

U of T ALUMNI REUNION

Usage Guidelines



UNIVERSITY OF
TORONTO

DEFY
GRAVITY

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Overview of Concept

“So many beginnings,” the concept for Alumni Reunion, speaks to the transformative experiences of our university days — first times, eureka moments, and the special people and places that helped us discover who we are and what we’re capable of. The concept invites alumni to revisit pivotal U of T moments, share stories and create new moments at Alumni Reunion.

The essence of “beginnings” comes to life across all marketing and communication channels, along with event materials. At Advancement Communications and Marketing, we have developed an online toolkit to support the marketing objectives and alumni engagement for Reunion events at your division. In the following pages, we provide some general guidelines on how to use the toolkit’s templates and assets — touching on core elements such as wordmark, colour and typography.

Please feel free to contact us for any clarification on these guidelines. We look forward to partnering with you.

Visit our toolkit: new.brand.utoronto.ca/alumni-reunion/

Wordmark

To help create a consistent and cohesive brand for Alumni Reunion, we developed an official wordmark and graphic element. The wordmark is one of the most important components of the Alumni Reunion brand identity. The graphic element of the oak leaf and acorn are recognizable to all alumni, as it appears in the U of T crest. It also references the University's motto "Velut arbor aevo"—may it grow as a tree through the ages.

The Alumni Reunion wordmark is set as all caps in Trade Gothic Bold, one of the University's primary typefaces. It is tracked tightly, to approximately -30. The "of" is set in lowercase for ease of legibility. Whenever possible, the colour of the wordmark should be Pantone® 633.

**U of T ALUMNI
REUNION**

wordmark



oak leaf and acorn
graphic element

Wordmark

Preferred Wordmark



Wordmark: Horizontal



Wordmark Variations

Variations of the wordmark may be used when you cannot apply the preferred wordmark because of format restrictions or legibility issues.

The wordmark is ideal for vertical applications.

Oak Leaf and Acorn Graphic Element

The wordmark may be applied with or without the oak leaf and acorn graphic element.

The oak leaf and acorn may be used on its own as a support visual. When used on its own, the size of the oak leaf and acorn may vary depending on the format.

Usage



DO set the Alumni Reunion wordmark in Pantone® 633 (Light Blue). This is the colour for the wordmark and it should be employed in almost every instance.



DO feel free to apply the wordmark without the graphic element when required.

Clearspace



Clear space = the lowercase “o” in “of”



DO set the Alumni Reunion wordmark in black and remove the graphic element when colour printing is not available.



DON'T set the Alumni Reunion wordmark as U of T Blue or any colour other than Light Blue or black.



DON'T place the Alumni Reunion wordmark over imagery that may lessen its legibility.



DON'T set the Alumni Reunion wordmark in white in instances where it sits on a dark background or image.

Colour

Colour Overview

1. Alumni Reunion uses colours from the University's colour palette.
2. The primary colour is Light Blue, from the University's secondary colour palette (Pantone® 633).
3. U of T Blue, from the U of T colour palette, is used sparingly as a supporting colour (Pantone® 655).
4. Light Green, a 15% tint of Pantone® 376 from the University's secondary colour palette, can be used as a background colour. Tint can be adjusted based on applications and production restrictions.
5. Body copy is U of T Blue (Pantone® 655).

Primary Colour

Light Blue Pantone® 633 CP	
C	98
M	6
Y	10
K	29
R	0
G	127
B	163
HEX	#007FA3

Secondary Colour

U of T Blue Pantone® 655 CP	
C	100
M	79
Y	12
K	59
R	37
G	53
B	90
HEX	#25355A

Accent Colour

Light Green Pantone® 376 CP (15% tint)	
C	8
M	0
Y	15
K	0
R	233
G	243
B	222
HEX	#E9F3DE

Typeface Overview

Trade Gothic Next is our primary typeface for all applications. The Trade Gothic Next font family includes a variety of weights, but Alumni Reunion relies primarily on Trade Gothic Next Heavy and Trade Gothic Next Light. We use the heavy weight for headlines, and the light weight for body copy. When required, use Trade Gothic Next Bold for subheads. The minimum size recommended for Trade Gothic is 9.5 point.

Trade Gothic Next Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&**

Trade Gothic Next Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&**

Trade Gothic Next Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

Lorem ipsum dolor sit amet.

Etiam eu massa gravida, iaculis metus luctus, varius est. Duis suscipit dui sit amet neque tempor laoreet. Etiam vulputate sit amet ex sed maximus. In ac lorem id velit tincidunt imperdiet interdum a ipsum. Mauris blandit se dui turpis, id suscipit dolor cursus eget. Phasellus ace tincidunt augue. Dui eu suscipit erat. Suspendisse etal varius lectus lorem, vel porta justo ullamcorper ut.

Learn more:
alumnireunion.utoronto.ca

Use Trade Gothic Next Heavy in title or sentence case for headlines. Don't set headlines in all caps.

✘ **LOREM IPSUM
DOLOR SIT AMET.**

Use Trade Gothic Next Light for body copy.

Use Trade Gothic Next Bold for subheads.