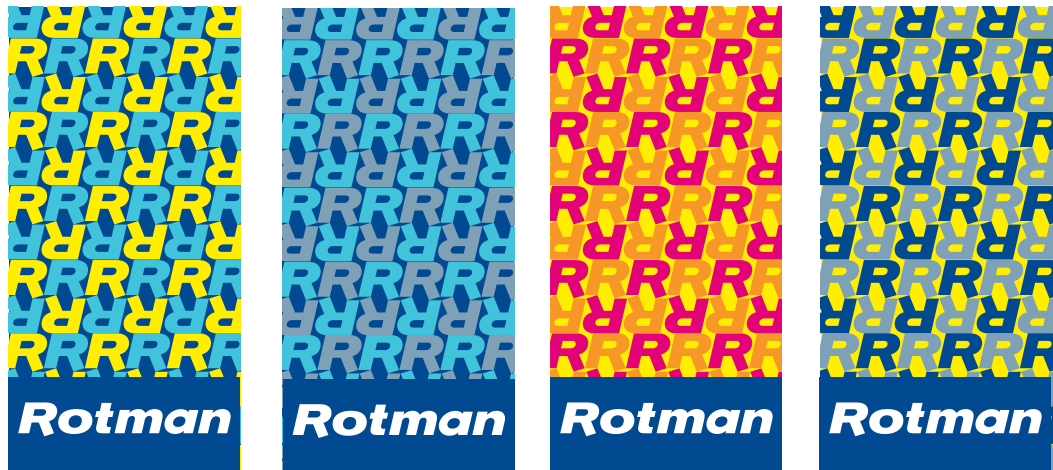
It works well as pattern and then single colour with text knocked out of the ground
beside the pattern (example would be a website banner)

a new way to think │ creative methodology

Rotman
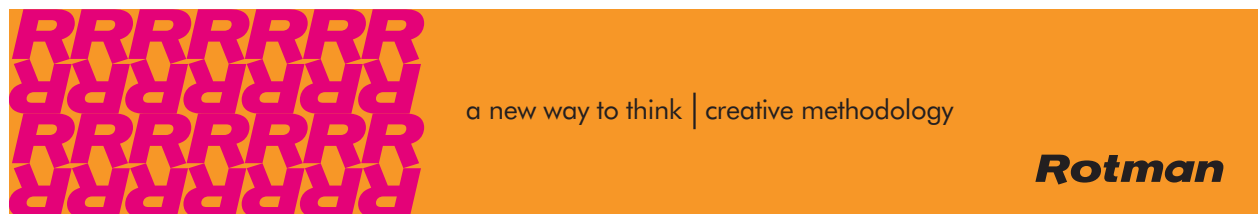
Usage

It works well as a header or footer (example would be a pattern along the top of a printed piece like an ad).

It works well with text on the pattern if the pattern is scaled up. Scaling the pattern up calms the design down and essentially makes it abstract. As long as an R is recognizable, the pattern can be scaled.
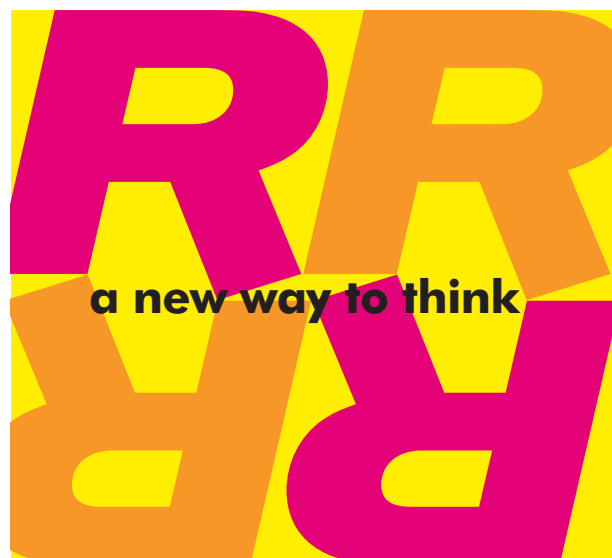
What Not to Do

Do not put text over the pattern so that it is illegible.

Please come to the Rotman Women in Management Open House on Thursday, December 2, 2010

Do not place a photo on the wallpaper that visually fights with the pattern.

Professor of Strategic Management Sarah Kaplan,

Colours

The R Wallpaper MUST use the Rotman colour palette.

The Primary Rotman Colour Palette

On-Screen Colours	Pantone Coated Colours	Pantone Uncoated Colours	Process Equivalents
Rotman Blue R-0 / G-38 / B-127 Colour Safe	PMS 280 C	PMS 280 U	Rotman Blue as CMYK C-100 / M-72 / Y-0 / K-18
Rotman Gold R-206 / G-157 / B-0 Colour Safe	PMS 117 C	PMS 117 U	Rotman Gold as CMYK C-0 / M-18 / Y-100 / K-15
Rotman Grey R-124 / G-152 / B-174 Colour Safe	PMS 5425 C	PMS 5425 U	Rotman Grey as CMYK C-30 / M-4 / Y-0 / K-31

Rotman

Colours

The Secondary Rotman Colour Palette

On-Screen Colours	Pantone Coated Colours	Pantone Uncoated Colours	Process Equivalents
Rotman Blue 30% R-124 / G-151 / B-193 Not Colour Safe	PMS 280 C 30%	PMS 280 U 30%	Process 30% C-30 / M-21.6 / Y-0 / K-5.4
Rubine Red R-211 / G-0 / B-95 Colour Safe	PMS Rubine Red C	PMS Rubine Red U	Process C-0 / M-100 / Y-15 / K-0
Rotman Orange R-255 / G-115 / B-0 Colour Safe	PMS 151 C	PMS 151 U	Process C-0 / M-48 / Y-95 / K-0
Rotman Yellow R-252 / G-224 / B-0 Colour Safe	Pantone Yellow C	Pantone Yellow U	Process C-0 / M-1 / Y-100 / K-0
Rotman Green R-98 / G-189 / B-25 Colour Safe	PMS 368 C	PMS 368 U	Process C-57 / M-0 / Y-100 / K-0
Rotman Sky Blue R-0 / G-194 / B-226 Colour Safe	PMS 311 C	PMS 311 U	Process C-63 / M-0 / Y-12 / K-0

Fonts

Refer to Rotman's Graphic Standards for details.

Monotype Futura Roman
Monotype Futura Bold

Perpetua Mau Roman
Perpetua Mau Italic

Century Gothic Regular
Century Gothic Bold

Book Antiqua Regular
Book Antiqua Italic