UTM 50th

VISUAL IDENTITY STYLE GUIDE
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CAMPAIGN KEY OBJECTIVES

1. To create awareness and celebrate UTM's 50th Anniversary.
2. To celebrate UTM's local and global impact, now and in the future (particularly through research and innovation in the fields of cities, undergraduate education and international partnerships).

TONE & MANNER

bold
simple
impactful
celebratory
unique
disruptive
PRINCIPLES AND FUNDAMENTALS OF THE UTM 50TH ANNIVERSARY PLATFORM
It is important that the colours used in the 50th Anniversary platform fit within the overarching U of T colour palette.

The dominant colour for this anniversary platform is U of T Blue from the university’s primary palette (Pantone® 655). This colour is used as the dominant background colour in most applications as well as within the logo and the UTM logo.

Campaign Yellow (Pantone® 108) should be used as a supporting colour, and is also part of the logo and overall campaign elements.

A Special Gold (Pantone® 871) has been chosen for certain print applications only, when budget allows for it.

<table>
<thead>
<tr>
<th>Primary Colour</th>
<th>Secondary Colour</th>
<th>Special Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>U of T Blue</strong></td>
<td><strong>Campaign Yellow</strong></td>
<td><strong>Campaign Gold</strong></td>
</tr>
<tr>
<td>Pantone® 655 C</td>
<td>Pantone® 108 C</td>
<td>Pantone® 871 C</td>
</tr>
<tr>
<td>C 100</td>
<td>C 0</td>
<td>R 254</td>
</tr>
<tr>
<td>M 70</td>
<td>M 5</td>
<td>G 219</td>
</tr>
<tr>
<td>Y 3</td>
<td>Y 98</td>
<td>B 0</td>
</tr>
<tr>
<td>K 56</td>
<td>K 0</td>
<td></td>
</tr>
<tr>
<td>R 0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>G 42</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B 92</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HEX 002A5C</td>
<td>HEX FEDB00</td>
<td></td>
</tr>
</tbody>
</table>

Note: In certain instances where production budget allows, the yellow may be changed to gold. This will only be used in print and therefore should always be a Pantone®, or gold foil stamp. This should not be used for on-screen applications.
UTM 50TH LOGO
OVERVIEW

The use of the UTM 50th logo across a wide range of media requires visual consistency. For this, we have developed an official logo. It will appear on all applications related to the 50th anniversary, and may also be applied within the Boundless platform as an addition to the original campaign (see pg. 9).
**UTM 50TH LOGO**

**USE AND MISUSE**

☑ **DO** set the UTM 50th logo in Pantone® 655 (U of T Blue) and Pantone® 108. This is the preferred colour for the logo and it should be employed in almost every case.

☑ **DO** set the UTM 50th logo in black and white when colour printing is not available.

☑ **DO** set the UTM 50th logo in white/yellow in instances where it needs to appear on a dark background or image.

☑ **DO** set the logo in blue/white in instances where it needs to appear on a light background or image.

☒ **DON’T** set the logo in any colour other than previously specified.

☒ **DON’T** use the original logo on a dark coloured background. Use the knock-out version in these cases.

☒ **DON’T** place the logo over busy imagery that may detract from its legibility.

☒ **DON’T** alter the proportions (squeeze or stretch) the logo under any circumstances.
**UTM 50TH LOGO**  
**SIZING & CLEAR SPACE**

To maintain the integrity of the 50th Logo, the following guidelines on size and clear space apply.

The size of the 50th Logo will vary from application to application. The width of the UTM logo should not exceed .75 times the width of the U of T logo that appears on the same application. This ensures that the focus is on the anniversary campaign branding with a nod to the university. The minimum width of the logo is 1.25 inches on print applications and 150 pixels on digital applications.

The clear space around the 50th Logo is the height of the ‘5’s ascender (from the top of the letter, to the top of the curve). Avoid placing logos or other copy close to the 50th Logo. Clear space for the UTM logo is based on 50% of the height of the crest. Refer to the U of T visual identity style guide for more information about logo sizing and clear space.

When appearing opposite the UTM logo, it is important to ensure adequate space between the university’s logo and the 50th Logo.

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**Maximum size**

![Maximum size diagram](image)

Maximum width of word mark = .75X

**Minimum size**

![Minimum size diagram](image)

Minimum width for print = 1.25 in  
Minimum width on screen = 150 px

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**Clear space for 50th Logo**

![Clear space diagram](image)

**Clear space for UTM logo**

![Clear space diagram](image)

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**Relationship to an adjacent U of T logo**

![Relationship diagram](image)

The ideal space between the UTM logo and the 50th Logo is equal to the width of the word Toronto within the UTM logo, indicated here by X. If there is very limited space, then the clear space requirements for the 50th logo should be used.
UTM 50TH + BOUNDLESS

In certain instances, the 50th Anniversary Logo may be added to Boundless executions. In these cases, it should act as a secondary element to the Boundless campaign.

The 50th Logo should always be placed on the clearest space of the ad, however as long as it does not interfere with legibility, slight overlap with imagery is allowed.

It should be left aligned to a copy block or headline.
It should not exceed 100% of the width of the headline, or be smaller than 75%.

Clear space requirements for the 50th logo should be maintained.

Maximum width of logo = .75X

Minimum width of logo = .75X
LOGO FILE USAGE

WHICH FILE TO USE WHEN

**File Formats**

A logo package has been prepared with the following file formats. Each format has its own strengths and should be used for specific purposes.

- **.eps (print)**
  A vector and highest resolution file which is the preferred file for all print applications. Some programs may not accept this format however, so tiff and jpegs will be provided.

- **.tiff (print)**
  A high resolution file. For use in instances where .eps files are not accepted, but a transparent background is needed.

- **.jpeg (print & on screen)**
  A lower resolution file. For use in programs such as Microsoft Word® (print) or Microsoft Powerpoint® (on screen) where an .eps may not be accepted, or a high resolution file isn’t needed.  
  *Note*: this format does not have a transparent background.

- **.png (on screen)**
  For use in programs such as Microsoft Powerpoint® where a large file size is not needed.  
  *Note*: this file format does have a transparent background.

**Colour Formats**

In addition to this, the logos have been provided in the following colour formats:

- **Pantone®**
  This is the preferred, and truest colour representation for print. However this colour format can only be used on a printing press, as Pantones® are specially mixed colours - like when you mix a can of paint. They cannot be used for digital printing or copying.

- **CYMK**
  This is the colour format which is also used in printing, and can be used when printing digital copies, or on press. The colour representation may be slightly duller than Pantone®, but will still maintain intensity.

- **RGB/HEX**
  This colour mode is for on screen use only. Due to this, you will notice that file formats such as pngs fall into this category. Use RGB logos on web, or any other digital/on screen applications.  
  *Note*: These files also have a hex code, which is used for web applications. This is embedded in the file and outlined on the colour palette page.

**LOGO VERSIONS**

There are also different versions of the logos included in the package which have different colour variations for use on different backdrops and/or mediums. Please refer to pg. 7 for more rules on the use and misuse of these logos.

<table>
<thead>
<tr>
<th>Original Logo</th>
<th>Knock Out ‘5’ logo</th>
<th>Knock Out logo</th>
<th>Black and White Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image-url" alt="Original Logo" /></td>
<td><img src="image-url" alt="Knock Out ‘5’ logo" /></td>
<td><img src="image-url" alt="Knock Out logo" /></td>
<td><img src="image-url" alt="Black and White Logo" /></td>
</tr>
<tr>
<td>For use on white backgrounds such as letterhead.</td>
<td>For use on dark backgrounds or imagery.</td>
<td>For use on light backgrounds or imagery.</td>
<td>For use when colour printing is not available.</td>
</tr>
</tbody>
</table>