

## U of T Scarborough Visual Identity Overview & Guidelines

Use of the University's name, image or official identity must be pre-approved. For U of T Scarborough, requests for approval for print and web materials and promotional products must be submitted to the office of marketing and communications. All product requests must also go through the central U of T Trademark Licensing Program and approved U of T vendors used for production of promotional products. Sufficient notice is required for adequate consultation, review and approval or revision if required.

**U of T Scarborough Visual Identity** (also referred to as the signature or official mark, launched in 2007):



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### Summary:

**Official colour:** Pantone 655 blue

**Reversed:** A reversed (white) version is available for use on dark backgrounds

**Acceptable background colours:** White

**Acceptable background colours for reversed:** Pantone 655 or Black

**Adapted versions exist** for promotional products only when space and treatment/materials will not maintain the quality of the official identity.

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### Overview and Approval:

The U of T Scarborough identity guidelines are designed to simplify how we use the identity in various applications. Consistent use of the new guidelines will strengthen representation of the brand. However, each unique application may require nuance interpretation of the guidelines.

For this reason, each new application must be discussed with, and approved by, the office of marketing and communications.

The official identity for Scarborough has three lines only (see above.) The identity cannot be integrated with other wording. However, academic departments **only** can be identified with the identity on stationery (letterhead and business cards -- in this instance University of Toronto appears on one line.) Administrative department names can be printed as capital letters in text separate from the identity (for positioning and font guidelines, contact marketing and communications.)

The visual identity cannot be manipulated in any way. A clear area of space must be maintained around the identity – with no overlapping images or graphics impeding it. The only acceptable colours are black or Pantone 655. For print material, the preferred background colour is white. If you are printing on a dark background, a reversed (white) version of the identity is available. The only acceptable background colours for the reversed identity are black or Pantone 655.

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## Important Notes:

- You may **ONLY** use this artwork for the purpose agreed between you and University of Toronto.
- The University of Toronto signature is our legal and registered trademark. As such, it should be protected and its use, controlled. The U of T signature must always appear exactly as designed and must **NEVER** be altered in any way.
- U of T's signature consists of two elements - the crest and the wordmark. These two elements may **ONLY** appear together as part of the full University of Toronto signature,- i.e. neither the crest nor the wordmark may be used on its own.
- Any U of T signature may **ONLY** appear in U of T blue (Pantone 655 or equivalent) or black. It may **NEVER** appear in any other colour. It may be reversed or knocked out in the printed form, in which case it may only appear in U of T blue or black, or a tint of 60% or higher of these. (Some exceptions apply for merchandise.)
- The crest within the signature must **NEVER** appear smaller than 0.25" in width in print 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.
- 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.
- 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'.

**Approval is required for every independent use of the visual identity. You must check back for approval for use in subsequent projects and materials.**

Contact [identity@utsc.utoronto.ca](mailto:identity@utsc.utoronto.ca) to discuss your requirements.