

TED ROGERS SCHOOL OF MANAGEMENT BRAND GUIDELINES TIP SHEET

Please consult the TRSM Marketing & Communications team for advice when creating marketing materials. marketingtrsm@torontomu.ca

For Marketing Resources, please visit: torontomu.ca/trsm-marketing-resources

PRIMARY WORDMARKS

**TED
ROGERS
SCHOOL
OF MANAGEMENT**

FULL COLOUR NEGATIVE
TEAL BACKGROUND



FULL COLOUR NEGATIVE
BLACK BACKGROUND

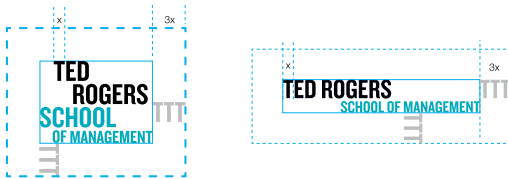


ALTERNATE WORDMARKS FOR WHEN SPACE IS LIMITED

TED ROGERS
SCHOOL OF MANAGEMENT

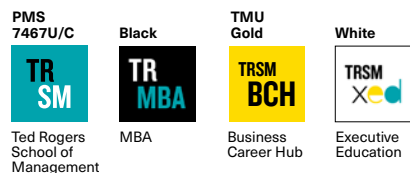
TED ROGERS
SCHOOL OF MANAGEMENT

CLEAR SPACE



SCHOOL COLOURS AND SOCIAL MEDIA ICON EXAMPLES

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.

PRIMARY PALETTE

Pantone Uncoated Black 6U (double hit)
Pantone Coated Black 6C

Four-Colour Printing C 0 M 0 Y 0 K 100

On-Screen R 0 G 0 B 0

HEX #000000

Pantone Uncoated 7467U
Pantone Coated 7467C

Four-Colour Printing C 100 M 0 Y 30 K 0

On-Screen R 0 G 163 B 173

HEX #00a3ad

White

Four-Colour Printing C 0 M 0 Y 0 K 0

On-Screen R 255 G 255 B 255

HEX #ffffff

Use as the main colour for MBA materials

Use as the main colour for Undergrad materials

Pantone Uncoated 2935U
Pantone Coated 2945C

Four-Colour Printing C 100 M 60 Y 0 K 15

On-Screen R 0 G 76 B 155

HEX #004c9b

Pantone Uncoated 108U
Pantone Coated 109C

Four-Colour Printing C 0 M 10 Y 100 K 0

On-Screen R 255 G 220 B 0

HEX #ffdc00

SECONDARY PALETTE

Pantone Uncoated 2985U
Pantone Coated 2985C

Four-Colour Printing C 60 M 0 Y 0 K 0

On-Screen R 91 G 194 B 244

HEX #5bc2f4

Dark Grey

Four-Colour Printing C 0 M 0 Y 0 K 40

On-Screen R 153 G 153 B 153

HEX #999999

Light Grey

Four-Colour Printing C 0 M 0 Y 0 K 15

On-Screen R 217 G 217 B 217

HEX #d9d9d9

Pantone Uncoated 287U
Pantone Coated 288C

Four-Colour Printing C 100 M 70 Y 0 K 40

On-Screen R 0 G 45 B 114

HEX #002d72

Pantone Uncoated 563U
Pantone Coated 563C

Four-Colour Printing C 55 M 0 Y 30 K 0

On-Screen R 107 G 191 B 174

HEX #6bbfae

Pantone Uncoated 272U
Pantone Coated 272C

Four-Colour Printing C 60 M 55 Y 0 K 0

On-Screen R 116 G 116 B 193

HEX #7474c1

Pantone Uncoated 2603U
Pantone Coated 2603C

Four-Colour Printing C 70 M 100 Y 0 K 0

On-Screen R 121 G 32 B 130

HEX #792082

Pantone Uncoated 152U
Pantone Coated 152C

Four-Colour Printing C 0 M 60 Y 100 K 0

On-Screen R 255 G 114 B 0

HEX #f7200

Pantone Uncoated 397U
Pantone Coated 397C

Four-Colour Printing C 15 M 2 Y 100 K 15

On-Screen R 191 G 190 B 0

HEX #bfe00

*Colours will shift depending on digital reproduction with different laser printers.

TYPOGRAPHY

Headline Type
Knockout HTF49
Liteweight

**HEADLINE
SET IN
KNOCKOUT
HTF49
LITWEIGHT**

Headlines should always be set in All Caps with unconventional type arrangements. Avoid left alignments and justifications.

ALTERNATIVE FONT
News Gothic

WEB FONT
Knockout HTF

Body Type
Neue Haas Unica

Body copy uses Neue Haas Unica Pro Regular. 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.

ALTERNATIVE FONT
Arial

WEB FONT
Neue Haas Unica

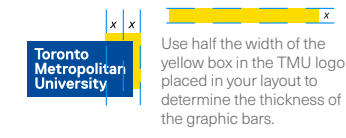
Subheads set with Knockout HTF3I Junior Middleweight

Body copy here still uses Neue Haas Unica Pro Regular at 9pt with 12pt leading. The Knockout subhead is set at 12pt with 14pt leading. Both are progressive and have the understated, elegant personalities.*

*Personalities here refer to, Knockout and Neue Haas Unica Pro — the Ted Rogers School typefaces.

GRID & GRAPHIC DEVICE

Graphic Bar Sizing



Standard Vertical Grid



SAMPLE LAYOUT



The graphic device 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.

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TMU+TRSM AND TMU+TRMBA: ONE-LEVEL LOCK-UP

This logo should be used on **University-led communications when a formal, official connection to Toronto Metropolitan University (TMU) must be made clear and when the audience has no knowledge or relationship with Ted Rogers School of Management (TRSM) and Ted Rogers Master of Business Administration (TRMBA).**

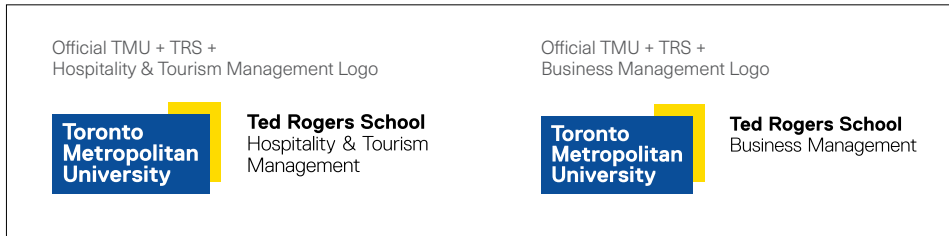
The **placement** of the official logo should always appear at the **bottom left corner** to: provide a connection to Toronto Metropolitan University; ensure consistency; benefit from the equity built by the TMU Brand.



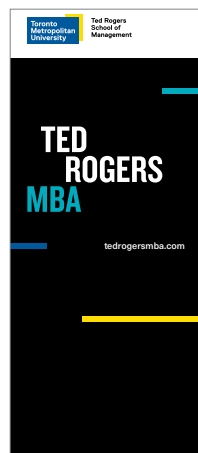
WORDMARK USAGE – TMU+TRS+UNDERGRADUATE: TWO-LEVEL LOCK-UP

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.

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.

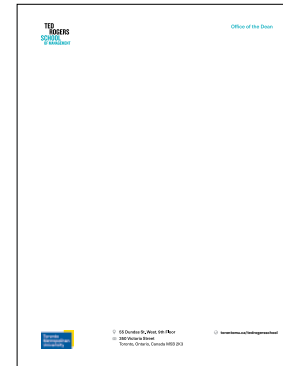


Sample Applications – Print Piece



Examples of Use:
Communication/marketing materials such as faculty research reports or publications, external websites, external AACSB documents, roll up banners that go to external events, and TRSM external job postings should always use this official logo. It can be placed on the front or back dependent on the design and type of material.

Sample Applications – Print Piece



TRSM wordmark placed in proximity can be sized accordingly to layout. The TMU logo should always go in the bottom left corner. TRSM wordmark can go where best suited.

Refer to **Typography** for rules on headline type and body type. Do not left justify/align headline type.

Sample Applications – Digital Piece



Any version of the TMU + TRSM logo should always go in the bottom left corner. TRSM wordmark can go where best suited if not using the lock-up version of the logo.

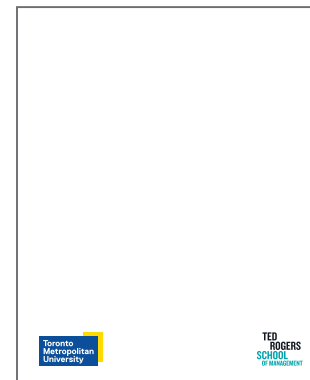
If the graphic will be used on an official TMU webpage, logos may be omitted in some instances.

Refer to **Typography** for rules on headline type and body type. Do not left justify/align headline type.

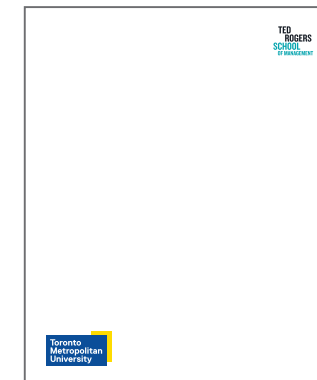
PLACEMENT & POSITIONING OF WORDMARK

TMU Logo placed at lower left corner with TRSM wordmark at the right corner

Wordmark Placement (Recommended)



Wordmark Placement (Alternate)



TRSM Brand Guidelines are on the TRSM Brand Google drive. If you need access – please contact marketingtrsm@torontomu.ca