



# Insulin 100

## Logo Usage Guidelines

Developed for our partners by the University of Toronto

**Version 1.0**

September 2020

2021 marks the 100th anniversary of the discovery of insulin, highlighting the collaborative effort that U of T and its affiliated hospitals and industry partners took to develop, advance and distribute this life-saving treatment to millions worldwide.

To promote our collective celebration of innovation and impact, U of T's Brand Hub has developed a logo for our partners to use in their efforts to generate excitement about this historic achievement and to amplify awareness of the gamechanging research happening at U of T and our partner institutions.

We invite you—our partners in this momentous celebration—to adopt and use the Insulin 100 logo as a symbol of our combined contributions to the discovery and development of insulin and as a marker of our continuing impact on health care in Canada and globally.

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# Purpose

The Insulin 100 logo is designed to be a collective identifier for partner institutions celebrating the 100th anniversary of the discovery of insulin.

The logo provides a visual anchor for collective storytelling and allows us to coordinate and amplify our messages about insulin's discovery and build greater awareness about our ongoing impact on health care in Canada and globally.

This document aims to ensure consistency across our individual and collaborative communications by providing our partners with the rationale and standards of use for the Insulin 100 logo.

# Logo

The “ripple effect” is the core concept behind the Insulin 100 logo. The logo visually represents how the discovery has had an ever-expanding impact on the lives of tens of millions of people worldwide over the last century. That impact continues to reverberate.

While there are two different configurations—stacked and horizontal—for the logo, the stacked option is the preferred.

Please contact the University of Toronto for permission to use of the Insulin 100 logo. Contact information appears on p. 14 of this document.



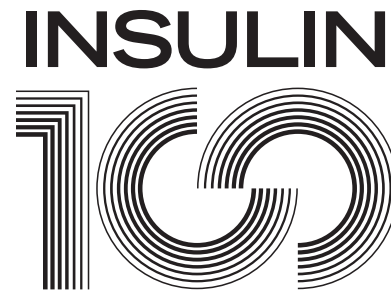
# Alternate Logo Versions



**Horizontal:** Use horizontal when the integrity of the stacked logo is compromised, i.e. limited space.



**Reverse:** Use reverse only when the background is too dark for the colour version.



**Black:** Use black only when a full-color logo is not possible due to printing restrictions.

# Logo Components, Typography & Display Colours

## Logo Components

The logo has two components:

**Type:** INSULIN

**Graphic Element:** 100

These components should always remain intact and in the correct order (INSULIN 100).

PMS 633 should not be used as a background colour if the logo will be placed on top, as it will cause elements of the 100 to lose integrity.



## Typography

The primary font used for the Insulin 100 identity is Trade Gothic LT Std Extended Bold.

Note: when written in body copy, Insulin 100 should have a space between Insulin and 100.

## Display Colours



**PMS 655**

CMYK: 100/73/0/61  
RGB: 30/55/101  
Hex: 1E3765



**PMS 633**

CMYK: 100/5/9/30  
RGB: 0/120/148  
Hex: 007894

# Background Considerations

The 100 element should remain consistent on any background.

Do not place the logo on any background that could compromise the visibility or integrity of the logo. See p. 9 for examples of Incorrect Usage.

**Light Background:** The logo should be displayed in full colour on a white or light background.



**Dark Background:** When displaying the logo on a dark background, the logo should appear in white.



**Image Background:** The logo can be placed over an image, provided the image does not impede the visibility of the logo or compromise its integrity in any way.





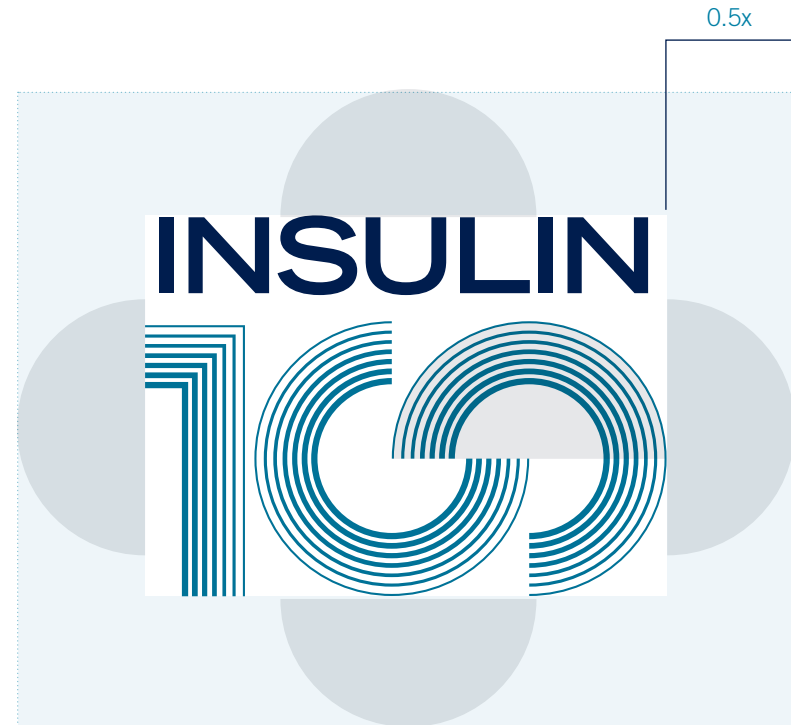
# Clear Space

When placing the logo, please provide the appropriate distance from other design elements to ensure the logo is correctly recognized.

The clear space surrounding the Insulin 100 logo is equal to one half the height of the 0 in 100 or 0.5x.

## Minimum Size

The minimum size of the logo for the default configuration is 1" wide for print or 72 px for digital applications. The horizontal application shouldn't appear smaller than 2.5" wide for print or 180 px for digital applications.



# Incorrect Usage

The full Insulin 100 logo cannot be altered and must always remain as a complete lock-up. The logo should also not be used in a repeating pattern.

Any reference to U of T in association with Insulin 100 logo must be approved by U of T prior to public use. Similarly, any reference to a specific partner must be approved by the partner before public use.



Do not stretch, alter, or distort the logo.



Do not rotate or skew the logo.



Do not rearrange logo components.



Do not fill in or simplify the logo.



Do not recreate or substitute elements.



Do not add graphic effects such as drop shadows.



Do not add an outline to any part of the logo.



Do not add personalized descriptors or modifiers.



Do not change the colours of the logo.



Do not change the opacity of the logo.



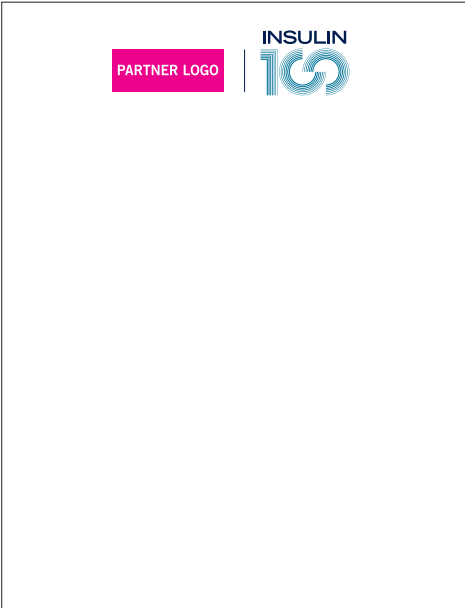
Do not place on busy backgrounds that compromise the logo.



Do not place on PMS 633 backgrounds that compromise the logo.

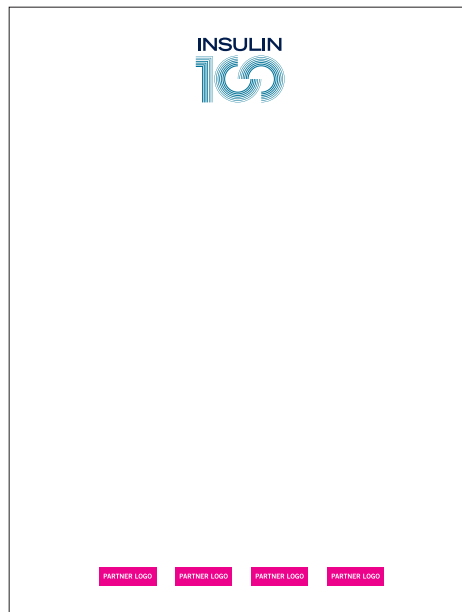
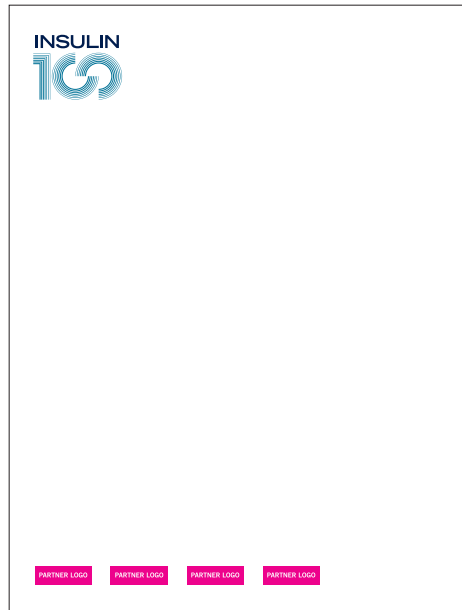
# Co-Branding

Please consider placing the Insulin 100 logo in the following configurations for celebratory materials from your institution.



# Co-Branding: Multiple Partners

Please consider co-branding logos in the following configurations for multiple partners. Note that the use of the vertical dividing line is not necessary for multiple partners.



# Usage

The following provides an example of the basic application of the Insulin 100 logo. A toolkit with a suite of promotional templates will be available for download in Fall 2020.

## Animation

An animated version of the Insulin 100 logo is in development for use in social media, digital signage and video. This will include bumpers that can be used as video intro/outros.

## French

For use in French language communications, we have provided a French version of the Insulin 100 logo (below).



# Usage Continued

## Sample Email Signature Partner Template

FIRSTNAME LASTNAME

Official Title

Address 1

Address 2

123 Street Address

City, Province Postal Code

Office: XXX-XXX-XXXX

Mobile: XXX-XXX-XXXX

[optionalURL.com](#)



## Sample Email Signature U of T Template

FIRSTNAME LASTNAME

Official Title

Address 1

Address 2

123 Street Address

City, Province Postal Code

Office: XXX-XXX-XXXX

Mobile: XXX-XXX-XXXX

[insulin100.utoronto.ca](#)



Celebrating a Century  
of Health Innovation

# Terms of Usage

The Insulin 100 logo has been created by U of T for celebratory efforts related to the 100th anniversary of the discovery of insulin and may be used by the university community, its affiliated hospitals and partners.

Logo artwork must be provided by the U of T and used in accordance with the Insulin 100 Logo Usage Guidelines upon signed acknowledgment of consent. Please do not attempt to recreate logo artwork.

The following guidelines have been established to ensure consistency across university and partner communications:

- The Insulin 100 logo should be used in communications directly related to the celebration of the 100th anniversary of the discovery of insulin.
- The logo must not be used to promote or advertise any medication, drug, treatment, health service, or commercial product or service without express written consent.
- Any reference to U of T in association with Insulin 100 must be approved by U of T prior to public use. Similarly, any reference to a specific partner must be approved by the partner before public use.
- Merchandise produced using the Insulin 100 logo must adhere to the University's Trademark Licensing Policy.

For full terms of usage, please refer to the [\*\*Insulin 100 Acknowledgment of Consent\*\*](#)

**For more information, please contact:**  
[visual.id@utoronto.ca](mailto:visual.id@utoronto.ca)

