University of Toronto Mississauga - Signature Quick Guide

Find the full Visual Identity Guide at utm.utoronto.ca/communications/brand-resources/utm-signature-usage-guidelines

The University of Toronto Mississauga has a signature comprising the crest, the University of Toronto standard wordmark, a divider line and campus name. Always use U of T signatures as designed and supplied and never alter them in any way.

**Signature Consistency**

- Change Element Sizes
- Add Elements
- Stretch or Squash
- Rearrange Elements
- Change Fonts
- Separate Crest

**Signature Colour**

- UNIVERSITY OF TORONTO MISSISSAUGA
  - Pantone 655 Blue
  - Black
  - Reverse

- UNIVERSITY OF TORONTO MISSISSAUGA
  - Incorrect Reverse

**Minimum Size**

- UNIVERSITY OF TORONTO MISSISSAUGA
  - Print - 0.6017 in. / Digital - 80 px.
  - Print - 1.1682 in.

**Placing the Signature On a Page**

- Top Left Corner
- Top Centre
- Top Right Corner
- Bottom Left Corner
- Bottom Centre
- Bottom Right Corner

**Clear Space**

- UNIVERSITY OF TORONTO MISSISSAUGA

**No Specialized Logos**

- Centre for Child Development, Mental Health, and Policy

*Note: One signature per document. If multiple departments are presenting, use the standard UTM signature and in text, indicate the departments involved.

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*These guidelines apply to all U of T signatures including Department Signatures and EDUs.
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