INTRODUCTION

We have a great story. It’s time to share it.

Whether you’re a student, alumni, community partner, or staff or faculty member at Ontario Tech University, you know there is something very special about this place. These guidelines ensure all aspects of our refreshed brand are clear, and that tools are shared to help articulate, express and evaluate the brand in every aspect of our daily work.

Creating and maintaining a strong brand image is critical to the continued success and growth of the university. We all have a role to play in managing it. These easy-to-use brand guidelines introduce the necessary protocols required to effectively leverage the Masterbrand and Spirit Brand identities. Presenting Ontario Tech University in a consistent, professional way will reinforce the importance and distinctiveness of our message. That’s why it’s extremely important that these standards are respected and adhered to. If you have any questions regarding these guidelines, contact brand@uoit.ca.
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Visit our Brand Central Toolkit to download the full Brand Guidelines.
Our Brand Name

Ontario Tech University

We’re a modern, nimble and technology-focused institution. Our brand name raises awareness of our strong reputation and demonstrates our place amongst global post-secondary technology institutions.

Our official name remains University of Ontario Institute of Technology and it’ll be used for our degree parchments and official documents. Please use Ontario Tech University in all other communications and references to the university.

Best practices:

> Don’t incorporate OTU or any other acronym into communications or designs.
> When referencing our university in body copy, use the full name Ontario Tech University and Ontario Tech in subsequent references.
> When using a faculty signature, ensure Ontario Tech University is typeset in full elsewhere on the same communication.
Our Brand Manifesto

We have an important story to share.

Our world is changing rapidly and given the demanding times we live in, it’s crucial that we step up now and search for solutions. At Ontario Tech University, we’re serious about success. We believe that with smart, focused thinking and a drive toward finding innovative, modern results to real-life challenges, we can help chart the way forward.

We strive for a better future and we’re always open to new emerging possibilities. And we do it all with a no-nonsense attitude that recognizes that being too traditional, or too formal, are not prerequisites for being great.

Technology is a driving force in society, bringing advances that improve our lives and well-being. At Ontario Tech, we’re not only at the forefront of the possibilities, but also exploring the questions that guide a consideration of tech with a conscience.
Our Brand Voice

Our voice needs to embody and represent our diverse student body and faculty. The way we communicate and convey information should mirror the values that we uphold throughout our campus. Our brand voice should humanize our brand and elevate our reputation. Our tone should be consistent and authentic through all points of communication.

Our tone and manner in design and content writing are:

> Smart
> Focused
> Grounded
> Down to earth
> Pragmatic
> Inclusive
> 'Don't take ourselves too seriously'
Our Identity

Our identity signals the start of an exciting new era and reflects a stronger, emboldened campus spirit.

It’s a strategic evolution of the university’s old mark and is now simple, unique and identifiable. The iconic Shield was simplified and modernized to represent a commitment to openness and possibilities. The Arrow was introduced to reflect tech-forward momentum, always pointing towards a better future.

Our updated colour palette includes an infusion of orange to differentiate ourselves. A modern, customized Wordmark complements a versatile typography system.

Our brand identity instills every university touch point including merchandise, website, printed collateral, way-finding and building signage, and social media. More than just a logo, the identity helps to tell our story with consistency, unity, and pride.

For more information contact brand@uoit.ca
Logo Formats

OUR LOGO
The primary logo is the preferred format and it should be used wherever possible. We've developed a stacked version of the logo for instances where space may be limited.

OUR WORDMARK
The Wordmark logo versions should be used sparingly and only in circumstances where the Shield Symbol is used as a graphic element.

OUR SYMBOL
The Symbol can be used on its own. See the next page for more information.
Logo Formats

**OUR SYMBOL CAN BE USED WHEN:**

- It’s a graphic element, shown in its entirety without cropping.
- The full logo has previously appeared: e.g. the second page of a letterhead, the footer of a PowerPoint slide, the front of the business card, on the header of a tent card.
- Unavoidable tiny sizes are required, like a favicon.

**ZOOMED-IN LOGO PATTERN**

Not to be confused with our Symbol, which is always shown in its entirety, the zoomed-in logo pattern is a flexible, hard-working design element.

### Best practices:

- The edges of the pattern must be cropped in some way to distinguish it from our Symbol.
- The colour blocks can interchange with each other and different parts can be cropped/highlighted to convey pathways, focus or to contrast a busy page.
- If parts of the Arrow are shown within the crop, it must remain 100 per cent Tech Tangerine.

Refer to **Brand Patterns** under **Design Elements** for more applications.
Logo Formats

SYMBOL USE
Review these examples for guidance on correct and incorrect use of our Symbol.

DON'T USE THE FULL SYMBOL AS A PATTERN AND CHANGE ITS COLOURS
DON'T WATERMARK THE SYMBOL
DON'T RUN TEXT OR ELEMENTS OVER THE SYMBOL

INCORRECT SYMBOL USE
Logo Versions

As a general rule, and whenever possible, the logo should always be used in its full-colour version. Reverse, white and black versions should only be used in specific cases.

Ensure the logo is always reproduced with approved artwork files and the correct format is used for the appropriate medium. All logo files are available in CMYK, PMS and RGB formats.
Logo Usage

To ensure our brand is represented effectively, the logo must be used correctly. This page shows the correct amount of required clear space around the logo. The same spacing rules apply to all variations of the logo. Note the minimum size application of logos.

Avoid using the logo smaller than the examples shown. Exceptions can be made for special cases such as specialty items, where smaller logo sizes are needed. Minimum sizes for logos don’t include clear space.

This shows how the O informed the foundations of the logo.

Use the capital O to determine the minimum required space used around the logo for all formats.
Incorrect Logo Usage

Here are examples of how our logo shouldn’t be used. If you have any questions about how to apply our logo, contact brand@uoit.ca

DON’T CHANGE COLOURS OF THE LOGO

DON’T ALTER OR REARRANGE THE LOGO ELEMENTS

DON’T STRETCH OR DISTORT THE LOGO

DON’T ALTER OR CREATE YOUR OWN DESCRIPTOR TEXT

DON’T USE ON A BACKGROUND COLOUR SIMILAR TO THE LOGO FOR LEGIBILITY

DON’T USE THE LOGO ON A BUSY PHOTO OR PATTERNED BACKGROUND

BE SURE TO USE THE CORRECT COLOUR VERSION OF THE LOGO FOR LEGIBILITY

DON’T ‘WATERMARK’ THE LOGO IN FULL COLOUR.

DON’T RUN THE LOGO TO THE EDGE OF A PRINTED PIECE OR SIGNAGE, OR BREACH THE LOGO’S CLEAR SPACE WITH OTHER DESIGN ELEMENTS

DON’T LOCK UP ANOTHER GRAPHIC WITH THE LOGO

DON’T ALTER OR CREATE YOUR OWN SIGNATURE
Logo Elements

**ARROW**
You can use the Arrow on its own, across brand applications to bring visual impact or structure to the layout. In order to maintain consistency and balance, it must be used carefully.

Best practices:

> The Arrow must always be used in 100 per cent Tech Tangerine.
> Use of the Arrow is preferred to be flush to the edge of the document, not inset.
> Ensure the Arrow isn’t overused within a layout.
> Proportion and clear space is important to make sure the device is not crowded or adding to visual clutter.
> Where possible, the Arrow should point to the top right to reinforce forward direction.

**ARROW PATTERN**
One of our Brand Patterns is created from the Arrow.

The Arrow Brand Pattern has the flexibility to change to other colours or be used monochromatically as tone-on-tone, as opposed to the Arrow above, which should stay 100 per cent Tech Tangerine.
**Logo Elements**

**ARROW FRAME**

The Arrow Frame can highlight content contained within the frame. There should be generous white space around the frame, and there shouldn’t be too much content. i.e. short, punchy facts where both corners of the frame are not too far apart from one another. The Arrow Frame is helpful as a typographic tool such as highlighting big-number callouts.

**FRAME**

- **10k+**
  - Graduate and undergraduate students

- **18k+**
  - Degrees conferred

**Degrees**

- Bachelor’s
- Master’s
- PhDs
- Diplomas

Ensure that clear space of at least half the width of the arrow isn’t encroached upon by text elements.
Here are examples of how our Arrow shouldn’t be used. If you have any questions about how to apply the Arrow contact brand@uoit.ca.

Where possible, the Arrow should point to the top right to reinforce forward direction. On its side as an arrow is also acceptable.

**INCORRECT USE**

- DON’T BOX
- DON’T USE TOO MUCH TEXT WITHIN THE ARROW FRAME
- DON’T RUN TEXT OR ELEMENTS CLOSE TO THE ARROW FRAME
- DON’T ALTER THE EDGES OF THE ARROW
- DON’T ADD TEXT TO THE ARROW
- DON’T USE DROP SHADOWS
- DON’T USE GRADIENTS
- DON’T CHANGE THE THICKNESS OF THE ARROW
- DON’T CREATE NEW FRAMES
Logo Elements

ARROW—EXTENSION
The Arrow can be used as positive or negative space to mask images.

Ensure there’s generous uncluttered space around the image frame. Avoid placing text too close.

It can be extended as an opening pull-quote. Ensure there’s generous uncluttered space around the pull-quote.

Note: The pull-quote can be used in any of our primary or secondary colours.

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The university’s curriculum helped me achieve my career goals. The professors provide a comfortable learning environment and treat students with respect.

— STUDENT NAME
Our Fonts

PRIMARY FONT: Ubuntu

Our Wordmark incorporates a new font, Ubuntu. It’s versatile, approachable, comes in a variety of weights and is also designed for digital use. Ubuntu can be used for all of our communication, marketing and digital materials.

Welcome

- Free and open-source font.
  - This means it can be used in all software programs once installed. If sharing a file with an outside vendor, make sure they download and install Ubuntu (available on Google Fonts).

- Rounded letterforms are friendly and modern.

- 1,200 glyphs
  - 200 to 250 languages
Our Fonts

**PRIMARY FONT: UBUNTU**
All documents should incorporate the primary font within the material to ensure it relates to our brand.

In good typography practice, it’s important to consider the size, style and weight of the font in your document. Adding contrast to the typography setting helps your reader understand emphasis and hierarchy within the communication. Consider keeping consistent typographic styles within your document to ensure visual aesthetic is simple and clean.

Curriculum emboldened campus spirit
strategic
Simplified & Modernized
openness and possibilities
POINTING TOWARDS A BETTER FUTURE

**Brand Evolution**

1234567890?/!#
Our Fonts

**SECONDARY FONT:**

**ITC FRANKLIN GOTHIC STD**

Strong brands usually employ more than one typeface. Different typefaces have differing attributes and can be applied in applications and communication hierarchies to create distinct tones and emphasis.

Our secondary font is ITC Franklin Gothic STD. It features a robust type family that is extremely versatile and flexible for any potential application. It can be used in all marketing and digital materials.

Franklin Gothic was selected because it works to complement our primary font (Ubuntu).
Our Fonts

DEFAULT FONT: ARIAL
Arial can be used in documents from external sources or in PowerPoint presentations when a copy of our primary or secondary font isn't available.

Curriculum
emboldened campus spirit
strategic
Simplified & Modernized
openness and possibilities
A BETTER FUTURE
Brand Evolution
1234567890?/!#
Our Fonts

TYPOGRAPHIC APPLICATION
CORRECT USE
Our marketing and design pieces should feel connected to the same brand. Consistency in typography application signifies that the communication comes from Ontario Tech University.

Aim to use our primary font, Ubuntu, as primary headline/display, intro paragraphs and subheads to show off its unique letterforms. Upper and lower case Ubuntu is preferred.

Our secondary font, ITC Franklin Gothic STD, is well suited to smaller support copy like body text, also as subheads, and eyebrow headlines. All caps, title or upper/lowercase combinations work.

HEADLINE/DISPLAY: UBUNTU-TITLE CASE

Connections for the Future

EYEBROW HEADLINES: UBUNTU OR ITC FRANKLIN GOTHIC STD, ALL CAPS OR TITLE CASE

INTRODUCTORY PARAGRAPHS: UBUNTU UPPER-/LOWER-CASE

WHAT’S NEXT?
Students are invited to meet alumni and potential employers to gain insights about industry, learn what companies are looking for in new talent and obtain practical guidance.

SUBHEADS: UBUNTU OR ITC FRANKLIN GOTHIC STD, ALL CAPS OR UPPER/LOWERCASE

LOCATION
Business and Information Technology Building, Atrium and Mezzanine

LOCATION
Business and Information Technology Building, Atrium and Mezzanine

BODY/SUPPORT TEXT: ITC FRANKLIN GOTHIC STD

Rum iumquisin eum que inctur. Da evel ipsus maionsequia cum consequate velibus, sum ium que pre nemquae cullaciatem archil explignenhit poreperem hit ad maioreic teturei umquodit. Onsere, seque essunt, omniet aura simin et quis. Lecaerro eos doluptati omnmoscil illacea taecae latquodit molorio reremque.
Our Fonts

TYPOGRAPHIC APPLICATION
INCORRECT USE
Within a paragraph or a single block of text, avoid using multiple sizes of fonts, multiple colours of text, or mixing of fonts.

Ubuntu’s Condensed and ITC Franklin Gothic STD’s compressed fonts are helpful in limited spaces, infographics, and to provide typographic hierarchy and visual contrast. For legibility, don’t use small point sizes. Setting below 12pt in print isn’t recommended.

Connections for the Future

DON’T USE DROP SHADOWS OR OTHER EFFECTS ON TYPE

REPORT

DON’T SET SMALL BODY TEXT
(BELOW 12 PT) IN CONDENSED/COMPRESSED FONTS
Our Colours

**PRIMARY PALETTE**

Our primary colour palette consists of three bold colours: two traditional blues, paired with a vibrant orange. These convey enthusiasm, creativity, success, encouragement, change and determination.

Follow these unique colour breakdowns for appropriate reproduction across all mediums.

Use these colours at full strength, not tinted or multiplied. (Monochromatic tinting approved in Brand Patterns only)

**TECH TANGERINE AND AODA COMPLIANCE**

*Digital:* We’ve developed a custom breakdown for using Tech Tangerine RGB or HEX colour text on a white background. Use these values and maintain a minimum of 24px font size.

*Print:* Avoid using Tech Tangerine in font smaller than 16pt in print applications.

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**FUTURE BLUE**

- PMS 541 C
- C100 M58 Y9 K46
- R0 G60 B113
- #003C71

**SIMCOE BLUE**

- PMS 3005 C
- C100 M31 Y0 K0
- R0 G119 B202
- #0077CA

**TECH TANGERINE**

- PMS 1645 C
- C0 M70 Y100 K0
- R231 G93 B42 *
- #E75D2A *

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DON’T TINT OUR LOGO
Our Colours

SECONDARY PALETTE
Our neutral secondary colour palette supports and complements our bold primary palette.

Our warm, cool and dark greys can be used as tints as needed for contrast in application.

Minimum contrast ratios must be met for use of grey values. Black text must be used on warm and cool grey to be web compliant.

COLOUR-USE RATIO
This is the recommended usage ratio guide in application.

Our Future and Simco Blue are used most prominently, balanced with a generous amount of white.

Reserve our Tech Tangerine for more judicious and strategic pops of colour and for our Arrow. Complement this with the secondary palette.
Glossary of Terms

CMYK
Short for Cyan-Magenta-Yellow-Black, and pronounced as separate letters. CMYK is a colour model in which all colours are described as a mixture of these four process colours. CMYK is the standard colour model used in offset printing for full-colour documents. This type of printing uses four basic colours so it’s often called four-colour printing.

RGB
Short for red, green, blue, a computer monitor requires separate signals for each of the three colours. All colour computer monitors are RGB monitors. When using JPEG or GIF images for the web, they need to be saved in RGB colour.

Pantone™ (PMS)
A popular colour-matching system used by the printing industry to print spot colours. Most applications that support colour printing allow you to specify colours by indicating the Pantone™ name or number. This assures that you get the correct colour when the file is printed, even though the colour may not look correct when displayed on your monitor.
Contact Information

COMMUNICATIONS & MARKETING

Ontario Tech University
brand@uoit.ca
brand.ontariotechu.ca
905.721.8668 ext. 5660

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