OntarioTech UNIVERSITY

Brand Guidelines

INTRODUCTION

We have a great story. It's time to share it.

Whether you're a student, alumni, community partner, or staff or faculty member at Ontario Tech University, you know there is something very special about this place. These guidelines ensure all aspects of our refreshed brand are clear, and that tools are shared to help articulate, express and evaluate the brand in every aspect of our daily work.

Creating and maintaining a strong brand image is critical to the continued success and growth of the university. We all have a role to play in managing it. These easy-to-use brand guidelines introduce the necessary protocols required to effectively leverage the Masterbrand and Spirit Brand identities. Presenting Ontario Tech University in a consistent, professional way will reinforce the importance and distinctiveness of our message. That's why it's extremely important that these standards are respected and adhered to. If you have any questions regarding these guidelines, contact brand@uoit.ca.

Contents

INTERACTIVE PDF
CLICK A TITLE BELOW TO JUMP

MASTERBRAND

4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

DESIGN ELEMENTS

29 BRAND PATTERNS
33 GRAPHS AND CHARTS
35 USE OF COLOUR BARS AND BLOCKS

APPLICATIONS

38 PRINT APPLICATIONS
61 DIGITAL APPLICATIONS

SPIRIT BRAND

64 ROLE OF SPIRIT BRAND
65 SYMBOL FORMATS
66 WORDMARK FORMATS
67 LOGO VERSIONS
69 WORDMARK VERSIONS
70 LOGO USAGE
71 WORDMARK USAGE
72 INCORRECT USE
73 ATHLETIC TEAM NAMES
74 ATHLETIC NUMBERS
75 APPLICATION

SUPPORT

77 GLOSSARY OF TERMS
78 CONTACT INFORMATION

CLICK ANY TITLE TO JUMP

4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

Our Brand Name

Ontario Tech University

We're a modern, nimble and technology-focused institution. Our brand name raises awareness of our strong reputation and demonstrates our place amongst global post-secondary technology institutions.

Our official name remains University of Ontario Institute of Technology and it'll be used for our degree parchments and official documents. Please use Ontario Tech University in all other communications and references to the university.

Best practices:

> Don't incorporate OTU or any other acronym into communications or designs.

> When referencing our university in body copy, use the full name **Ontario Tech University** and **Ontario Tech** in subsequent references.

> When using a faculty signature, ensure **Ontario Tech University** is typeset in full elsewhere on the same communication.

4 OUR NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

Our Brand Manifesto

We have an important story to share.

Our world is changing rapidly and given the demanding times we live in, it's crucial that we step up now and search for solutions. At Ontario Tech University, we're serious about success. We believe that with smart, focused thinking and a drive toward finding innovative, modern results to real-life challenges, we can help chart the way forward.

We strive for a better future and we're always open to new emerging possibilities. And we do it all with a no-nonsense attitude that recognizes that being too traditional, or too formal, are not prerequisites for being great.

Technology is a driving force in society, bringing advances that improve our lives and well-being. At Ontario Tech, we're not only at the forefront of the possibilities, but also exploring the questions that guide a consideration of tech with a conscience.

4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

Our Brand Voice

Our voice needs to embody and represent our diverse student body and faculty. The way we communicate and convey information should mirror the values that we uphold throughout our campus. Our brand voice should humanize our brand and elevate our reputation. Our tone should be consistent and authentic through all points of communication.

Our tone and manner in design and content writing are:

> Smart
> Focused
> Grounded
> Down to earth
> Pragmatic
> Inclusive
> ‘Don’t take ourselves too seriously’

4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

Our Identity

Our identity signals the start of an exciting new era and reflects a stronger, emboldened campus spirit.

It's a strategic evolution of the university's old mark and is now simple, unique and identifiable. The iconic Shield was simplified and modernized to represent a commitment to openness and possibilities. The Arrow was introduced to reflect tech-forward momentum, always pointing towards a better future.

Our updated colour palette includes an infusion of orange to differentiate ourselves. A modern, customized Wordmark complements a versatile typography system.

Our brand identity instills every university touch point including merchandise, website, printed collateral, way-finding and building signage, and social media. More than just a logo, the identity helps to tell our story with consistency, unity, and pride.

For more information contact brand@uoit.ca

OntarioTech UNIVERSITY

ARROW

> Directional
> Forward-thinking
> Progressive

SHIELD

> Leverages heritage
> Open to new ideas
> Strength and safety

ARC

> Emerging ideas
> Possibilities
> Represents the **O** in Ontario

4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

Logo Formats

OUR LOGO
The primary logo is the preferred format and it should be used wherever possible. We've developed a stacked version of the logo for instances where space may be limited.

OUR WORDMARK
The Wordmark logo versions should be used sparingly and only in circumstances where the Shield Symbol is used as a graphic element.

OUR SYMBOL
The Symbol can be used on its own. See the next page for more information.

PRIMARY LOGO

STACKED LOGO

WORDMARK

STACKED WORDMARK

SYMBOL

>

4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

Logo Formats

OUR SYMBOL CAN BE USED WHEN:

> It's a graphic element, shown in its entirety without cropping.

> The full logo has previously appeared: e.g. the second page of a letterhead, the footer of a PowerPoint slide, the front of the business card, on the header of a tent card.

> Unavoidable tiny sizes are required, like a favicon.

ZOOMED-IN LOGO PATTERN

Not to be confused with our Symbol, which is always shown in its entirety, the zoomed-in logo pattern is a flexible, hard-working design element.

Best practices:

> The edges of the pattern must be cropped in some way to distinguish it from our Symbol.

> The colour blocks can interchange with each other and different parts can be cropped/highlighted to convey pathways, focus or to contrast a busy page.

> If parts of the Arrow are shown within the crop, it must remain 100 per cent Tech Tangerine.

Refer to **Brand Patterns** under **Design Elements** for more applications.

SYMBOL FORMATS: FULL-COLOUR

REVERSE—DARK BLUE BACKGROUND

REVERSE—LIGHT BLUE BACKGROUND

WHITE

FOR RESTRICTED-COLOUR CASES LIKE SCREEN PRINTING OR EMBROIDERY

ZOOMED-IN LOGO PATTERN

4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

Logo Formats

SYMBOL USE
Review these examples for guidance on correct and incorrect use of our Symbol.

SYMBOL APPLICATIONS

INCORRECT SYMBOL USE

DON'T WATERMARK THE SYMBOL

DON'T USE THE FULL SYMBOL AS A PATTERN AND CHANGE ITS COLOURS

DON'T RUN TEXT OR ELEMENTS OVER THE SYMBOL

<

4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

Logo Versions

As a general rule, and whenever possible, the logo should always be used in its full-colour version. Reverse, white and black versions should only be used in specific cases.

Ensure the logo is always reproduced with approved artwork files and the correct format is used for the appropriate medium. All logo files are available in CMYK, PMS and RGB formats.

FULL-COLOUR

REVERSE — LIGHT BLUE BACKGROUND

REVERSE — DARK BLUE BACKGROUND

WHITE

BLACK

4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

Logo Usage

To ensure our brand is represented effectively, the logo must be used correctly. This page shows the correct amount of required clear space around the logo. The same spacing rules apply to all variations of the logo. Note the minimum size application of logos.

Avoid using the logo smaller than the examples shown. Exceptions can be made for special cases such as specialty items, where smaller logo sizes are needed. Minimum sizes for logos don't include clear space.

CONSTRUCTION

This shows how the **O** informed the foundations of the logo.

CLEAR SPACE

Use the capital **O** to determine the minimum required space used around the logo for all formats.

MINIMUM SIZE

PRIMARY LOGO
1.5" WIDE FOR PRINT
150PX FOR DIGITAL

STACKED LOGO
1.0" WIDE FOR PRINT
100PX FOR DIGITAL

SYMBOL
0.265" WIDE FOR PRINT
16PX FOR DIGITAL

4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

Incorrect Logo Usage

Here are examples of how our logo shouldn't be used. If you have any questions about how to apply our logo, contact brand@uoit.ca

DON'T CHANGE COLOURS OF THE LOGO

DON'T ALTER OR REARRANGE THE LOGO ELEMENTS

DON'T STRETCH OR DISTORT THE LOGO

DON'T ALTER OR CREATE YOUR OWN DESCRIPTOR TEXT

DON'T USE ON A BACKGROUND COLOUR SIMILAR TO THE LOGO FOR LEGIBILITY

DON'T USE THE LOGO ON A BUSY PHOTO OR PATTERNED BACKGROUND

BE SURE TO USE THE CORRECT COLOUR VERSION OF THE LOGO FOR LEGIBILITY

DON'T 'WATERMARK' THE LOGO IN FULL COLOUR.

DON'T RUN THE LOGO TO THE EDGE OF A PRINTED PIECE OR SIGNAGE, OR BREACH THE LOGO'S CLEAR SPACE WITH OTHER DESIGN ELEMENTS

DON'T LOCK UP ANOTHER GRAPHIC WITH THE LOGO

DON'T ALTER OR CREATE YOUR OWN SIGNATURE

4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

Logo Elements

ARROW
You can use the Arrow on its own, across brand applications to bring visual impact or structure to the layout. In order to maintain consistency and balance, it must be used carefully.

Best practices:

> The Arrow must always be used in 100 per cent Tech Tangerine.
> Use of the Arrow is preferred to be flush to the edge of the document, not inset.
> Ensure the Arrow isn't overused within a layout.
> Proportion and clear space is important to make sure the device is not crowded or adding to visual clutter.
> Where possible, the Arrow should point to the top right to reinforce forward direction.

ARROW PATTERN
One of our **Brand Patterns** is created from the Arrow.

The **Arrow Brand Pattern** has the flexibility to change to other colours or be used monochromatically as tone-on-tone, as opposed to the Arrow above, which should stay 100 per cent Tech Tangerine.

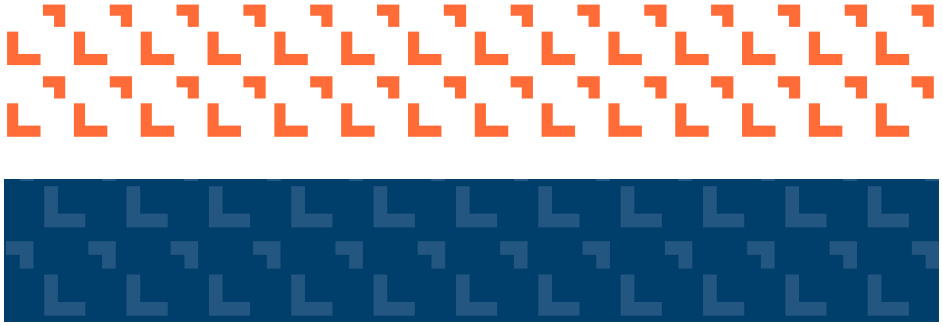
ARROW

DEVICE

Preferred

Acceptable

PATTERN



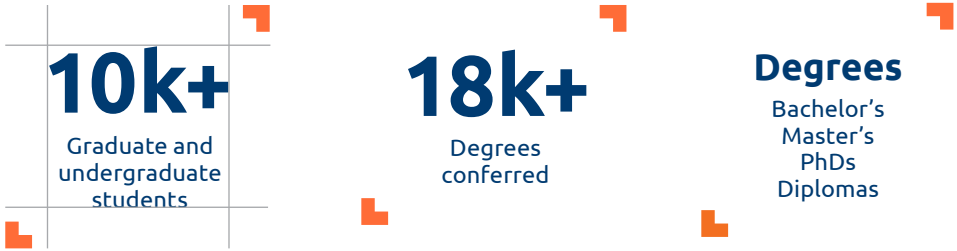
4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

Logo Elements

ARROW FRAME

The **Arrow Frame** can highlight content contained within the frame. There should be generous white space around the frame, and there shouldn't be too much content. i.e. short, punchy facts where both corners of the frame are not too far apart from one another. The **Arrow Frame** is helpful as a typographic tool such as highlighting big-number callouts.

FRAME



ENSURE THAT CLEAR SPACE OF AT LEAST HALF THE WIDTH OF THE ARROW ISN'T ENCROACHED UPON BY TEXT ELEMENTS

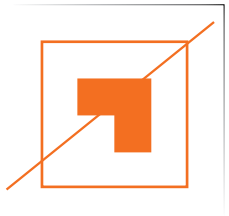
4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

Logo Elements

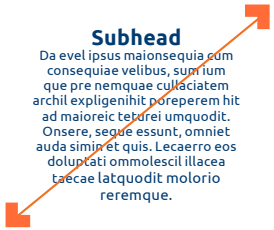
INCORRECT USE

Here are examples of how our Arrow shouldn't be used. If you have any questions about how to apply the Arrow contact brand@uoit.ca

Where possible, the Arrow should point to the top right to reinforce forward direction. On its side as an arrow is also acceptable.



DON'T BOX



DON'T USE TOO MUCH TEXT WITHIN THE ARROW FRAME

DON'T RUN TEXT OR ELEMENTS CLOSE TO THE ARROW FRAME

DON'T ALTER THE EDGES OF THE ARROW

DON'T ADD TEXT TO THE ARROW

DON'T USE DROP SHADOWS

DON'T USE GRADIENTS

DON'T CHANGE THE THICKNESS OF THE ARROW

DON'T CREATE NEW FRAMES

< >

4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

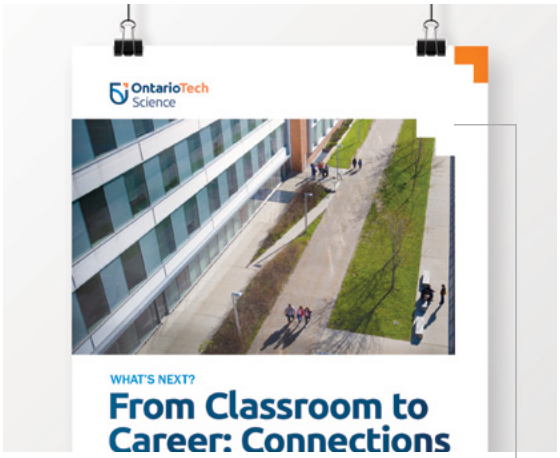
Logo Elements

ARROW—EXTENSION
The Arrow can be used as positive or negative space to mask images.

Ensure there's generous uncluttered space around the image frame. Avoid placing text too close.

It can be extended as an opening pull-quote. Ensure there's generous uncluttered space around the pull-quote.

Note: The pull-quote can be used in any of our primary or secondary colours.



NEGATIVE

POSITIVE

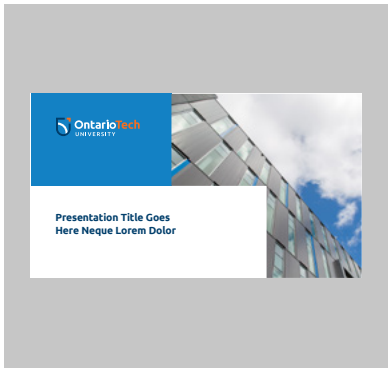
PULL QUOTE

The university's curriculum helped me achieve my career goals. The professors provide a comfortable learning environment and treat students with respect.

— STUDENT NAME

BROCHURE

POWERPOINT



<

4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

Our Fonts

PRIMARY FONT: UBUNTU

Our Wordmark incorporates a new font, Ubuntu. It's versatile, approachable, comes in a variety of weights and is also designed for digital use. Ubuntu can be used for all of our communication, marketing and digital materials.

Welcome

FEATURE

> Free and open-source font.
> This means it can be used in all software programs once installed. If sharing a file with an outside vendor, make sure they download and install Ubuntu (available on Google Fonts).

FEATURE

> Rounded letterforms are friendly and modern.

FEATURE

> 1,200 glyphs
> 200 to 250 languages

добро пожаловать

>

4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

Our Fonts

PRIMARY FONT:
UBUNTU

All documents should incorporate the primary font within the material to ensure it relates to our brand.

In good typography practice, it's important to consider the size, style and weight of the font in your document. Adding contrast to the typography setting helps your reader understand emphasis and hierarchy within the communication. Consider keeping consistent typographic styles within your document to ensure visual aesthetic is simple and clean.

UBUNTU

Curriculum

emboldened campus spirit

strategic

Simplified & Modernized

openness and possibilities

POINTING TOWARDS A BETTER FUTURE

Brand Evolution

1234567890?/!#

AVAILABLE WEIGHTS

Light
Light Italic
Regular
Italic
Medium
Medium Italic
Bold
Bold Italic
Condensed

4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

Our Fonts

SECONDARY FONT:
ITC FRANKLIN GOTHIC STD

Strong brands usually employ more than one typeface. Different typefaces have differing attributes and can be applied in applications and communication hierarchies to create distinct tones and emphasis.

Our secondary font is ITC Franklin Gothic STD. It features a robust type family that is extremely versatile and flexible for any potential application. It can be used in all marketing and digital materials.

Franklin Gothic was selected because it works to complement our primary font (Ubuntu).

ITC FRANKLIN GOTHIC STD

Curriculum

emboldened campus spirit

strategic

Simplified & Modernized

openness and possibilities

POINTING TOWARDS A BETTER FUTURE

Brand Evolution

1234567890?/!#

AVAILABLE WEIGHTS

Book

Book Italic

Medium

Medium Italic

Demi

Demi Italic

Heavy

Heavy Italic

Book Condensed

Book Condensed Italic

Medium Condensed

Medium Condensed Italic

Demi Condensed

Demi Condensed Italic

Book Extra Compressed

Demi Extra Compressed

4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

Our Fonts

DEFAULT FONT: ARIAL
Arial can be used in documents from external sources or in PowerPoint presentations when a copy of our primary or secondary font isn't available.

ARIAL

Curriculum
emboldened campus spirit
strategic
Simplified & Modernized
openness and possibilities
A BETTER FUTURE
Brand Evolution
1234567890?/!#

AVAILABLE WEIGHTS

Regular
Regular Italic
Bold
Bold Italic
Black

4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

Our Fonts

TYPOGRAPHIC APPLICATION CORRECT USE

Our marketing and design pieces should feel connected to the same brand. Consistency in typography application signifies that the communication comes from Ontario Tech University.

Aim to use our primary font, Ubuntu, as primary headline/display, intro paragraphs and subheads to show off its unique letterforms. Upper and lower case Ubuntu is preferred.

Our secondary font, ITC Franklin Gothic STD, is well suited to smaller support copy like body text, also as subheads, and eyebrow headlines. All caps, title or upper/lowercase combinations work.

HEADLINE/DISPLAY: UBUNTU-TITLE CASE

Connections for the Future

EYEBROW HEADLINES: UBUNTU OR ITC FRANKLIN GOTHIC STD, ALL CAPS OR TITLE CASE
INTRODUCTORY PARAGRAPHS: UBUNTU UPPER-/LOWER-CASE

WHAT'S NEXT?

Students are invited to meet alumni and potential employers to gain insights about industry, learn what companies are looking for in new talent and obtain practical guidance.

SUBHEADS: UBUNTU OR ITC FRANKLIN GOTHIC STD, ALL CAPS OR UPPER/LOWERCASE

LOCATION

Business and Information Technology Building, Atrium and Mezzanine

LOCATION

Business and Information Technology Building, Atrium and Mezzanine

BODY/SUPPORT TEXT: ITC FRANKLIN GOTHIC STD

Rum iumquisin eum que inctur. Da evel ipsus maionsequia cum consequiae velibus, sum ium que pre nemquae cullaciatem archil expligenihit poreperem hit ad maioreic teturei umquodit. Onsere, seque essunt, omniet auda simin et quis. Lecaerro eos doluptati ommolescil illacea taecae latquodit molorio reremque.

4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

Our Fonts

TYPOGRAPHIC APPLICATION INCORRECT USE

Within a paragraph or a single block of text, avoid using multiple sizes of fonts, multiple colours of text, or mixing of fonts.

Ubuntu's Condensed and ITC Franklin Gothic STD's compressed fonts are helpful in limited spaces, infographics, and to provide typographic hierarchy and visual contrast. For legibility, don't use small point sizes. Setting below 12pt in print isn't recommended.

Connections for the Future

DON'T USE DROP SHADOWS OR OTHER EFECTS ON TYPE

Rum iumquisin eum que inctur. Da evel ipsus maionsequia cum consequiae velibus, sum ium que pre **nemquae cullaciatem archil** expligenihit poreperem hit ad maioreic teturei umquodit. Onsere, seque essunt, omniet auda simin et quis. Lecaerro eos doluptati ommolescil illacea taecae latquodit molorio reremque.

AVOID MIXING COLOURS, FONTS, SIZES IN A TEXT BLOCK

LOCATION

Business and Information Technology Building, Atrium and Mezzanine

DON'T SET SMALL BODY TEXT (BELOW 12 PT) IN CONDENSED/ COMPRESSED FONTS

<

4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

Our Colours

PRIMARY PALETTE

Our primary colour palette consists of three bold colours: two traditional blues, paired with a vibrant orange. These convey enthusiasm, creativity, success, encouragement, change and determination.

Follow these unique colour breakdowns for appropriate reproduction across all mediums.

Use these colours at full strength, not tinted or multiplied. (Monochomatic tinting approved in Brand Patterns only)

***TECH TANGERINE AND AODA COMPLIANCE**

Digital: We've developed a custom breakdown for using Tech Tangerine RGB or HEX colour text on a white background. Use these values and maintain a minimum of 24px font size.

Print: Avoid using Tech Tangerine in font smaller than 16pt in print applications.

FUTURE BLUE	SIMCOE BLUE	TECH TANGERINE *
PMS 541 C	PMS 3005 C	PMS 1645 C
C100 M58 Y9 K46	C100 M31 Y0 K0	C0 M70 Y100 K0
R0 G60 B113	R0 G119 B202	R231 G93 B42 *
#003C71	#0077CA	#E75D2A *

DON'T TINT OUR LOGO

>

4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

Our Colours

SECONDARY PALETTE
Our neutral secondary colour palette supports and complements our bold primary palette.

Our warm, cool and dark greys can be used as tints as needed for contrast in application.

Minimum contrast ratios must be met for use of grey values. Black text must be used on warm and cool grey to be web compliant.

WARM GREY

PMS
WARM GREY 3 C

C9 M11 Y13 K20

R172 G163 B154

ACA39A

COOL GREY

PMS
COOL GREY 7 C

C20 M14 Y12 K40

R167 G168 B170

A7A8AA

DARK GREY

PMS 431 C

C45 M25 Y16 K59

R91 G103 B112

5B6770

SPIRIT NAVY

PMS 539 C

C100 M75 Y50 K50

R0 G40 B60

00283C

WHITE

COLOUR-USE RATIO
This is the recommended usage ratio guide in application.

Our Future and Simcoe Blues are used most prominently, balanced with a generous amount of white.

Reserve our Tech Tangerine for more judicious and strategic pops of colour and for our Arrow. Complement this with the secondary palette.

FUTURE BLUE **SIMCOE BLUE** **TECH TANGERINE**

<

4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

ONEbrand Architecture

Our brand is MORE than a logo

Our brand has a completely new visual identity and includes many new creative elements to use in all of our communications. You will see more visuals instead of words, and a new tone and voice in the way we communicate.

ONEBRAND STRATEGY

The success of our brand relies on having one unified brand: Ontario Tech University. We'll achieve this with our ONEbrand strategy.

WHAT IS A ONEBRAND STRATEGY?

Our ONEbrand strategy brings our campus community together as one by using only:

> The Ontario Tech University logo system.
> Consistent messages.
> Pantone colours from the logo.

BENEFITS OF A ONEBRAND STRATEGY

> Improved brand presence.
> Integrated communications.
> Simple, easy to navigate.
> Cost effective.
> Leverages brand investment.

Our Brand Architecture on the following page describes how units within the university fit into the **ONEbrand** strategy.

>

4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

ONEbrand Architecture

ONEbrand Architecture is a system that categorizes the various units of our brand. Review the previous page for more information regarding our ONEbrand strategy.

MASTERBRAND
(The university's primary identity.)

OntarioTech UNIVERSITY

SPIRIT BRAND
(The university's identity for Spirit and Athletics.)

ONTARIO TECH RIDGEBACKS

ONTARIO TECH

SIGNATURE IDENTITIES
(Used to highlight faculties and units to place them within the brand hierarchy. Only units specified are permitted. See Page 28 for a full list of approved identities.)

OntarioTech Business & IT

OntarioTech Education

OntarioTech Alumni

OntarioTech Continuous Learning

<

4 OUR BRAND NAME
5 OUR BRAND MANIFESTO
6 OUR BRAND VOICE
7 OUR IDENTITY
8 LOGO FORMATS
11 LOGO VERSIONS
12 LOGO USAGE
13 INCORRECT LOGO USAGE
14 LOGO ELEMENTS
18 OUR FONTS
24 OUR COLOURS
26 ONEBRAND ARCHITECTURE
28 SIGNATURE IDENTITIES

Signature Identities

Our Signature Identities are designed as lock-ups with the logo.

Signature Identities are custom designed and prepared by the Communications & Marketing department according to specific guidelines. Only the units identified are permitted to use a Signature Identity.

Note: The university's full name must be typeset on the same page on which the Signature Identity appears. This is covered under the **Applications** section (Page 37).

Contact Communications & Marketing at brand@uoit.ca for approved signatures.

FACULTY SIGNATURES

OntarioTech Business & IT

OntarioTech Education

OntarioTech Energy Systems & Nuclear Science

OntarioTech Engineering & Applied Science

OntarioTech Graduate & Postdoctoral Studies

OntarioTech Health Sciences

OntarioTech Science

OntarioTech Social Science & Humanities

OTHER APPROVED SIGNATURES

OntarioTech Alumni

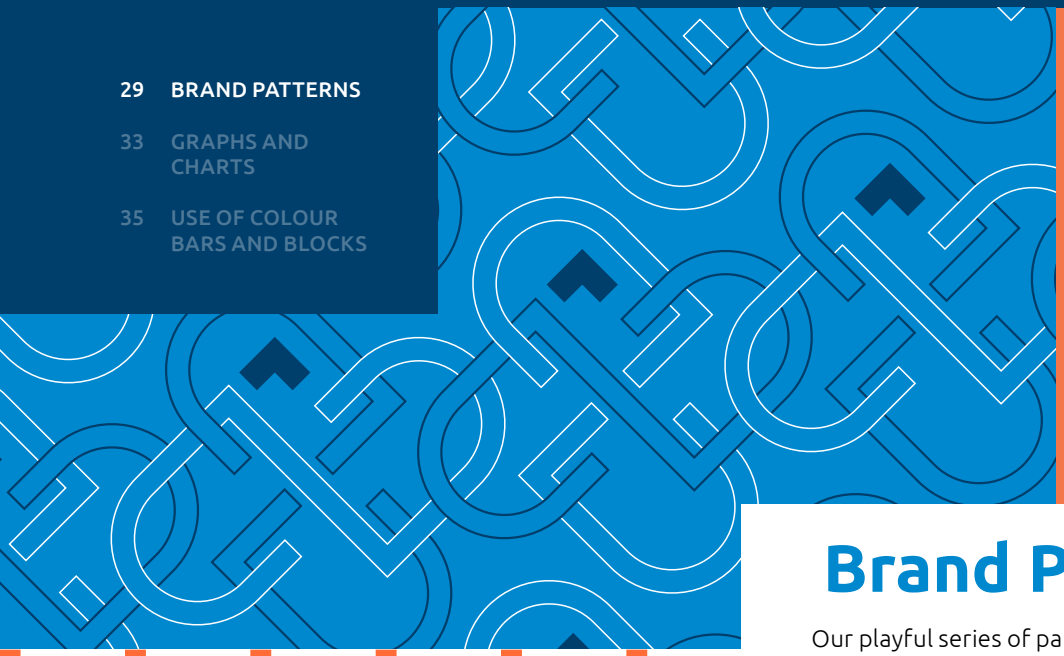
OntarioTech Continuous Learning

OntarioTech Library

29 BRAND PATTERNS

33 GRAPHS AND CHARTS

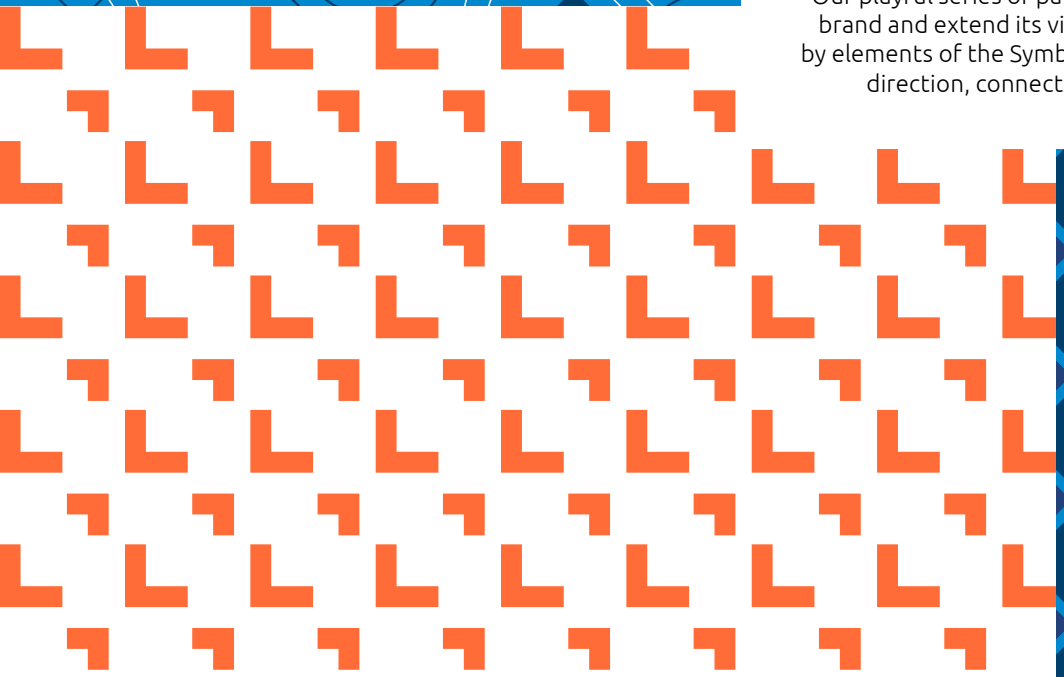
35 USE OF COLOUR BARS AND BLOCKS

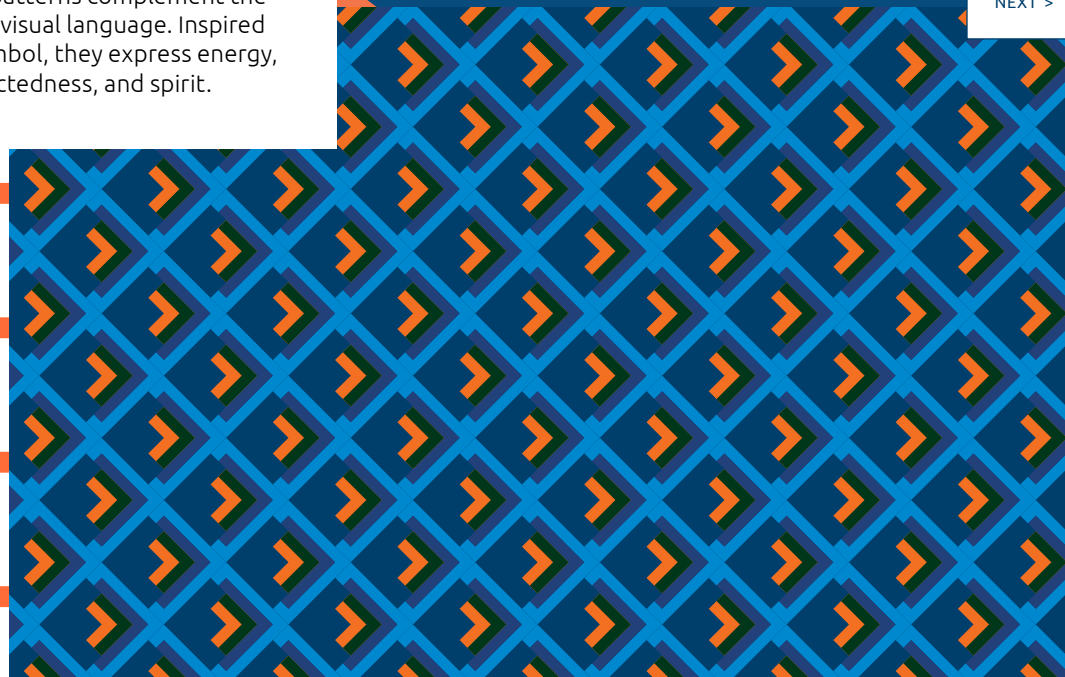


Brand Patterns

Our playful series of patterns complement the brand and extend its visual language. Inspired by elements of the Symbol, they express energy, direction, connectedness, and spirit.

NEXT >





29 BRAND PATTERNS

33 GRAPHS AND CHARTS

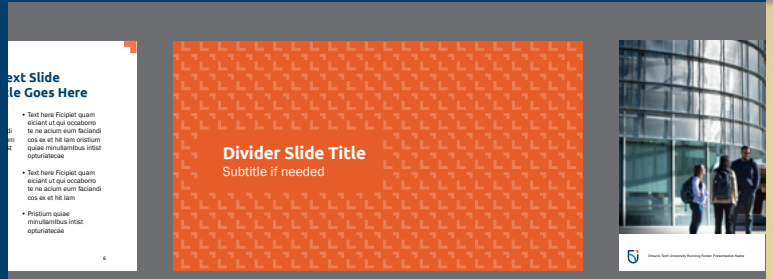
35 USE OF COLOUR BARS AND BLOCKS

Brand Patterns

We have patterns for use in your documents. Patterns should be used selectively and without visual conflict. They should add visual impact to your layout and reinforce the brand in a subtle way by showcasing brand colours and recognizable elements in an interesting way. Choosing the right pattern can make your material look distinct and reinforce the tone of your communication.

Patterns can be used monochromatically as subtle textures (e.g. a divider slide in a presentation, the inside of a tent card, specialty merchandise, environmental graphics, a high-impact graphic spread or in place of an image or header in collateral.)

Contact Communications & Marketing at brand@uoit.ca to request these patterns.



< BACK

NEXT >

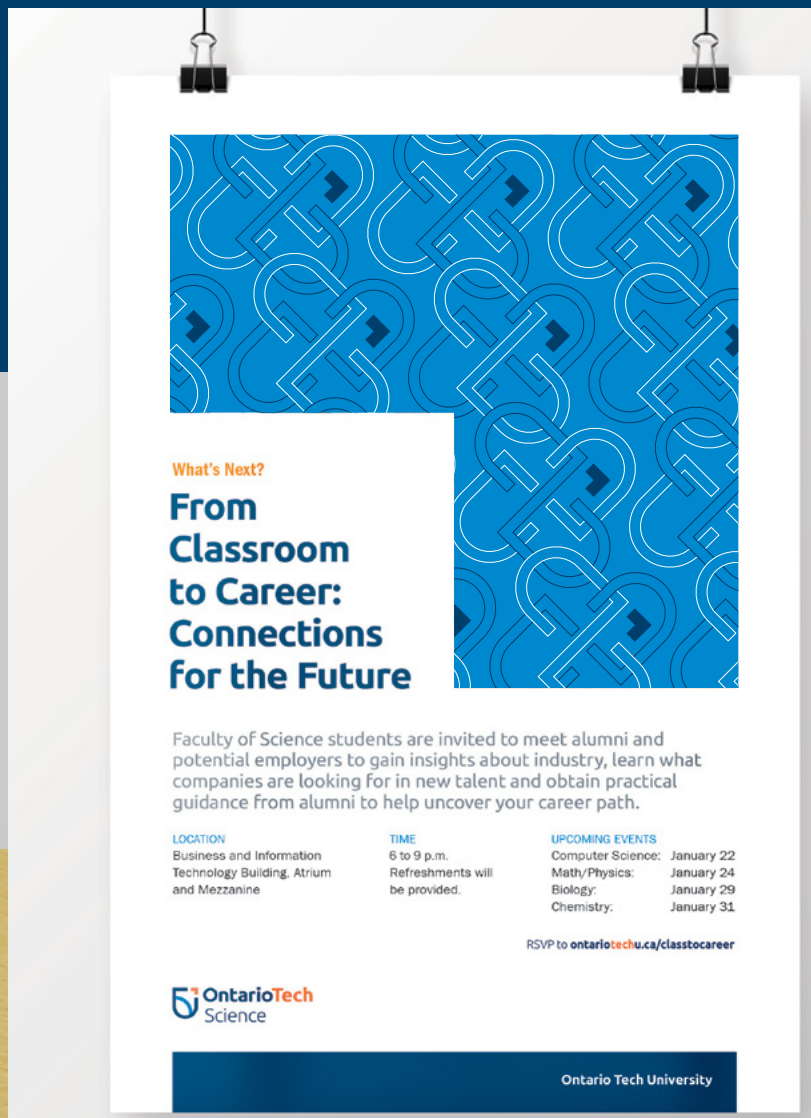
29 BRAND PATTERNS

33 GRAPHS AND CHARTS

35 USE OF COLOUR BARS AND BLOCKS

Brand Patterns

SYMBOL VS ZOOMED-IN LOGO PATTERN
Not to be confused with our Symbol, which is always shown in its entirety, the zoomed-in logo pattern is a flexible, hard-working design element. The colour blocks can interchange and different parts can be cropped/highlighted to convey pathways or to contrast a busy page. The edges of the pattern must be cropped in some way to distinguish it from our Symbol.



< BACK

NEXT >

29 BRAND PATTERNS

33 GRAPHS AND CHARTS

35 USE OF COLOUR BARS AND BLOCKS

Brand Patterns

Best practices:

> Avoid layering text directly over the busy areas of the patterns.

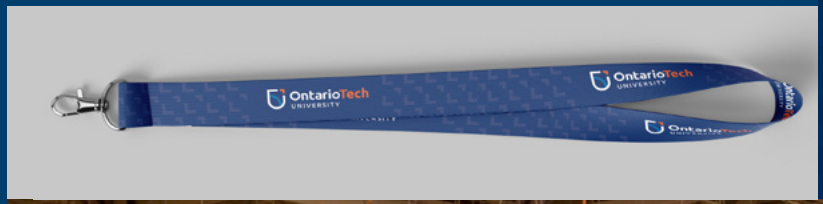
> Avoid pairing with imagery.

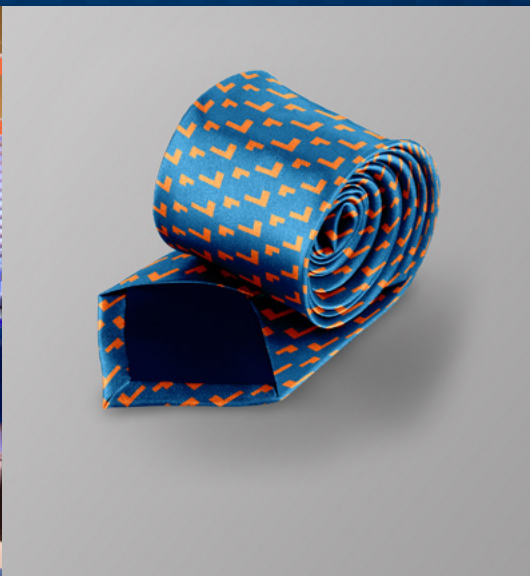
> Avoid using multiple patterns on the same page.

> Playing with the scale or crop of the pattern can impact the effect they have in your layout.

> Adjusting colour and stroke lines within the patterns is not recommended.

Contact Communications & Marketing at brand@uoit.ca to request these patterns.





< BACK

29 BRAND PATTERNS

33 GRAPHS AND CHARTS

35 USE OF COLOUR BARS AND BLOCKS

Graphs and Charts

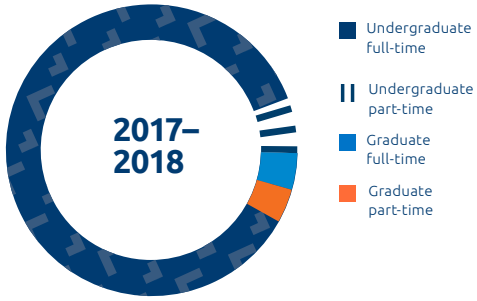
Graphs and charts should only use our primary colour palette, supported by our secondary palette. Don't introduce new colours for multiple fields: instead stripes can be utilized for differentiation.

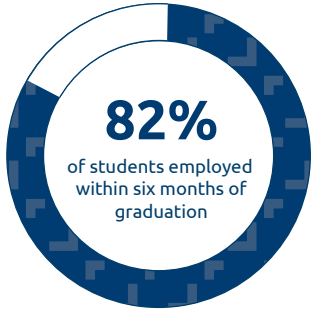
Although not required, a subtle pattern can be used within a large container, as long as there is no text overlap.

PIE CHARTS

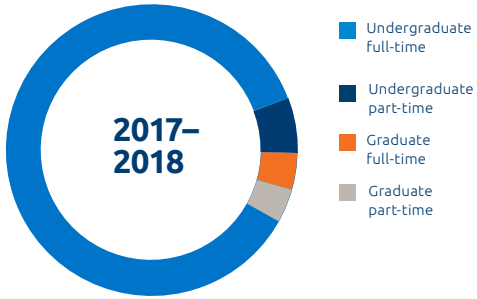
PERCENTAGE CHARTS

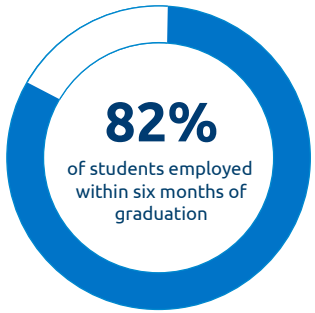
Undergraduate and Graduate Students Status





Undergraduate and Graduate Students Status





>

29 BRAND PATTERNS

33 GRAPHS AND CHARTS

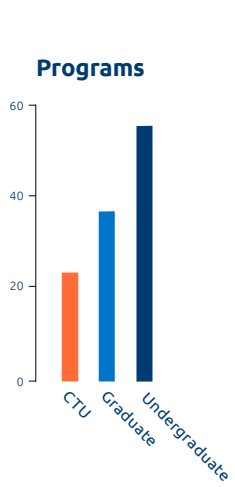
35 USE OF COLOUR BARS AND BLOCKS

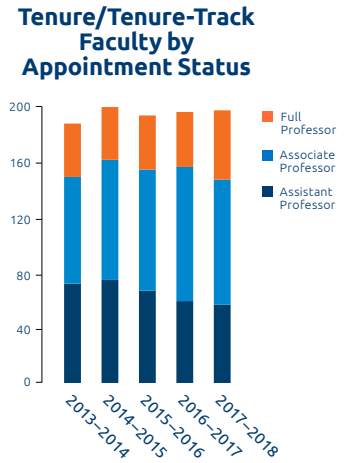
Graphs and Charts

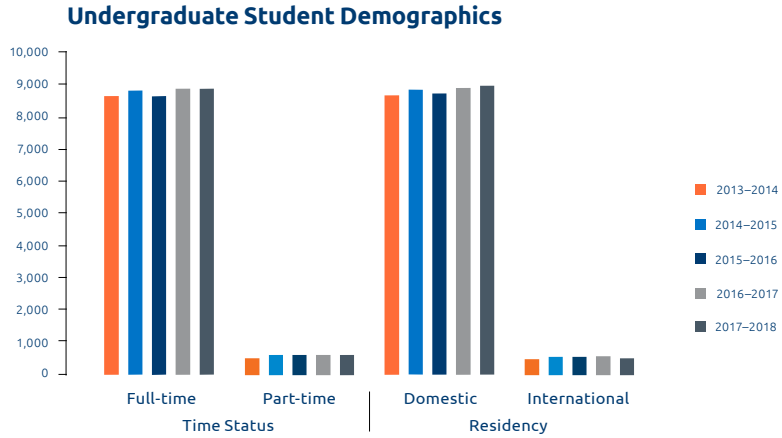
Data should be kept clean and minimal, avoiding repeating numbers already represented graphically.

The most harmonious title alignment can be determined by best design judgement of the space available and the other elements on the page.

BAR GRAPHS







<

29 BRAND PATTERNS

33 GRAPHS AND CHARTS

35 USE OF COLOUR BARS AND BLOCKS

Use of Colour Bars and Blocks

COLOUR BARS

You can use bars as a graphic element within your layout to anchor and frame your communication. Consistency is important to ensure the element is recognized as a part of our brand.

Best practices:

> Height of the Colour Bar should be 1" for 11" x 17" posters and 0.75" for letter and postcard size: a good rule of thumb for other sizes is the height of the logo used within the document.

> Colour Bars should bleed off the bottom of your layout and should mirror the margin spacing within your grid.

> Don't insert content and graphics within the bar except for including **Ontario Tech University** when a Signature Identity is used.

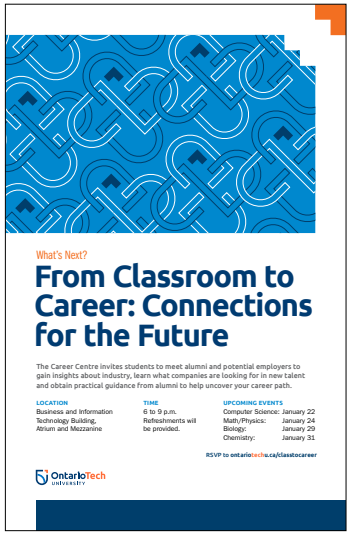
> Colour Bars separate information within a document. They shouldn't be used as a decorative border or stroke beneath an image.

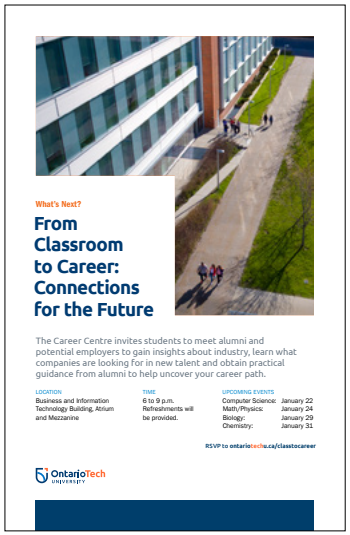
> Avoid using thin or multiple Colour Bars within a document layout as they become decorative and not functional.

> Colour Bars should only use primary colour palette.

>

COLOUR BARS





29 BRAND PATTERNS

33 GRAPHS AND CHARTS

35 USE OF COLOUR BARS AND BLOCKS

Use of Colour Bars and Blocks

COLOUR BLOCKS

Copy and text can be inserted into Colour Blocks to separate content and highlight information. Colour Blocks can visually add importance and hierarchy to your layout by guiding the reader's eye on the page. Arrows can also add dimension and brand interest within your document. See Pages 14 to 17.

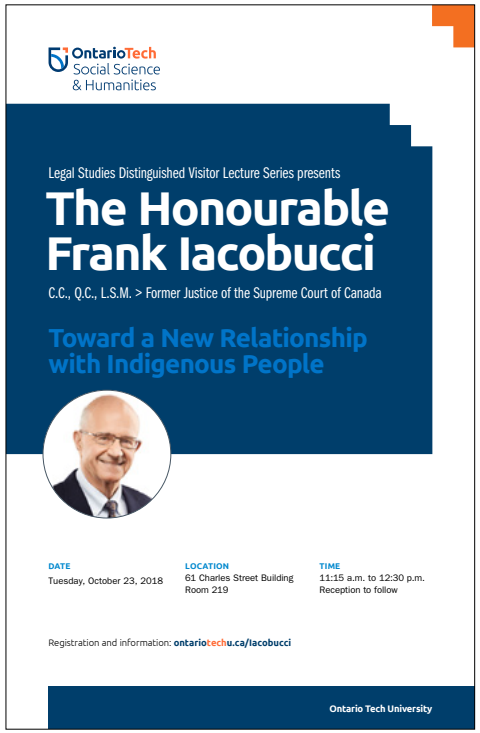
Best practices:

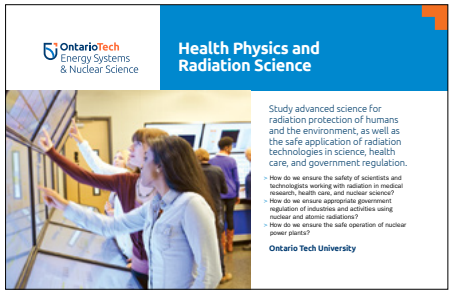
> Height of the Colour Block is flexible but the width should align with the document's design grid.

> Colour Blocks can use both primary and secondary colour palette as long as the colour ratio and proper contrast is considered within your layout.

> Shapes including circles, arrows and rectangles can be used within the Colour Blocks.

COLOUR BLOCKS





<

38 PRINT APPLICATIONS

61 DIGITAL APPLICATIONS

Applications

38 PRINT APPLICATIONS

61 DIGITAL APPLICATIONS

Print Applications

STATIONERY: BUSINESS CARDS
Our business cards embody our vibrant colours.

BACK

FRONT

>

38 PRINT APPLICATIONS

61 DIGITAL APPLICATIONS

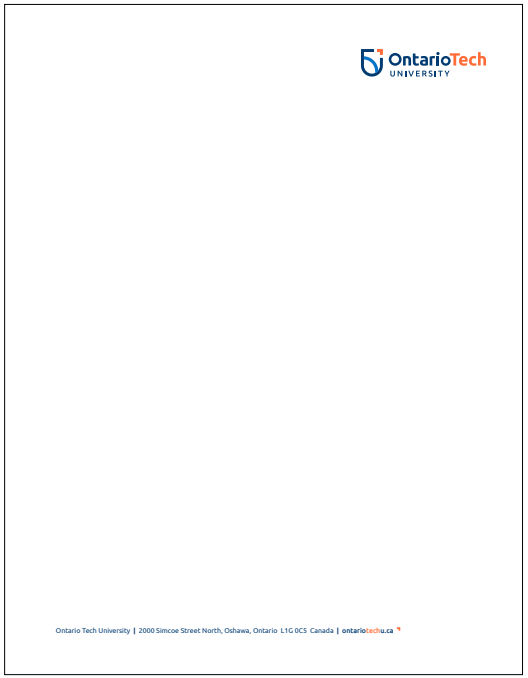
Print Applications

STATIONERY: LETTERHEAD AND ENVELOPE

Corporate letterhead is available for use by all departments within the university.

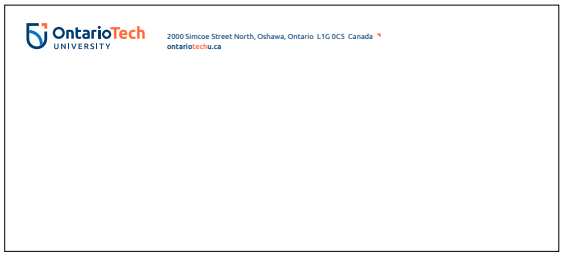
Approved units with Signature Identities can use either the corporate or their specific letterhead.

Remember to follow the margin guides provided by Communications & Marketing to allow enough space around the design elements.



CORPORATE

FACULTY AND SIGNATURE IDENTITY



ENVELOPE (#10)

< >

38 PRINT APPLICATIONS

61 DIGITAL APPLICATIONS

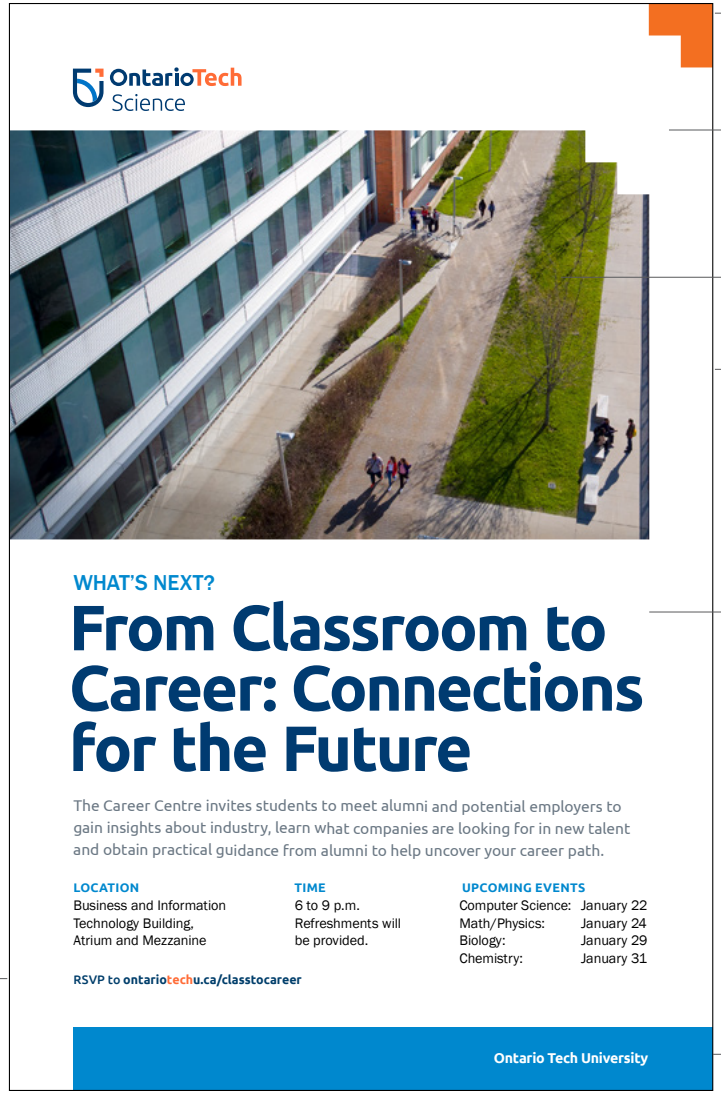
Print Applications

POSTERS 11" X 17"
This template option keeps the Signature Identity at the top near the Arrow and **Ontario Tech University** in the Colour Bar.

When using the Primary logo on your poster, the Colour Bar remains free of text.

The Colour Bar can be in any of our primary colours while considering contrast and colour ratio within the design.

POSTER (11" X 17")—EXAMPLE USING OUR IMAGE ASSETS



Arrow surrounded by white space.

Negative Arrow notches photo for ownable and easily implemented element.

Image chosen from photo library.

Consistent 1" wide margin important for brand, mirrors margin spacing, looks considered.

Headline, eyebrow headline, intro paragraph, event details follow Typographic Application guidelines on Page 22.

Call to action ranged left

Colour Bar anchors poster and mirrors margin spacing.

Retain 1" height.

Colour Bar remains free of text with the exception of Ontario Tech University, ranged right, when a Signature Identity is used (see Page 35).

38 PRINT APPLICATIONS

61 DIGITAL APPLICATIONS

Print Applications

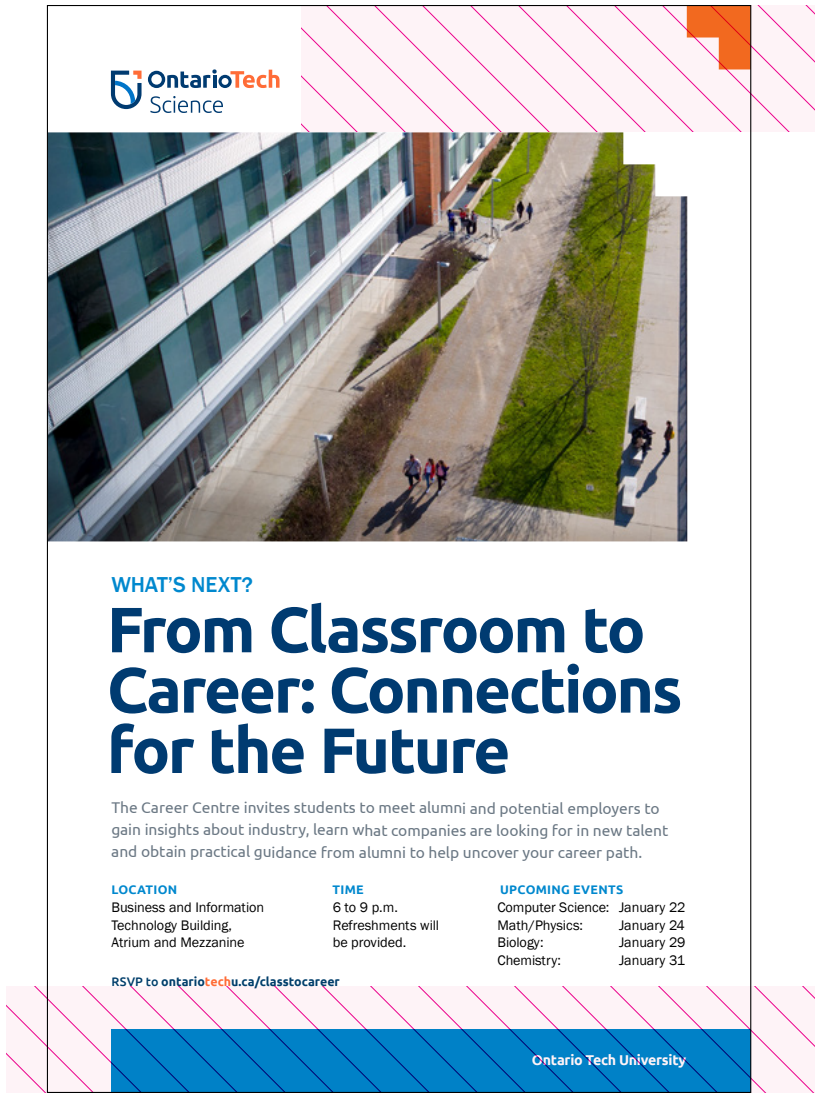
POSTERS 11" X 17" CONTINUED

Best practices:

- Select image from our professionally shot, on-campus image assets, if possible.
- Don't reduce the width of the margins below 1". Don't reduce the height of the Colour Bars below 1".
- Don't fill Colour Bars with text with the exception of **Ontario Tech University**, when a Signature Identity is used.
- Remove Colour Bar if full bleed isn't possible.
- Limit text to small, digestible chunks of information—daunting amounts of type are less likely to be read.
- Don't use drop shadows, gradients or other effects on text or design elements.
- Restrain information hierarchy to three–four levels to maintain clean typography and orderly layouts.

< >

POSTER (11" X 17")—EXAMPLE USING OUR IMAGE ASSETS



Keep area between the logo and Arrow free of other elements. Filling with other pieces of information will look cluttered and reduce communication effectiveness.

Keep this area free of other elements. Stacking other lines of type above the colour bar with **Ontario Tech University** will look cluttered and reduce communication of call-to-action message.

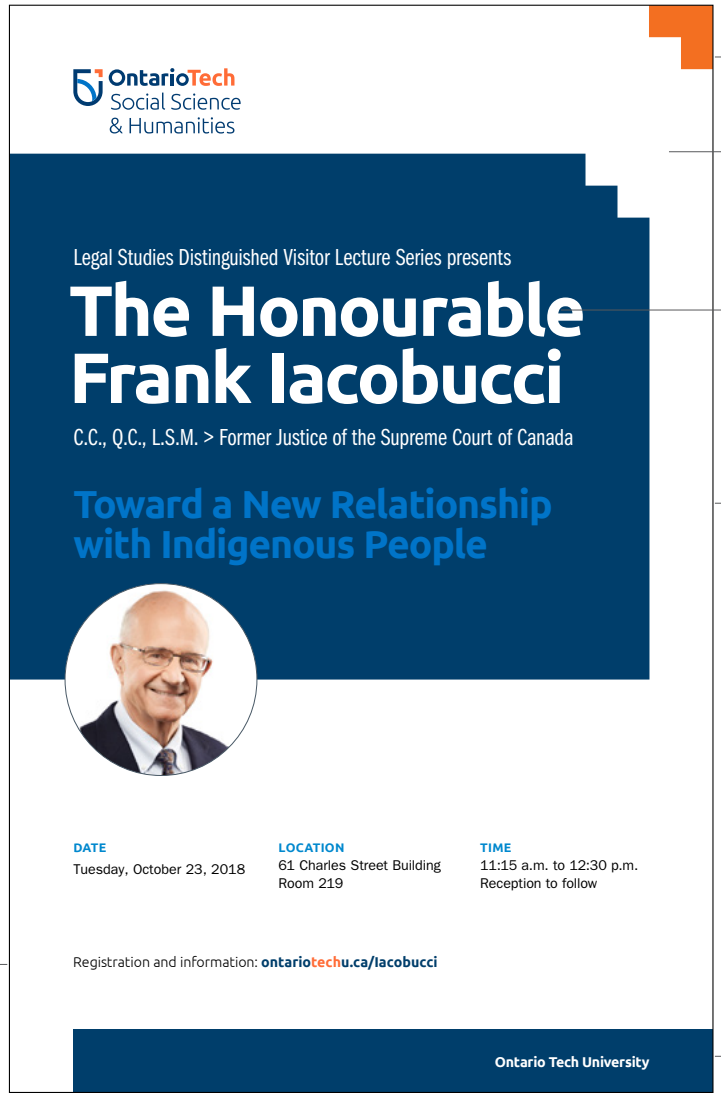
38 PRINT APPLICATIONS

61 DIGITAL APPLICATIONS

Print Applications

POSTERS 11" X 17"
When our own image asset isn't suitable—for example promoting a featured speaker—a typographic-driven template can be used.

POSTER (11" X 17")—EXAMPLE WITHOUT OUR IMAGE ASSETS



Arrow surrounded by white space.

Negative Arrow notches colour block for ownable and easily implemented element.

Headline, eyebrow headline, subhead follow Typographic Application guidelines on Page 22.

Consistent 1" wide margin important for brand, mirrors margin spacing, looks considered.

Colour Bar anchors poster and mirrors margin spacing.

Retain 1" height

Colour Bar remains free of text with the exception of Ontario Tech University, ranged right, when a Signature Identity is used (see Page 35).

Call to action ranged left

38 PRINT APPLICATIONS

61 DIGITAL APPLICATIONS

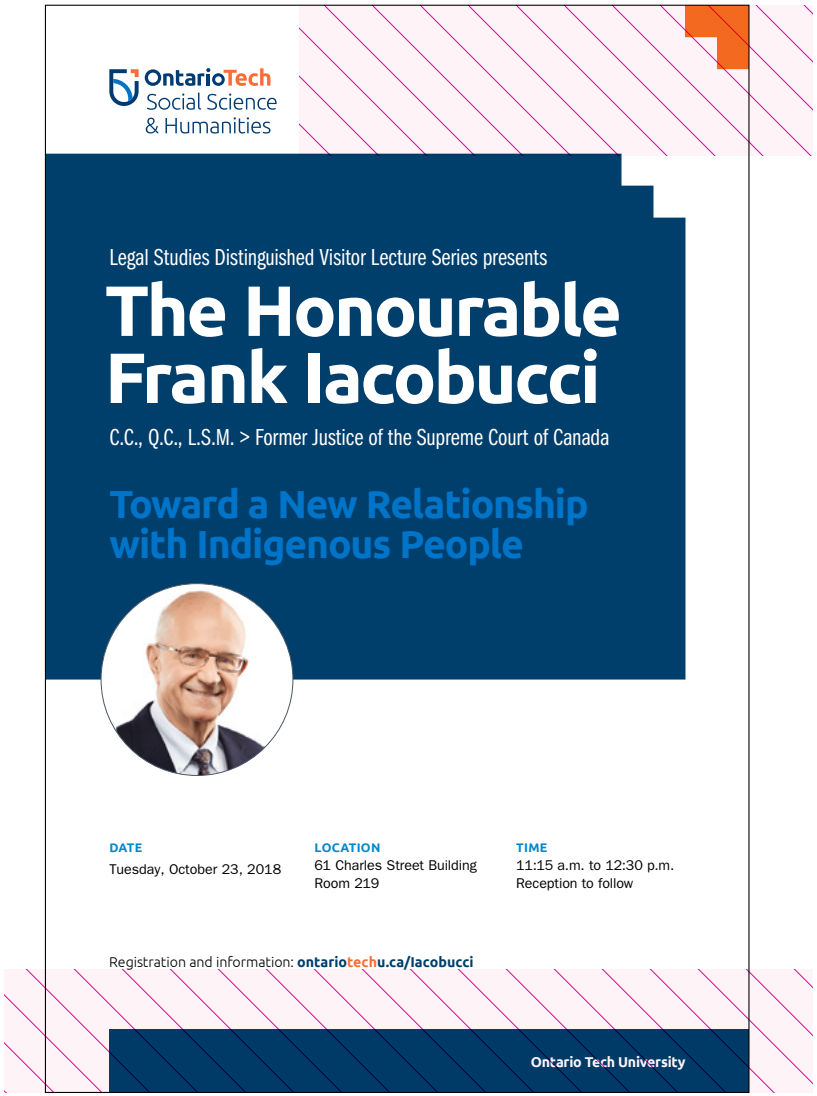
Print Applications

POSTERS 11" X 17" CONTINUED

Best practices:

- Limit text to small, digestible chunks of information—daunting amounts of type are less likely to be read.
- Don't use drop shadows, gradients or other effects on text or design elements.
- Restrain information hierarchy to three–four levels to maintain clean typography and orderly layouts.
- Don't reduce the width of the margins below 1". Don't reduce the height of the Colour Bars below 1".
- Don't fill Colour Bars with text with the exception of **Ontario Tech University**, when a Signature Identity is used.
- Remove Colour Bar if full bleed isn't possible.

POSTER (11" X 17")—EXAMPLE WITHOUT OUR IMAGE ASSETS



Keep area between the logo and Arrow free of other elements. Filling with other pieces of information will look cluttered and reduce communication effectiveness.

Keep this area free from other elements. Stacking other lines of type above the colour bar with **Ontario Tech University** will look cluttered and reduce communication of call-to-action message.

38 PRINT APPLICATIONS

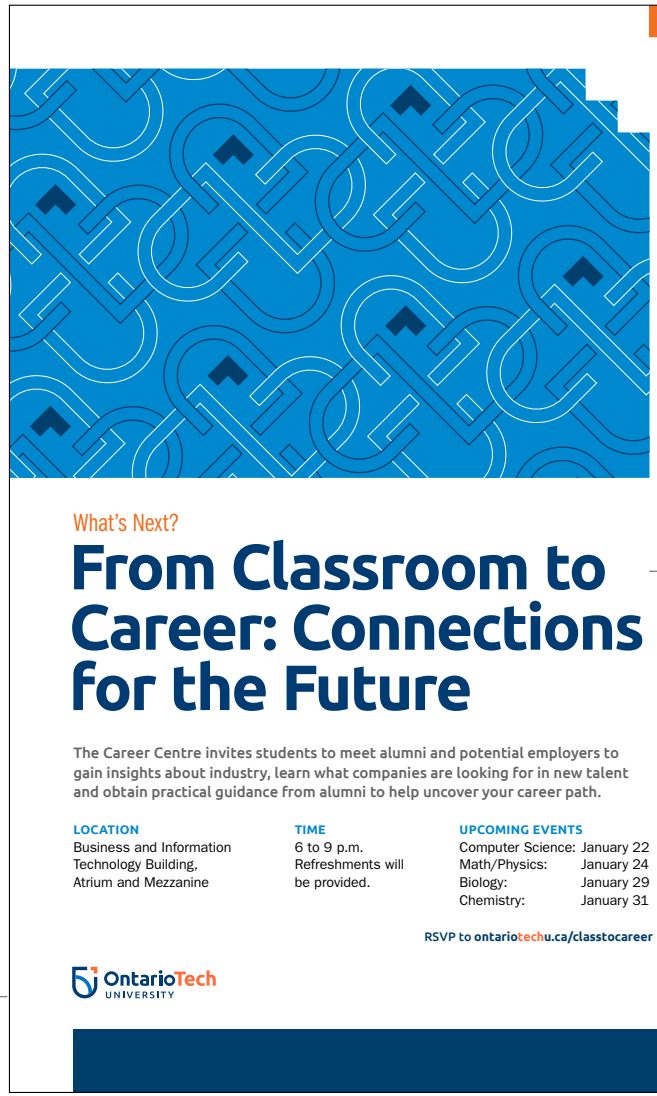
61 DIGITAL APPLICATIONS

Print Applications

POSTERS 11" X 17"
If a photo isn't available or suitable, one of our Brand Patterns can be used to create a striking, branded design.

This template option shows the proper application of the Colour Bar with the Primary logo.

POSTER (11" X 17")—EXAMPLE USING OUR BRAND PATTERN



Primary logo

Arrow surrounded by white space.

Negative Arrow notches colour block for ownable and easily implemented element.

Consistent 1" wide margin important for brand, mirrors margin spacing, looks considered.

Headline, eyebrow headline, intro paragraph, event details follow Typographic Application guidelines on Page 22.

Colour Bar anchors poster and mirrors margin spacing.

Retain 1" height.

Colour Bar remains free of text.

38 PRINT APPLICATIONS

61 DIGITAL APPLICATIONS

Print Applications

POSTERS 11" X 17" CONTINUED

Best practices:

> Never pair a brand pattern with a photo.

> Limit text to small, digestible chunks of information—daunting amounts of type are less likely to be read.

> Don't use drop shadows, gradients or other effects on text or design elements.

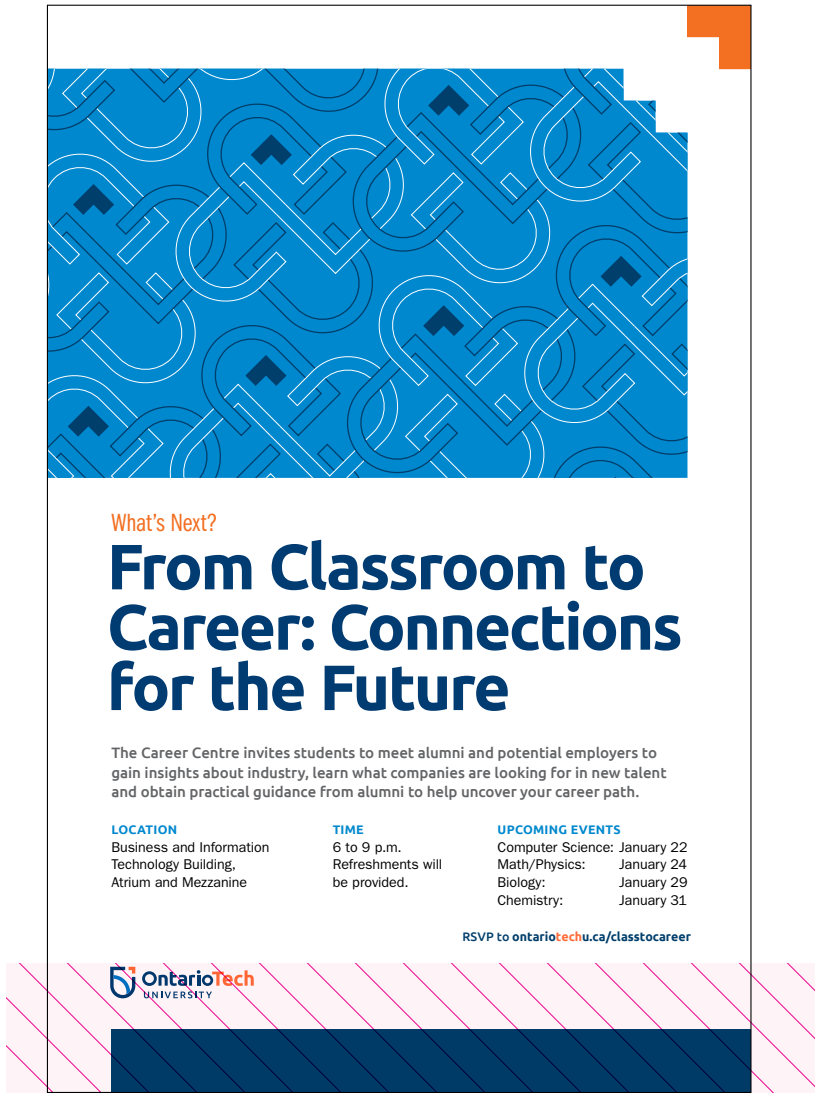
> Restrain information hierarchy to three–four levels to maintain clean typography and orderly layouts.

> Don't reduce the width of the margins below 1". Don't reduce the height of the Colour Bars below 1".

> Don't fill Colour Bars with text with the exception of **Ontario Tech University**, when a Signature Identity is used.

> Remove Colour Bar if full bleed isn't possible.

POSTER (11" X 17")—EXAMPLE USING OUR BRAND PATTERN



Keep this area free of other elements. Stacking other lines of type above the Colour Bar will look cluttered and reduce communication of messaging.

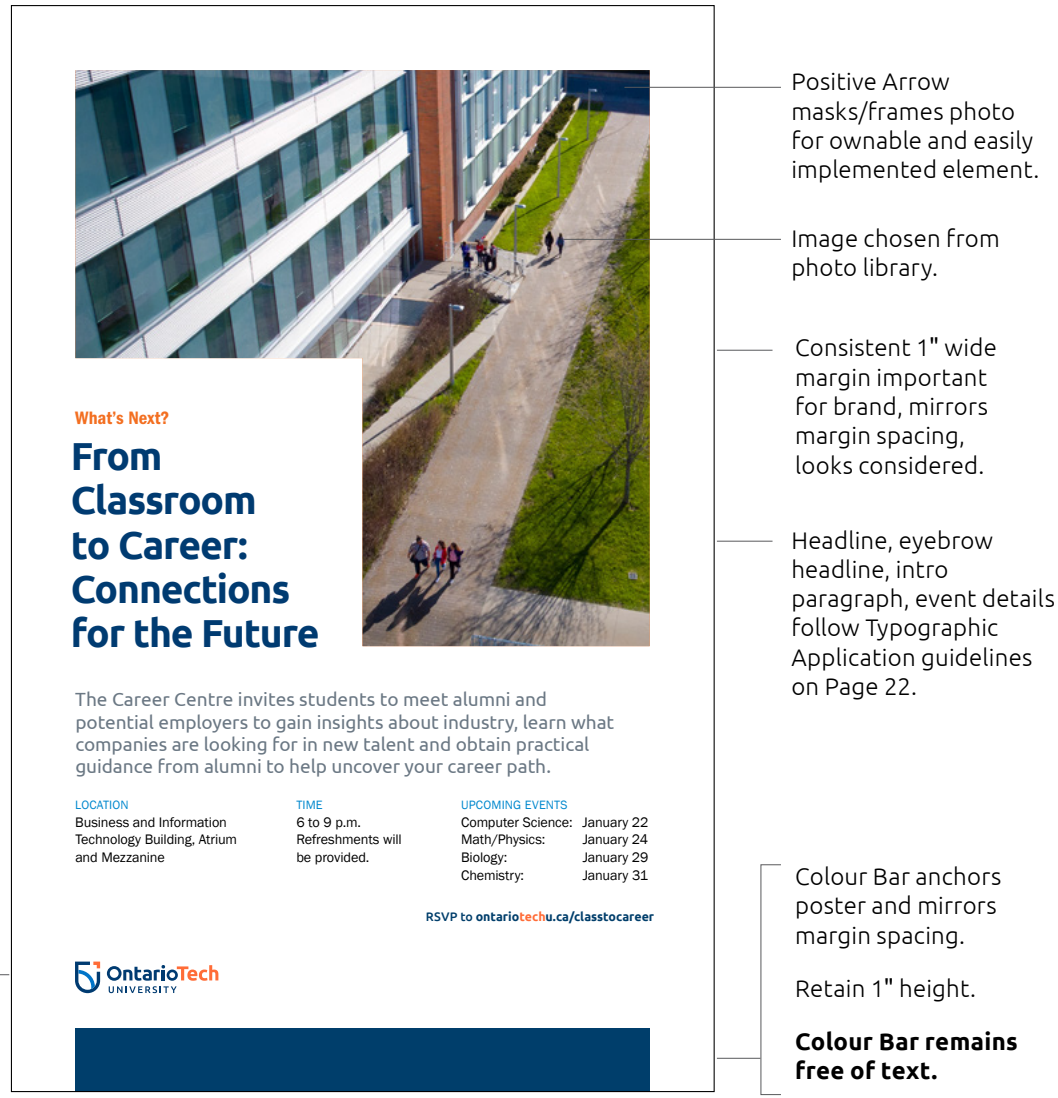
38 PRINT APPLICATIONS

61 DIGITAL APPLICATIONS

Print Applications

POSTERS 11" X 17"
This template makes use of the Arrow in its positive version.

POSTER (11" X 17")—EXAMPLE USING OUR IMAGE ASSETS



Positive Arrow masks/frames photo for ownable and easily implemented element.

Image chosen from photo library.

Consistent 1" wide margin important for brand, mirrors margin spacing, looks considered.

Headline, eyebrow headline, intro paragraph, event details follow Typographic Application guidelines on Page 22.

Primary logo

Colour Bar anchors poster and mirrors margin spacing.

Retain 1" height.

Colour Bar remains free of text.

< >

38 PRINT APPLICATIONS

61 DIGITAL APPLICATIONS

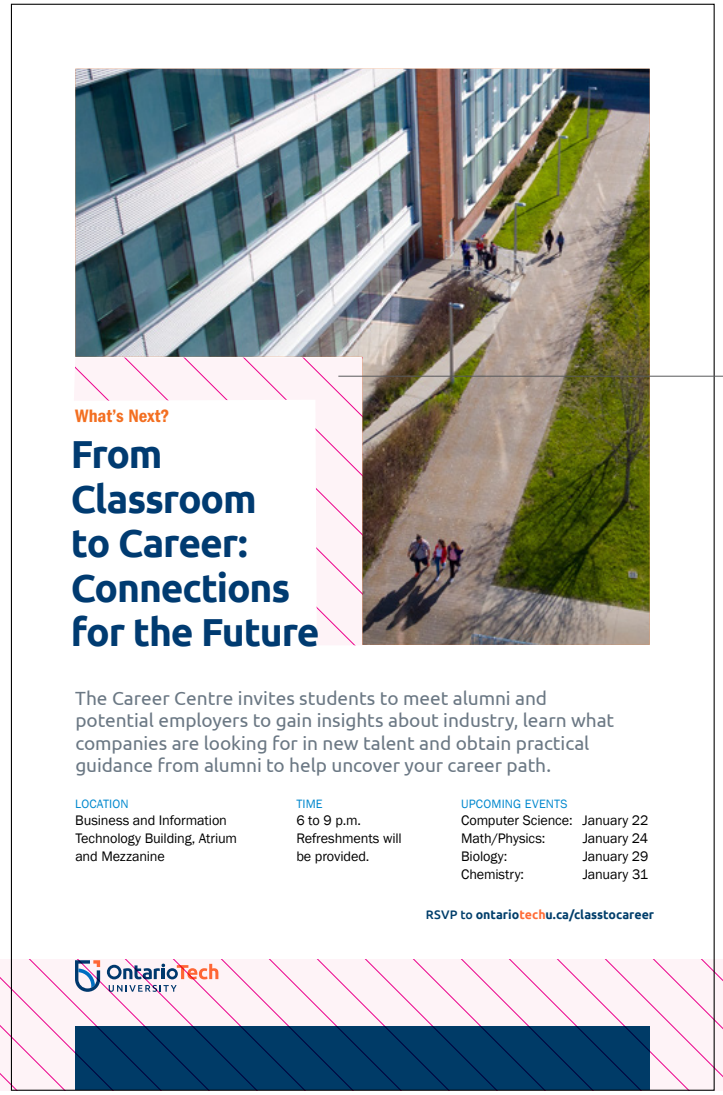
Print Applications

POSTERS 11" X 17" CONTINUED

Best practices:

- Limit text to small, digestible chunks of information. Daunting amounts of type are less likely to be read.
- Don't use drop shadows, gradients or other effects on text or design elements.
- Restrain information hierarchy to three–four levels to maintain clean typography and orderly layouts.
- Don't reduce the width of the margins below 1". Don't reduce the height of the Colour Bars below 1".
- Don't fill Colour Bars with text with the exception of **Ontario Tech University**, when a Signature Identity is used.
- Don't use Colour Bars when full bleed isn't possible.

POSTER (11" X 17")—EXAMPLE USING OUR IMAGE ASSETS



This represents the maximum area that type may take up in the hollow of the Arrow. Running type too close to the Arrow will disrupt design and create visual tension.

Keep this area free of other elements. Stacking other lines of type above the Colour Bar will look cluttered and reduce communication of messaging.

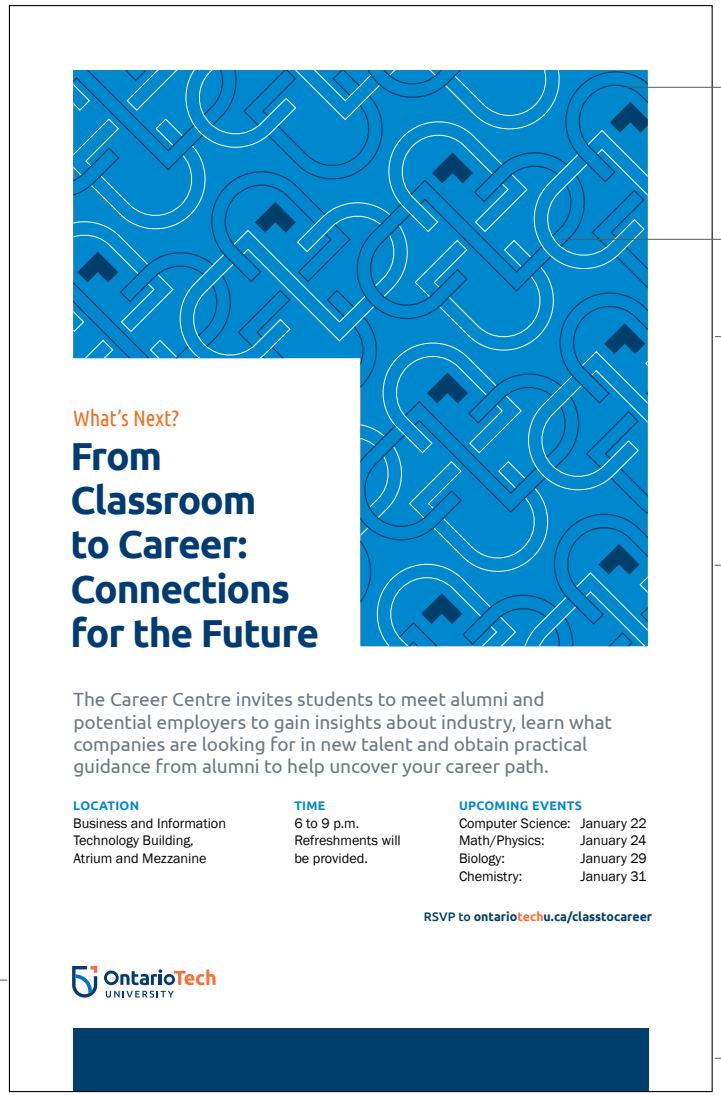
38 PRINT APPLICATIONS

61 DIGITAL APPLICATIONS

Print Applications

POSTERS 11" X 17"
This template makes use of a brand pattern in place of an image.

POSTER (11" X 17")—EXAMPLE USING BRAND PATTERN



Positive Arrow masks/frames pattern for ownable and easily implemented element.

Brand pattern.

Consistent 1" wide margin important for brand, mirrors margin spacing, looks considered.

Headline, eyebrow headline, intro paragraph, event details follow Typographic Application guidelines on Page 22.

Primary logo

Colour Bar anchors poster and mirrors margin spacing .

Retain 1" height.

Colour Bar remains free of text.

< >

38 PRINT APPLICATIONS

61 DIGITAL APPLICATIONS

Print Applications

POSTERS 11" X 17" CONTINUED

Best practices:

> Limit text to small, digestible chunks of information. Daunting amounts of type are less likely to be read.

> Don't use drop shadows, gradients or other effects on text or design elements.

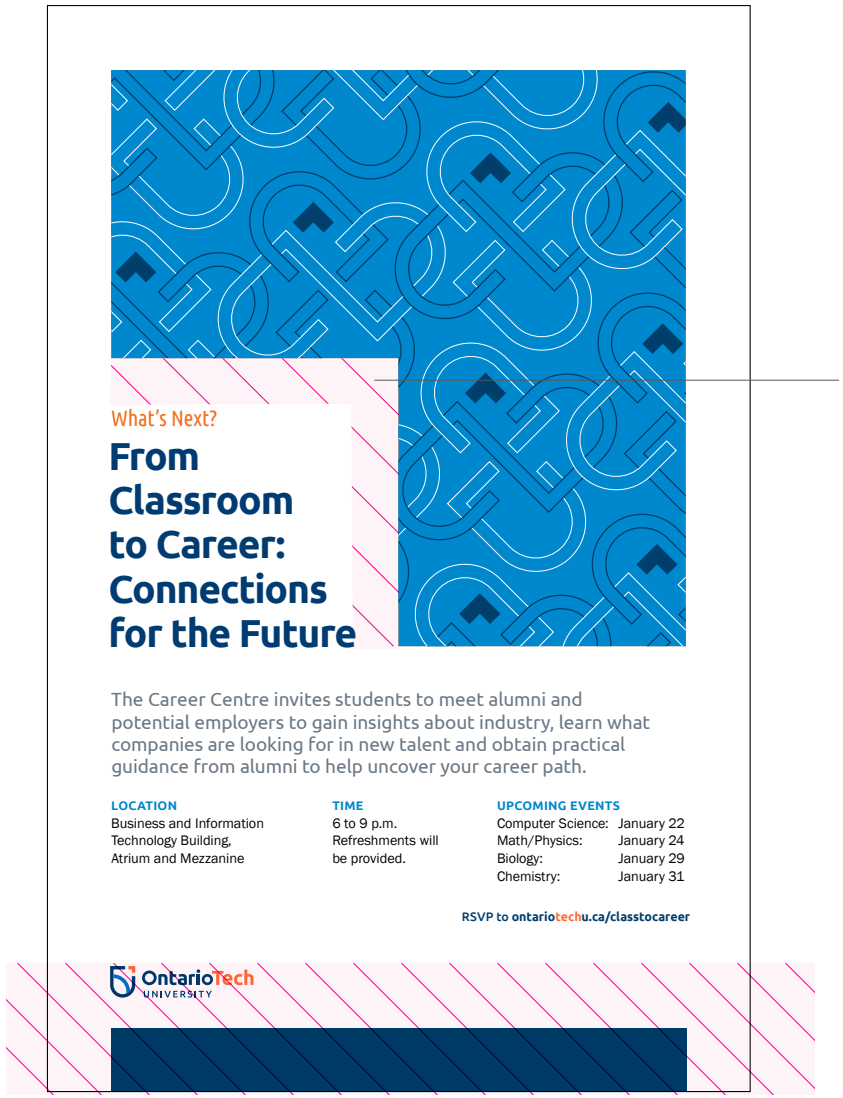
> Restrain information hierarchy to three–four levels to maintain clean typography and orderly layouts.

> Don't reduce the width of the margins below 1". Don't reduce the height of the Colour Bars below 1".

> Don't fill Colour Bars with text with the exception of **Ontario Tech University**, when a Signature Identity is used.

> Don't use Colour Bars when full bleed isn't possible.

POSTER (11" X 17")—EXAMPLE USING OUR BRAND PATTERN



This represents the maximum area that type may take up in the hollow of the Arrow. Running type too close to the Arrow will disrupt design and create visual tension.

Keep this area free of other elements. Stacking other lines of type above the Colour Bar will look cluttered and reduce communication of messaging.

38 PRINT APPLICATIONS

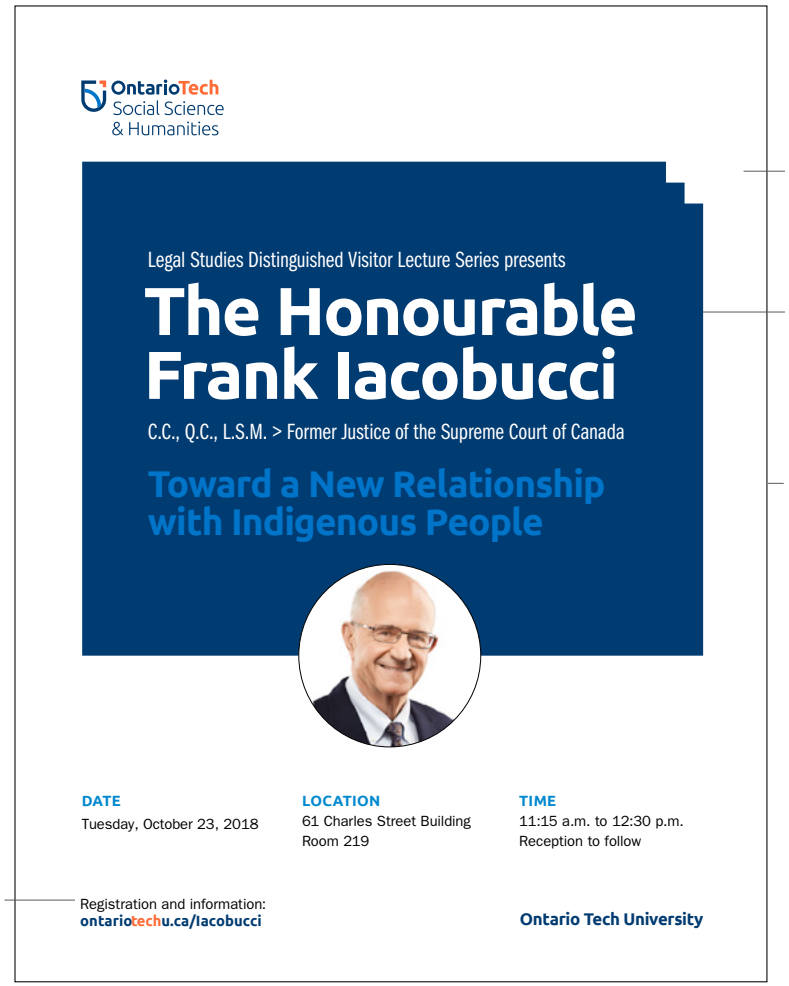
61 DIGITAL APPLICATIONS

Print Applications

POSTER 8.5" X 11"
Where there is no bleed available, such as on a letter-sized poster printed in-office, the Colour Bars shouldn't be used.

The distinctive margin is scaled down to 0.75" for letter size or smaller pieces.

POSTER (8.5" X 11")—EXAMPLE WITHOUT OUR IMAGE ASSETS



0.75"

Negative Arrow notches colour block for ownable and easily implemented element.

Headline, eyebrow headline, subhead follow Typographic Application guidelines on Page 22.

Consistent 0.75" wide margin important for brand, mirrors margin spacing, looks considered.

Call to action ranged left

0.75"

0.75"

0.75"

< >

38 PRINT APPLICATIONS

61 DIGITAL APPLICATIONS

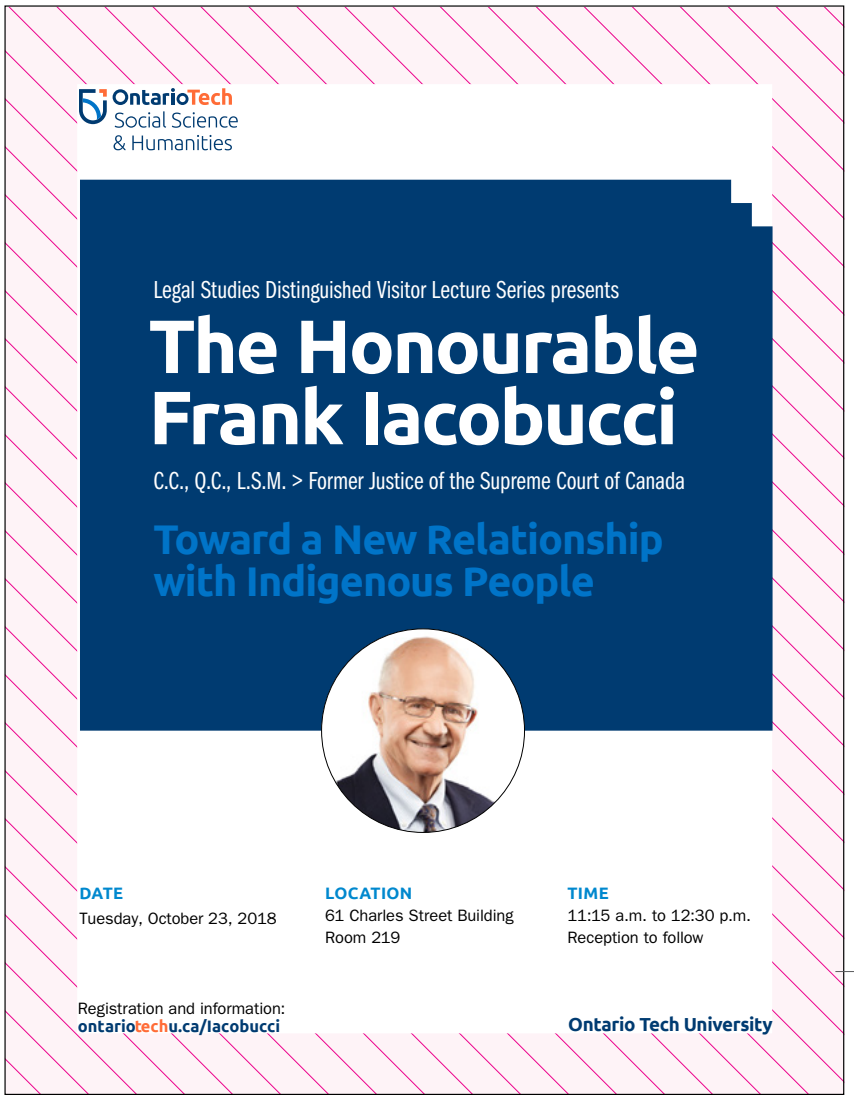
Print Applications

POSTER 8.5" X 11" CONTINUED

Best practices:

- Limit text to small, digestible chunks of information. Daunting amounts of type are less likely to be read.
- Don't use drop shadows, gradients or other effects on text or design elements.
- Restrain information hierarchy to three–four levels to maintain clean typography and orderly layouts.
- Don't reduce the width of the margins below 0.75".
- Don't use Colour Bars where full bleed isn't possible.

POSTER (8.5" X 11")—EXAMPLE WITHOUT OUR IMAGE ASSETS



Keep the margin of 0.75" free of other elements.

< >

38 PRINT APPLICATIONS

61 DIGITAL APPLICATIONS

Print Applications

ONE-PAGER 8.5" X 11"
This template makes use of the big-number callout style to demonstrate a large number of facts.

ONE-PAGER (8.5" X 11")— FRONT EXAMPLE

Negative Arrow notches Colour Block for ownable and easily implemented element.

Consistent 0.75" wide margin important for brand, mirrors margin spacing, looks considered.

< >

38 PRINT APPLICATIONS

61 DIGITAL APPLICATIONS

Print Applications

ONE PAGER 8.5" X 11" CONTINUED

Best practices:

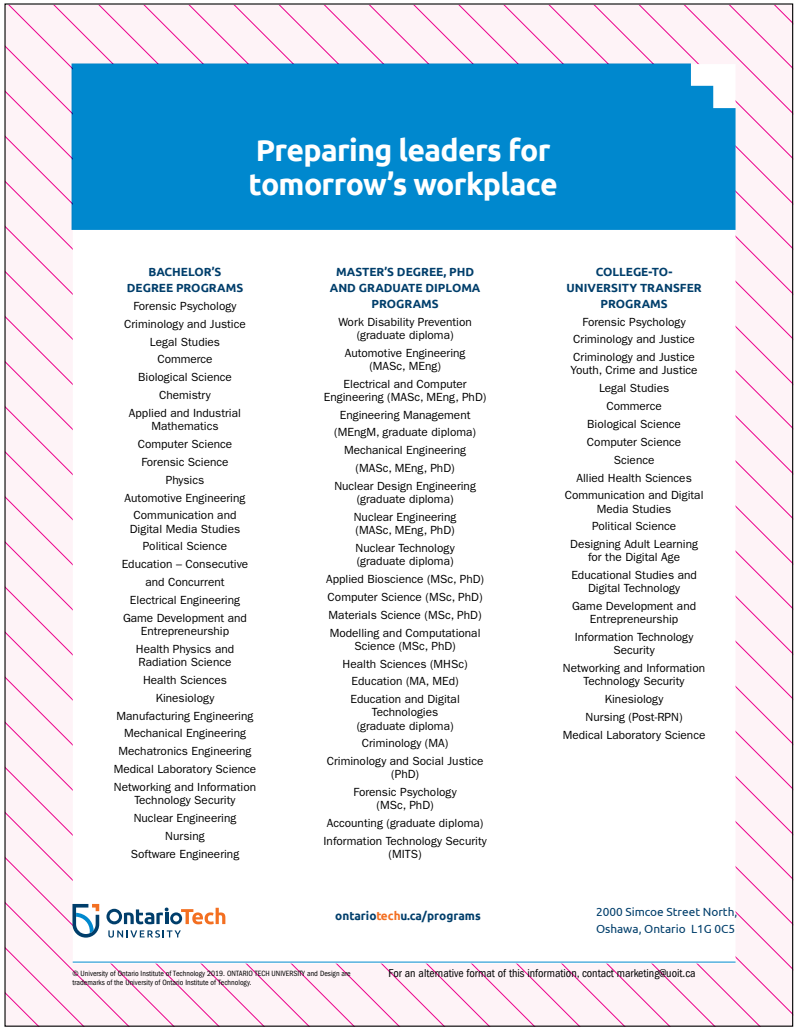
> Don't use drop shadows, gradients or other effects on text or design elements.

> Restrain information hierarchy to three–four levels to maintain clean typography and orderly layouts.

> Don't reduce the width of the margins below 0.75".

> Don't use Colour Bars where full bleed isn't possible.

ONE-PAGER (8.5" X 11")—BACK EXAMPLE



Keep the margin of 0.75" free of other elements (mouse type excepted).

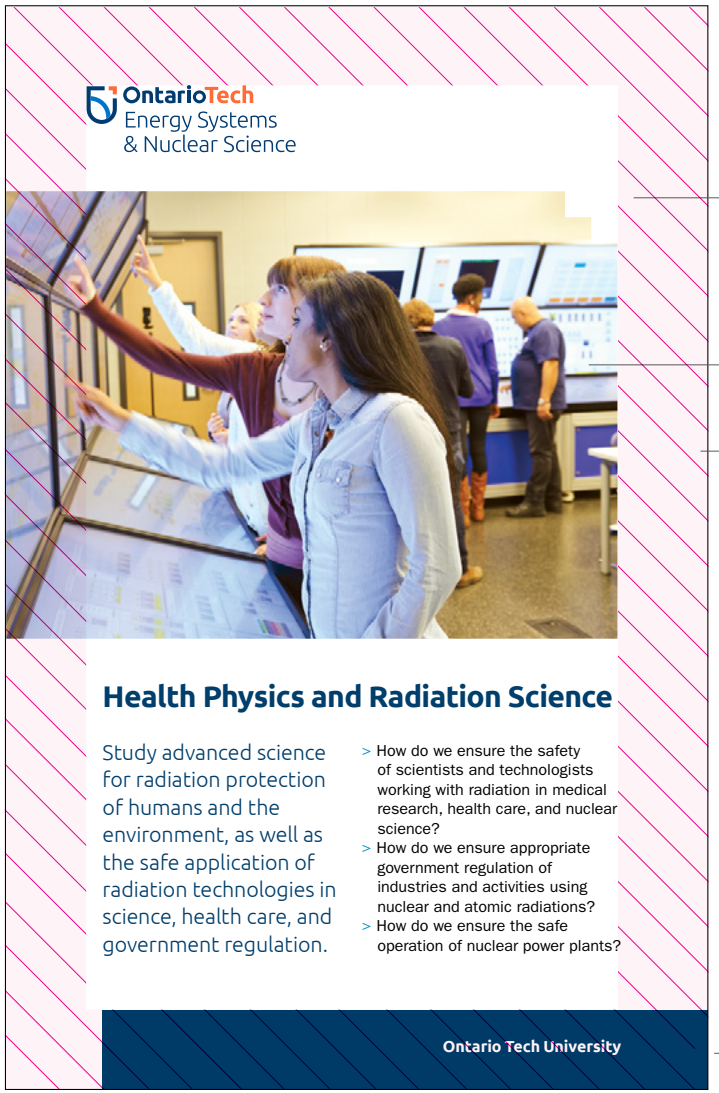
38 PRINT APPLICATIONS

61 DIGITAL APPLICATIONS

Print Applications

POSTCARD 5.5" X 8.5"
Smaller printed pieces follow the same guidelines and repeating some foundational elements.

PORTRAIT POSTCARD (5.5” X 8.5”)—FRONT EXAMPLE



0.75"

Negative Arrow notches photo for ownable and easily implemented element.

Image chosen from photo library.

Consistent 0.75” wide margin important for brand, mirrors margin spacing, looks considered.

Colour Bar anchors poster and mirrors margin spacing.

Retain 0.75" height.

Colour Bar remains free of text with the exception of Ontario Tech University, ranged right, when a Signature Identity is used (see Page 35).

< >

38 PRINT APPLICATIONS

61 DIGITAL APPLICATIONS

Print Applications

POSTCARD 5.5" X 8.5" CONTINUED

Best practices:

> When large blocks of text are placed within blocks of colour, limit to one instance per design, and allow generous space inside the colour block to prevent crowded, jammed elements.

> Limit text to small, digestible chunks of information. Daunting amounts of type are less likely to be read.

> Don't use drop shadows, gradients or other effects on text or design elements.

> Restrain information hierarchy to three–four levels to maintain clean typography and orderly layouts.

> Don't reduce the width of the margins below 0.75". Don't reduce the height of the Colour Bars below 0.75".

> Don't fill Colour Bars with text with the exception of **Ontario Tech University**, when a Signature Identity is used.

< >

PORTRAIT POSTCARD (5.5" X 8.5")—BACK EXAMPLE

Arrow surrounded by white space.

Consistent 0.75" wide margin important for brand, mirrors margin spacing, looks considered.

Colour Bar anchors poster and mirrors margin spacing.

Retain 0.75" height.

Colour Bar remains free of all text.

38 PRINT APPLICATIONS

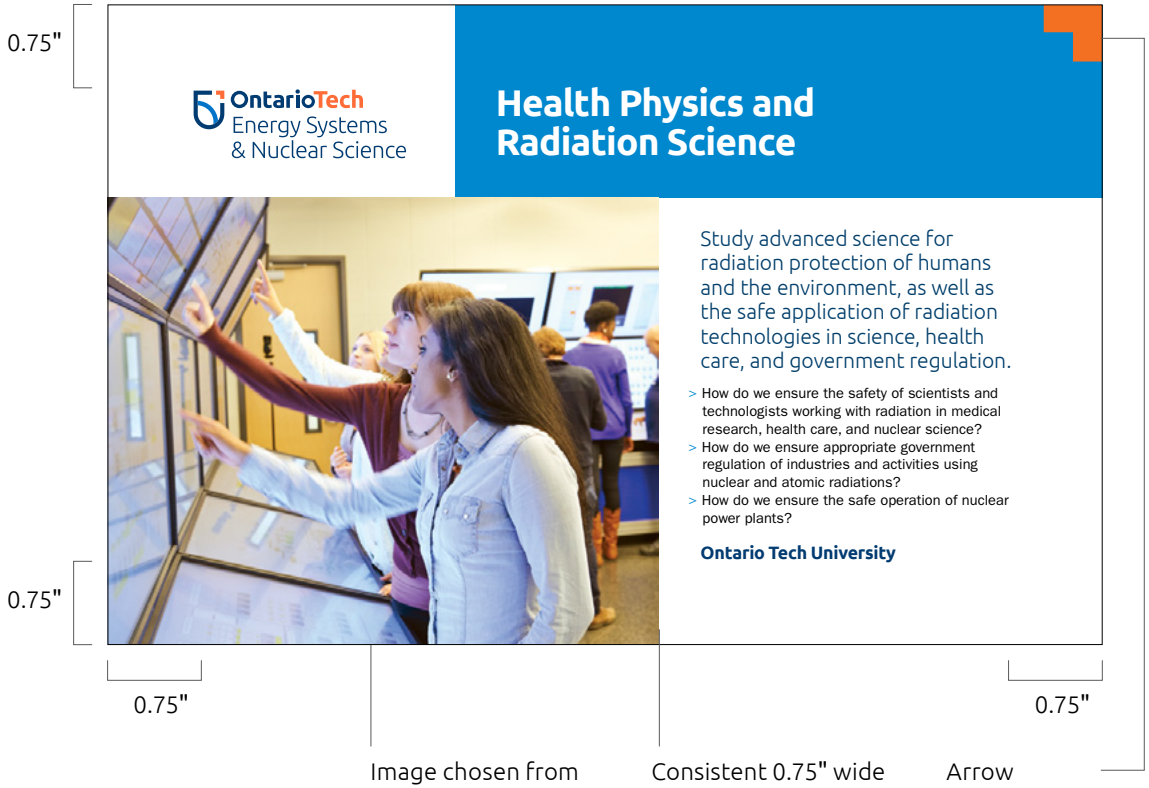
61 DIGITAL APPLICATIONS

Print Applications

POSTCARD 8.5" X 5.5"
Smaller printed pieces follow the same guidelines and repeat some foundational elements.

It's important to maintain the 0.75" margin grid.

LANDSCAPE POSTCARD (8.5" X 5.5")—FRONT EXAMPLE



38 PRINT APPLICATIONS

61 DIGITAL APPLICATIONS

Print Applications

POSTCARD 8.5" X 5.5" CONTINUED

Best practices:

> Limit text to small, digestible chunks of information. Daunting amounts of type are less likely to be read.

> Don't use drop shadows, gradients or other effects on text or design elements.

> Restrain information hierarchy to three–four levels to maintain clean typography and orderly layouts.

> Don't reduce the width of the margins below 0.75". Don't reduce the height of the Colour Bars below 0.75".

> Don't fill Colour Bars with text with the exception of **Ontario Tech University**, when a Signature Identity is used.

LANDSCAPE POSTCARD (8.5" X 5.5")—BACK EXAMPLE

38 PRINT APPLICATIONS

61 DIGITAL APPLICATIONS

Print Applications

BROCHURE 7.5" X 7.5"

The positive and negative Arrow can be used in flexible grids. The brand patterns can be utilized in impactful ways, as well as the Colour Blocks and Bars.

Best practices:

- Keep equal white space on the right rag of the title: don't run text close to the image.
- Don't use drop shadows, gradients or other effects on text or design elements.
- Restrain information hierarchy to three–four levels to maintain clean typography and orderly layouts.
- Keep width of the margins at 0.75". Keep height of the Colour Bars at 0.75".
- Keep Colour Bars free from text. with the exception of **Ontario Tech Univeristy**, when a Signature Identity is used.

BROCHURE WITH IMAGE ASSET (7.5" X 7.5")—COVER EXAMPLE

COVER APPROACH 1
WITH BRAND PATTERN

COVER APPROACH 2
WITH IMAGE ASSET

38 PRINT APPLICATIONS

61 DIGITAL APPLICATIONS

Print Applications

BROCHURE 7.5" X 7.5"

Interior spreads can employ the margins, Arrow, callouts, quotes, imagery, big numbers and brand patterns in a variety of ways to create interesting and impactful spreads.

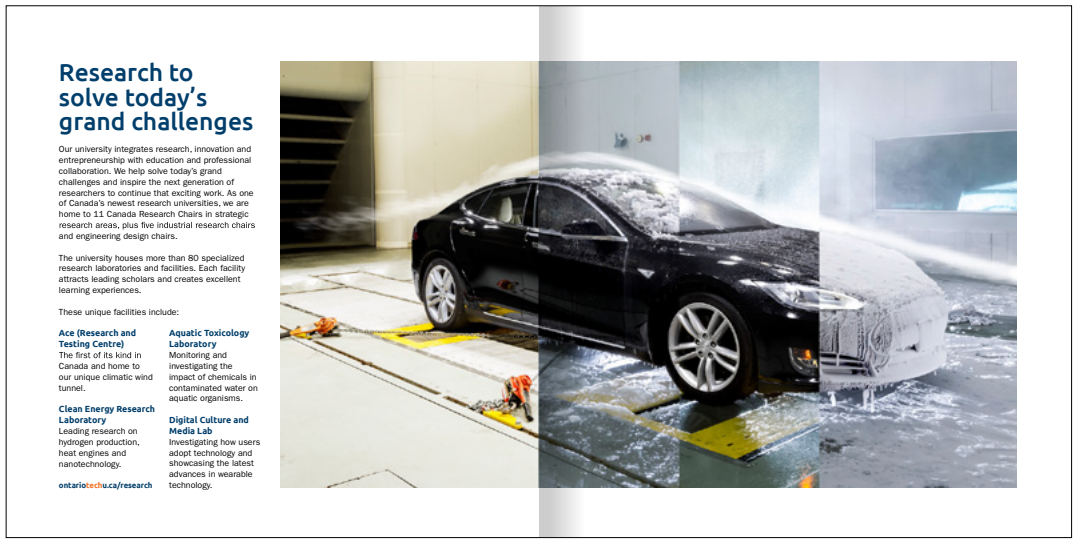
Best practices:

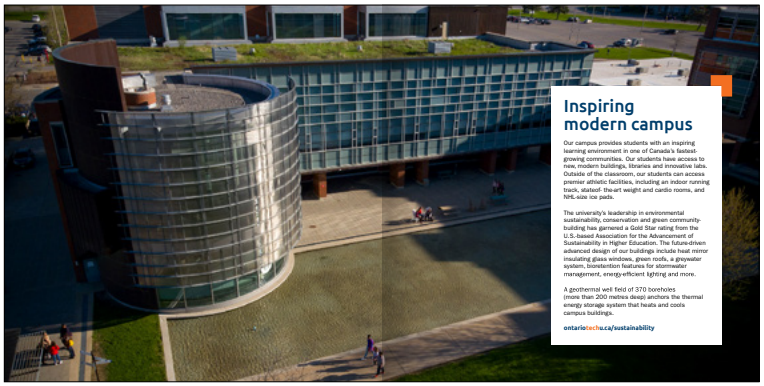
> Don't use drop shadows, gradients or other effects on text or design elements.

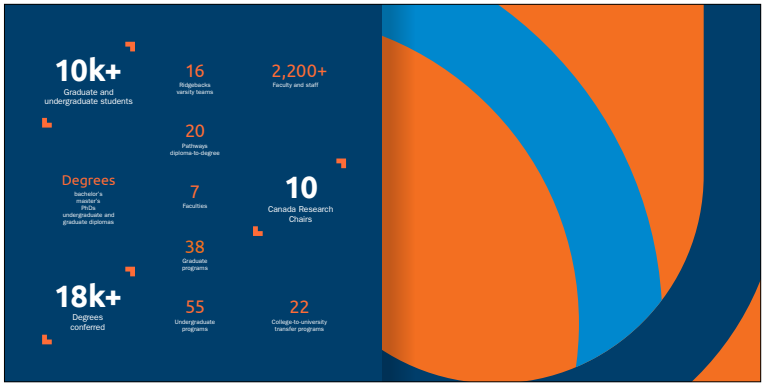
> Restrain information hierarchy to three–four levels to maintain clean typography and orderly layouts.

> Retain width of the margins at 0.75".

BROCHURE WITH IMAGE ASSET (7.5" X 7.5")—INTERIOR SPREAD EXAMPLE







< >

38 PRINT APPLICATIONS

61 DIGITAL APPLICATIONS

Print Applications

ZAP BANNER, BACKDROP AND TABLECLOTH
Viewed as a whole, event pieces should adhere to the same principles of colour ratio, logo use, contrast and white space.

REMINDER: SYMBOL VS ZOOMED-IN LOGO PATTERN
Not to be confused with our Symbol, which is always shown in its entirety, the zoomed-in logo pattern is a flexible, hard-working design element in which the Colour Blocks can interchange and different parts can be cropped/highlighted to convey pathways or to contrast a busy page. The edges of the pattern must be cropped in some way to distinguish it from our Symbol.

ZAP BANNER, BACKDROP AND TABLECLOTH

<

38 PRINT APPLICATIONS

61 DIGITAL APPLICATIONS

Digital Applications

POWERPOINT

COVER SLIDES

REMINDER: SYMBOL VS ZOOMED-IN LOGO PATTERN

Not to be confused with our Symbol, which is always shown in its entirety, the zoomed-in logo pattern is a flexible, hard-working design element in which the Colour Blocks can interchange and different parts can be cropped/ highlighted to convey pathways or to contrast a busy page. The edges of the pattern must be cropped in some way to distinguish it from our Symbol.

>

38 PRINT APPLICATIONS

61 DIGITAL APPLICATIONS

Digital Applications

POWERPOINT

DIVIDER SLIDES

REMINDER: SYMBOL VS ZOOMED-IN LOGO PATTERN

Not to be confused with our Symbol, which is always shown in its entirety, the zoomed-in logo pattern is a flexible, hard-working design element in which the Colour Blocks can interchange and different parts can be cropped/ highlighted to convey pathways or to contrast a busy page. The edges of the pattern must be cropped in some way to distinguish it from our Symbol.

< >

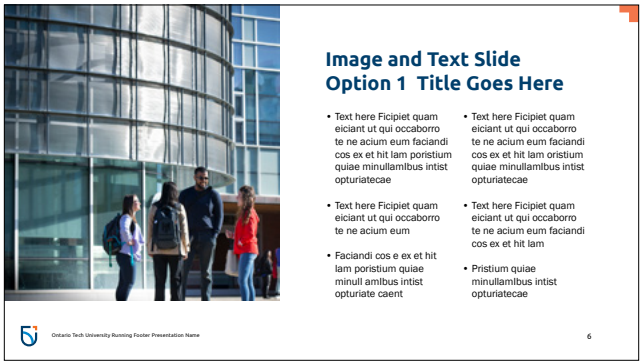
38 PRINT APPLICATIONS

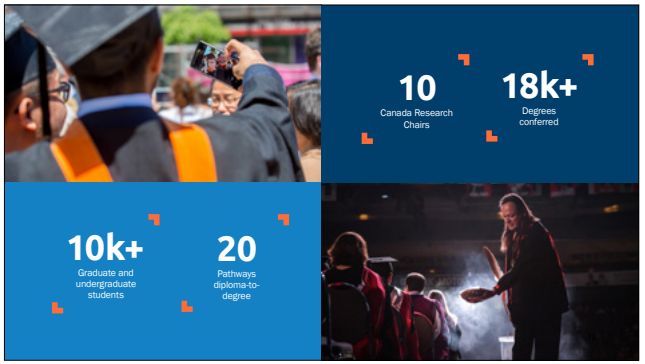
61 DIGITAL APPLICATIONS

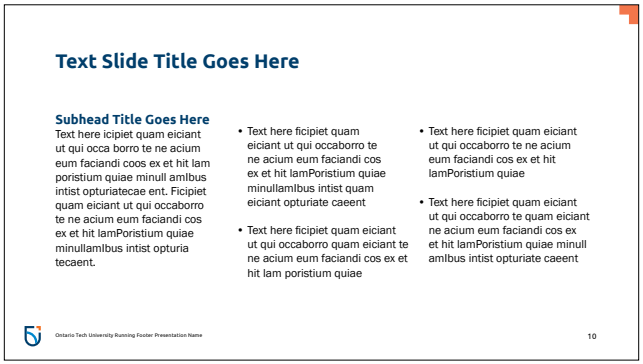
Digital Applications

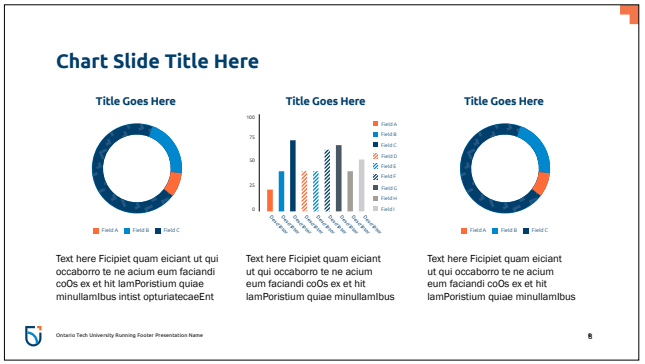
POWERPOINT

TEXT SLIDES









< >

64 ROLE OF SPIRIT BRAND
65 SYMBOL FORMATS
66 WORDMARK FORMATS
67 LOGO VERSIONS
69 WORDMARK VERSIONS
70 LOGO USAGE
71 WORDMARK USAGE
72 INCORRECT USE
73 ATHLETIC TEAM NAMES
74 ATHLETIC NUMBERS
75 APPLICATION

ONTARIO TECH
RIDGEBACKS

ONTARIO TECH
RIDGEBACKS

Role of Spirit Brand

We've updated our Spirit Brand to complement the Masterbrand with refreshed Ridgebacks athletic Symbols and Wordmarks. Our Spirit Brand was developed to celebrate the tradition and pursuit of high standards for extra-curricular programming.

Our Ridgebacks Paw symbolizes power, speed and a mark of excellence amongst its competition. Our Ridgebacks Dog reflects the tenacity and focus of our athletes. Ridgeback dogs are notorious for their loyalty, strong will, confidence and are relentless defenders.

Examples of when to use our Spirit Brand:

- **Official team uniforms.**
- **Recreation programs.**
- **Athletic playing fields, like the basketball court or hockey rink.**
- **Formal department communication.**
- **Merchandise and spirit wear.**
- **Signage.**

64 ROLE OF SPIRIT BRAND
65 SYMBOL FORMATS
66 WORDMARK FORMATS
67 SYMBOL VERSIONS
69 WORDMARK VERSIONS
70 SYMBOL USAGE
71 WORDMARK USAGE
72 INCORRECT USE
73 ATHLETIC TEAM NAMES
74 ATHLETIC NUMBERS
75 APPLICATION

Symbol Formats

The Ridgebacks Paw and Dog with the Shield are the primary Spirit Brand Symbols. They should be used in the most visible and high-profile Spirit Brand touchpoints.

By setting the Paw and Dog within the italicized Shield, we draw an important connection between the Spirit Brand and Masterbrand.

The Ridgebacks Paw and Dog without the Shields are secondary Symbols. They should be used as supportive elements and used more sparingly in the brand touchpoints.

PRIMARY SPIRIT SYMBOLS

PAW WITH SHIELD

DOG WITH SHIELD

SECONDARY SPIRIT SYMBOLS

PAW ONLY

DOG ONLY

64 ROLE OF SPIRIT BRAND
65 SYMBOL FORMATS
66 WORDMARK FORMATS
67 SYMBOL VERSIONS
69 WORDMARK VERSIONS
70 SYMBOL USAGE
71 WORDMARK USAGE
72 INCORRECT USE
73 ATHLETIC TEAM NAMES
74 ATHLETIC NUMBERS
75 APPLICATION

Wordmark Formats

Ontario Tech and Ridgebacks Wordmarks can be used to establish recognition of our university.

These Wordmarks protect and improve the university's athletics brand equity, and it's important to apply them in a consistent manner across all platforms.

The incorporation of the Wordmark with the Spirit Symbols depends on the application and space available.

PRIMARY PAW SYMBOL AND WORDMARK

ONTARIO TECH
RIDGEBACKS

PRIMARY DOG SYMBOL AND WORDMARK

ONTARIO TECH
RIDGEBACKS

RIDGEBACKS PRIMARY WORDMARK

ONTARIO TECH
RIDGEBACKS

ONTARIO TECH SPIRIT WORDMARK

ONTARIO TECH
RECREATION

64 ROLE OF SPIRIT BRAND
65 SYMBOL FORMATS
66 WORDMARK FORMATS
67 SYMBOL VERSIONS
69 WORDMARK VERSIONS
70 SYMBOL USAGE
71 WORDMARK USAGE
72 INCORRECT USE
73 ATHLETIC TEAM NAMES
74 ATHLETIC NUMBERS
75 APPLICATION

Symbol Versions

COLOUR
As a general rule, and whenever possible, the Symbol should always be used in its full-colour version. Greyscale and black versions should only be used in specific cases.

Ensure the Symbol is always reproduced with approved artwork files and the correct format is used for the appropriate medium.

PAW

FULL-COLOUR

REVERSE—LIGHT BLUE BACKGROUND

REVERSE—DARK BLUE BACKGROUND

WHITE

GREYSCALE

DOG

FULL-COLOUR

REVERSE—LIGHT BLUE BACKGROUND

REVERSE—DARK BLUE BACKGROUND

WHITE

BLACK

64 ROLE OF SPIRIT BRAND
65 SYMBOL FORMATS
66 WORDMARK FORMATS
67 SYMBOL VERSIONS
69 WORDMARK VERSIONS
70 SYMBOL USAGE
71 WORDMARK USAGE
72 INCORRECT USE
73 ATHLETIC TEAM NAMES
74 ATHLETIC NUMBERS
75 APPLICATION

Symbol Versions

COLOUR
As a general rule, and whenever possible, the Symbol should always be used in its full-colour version. Greyscale and black versions should only be used in specific cases.

Ensure the logo is always reproduced with approved artwork files and the correct format is used for the appropriate medium.

PAW

FULL-COLOUR

REVERSE—LIGHT BLUE BACKGROUND

REVERSE—DARK BLUE BACKGROUND

WHITE

GREYSCALE

DOG

FULL-COLOUR

REVERSE—LIGHT BLUE BACKGROUND

REVERSE—DARK BLUE BACKGROUND

WHITE

BLACK

64 ROLE OF SPIRIT BRAND
65 SYMBOL FORMATS
66 WORDMARK FORMATS
67 SYMBOL VERSIONS
69 WORDMARK VERSIONS
70 SYMBOL USAGE
71 WORDMARK USAGE
72 INCORRECT USE
73 ATHLETIC TEAM NAMES
74 ATHLETIC NUMBERS
75 APPLICATION

Wordmark Versions

COLOUR
As a general rule, and whenever possible, the Wordmark should always be used in its full-colour version. Greyscale and black versions should only be used in specific cases.

Ensure the Wordmark is always reproduced with approved artwork files and the correct format is used for the appropriate medium.

PRIMARY

FULL-COLOUR

REVERSE—LIGHT BLUE BACKGROUND

REVERSE—DARK BLUE BACKGROUND

WHITE

GREYSCALE

SPIRIT

FULL-COLOUR

REVERSE—LIGHT BLUE BACKGROUND

REVERSE—DARK BLUE BACKGROUND

WHITE

BLACK

64 ROLE OF SPIRIT BRAND
65 SYMBOL FORMATS
66 WORDMARK FORMATS
67 SYMBOL VERSIONS
69 WORDMARK VERSIONS
70 SYMBOL USAGE
71 WORDMARK USAGE
72 INCORRECT USE
73 ATHLETIC TEAM NAMES
74 ATHLETIC NUMBERS
75 APPLICATION

Symbol Usage

To ensure our brand is represented effectively, the Symbols must be used correctly. This page shows the correct amount of clear space around the Spirit Brand Symbols.

The same spacing rules apply to all variations of the Symbols.

Note: the minimum size application of Symbols.

CLEAR SPACE

Use ⅓ of the Spirit Symbol width to determine the minimum clear space.

MINIMUM SIZE

SYMBOL WITH SHIELD
0.364" WIDE FOR PRINT
25PX FOR DIGITAL

SYMBOL WITHOUT SHIELD
0.265" WIDE FOR PRINT
16PX FOR DIGITAL

Avoid using the Symbol smaller than the examples shown. Exceptions can be made for special cases such as specialty items, where smaller Symbol sizes are needed.

64 ROLE OF SPIRIT BRAND
65 SYMBOL FORMATS
66 WORDMARK FORMATS
67 SYMBOL VERSIONS
69 WORDMARK VERSIONS
70 SYMBOL USAGE
71 WORDMARK USAGE
72 INCORRECT USE
73 ATHLETIC TEAM NAMES
74 ATHLETIC NUMBERS
75 APPLICATION

Wordmark Usage

To ensure our brand is represented effectively, the Wordmark must be used correctly. This page shows the correct amount of clear space around the Spirit Brand Wordmark. The same spacing rules apply to all variations of the Wordmark.

Note: The minimum size application of Wordmarks.

CLEAR SPACE

Use the width of **TECH** to determine the minimum clear space.

Use the **O** from Ontario to determine the minimum clear space.

MINIMUM SIZE

1.0" WIDE FOR PRINT
70PX FOR DIGITAL

1.0" WIDE FOR PRINT
70PX FOR DIGITAL

1.0" WIDE FOR PRINT
70PX FOR DIGITAL

Avoid using the Wordmark smaller than the examples shown. Exceptions can be made for special cases such as specialty items, where smaller Wordmark sizes are needed.

64 ROLE OF SPIRIT BRAND
65 SYMBOL FORMATS
66 WORDMARK FORMATS
67 SYMBOL VERSIONS
69 WORDMARK VERSIONS
70 SYMBOL USAGE
71 WORDMARK USAGE
72 INCORRECT USE
73 ATHLETIC TEAM NAMES
74 ATHLETIC NUMBERS
75 APPLICATION

Incorrect Use

Here are some examples of how our Spirit Brand Symbols and Wordmarks should not be used. The same rules apply to all variations of the Symbols and Wordmarks.

DON'T CHANGE COLOURS IN ANY WAY

DON'T ALTER OR REARRANGE THE ELEMENTS

DON'T STRETCH OR DISTORT

USE THE CORRECT COLOUR VERSION FOR LEGIBILITY

DON'T BREAK THE CLEARSPACE BY PRINTING TOO CLOSE TO EDGES, OR ALLOWING OTHER ELEMENTS TO BREACH

DON'T ALTER OR CREATE YOUR OWN DESCRIPTOR TEXT

DON'T USE ON A BUSY PHOTO OR PATTERNED BACKGROUND

64 ROLE OF SPIRIT BRAND
65 SYMBOL FORMATS
66 WORDMARK FORMATS
67 SYMBOL VERSIONS
69 WORDMARK VERSIONS
70 SYMBOL USAGE
71 WORDMARK USAGE
72 INCORRECT USE
73 ATHLETIC TEAM NAMES
74 ATHLETIC NUMBERS
75 APPLICATION

Athletic Team Names

We've created a set of official Wordmarks for each of our teams. Please use the appropriate one.

If you require another team name version, contact brand@uoit.ca

This page shows the clear space and minimum size appropriate for each.

ONTARIO TECH RECREATION

ONTARIO TECH BADMINTON

ONTARIO TECH BASKETBALL

ONTARIO TECH CURLING

ONTARIO TECH DANCE

ONTARIO TECH GOLF

ONTARIO TECH HOCKEY

ONTARIO TECH LACROSSE

ONTARIO TECH ROWING

ONTARIO TECH SOCCER

CLEARSPACE

MINIMUM SIZE

MEASURED TO **ONTARIO**
1.0" WIDE FOR PRINT
70PX FOR DIGITAL

>

64 ROLE OF SPIRIT BRAND
65 SYMBOL FORMATS
66 WORDMARK FORMATS
67 SYMBOL VERSIONS
69 WORDMARK VERSIONS
70 SYMBOL USAGE
71 WORDMARK USAGE
72 INCORRECT USE
73 ATHLETIC TEAM NAMES
74 ATHLETIC NUMBERS
75 APPLICATION

Athletic Numbers

BUILDING A PLAYER NUMBER

To create personalized jerseys: Beginning with a base measurement where PLAYER = 15" wide, review these specs for proportions, spacing and sizes before customizing with player's name and number.

To avoid the thickness of the stroke reducing the interior space of the number, the number needs to be constructed in two layers:

1) The bottom layer is the number with the stroke applied.

2) The top layer is the number with the stroke removed.

Note: Varsity uniforms fall outside of these rules and are managed by the Athletics department.

FULL-COLOUR

A Athletic Name
Font: Ubuntu Bold Italic
Size: 300pt
Case: Upper case
Tracking: -20

B Athletic Number (top layer)
Font: Ubuntu Bold Italic
Size: 1020pt
Tracking: -80
Stroke: none
Colour: Future Blue

Athletic Number (bottom layer)
Font: Ubuntu Bold Italic
Size: 1020pt
Tracking: -80
Stroke: 40pt, Tech Tangerine
Colour: Future Blue

DARK BLUE BACKGROUND

LIGHT BLUE BACKGROUND

64 ROLE OF SPIRIT BRAND
65 SYMBOL FORMATS
66 WORDMARK FORMATS
67 SYMBOL VERSIONS
69 WORDMARK VERSIONS
70 SYMBOL USAGE
71 WORDMARK USAGE
72 INCORRECT USE
73 ATHLETIC TEAM NAMES
74 ATHLETIC NUMBERS
75 APPLICATION

Application

Representing our Symbols and Wordmarks consistently strengthens our Spirit Brand.

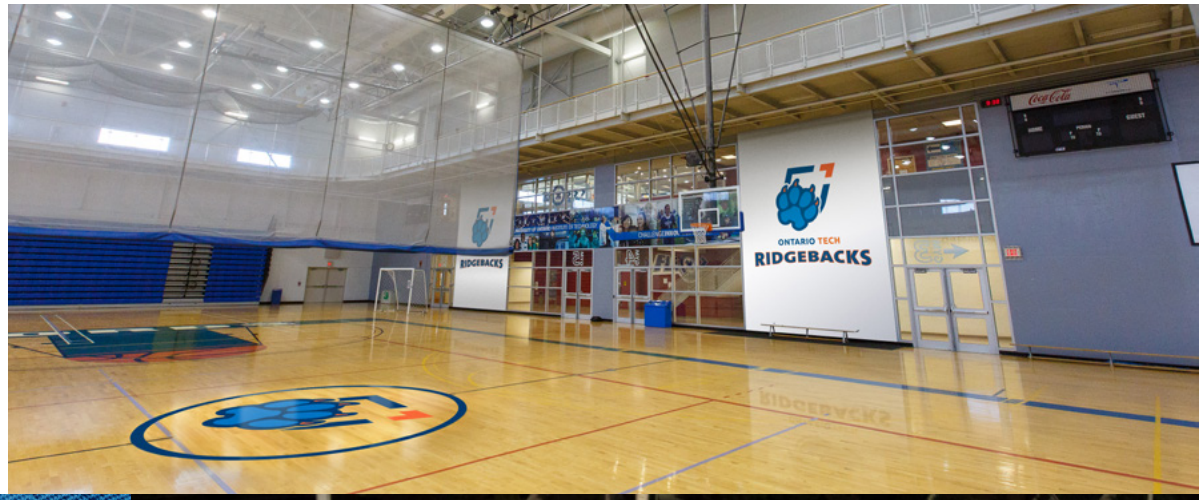
NEXT >

64 ROLE OF SPIRIT BRAND
65 SYMBOL FORMATS
66 WORDMARK FORMATS
67 SYMBOL VERSIONS
69 WORDMARK VERSIONS
70 SYMBOL USAGE
71 WORDMARK USAGE
72 INCORRECT USE
73 ATHLETIC TEAM NAMES
74 ATHLETIC NUMBERS
75 APPLICATION

< BACK

Application

Representing our Symbols and Wordmarks consistently strengthens our Spirit Brand.



77 GLOSSARY OF TERMS

78 CONTACT INFORMATION

Glossary of Terms

CMYK

Short for Cyan-Magenta-Yellow-Black, and pronounced as separate letters. CMYK is a colour model in which all colours are described as a mixture of these four process colours. CMYK is the standard colour model used in offset printing for full-colour documents. This type of printing uses four basic colours so it's often called four-colour printing.

RGB

Short for red, green, blue, a computer monitor requires separate signals for each of the three colours. All colour computer monitors are RGB monitors. When using JPEG or GIF images for the web, they need to be saved in RGB colour.

Pantone™ (PMS)

A popular colour-matching system used by the printing industry to print spot colours. Most applications that support colour printing allow you to specify colours by indicating the Pantone™ name or number. This assures that you get the correct colour when the file is printed, even though the colour may not look correct when displayed on your monitor.

77 GLOSSARY OF TERMS

78 CONTACT INFORMATION

Contact Information

COMMUNICATIONS & MARKETING

Ontario Tech University

brand@uoit.ca

brand.ontariotechu.ca

905.721.8668 ext. 5660

© University of Ontario Institute of Technology 2019. ONTARIO TECH UNIVERSITY and Design are trademarks of the University of Ontario Institute of Technology. D5050. June 2019.