
TED ROGERS SCHOOL OF MANAGEMENT

Brand Guidelines | Version 1.1

Toronto
Metropolitan
University

TED
ROGERS
SCHOOL
OF MANAGEMENT

WELCOME TO OUR GUIDE

This guide breaks down the components of the Ted Rogers School of Management (TRSM) brand, including how it fits within Toronto Metropolitan University (TMU) and how it can stand alone.

It provides clear direction for creating a unified brand presence for both undergraduate and graduate programs. Use this as your starting point for any visual or verbal expression of the TRSM brand.

CONTENTS



1.0 Brand

- 1.1 Our story
- 1.2 Overarching brand values
- 1.3 TRSM brand values
- 1.4 Undergraduate naming structure
- 1.5 Graduate naming structure

2.0 Logo

- 2.1 TRSM
- 2.2 TRMBA
- 2.3 TRSM undergraduate schools
- 2.4 TRSM graduate programs
- 2.5 TMU+TRSM and TMU+TRMBA:
One-level lock-up
- 2.6 TMU+TRS+Undergraduate:
Two-level lock-up
- 2.7 TMU+TRS+Graduate:
Two-level lock-up
- 2.8 XED logo
- 2.9 Partner logos

3.0 Creative toolkit

- 3.1 Colour
- 3.2 Typography
- 3.3 Copywriting
- 3.4 Photography
- 3.5 Camera positioning
- 3.6 Graphic device

4.0 Accessibility

5.0 Branded applications

6.0 Glossary of Terms

7.0 Contact



BRAND



OUR STORY

From its inception, Ted Rogers School of Management has been built to be different—openly diverse, collaborative, prestigious yet free of pretension, recognized for its youthful energy, thriving on the constant state of change and opportunity that its urban location provides.

The Ted Rogers School of Management fosters a learning environment that facilitates innovative problem-solving, critical thinking and the courage to act creatively. Whether rigorously equipping graduates with the foundational business education and skills necessary to define their career path or to set out on their own entrepreneurial journey, the Ted Rogers School stands for pushing expectations and defying the conventional to exceed the demands of 21st century business while positively impacting society.

 **Overarching values**

**UNAPOLOGETICALLY
BOLD**



**INTENTIONALLY DIVERSE
& INCLUSIVE**




**DEDICATED TO
EXCELLENCE**




**CHAMPIONS OF
SUSTAINABILITY**



**RESPECTFULLY
COLLABORATIVE**



Toronto Metropolitan University (TMU) values have long defined who we are and will always guide where we are going. They are the basis upon which we have built our uniquely vibrant, diverse and inclusive culture. Each value is important in its own right; together, they ensure that TRSM students, staff, faculty and alumni will continue to break down barriers, build alliances and challenge the status quo.



TRSM values**RELEVANCE AND
INNOVATION**

- Understand the rules before pushing beyond their limits
- Continually evolving and reframing what we teach and how we teach it
- Preparing our students to be career ready and poised to succeed
- Combining academic fundamentals with real-world learning
- Developing the transferable skills valued by employers in an ever-shifting global marketplace

**SPIRIT OF
COLLABORATION**

- We succeed when we work together
- Fostering a collegial learning environment is foundational to our approach
- It's the way we develop the critical-thinking skills and innovation required by global business today
- Challenging, integrating and reframing things from a variety of perspectives to discover the best ways forward

**COMMITMENT TO COMMUNITY,
DIVERSITY AND INCLUSION**

- Located at the heart of one of the world's most open multicultural global capitals
- Wide diversity of our student body, faculty and staff
- Accountable to the communities and interests we represent
- We are open minded, foster inclusion, and actively help to make our communities, our city, and our society better

**COURAGE TO
LEAD**

- Today's business leaders require courage to navigate and actively shape the ever-shifting world we live in
- We aim to develop innovative problem-solvers with real-world skills and the confidence to act decisively and creatively to the challenges placed before them now, and on their path to future career success

Undergraduate naming structure



Ted Rogers School of Accounting and Finance



Ted Rogers School of Business Management



Ted Rogers School of Information Technology Management



Ted Rogers School of Health Services Management



Ted Rogers School of Hospitality and Tourism Management



Ted Rogers School of Retail Management

School of Business Management majors



Ted Rogers School of Business Management, Economics and Management Science



Ted Rogers School of Business Management, Entrepreneurship and Strategy



Ted Rogers School of Business Management, Global Management Studies



Ted Rogers School of Business Management, HR Management / Organizational Behaviour



Ted Rogers School of Business Management, Law and Business



Ted Rogers School of Business Management, Real Estate Management



Ted Rogers School of Business Management, Marketing Management

Graduate naming structure

TED ROGERS
MBA

Ted Rogers MBA

TED ROGERS SCHOOL
PhD in Management

Ted Rogers School of Management's
PhD in Management

TED ROGERS SCHOOL
Master of Health Administration

Ted Rogers School of Management's
Master of Health Administration
(Community Care)

TED ROGERS SCHOOL
Professional Master's Diploma in Accounting

Ted Rogers School of Management's
Professional Master's Diploma in Accounting

TED ROGERS SCHOOL
Master of Science in Management

Ted Rogers School of Management's
Master of Science in Management

LOGO

Ted Rogers School of Management

Our Ted Rogers School of Management wordmark uses an unconventional type of arrangement to communicate the idea of uniqueness, progression and movement. Simple in nature, the wordmark is able to command attention while communicating a progressive and unique brand personality for our faculty.

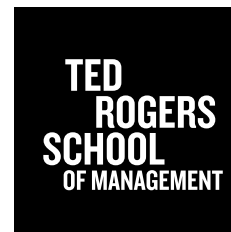
This section provides information, guidance and tools on how and when to use the Ted Rogers School of Management wordmark – with and without the TMU logo.

Consistent use of our TRSM wordmark will create a unified brand presence and build our TRSM identity.

The TMU & TRSM wordmark should be presented with a perception of harmony and hierarchy, rather than competing for attention.

**TED
ROGERS
SCHOOL
OF MANAGEMENT**

Colour variations



Horizontal alternative

There are times in our applications when a horizontal wordmark makes better sense within the space for legibility. The horizontal version should be reserved for applications with specific space considerations such as web, signage and small swag applications.

The horizontal wordmark should only be used in exceptional cases (i.e., when space is an issue/limited).

TED ROGERS
SCHOOL OF MANAGEMENT

Colour variations

TED ROGERS
SCHOOL OF MANAGEMENT

TED ROGERS
SCHOOL OF MANAGEMENT

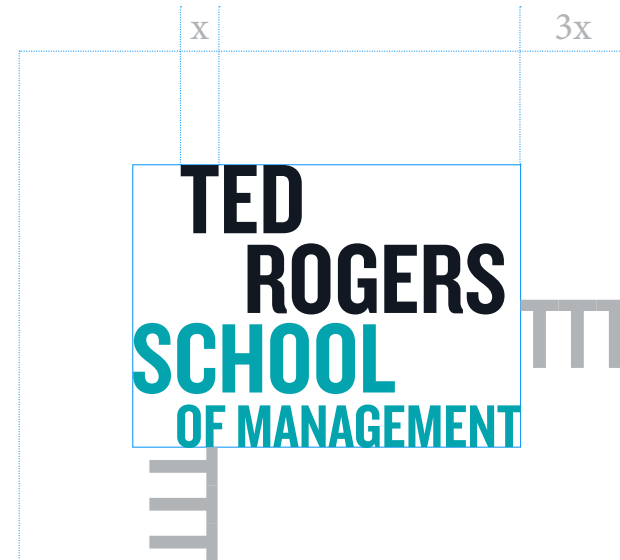
TED ROGERS
SCHOOL OF MANAGEMENT

TED ROGERS
SCHOOL OF MANAGEMENT

Logo clear space

A clear space must always be maintained around the logo to ensure that the wordmarks remain distinct from other graphic elements. No other graphic elements should appear within this space. Please pay careful attention to the placement and visibility of the wordmark, as it allows our presence to resonate.

The clear space should be at least 3 times the width of the first “T” in the wordmark all around. This space will change depending on the size of the wordmark.



Minimum sizes

Print

To ensure legibility, the printed logo must never be reproduced smaller than 0.6”.

Digital

The minimum size for digital use is 36 pixels (web) in height.

Print



0.6”

Digital



36 pixels

Ted Rogers MBA

To mark our MBA program's 10th anniversary and the transformational gift from the Rogers family in 2007, the TMU MBA was renamed the Ted Rogers MBA in August 2016.

This section provides information, guidance and tools on how and when to use the Ted Rogers MBA wordmark – with and without the university's logo.

Consistent use of our Ted Rogers MBA wordmark will create a unified brand presence and build our identity.

The university's logo and Ted Rogers MBA wordmark should be presented with a perception of harmony and hierarchy, rather than competing for attention.

**TED
ROGERS
MBA**

Colour variations



Horizontal alternative

There are times in our applications when a horizontal wordmark makes better sense within the space for legibility. The horizontal version should be reserved for applications with specific space considerations such as web, signage and small swag applications.

The horizontal wordmark should only be used in exceptional cases (i.e., when space is limited).

TED ROGERS
MBA

Colour variations

TED ROGERS
MBA

TED ROGERS
MBA

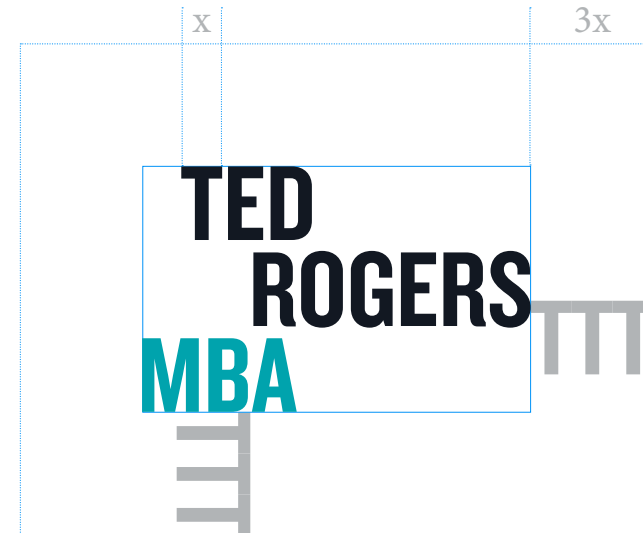
TED ROGERS
MBA

TED ROGERS
MBA

Logo clear space

A clear space must always be maintained around the logo to ensure that the wordmarks remain distinct from other graphic elements. No other graphic elements should appear within this space. Please pay careful attention to the placement and visibility of the wordmark, as it allows our presence to resonate.

The clear space should be at least 3 times the width of the first “T” in the wordmark all around. This space will change depending on the size of the wordmark.



Minimum sizes

Print

To ensure legibility, the printed logo must never be reproduced smaller than 0.6”.

Digital

The minimum size for digital use is 36 pixels (web) in height.

Print



Digital

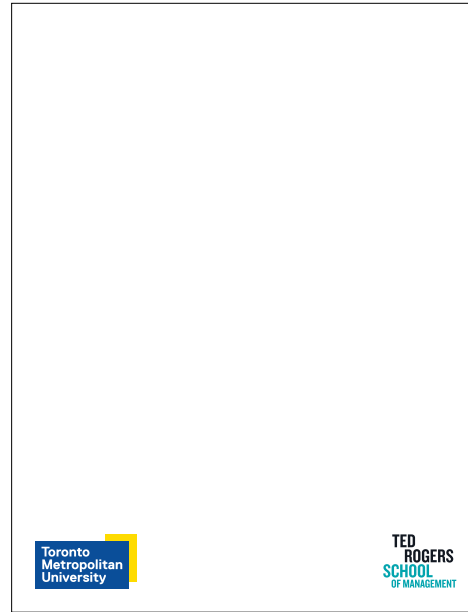


Placement and positioning

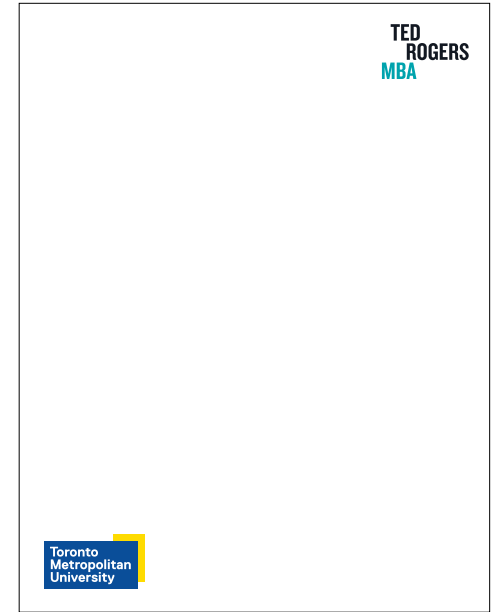
The recommended placement of the TRSM/TRMBA wordmarks is in the bottom right corner of a layout. An alternate placement of the wordmark is in the upper right corner.

Please note the preferred placement of the wordmark would be to the far right with the TMU logo placed to the far left. Where possible always use the full colour TMU logo.

The suggested scale examples shown here are starting points. Depending on layout, the use of wordmark and application, these sizes may require additional consideration.



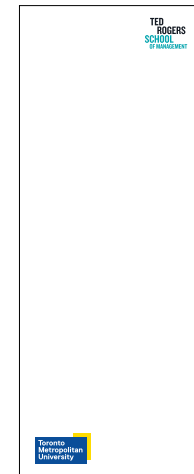
Recommended layout
Letter size 8.5x11



Alternative
Letter size 8.5x11



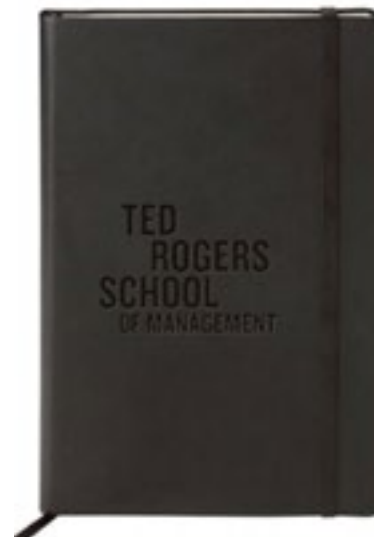
Banner examples



TRSM: Solo usage

We recommend that the Toronto Metropolitan University (TMU) logo is incorporated into marketing materials wherever possible to build off TMU's brand equity and to communicate TRSM's strong relationship with TMU.

When space is limited, however (i.e., swag items – such as pens & lanyards), the TRSM wordmarks may exist on their own.



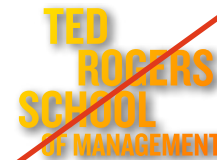
Incorrect logo use

It is important to maintain the integrity of the Ted Rogers School and Ted Rogers MBA logos at all times. All acceptable versions of the logo are available as digital artwork. They must never be altered or manually reproduced in any way.



TED
ROGERS
SCHOOL
OF MANAGEMENT

DO NOT change the colours of the wordmark.



TED
ROGERS
SCHOOL
OF MANAGEMENT

DO NOT add gradients or add special effects to the wordmark (i.e., drop shadows, outlines).



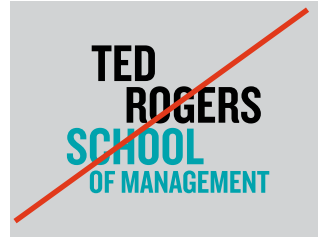
TED
ROGERS
SCHOOL
OF MANAGEMENT

DO NOT skew, stretch or distort the wordmark.



TED
ROGERS
SCHOOL
OF MANAGEMENT

DO NOT place the wordmark on backgrounds that provide little contrast or legibility.



TED
ROGERS
SCHOOL
OF MANAGEMENT

DO NOT place the wordmark on an image without sufficient contrast.



TED
ROGERS
SCHOOL
OF MANAGEMENT

DO NOT change the scale of relationships between the wordmark.



TED
ROGERS
SCHOOL
OF MANAGEMENT

DO NOT rotate or tilt the wordmark.



TED
ROGERS
SCHOOL
of management

DO NOT retype the text or recreate the typeface of the wordmark.



TED ROGERS
SCHOOL OF MANAGEMENT
CONGRATULATES THE CLASS OF 2022

DO NOT combine or make the wordmark appear to form part of any other text or graphic.

TRSM undergraduate schools

There are vertical and horizontal wordmarks for each undergraduate school.

The school wordmark is the preferred wordmark to use for internal materials and audiences (e.g., faculty meeting or advisory council meeting agendas). However, the TMU+TRSM one-level lock-up should be used whenever possible and for all externally facing documents/materials.

Undergraduate schools:

1. Accounting and Finance
2. Business Management
3. Information Technology Management*
4. Health Services Management*
5. Hospitality and Tourism Management
6. Retail Management

School of Business Management majors:

7. Economics and Management Science
8. Entrepreneurship and Strategy*
9. Global Management Studies*
10. HR Management/Organizational Behaviour
11. Law and Business
12. Real Estate Management
13. Marketing Management

Visual example of a wordmark (versions)

**TED
ROGERS
SCHOOL**
Health Services
Management

TED ROGERS SCHOOL
Health Services Management

*Note that some Schools are named differently than the program or major.

TRSM graduate programs

Like the undergraduate school wordmarks, we created vertical and horizontal wordmarks for each of the TRSM graduate schools.

The school wordmark is the preferred wordmark to use for internal materials and audiences (e.g., faculty meeting or advisory council meeting agendas). However, the faculty wordmark should be used whenever possible and for all externally facing documents/materials.

Horizontal school wordmarks can be used when there is limited space and the materials are for an internal audience (e.g., orientation swag).

Graduate programs:

1. Master of Business Administration
2. Master of Science in Management
3. Professional Master's Diploma
in Accounting
4. Master of Health Administration
(Community Care)
5. PhD in Management

Visual example of a wordmark (versions)

**TED
ROGERS
SCHOOL**
Master of Science
in Management

TED ROGERS SCHOOL
Master of Science in Management

TMU+TRSM and TMU+TRMBA: One-level lock-up

Logo lock-ups build on the university logo to create a signature specific to each entity within the institution. Lock-up systems relate to the various brand classifications.

The lock-up should only be used where there is an agreed/overt partnership between TMU and TRSM (i.e., Toronto Region Board of Trade).

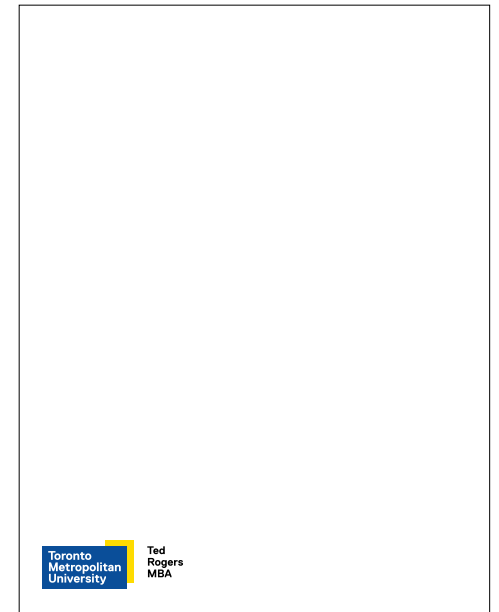
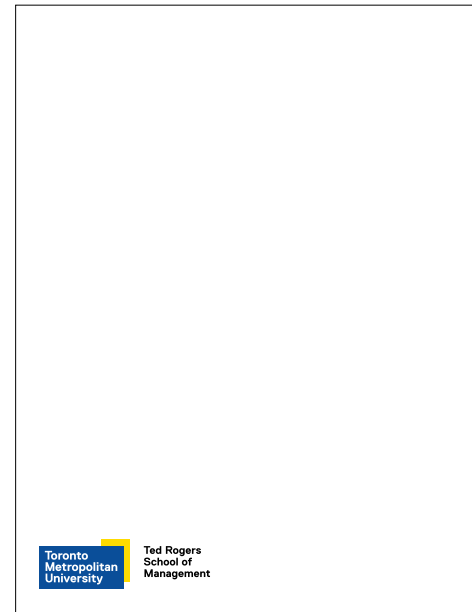
The arrangement of the text, the scale and positioning must never be altered.

Placement:

The placement should always appear at the bottom left corner to:

- provide a connection to TMU
- ensure consistency
- benefit from the equity built by the TMU brand

Visual example of one-level lock-up



Letter size 8.5x11

TMU+TRS+Undergraduate: Two-level lock-up

When using the two-level lock-up, always prioritize the main entity (faculty), as per our donor agreement with the Rogers Family. This way, the lock-up is read as the below entity existing within the bolded entity above.

The arrangement of the text, the scale and positioning must never be altered.

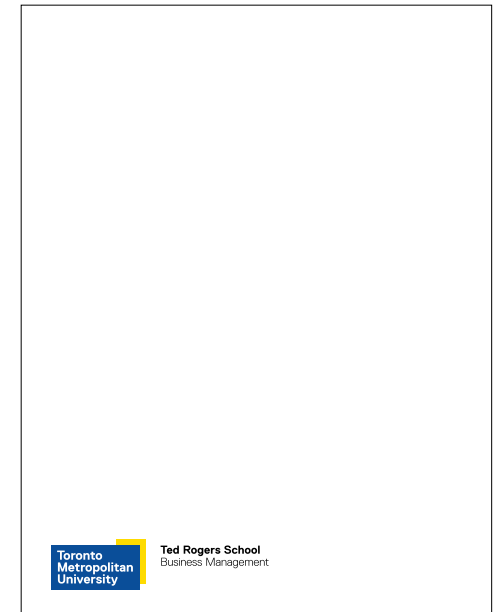
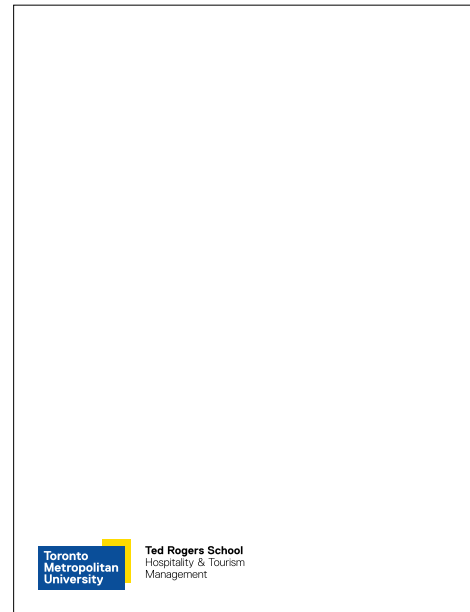
Note: in the two-level lock-up, the word “Management” has been omitted and only “Ted Rogers School” is being used to avoid the repetition of the word “Management” within a single departmental lock-up.

Placement:

The placement should always appear at the bottom left corner to:

- provide a connection to TMU
- ensure consistency
- benefit from the equity built by the TMU brand

Visual example of two-level lock-up



Letter size 8.5x11

TMU+TRS+Graduate: Two-level lock-up

When using the two-level lock-up, always prioritize the main entity (faculty), as per our donor agreement with the Rogers Family. This way, the lock-up is read as the below entity existing within the bolded entity above.

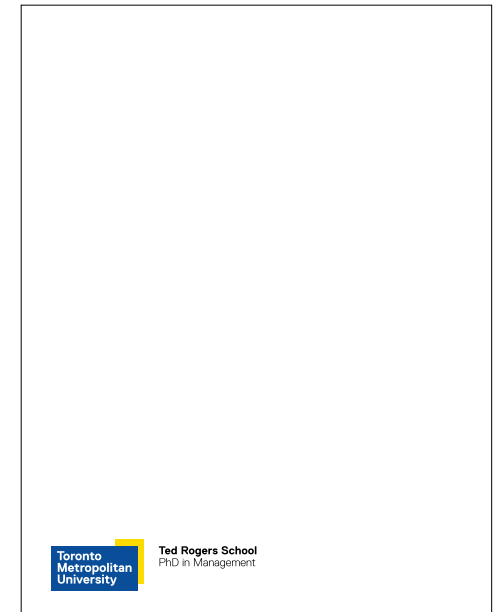
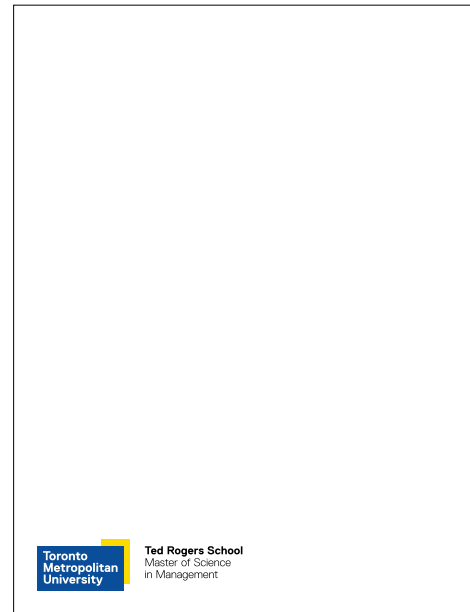
The arrangement of the text, the scale and positioning must never be altered.

Placement:

The placement should always appear at the bottom left corner to:

- provide a connection to TMU
- ensure consistency
- benefit from the equity built by the TMU brand

Visual example of two-level lock-up



Letter size 8.5x11

XED logo

The Executive and Corporate Education logo has three versions: the two-level lock-up, the wordmark and the design treatment.

When using the wordmark for internal products, the TMU logo is not necessary. For external facing products, include the TMU logo on the bottom left corner or default to the official two-level lock-up.

When using the design treatment logo, always use it with the TRSM wordmark or the TMU+TRSM logo.



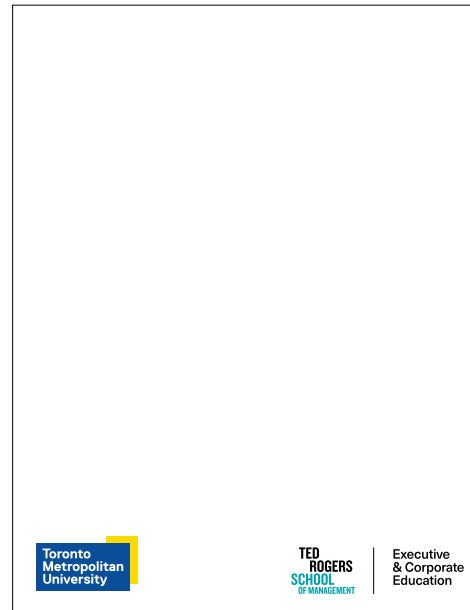
Wordmark



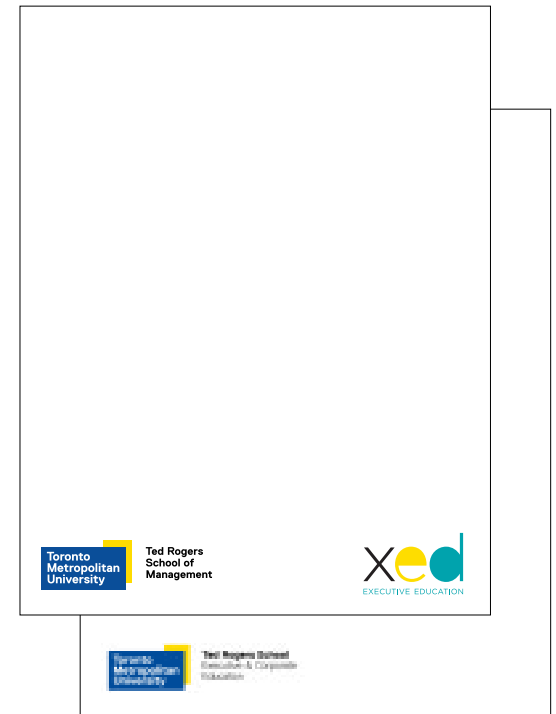
Two-level lock-up



Design treatment



Recommended
Letter size 8.5x11



Alternatives
Letter size 8.5x11

Partner logos

Research partnerships exist between Ted Rogers School of Management and its research centres, institutes and labs. To maintain the integrity of both the partnership and the school, an even hierarchy is maintained between the wordmark and the logo.

Horizontal partner logo variations



Vertical partner logo variations



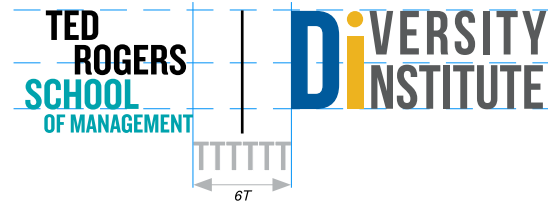
Partner logos: Placement and usage

The horizontal wordmark and the research centre logo should always have the minimum space of 3 “T’s” between the wordmark and the research centre logo.

In the vertical wordmark, a separator line and 2 “T’s” height is maintained for integrity of the partnership.

When a research centre is to be typeset, always use Neue Haas Unica (please refer to [page 34](#) for typography for guidelines). Consistent size, weight and leading is to be used to maintain standardization.

The Toronto Metropolitan University logo should always be placed at the bottom left corner with TRSM + Research Centre logo placed in proximity away from the TMU logo towards the right side.



Letter size 8.5x11

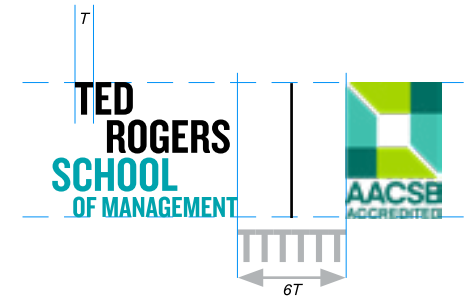
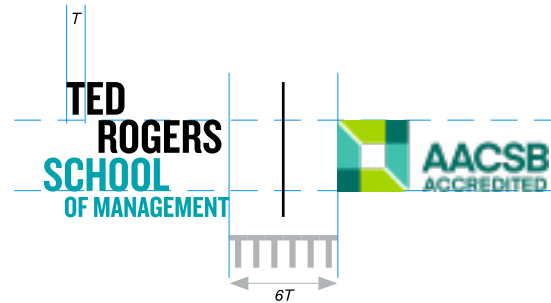
AACSB logo: Placement and usage

Association to Advance Collegiate Schools of Business (AACSB) accreditation is an important identifier for Ted Rogers School of Management. It represents the school's hallmark for excellence in business education.

The AACSB logo should also appear on any formal or "official" materials produced by Ted Rogers School (e.g., research reports). The AACSB logo can appear solo on the back of materials or locked-up with the TRSM wordmark – dependent on the materials and design space.

When the AACSB logo is used, it should appear on the right side of the wordmark with the minimum space of 3 "T's" between.

The Toronto Metropolitan University logo should always be placed at the bottom left corner with TRSM + AACSB logo placed in proximity away from the TMU logo towards the right side.



Letter size 8.5x11

CREATIVE TOOLKIT

Colour: Primary palette

Colour plays a major role in our brand expression. Our palette of colours asserts our distinctiveness and differentiates us from our competitors.

Why teal?

Our main teal colour is fresh, modern and contemporary. It is a forward-looking colour which is true to our brand platform.

The primary and secondary palettes have been selected from the master TMU brand colour palette and developed to work together effectively. It is not advised to use a tint or tonal percentage of a colour.

Pantone values

To ensure consistency and accuracy, use the Pantone Matching System (PMS) formulas provided for printed materials (there may be additional cost with Pantone). Two Pantone values are associated with the colours; C (coated) value for use on print applications on a coated paper stock and U (uncoated) value for an uncoated paper stock.

Primary palette

Black

CMYK	RGB
0 - 0 - 0 - 100	0 - 0 - 0
	HEX
	#000000

PMS 7467U/C

PANTONE U	RGB
7467U	0 - 163 - 173
PANTONE C	HEX
7467C	#00a3ad
CMYK	
100 - 0 - 30 - 0	

White

CMYK	RGB
0 - 0 - 0 - 100	255 - 255 - 255
	HEX
	#ffffff

TMU palette

TMU Blue

PANTONE U	RGB
2935U	0 - 76 - 155
PANTONE C	HEX
2945C	#004c9b
CMYK	
100 - 60 - 0 - 15	

TMU Gold

PANTONE U	RGB
108U	255 - 220 - 0
PANTONE C	HEX
109C	#ffd000
CMYK	
0 - 10 - 100 - 0	

Colour: Secondary palette

This palette has been carefully selected from the TMU palette that complements Ted Rogers School's primary and secondary palettes, while matching them in intensity and vibrance. It is not advised to use a tint or tonal percentage of a colour.

Secondary palette

PMS 2985U/C

PANTONE U **RGB**
2985U 91 - 194 - 244

PANTONE C **HEX**
2985C #5bc2f4

CMYK
60 - 0 - 0 - 0

Dark Grey

CMYK **RGB**
0 - 0 - 0 - 40 153 - 153 - 153

HEX
#999999

Light Grey

CMYK **RGB**
0 - 0 - 0 - 15 217 - 217 - 217

HEX
#d9d9d9

PMS 287U/288C

PANTONE U **RGB**
287U 0 - 45 - 114

PANTONE C **HEX**
288C #002d72

CMYK
100 - 70 - 0 - 40

PMS 563U/C

PANTONE U **RGB**
563U 107 - 191 - 174

PANTONE C **HEX**
563C #6bbfae

CMYK
55 - 0 - 30 - 0

PMS 272U/C

PANTONE U **RGB**
272U 116 - 116 - 193

PANTONE C **HEX**
272C #7474c1

CMYK
60 - 55 - 0 - 0

PMS 2603U/C

PANTONE U **RGB**
2603U 121 - 32 - 130

PANTONE C **HEX**
2603C #792082

CMYK
70 - 100 - 0 - 0

PMS 152U/C

PANTONE U **RGB**
152U 255 - 114 - 0

PANTONE C **HEX**
152C #ff7200

CMYK
0 - 60 - 100 - 0

PMS 397U/C

PANTONE U **RGB**
397U 191 - 190 - 0

PANTONE C **HEX**
397C #bfbe00

CMYK
15 - 2 - 100 - 15

School colours and social media icons

Each TRSM school/department has chosen a specific colour from the TRSM colour palette. Please use them accordingly on materials with the primary palette.

For social media channels, acronyms for the school's wordmarks have been developed.

These icons are intended only for use as "profile pictures" across the school's social media channels only.

The minimum size for the social media icons is 30 pixels wide.

**PMS
7467U/C**



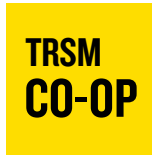





**Ted Rogers
School of
Management**

MINIMUM SIZE



30px

School colours and social media icons continued

<p>Black</p>  <p>MBA</p>	<p>PMS 7467U/C</p>  <p>Alumni</p>	<p>TMU Gold</p>  <p>Business Career Hub</p>	<p>TMU Gold</p>  <p>Careers</p>	<p>TMU Gold</p>  <p>Co-op</p>	<p>PMS 152U/C</p>  <p>Economics and Management Science</p>	<p>TMU Blue</p>  <p>Entrepreneurship and Strategy</p>	<p>PMS 2985U/C</p>  <p>Global Management Studies</p>
<p>PMS 272U/C</p>  <p>HR Management / Organizational Behaviour</p>	<p>PMS 563U/C</p>  <p>Health Services Management</p>	<p>PMS 272U/C</p>  <p>Hospitality and Tourism Management</p>	<p>PMS 272U/C</p>  <p>Information Technology Management</p>	<p>PMS 2603U/C</p>  <p>Law and Business</p>	<p>PMS 563U/C</p>  <p>Master of Health Administration (Community Care)</p>	<p>PMS 2985U/C</p>  <p>Marketing Management</p>	<p>PMS 7467U/C</p>  <p>Master of Science in Management</p>
<p>PMS 152U/C</p>  <p>Program Advising and Student Services</p>	<p>TMU Blue</p>  <p>PhD in Management</p>	<p>Black</p>  <p>Professional Master's Diploma in Accounting</p>	<p>PMS 152U/C</p>  <p>Real Estate Management</p>	<p>PMS 2603U/C</p>  <p>Retail Management</p>	<p>PMS 563U/C</p>  <p>Accounting and Finance</p>	<p>PMS 2985U/C</p>  <p>Business Management</p>	<p>White</p>  <p>Executive Education</p>

Typography

HEADLINE TYPE

The functional flexibility of Knockout helps us to create a clear and consistent visual hierarchy at the display level.

Visit [MyFonts](#) to purchase this typeface.

Alternative type

When Knockout is not available and a more universally available system typeface is required, please use News Gothic.

BODY TYPE

Neue Haas Unica Pro Regular is used for body copy, with Italics and Bold weights used sparingly to highlight information.

Visit [Monotype](#) to purchase this typeface.

Alternative type

When Neue Haas Unica is not available and a more universally available system typeface is required, please use Arial.

Knockout: 49 Liteweight type specimen

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Two options for number one

1 preferred

1 To select the preferred “1”, highlight the default “1”, a popup option will appear. Hover over the pop-up and click, the “1” will change.

Neue Haas Unica Pro: type specimen

Aa Aa *Aa Aa Aa Aa Aa Aa*
Aa Aa Aa Aa Aa Aa
 abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Typographic hierarchy/layout

HEADLINES

Headlines should always be set with Knockout HTF49 Liteweight, in ALL CAPS. They mirror the style created for Ted Rogers School's wordmarks, so should always have an unconventional type arrangement to communicate progression and movement.

Use two colours: teal/black on white backgrounds; white/teal on black backgrounds; and black/white on teal backgrounds.

SUBHEAD

Set with Knockout HTF31 Junior Middleweight to break up and call attention to sub-information.

BODY

Set with Neue Haas Unica Pro Regular. It is most effective when a lot of text is being communicated.

Italics and bold weights are used to highlight important pieces of information.

LOGO

Always align the TMU logo left justified.

**HEADLINE
SET IN
KNOCKOUT
HTF49
LITEWEIGHT**

Subheads set with Knockout HTF31
Junior Middleweight

Body copy uses Neue Haas Unica Pro Regular. For this example, which represents a lettersize (8.5x11) page but not to scale, this paragraph uses the regular weight at 9pt with 12pt leading. Together, Knockout and Neue Haas Unica are used in all Ted Rogers School's communication material.

Copywriting – voice

TRSM copywriting should be developed with our brand platform in mind.

Language, voice and tone must properly reflect our innovation and entrepreneurship spirit—pushing expectations and defying convention. Please refer to the keywords listed here as a starting point for original written content.

Our [writing guide](#) advises that all second references to the school should be “the Ted Rogers School.” Because this document is intended for internal use, for reasons of brevity, we are using the abbreviation TRSM.

TRSM is “innovation” and “entrepreneurship”—pushing expectations and defying the conventional to positively impact society.

OUR STUDENTS

Problem-solver
Collegial and collaborative
Creative
Skilled
Courageous

OUR SCHOOL

Contemporary
Connected
Urban
Vibrant
Energetic

OUR VALUES

Entrepreneurial
Diverse
Skilled
Confident
Respected
Bold



Visit the TRSM Writing Style Guide for more information.

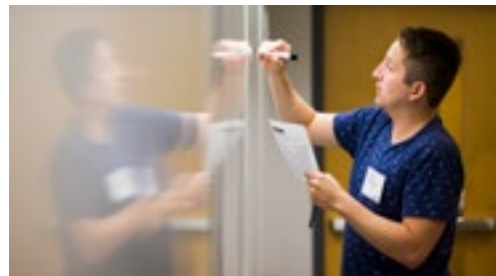


Photography

TRSM photography style has been developed with our brand platform in mind and in line with TMU's brand standards on photography. It is about visualizing innovation and entrepreneurship—pushing expectations and defying convention. This is shown through a more honest and authentic approach that is documentary in style.

All photography must properly reflect the brand personality and style. When shooting or sourcing photographs, please refer to the keywords listed below:

- Candid and real
- Focus on action and innovation
- Context is king: use wide shots with a deep depth of field
- Straight-on angles
- Diverse mix of portraits, city scenes and campus locations
- Unfiltered, authentic colour and natural contrast



Visit the TMU Brand Toolkit for the Photography Guide.



Camera positioning

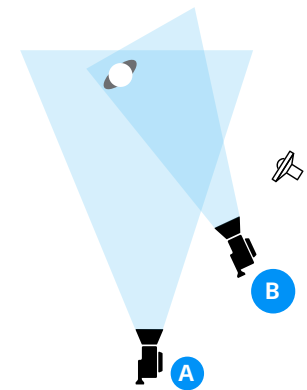
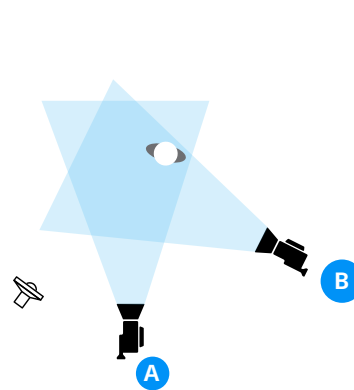
When shooting a subject, multiple camera angles add interest and allow for easier editing. Use one wider angle **A** and one tighter angle **B** to provide a shift in scale, as illustrated in the diagram.

Lighting

Lighting is essential to creating a high quality video. Good lighting establishes good shapes and provides a reasonable contrast for the subject(s). Avoid dramatic shadows and use even lighting to convey even skin tones.

Environmental backgrounds

A good background establishes visual interest in a shot without complicating the frame. Take care to avoid cluttered objects in the background, as they may add unnecessary noise to the video. Try to convey a sense of the openness and focus on the subject and background as a whole and not on the details.



Visit the [TMU Brand Toolkit for the Video Storytelling Guide](#).



Graphic device

The Ted Rogers School of Management uses a graphic device that consists of horizontal lines in our brand's primary colours to add visual interest. The graphic lines unite our toolkit elements and create a distinct visual language separate from but related to the university's graphic style.

In the layout these lines create visual interest through balance and movement. They create a dynamic effect on the layout grid by counterbalancing headline copy and photography. With thoughtful usage, these lines communicate our progressive and unique brand personality.

The graphic device is created based on the x-weight of the yellow bar in the TMU logo. They can be any length horizontally along the grid. They can also sit at any height on the grid. These lines should be used as an accent to highlight the content within the layouts. Try not to use more than three lines per layout page to avoid clutter.

Graphic bar sizing



Use half the width of the yellow box in the TMU logo placed in your layout to determine the thickness of the graphic bars.

Examples

MAKE AN IMPACT ON THE WORLD OF BUSINESS

With a PhD in Management, gain the knowledge and skills to carry out rigorous world-class research about complex management problems in a rapidly changing society and a global economy.

4 INTERDISCIPLINARY ACADEMIC AREAS TO CHOOSE FROM:

1. Digital Enterprise and Social Media
2. Retail and Consumer Services
3. Real Estate Studies
4. Strategy, Innovation and Entrepreneurship

FLEXIBLE OPTIONS!

- Full-Time/Part-Time
- Complete in 4-6 years

Toronto Metropolitan University | Ted Rogers School of Management | torontomu.ca/trsm-phd | trsm.phd@torontomu.ca

RECONCILIATION IN BUSINESS 2023

CONFERENCE SPONSORSHIP

Indigenous Worldviews from the Classroom to the Boardroom

Sunday, September 17, 2023 9:00 AM - 4:00 PM • 55 Dundas Street West

Toronto Metropolitan University | Ted Rogers School of Management

ACCESSIBILITY

Colours

The Accessibility for Ontarians with Disabilities Act (AODA) requires web content meet the Web Content Accessibility Guidelines (WCAG) for people living with a disability. The colours were chosen with respect to the readability of fonts on these backgrounds.

AAA compliance

It is safe to use fonts below 18 pt on this colour and achieve a AAA compliance rating. Fonts on these colours must be either:

- Bold weight at a minimum size of 14 pt
- Regular weight fonts must be 18 pt or higher

AA compliance

Minimum contrast needs are met when using fonts below 18 pt to achieve a AA compliance rating. In order to achieve AA compliance, fonts on these colours must be either:

- Bold weight at a minimum size of 14 pt
- Regular weight fonts must be 18 pt or higher

	AAA black text	AA black text	AAA white text	AA white text
TMU Blue	X	X	AAA	AA
TMU Gold	AAA	AA	X	X
Black	X	X	AAA	AA
White	AAA	AA	X	X
PMS 287U/288C	X	X	AAA	AA
PMS 3005U/C	AAA	X	AAA	AA
PMS 2995U/C	AAA	AA	X	X
PMS 2985U/C	AAA	AA	X	X
PMS 130U/137C	AAA	AA	X	X
PMS 109U/123C	AAA	AA	X	X
PMS Yellow U	AAA	AA	X	X
Dark Grey	AAA	AA	X	X
Light Grey	AAA	AA	X	X
PMS 152U/C	AAA	AA	X	X
PMS 199U/C	AAA	X	AAA	AA
PMS 199U/C	AAA	AA	AAA	X
PMS 2603U/C	X	X	AAA	AA
PMS 272U/C	AAA	AA	AAA	X
PMS 397U/C	AAA	AA	X	X
PMS 347U/C	AAA	AA	AAA	X
PMS 7467U/C	AAA	AA	AAA	X
PMS 563U/C	AAA	AA	X	X

Chart not to be used for size reference.



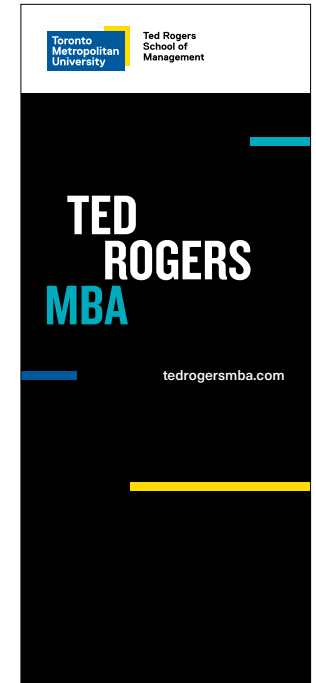
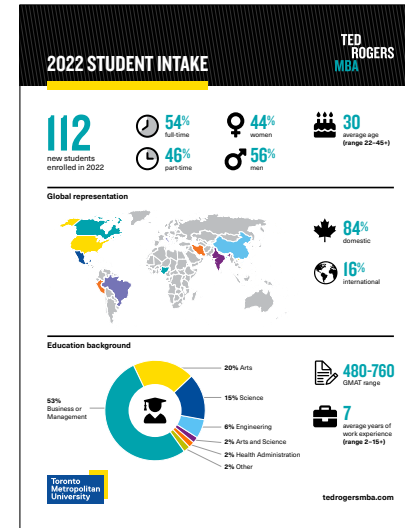
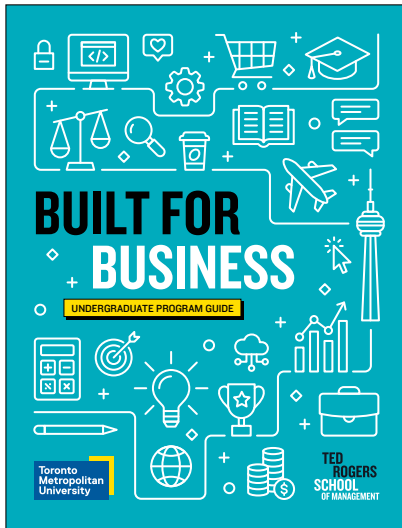
Please reference the TMU accessibility colour guide for more info.



BRANDED APPLICATIONS

Printed products

Here are some examples of our brand in action in both print and digital formats.



Digital products



Social media post, 1200 x 628



Blackthorn event banner, 1000 x 500



Social media post, 1200 x 628



Display ad, 300 x 250



Display ad, 728 x 90

GLOSSARY OF TERMS

Glossary of terms

Brand

A product or a business that has a distinct identity in the perception of consumers, represented through elements of design, packaging, symbols, terminology and advertising that, as a whole, distinguish the product from its competitors.

Graphic device

Used to help strengthen a business's identity and enhance images and communication. A pattern, shape or elements from the logo are used to overlay images and help direct a customer's gaze to a specific section.

One-level lock-up and two-level lock-up

At Toronto Metropolitan University, one-level and two-level lock-ups refer to the system that allows for one or two levels of hierarchical information. It is the formal combination and logical hierarchy of various entities, such as programs, schools and faculties in relation to the university, ensuring that the association of these is visually clear to the audiences.

Logo

A symbol consisting of either typographic treatment plus an icon, an icon or typographic treatments on its own, used by an organization to identify its brand and various products.

Logo lock-up

The spatial relationship and formal combination of various logo elements together in a set position. Horizontal vs. vertical, short vs. tall vs. stacked, with and without symbols, with or without taglines. Lock-up systems relate to the various brand classifications.

Pantone

The Pantone Matching System (PMS) is a colour standardization system that assists in colour matching and identification. A proprietary colour space used in a variety of industries, notably graphic design, fashion design, product design, printing and manufacturing, and supporting the management of colour from design to production, in physical and digital formats, among coated and uncoated materials, cotton, polyester, nylon and plastics.

Glossary of terms continued

Typeface

A typeface is a design of letters, numbers and other symbols, to be used in printing or for electronic display. Most typefaces include variations in size, weight, slope, width, and so on. Each of these variations of the typeface is a font.

Visual design treatment

At the Ted Rogers School of Management, a visual design treatment refers to any unique identifier used to represent a program, but it does not have the authority and weight of any of the official logos. It refers to the way that an image or graphic is designed or curated to match the look, feel or brand of the school.

Visual identity

The elements used to represent a company, organization or product, such as its logo, colour scheme, web design, illustration style, animation style, typography, icons, photography and the overall aesthetic representation of the brand.

Wordmark

A distinct text-only typographic treatment of the name of a product, service, company, organization or institution which is used for purposes of identification and branding.

CONTACT US

If you have any questions, please email the TRSM Marketing & Communications team for advice when creating marketing materials:

marketingtrsm@torontomu.ca

Most logos and templates can be found on the

[TRSM marketing resources page](#)