



UNIVERSITY OF  
**TORONTO**  
MISSISSAUGA

## University of Toronto Mississauga Visual ID Guidelines (Print/Electronic)

***Please use the following guidelines for the U of T Mississauga Visual Identity:***

- 1) The University of Toronto Mississauga signature is our legal and registered trademark. As such, it should be protected and its use, controlled. The U of T Mississauga signature must always appear exactly as designed and must NEVER be altered in any way.
- 2) The University of Toronto Mississauga signature cannot be used in tandem with any other U of T signature/logo (for example, another campus, a student organization, etc.). **There must be only one U of T signature used.**
- 3) Where possible, the University of Toronto Mississauga should be the only signature on print/electronic communications. However, if a second signature is necessary (from an external organization), the two signatures should be well separated in the communications.
- 4) U of T Mississauga's signature consists of two elements – the crest and the wordmark. These two elements may ONLY appear together as part of the full U of T Mississauga signature – i.e. neither the crest nor the wordmark may be used on its own. The only exception to this is online (see #11 below)
- 5) Any U of T Mississauga signature may ONLY appear in U of T blue (Pantone 655 or equivalent) or black. It may NEVER appear in any other colour.
- 6) When the signature is in blue, the background must ALWAYS be white.
- 7) When the signature is in black, the background can be any colour.
- 8) When the U of T Mississauga signature is reversed or knocked out in print applications (ie. it appears in white), the background must be U of T blue or black, or a tint of 60% or higher of these
- 9) The width of the crest within the signature must NEVER appear smaller than 0.25" or 80 pixels in height online. As the signature may not be altered in any way, the dimension of the wordmark will fall out proportionately from that
- 10) A minimum margin of clear space must be left around the signature. The clear space must be equal to the height of the words 'University of'.
- 11) Online, if there is not enough space in the banner for the crest to appear at 80 pixels or more, then the wordmark should be used on its own, and the full signature should appear elsewhere on the homepage, ensuring that the crest is 80 pixels or more.

12) Do not use the reversed signature online as it does not reproduce well (the crest tends to fill in).

**\* Please forward artwork to Jane Stirling, director of marketing and communications, for approval. If you have any questions about visual ID usage, please contact Jane at 905-569-4350 or [jane.stirling@utoronto.ca](mailto:jane.stirling@utoronto.ca).**

**\* To order U of T Mississauga print or electronic stationery (business cards, letterhead, envelopes), please contact your departmental administrator who can order stationery through the automated online order system.**

## **ADDENDUM**

### **Student Use of the U of T Mississauga Visual Identity**

***Please use the following guidelines for student use of the U of T Mississauga Logo:***

- 1) Undergraduate students cannot have business cards with the U of T Mississauga signature.
- 2) Graduate students can have business cards with the U of T Mississauga signature as long as their departments approve and pay for them, and the card indicates they are candidates in their program, for example: Jane Doe, PhD Candidate.
- 3) Any student can use the U of T Mississauga signature in their academic works, ie. things like conference posters, as long as they have approval from their supervisor, and they use the signature according to the guidelines (see Visual ID guidelines, above)
- 4) Student groups/societies/unions are not allowed to use the U of T Mississauga signature in their communications ie. e-newsletters. They can, however, use the words "University of Toronto Mississauga" in their materials to denote an association but not the official signature.

**\* Students must send the name of their U of T contact, confirming that the work is being done on behalf of U of T.**

**\* In their request, students must indicate the kind of file they need (ie. eps for print, gif/jpg for web, jpg can also be used for print if it is a high resolution file)**

**\* For approval purposes, students must send a pdf of the document (or link for a website) indicating the exact location of where the signature will be placed.**