UNIVERSITY OF
TORONTO

VISUAL IDENTITY STYLE GUIDE

Version 3.1—February 2012

If you have any questions regarding the:
- University of Toronto Style Guide, please contact **visual.id@utoronto.ca**
- Boundless platform, please contact: **boundless.id@utoronto.ca**

This style guide is meant for use by those
responsible for creating promotional materials
(e.g. posters, websites, signage, brochures)
on behalf of the University.

If you need to create University of Toronto stationery
(e.g. business cards, letterhead, envelopes, compliments slips,
note pads, etc.) please use U of T's automated
online print ordering system.

For more information about stationery
or our automated online print ordering system,
please contact **visual.id@utoronto.ca.**

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General Information

1. 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 – can be 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 our institutional identity and values. It will be clear, for example, that U of T's wide range of 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 co-ordinated visual identity will save University administrators at all levels time and money previously directed to developing new single-use logos.

1.2 Our Visual ID Framework

A visual ID framework serves two key purposes. From an **external** standpoint, it explains how the organization works – clearly identifying the core institution and the different relationships of entities within the institution. From an **internal** standpoint, particularly in an organization as complex as a university, a visual ID framework unites and subdivides, making it clear that we all belong to the same family, but each serves 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 predominates visually even as faculties, divisions, academic departments and colleges remain prominent.

A framework of seven levels has been created to accommodate the different operational entities, each with a tailor-made identity clearly reflecting its relationship to the core institution.

- 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)
- 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.

1.3 Our Guiding Principles

Our two 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 it is, 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 to ensure they reproduce clearly.
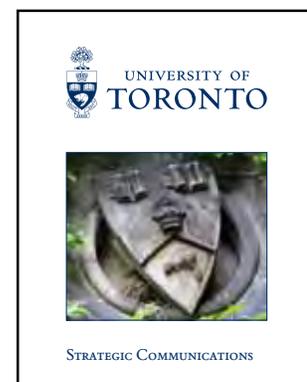
2.0 Signatures

While these branding elements are sometimes referred to as "logos" they are professionally known as "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. 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:
- 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.

2. Signatures

2.1 Signature Hierarchy and Configurations

2.1.1   Level 1 – Core U of T

There are two versions of the signature – left justified and centred stacked. 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).

These formats 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**

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

Both the University of Toronto Mississauga and the University of Toronto Scarborough have signatures comprising the crest, the University of Toronto standard wordmark, a divider line and campus name.

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 Signature

University of Toronto
Scarborough Signature

UNIVERSITY OF TORONTO MISSISSAUGA

UNIVERSITY OF TORONTO SCARBOROUGH

Who Uses This? All administrative staff at the Mississauga and Scarborough campuses. See section 2.1.4 for the signatures that faculty members and staff working within academic departments or EDUs at U of T Mississauga or U of T Scarborough should use.

How to Get This Artwork Please contact the U of T Mississauga (905-569-4659 or 905-569-4350) or U of T Scarborough (416-287-7089) communications department.

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 the 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.

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

UNIVERSITY OF TORONTO
FACULTY of APPLIED SCIENCE & ENGINEERING

UNIVERSITY OF TORONTO
FACULTY of APPLIED SCIENCE & ENGINEERING

Important: 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).

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.

How to Get This Artwork: Please contact your faculty's communications department.

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 & 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.).

Surgery
UNIVERSITY OF TORONTO

Institute for Aerospace Studies
UNIVERSITY OF TORONTO

Chemical & Physical Sciences
UNIVERSITY OF TORONTO
M I S S I S S A U G A

Professional Graduate Centre Program
UNIVERSITY OF TORONTO
M I S S I S S A U G A

Social Sciences
UNIVERSITY OF TORONTO
S C A R B O R O U G H

Jackman Humanities Institute
UNIVERSITY OF TORONTO

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.).

UNIVERSITY OF TORONTO
FACULTY OF APPLIED SCIENCE & ENGINEERING
Division of Environmental Engineering & Energy Systems

UNIVERSITY OF TORONTO
FACULTY OF ARTS & SCIENCE
Centre for Research in Early English Drama

UNIVERSITY OF TORONTO
FACULTY OF ARTS & SCIENCE
Centre for the Study of Korea

UNIVERSITY OF TORONTO
SCARBOROUGH
Centre for World Hunger Research

Standard Signature

Space–Saver Signature

UNIVERSITY OF TORONTO
FACULTY OF APPLIED SCIENCE & ENGINEERING
Centre & Testbed for Intelligent Transportation Systems Research & Development

UNIVERSITY OF TORONTO
FACULTY OF APPLIED SCIENCE & ENGINEERING
Centre & Testbed for Intelligent Transportation Systems
Research & Development

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, 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

UNIVERSITY OF
TORONTO
Centre for Nanostructured Polymeric & Inorganic Materials

UNIVERSITY OF
TORONTO
Centre for Nanostructured
Polymeric & Inorganic Materials

UNIVERSITY OF
TORONTO
Cities Centre

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.

2.2 Multi-divisional Materials

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

2.3 No Specialized Logos

Our visual ID framework aims to create an integrated visual identity for the whole University. Specialized 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 specialized logos.

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.

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 per cent of the height of the crest
- Appear around all sides of a signature

Clear space around a Level 1 Centred Stacked Signature.

Clear space around a Level 1 Left Justified Signature.

2.6 Signature Size

In print, the width of the crest within the signature must be 0.25" (0.7 cm) or larger.
In digital formats, the crest must be 80 pixels in height or larger.

Minimum signature size in most contexts

Minimum signature size in a digital format

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.

Both U of T's core Level 1 signatures are also available in a decorative reversed out (or white) version.

Level 1 Left Justified Signature in Pantone® 655

Level 1 Left Justified Signature in black

Level 1 Centred Stacked Signature in reverse

Level 1 Left Justified Signature in reverse

Important: The U of T shield is blue.

If you use the reversed out signature please ensure it is the one created specifically for this purpose featuring the white beaver and book elements on a shield of blue. A negative of either the Pantone® 655 or the black signature does not meet the official U of T design standards and will compromise the University's visual identity. It will not have the enhanced features that make this version more accessible and professional.

Level 1 Left Justified Signature incorrectly reversed out. Note the blue beaver and book elements. In the correct version, these should appear as white.

2.8 Background Colour for Signatures

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

In general, avoid using reversed out signatures: they are less accessible for those with visual impairments.

Exceptions to this rule are very large materials (e.g. banners) and printed magazines or newsletters from core U of T, campuses or faculties. If you must use a reversed out signature, it should appear in white on a dark background: Pantone 655 or black. It must not appear over photographs or other graphic images.

The width of a reversed-out crest must be at least 0.5" (1.4 cm)

A Pantone® 655 or black signature may only be used against a white background.

Never use a reversed out signature against light coloured backgrounds or images.

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.

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 on the page.

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

Left aligned at bottom corner

UNIVERSITY OF TORONTO
FACULTY OF LAW

Right aligned at bottom corner

Anthropology
UNIVERSITY OF TORONTO

Left aligned at top corner

Immunology
UNIVERSITY OF TORONTO

Right aligned at top corner

UNIVERSITY OF TORONTO
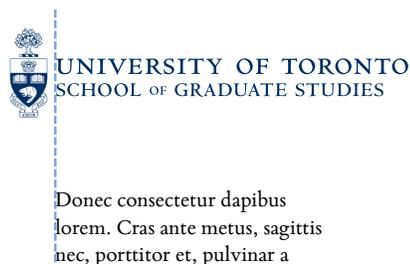OISE | ONTARIO INSTITUTE
FOR STUDIES IN EDUCATION

2.10   Placing the Signature with Text

All University of Toronto signatures are available from Strategic Communications & Marketing in a number of file formats at visual.id@utoronto.ca. The chart below shows the correct format to use.

To help ensure that we produce materials of the highest possible quality, it is important to use the correct file format. If you have requirements for formats other than those listed below please contact visual.id@utoronto.ca.

Left aligned with wordmark

UNIVERSITY OF TORONTO
SCHOOL OF GRADUATE STUDIES

Donec consectetur dapibus
lorem. Cras ante metus, sagittis
nec, porttitor et, pulvinar a

Left aligned with crest

Anesthesia
UNIVERSITY OF TORONTO

Donec consectetur dapibus
lorem. Cras ante metus, sagittis
nec, porttitor et, pulvinar a

Centre aligned Level 1
Centred Stacked Signature

UNIVERSITY OF
TORONTO

Donec consectetur dapibus

2.11 Are You Using the Correct File Format?

All University of Toronto signatures are available from Strategic Communications & Marketing in a number of file formats at **visual.id@utoronto.ca**. The chart below shows the correct format to use.

To help ensure that we produce materials of the highest possible quality, it is important to use the correct file format. If you have requirements for formats other than those listed below please contact **visual.id@utoronto.ca**.

Important: Don't use graphics taken from the web for print materials. These images may be copyrighted, and they likely don't have the resolution necessary for print.

| | **File Extension of Signature** | | |
Media Type	.EPS	.JPG	.GIF
PRINT			
Materials produced using professional print design software (Adobe Design Suite, Quark XPress, etc.)	✓		
Microsoft Word document		✓	
DIGITAL			
Microsoft PowerPoint presentation		✓	✓
Website / E-Newsletter		✓	✓

3. Colours

The University of Toronto's official colour is Pantone® 655 (dark blue).

Pantone® 655

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

- • The secondary and accent colour palettes;
- • How to replicate Pantone® 655, the secondary and accent colours 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		DIGITAL MEDIA	
	Pantone® Matching System	Four-Colour Process	Screen	Web Usage
OFFICIAL COLOUR	Pantone® 655	C: 100 M: 70 Y: 3 K: 56	R: 0 G: 42 B: 92	Hex #: 002A5C
SECONDARY COLOURS	Pantone® 122	C: 0 M: 17 Y: 80 K: 0	R: 255 G: 228 B: 152	Hex #: FFE498
	Pantone® 186	C: 0 M: 100 Y: 81 K: 4	R: 227 G: 24 B: 55	Hex #: E31837
	Pantone® 633	C: 100 M: 0 Y: 10 K: 25	R: 0 G: 139 B: 176	Hex #: 008BB0
	Pantone® 412	C: 0 M: 30 Y: 66 K: 98	R: 39 G: 17 B: 0	Hex #: 271100
ACCENT COLOURS	Pantone® 7453	C: 50 M: 26 Y: 0 K: 15	R: 123 G: 164 B: 217	Hex #: 7BA4D9
	Pantone® 422	C: 0 M: 0 Y: 0 K: 33	R: 206 G: 207 B: 203	Hex #: CECFCB
	Pantone® 692	C: 0 M: 23 Y: 10 K: 2	R: 234 G: 202 B: 205	Hex #: EACACD
	Pantone® 7492	C: 12 M: 0 Y: 50 K: 7	R: 218 G: 229 B: 205	Hex #: DAE5CD

The secondary colours can be used to highlight key points of information. They can also be used to define sections of a document or website.

The accent colours are intended to complement Pantone® 655 and the secondary colours, and can be used either as background elements or flourishes.

Our official colours are blue and white. All other colours should be used to support that brand.

Vibrant palette
Pantone® 122, 633, 186

Cool palette
Pantone® 7453, 633, 7492

Awards palette
bronze (70% of Pantone® 412) , silver – 422 gold –122

4. Accessibility

One of the obligations that the University of Toronto has under the Accessibility for Ontarians with Disabilities Act (AODA) Information Communication Standard is to provide accommodated formats of materials upon request. To ensure that you are able to meet this obligation you need to consider the principles of accessible design when creating your material.

Alternative text "tagging": the University of Toronto signature is considered artwork. To allow screen readers to recognize and describe artwork you must add an alternate tag ("alt tag").

How to "alt tag": Right click on the University of Toronto signature, click on "format picture", click on the tab that reads "web" or "text box". In the space for the alternative text add the following: **University of Toronto Logo**.

Reversed-out text and graphics: Avoid reversed-out text and graphics wherever possible. Black or dark text and graphics on a white background is most accessible.

5. Typography

5.1   Primary Typefaces

We recommend using two typefaces:

- •   For headers and signage: sans serif typeface
- •   For text: serif typeface

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 may use the typefaces chosen when the publications were designed.

Bembo

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Condensed no. 18

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Bold Condensed no. 20

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

If you have any questions regarding this document or U of T's visual identity, please contact **visual.id@utoronto.ca**

5.2   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 for accptable large headers.

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).
  - 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 Microsoft Office software:

- For Times New Roman, a font point size of 11 or 12 is recommended.
- For Arial Narrow, in Microsoft Word documents, the minimum font point size recommended is 12; in Microsoft PowerPoint presentations, the minimum is 20 points.

6. Samples of Best Usage

6.1 Posters and Banners

For posters, a mix of serif Bembo for copy setting and Trade Gothic no. 18 or 20 for display can be used to achieve a contemporary feel.

For banners, please use Trade Gothic no. 18 or 20. Because they are large format, it makes sense both esthetically and in terms of legibility. Please refrain from using Bembo whenever possible for banners.

For both posters and banners, the signature can appear at either the bottom or the top of the document. Their large formats are also conducive to reversed out signatures.

Examples of Usage
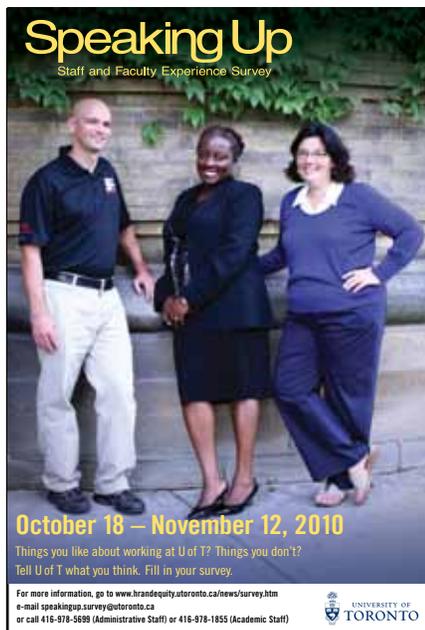
Poster

Banner

6.2   Print Advertisements

All advertisements should include the signature of the University unit producing and distributing them. The signature can appear at either the bottom or the top of the document.

All advertisements should use visual identity-compliant colours and fonts (**sections 3.0** and **4.0**, respectively).

6.3 Core University & Ceremonial Publications

All publications should include the signature of the University unit producing and distributing them. If possible, this should appear on the front cover of the publication, otherwise it must appear on the back cover.

While these publications may use the typefaces chosen when they were designed, they should attempt to utilize the University's colour palette (see section 3.0).

Examples of Usage

Ceremonial publication with signature on front cover
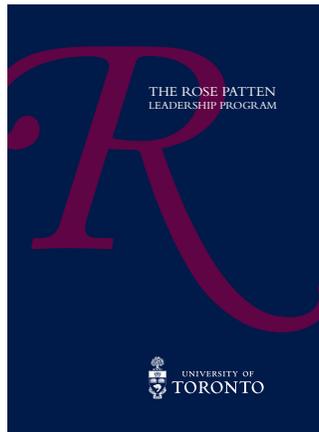
Core University publication with signature on back cover

6.4 General Publications (Flyers, Newsletters & Brochures)

All publications should include the signature of the University unit producing and distributing them. If possible, this should appear on the front cover of the publication, otherwise it must appear on the back cover.

While these publications may use the typefaces chosen when they were designed, they should attempt to utilize the University's colour palette (see **section 3.0**).

Examples of Usage

General publication with unit signature on front cover and visual id compliant colour scheme.
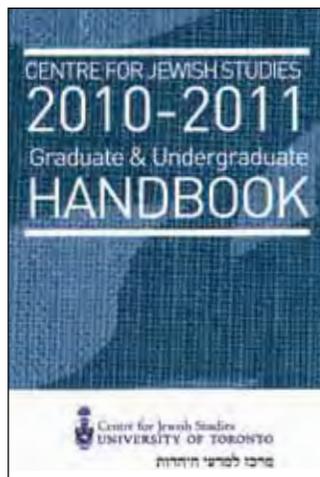
Information Specific to Websites ▶

7. Websites

The following section outlines best practices for using the University's signatures, typographic recommendations and colour palette on a U of T website. For a complete set of requirements for U of T webspaces, please refer to the Webspace Guide at **http://www.its.utoronto.ca/web-services/guidelines.htm**.

7.1   Signature Use on a Website

All University of Toronto websites should include within their header the signature appropriate to their unit. This signature should appear in the top left corner of the page. The signature should be 80 pixels in height with 20 pixels of white space above and below it and 32 pixels of white space on its right side.

Signature size and clear space on a website

7.2   Typeface Recommendations for Websites

The following typefaces are recommended for the web:
- Sans serif: Arial or Helvetica
- Serif: Times New Roman or Times

Headings should use a serif font and non-headings should use a sans serif font.

7.3   Colour Recommendations for Websites

Please refer to section 3.0 for colour recommendations and their formulations for web use. These colours may be used to enhance the site design for any University unit.

7.4   **Website Sample**

The University of Toronto Department of Physics's website is an example of best practices in terms of signature usage, typography and colour palette.

Information Specific to U of T Merchandising ▶

8.0   Website 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 have 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 **trademarks@utoronto.ca**.