

Temerty Medicine

Temerty Faculty of Medicine
Style Guide



TEMERTY FACULTY OF MEDICINE
UNIVERSITY OF TORONTO

February 2021

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Key Terms

Brand

A brand is the emotional and rational perception of your essence, personality and values as understood by your target audience. Brand is what people think and feel about you and how they act based on this.

Brand Identity

Tangible visual and design elements that we can actually see; in other words, the design of a brand. A brand identity is often made up of a main identifier (a wordmark, logo or signature) and an approach to colour, typeface and photography that, when used in a consistent manner, effectively express the brand.

Wordmark

A standardized and distinctive typographic treatment that establishes a clear and memorable visual identity for a name or an organization.

Signature

The University of Toronto signature is the main visual identifier for the University (often referred to as a logo by companies or other organizations). The University's signature is a combination of the University crest and wordmark. While there is a main University signature, all educational units of the University also have their own signatures.

Style Guide

A set of guidelines that provides direction on how a brand should be presented creatively, covering both graphic and language elements.

Context

Since its beginnings in the 19th century, the Faculty of Medicine at the University of Toronto has had a deep history of global leadership in all aspects of its work—from discovery science and groundbreaking innovation to training expert physicians, rehabilitation professionals and researchers. It anchors a network of world-class teaching hospitals, characterized by cross-disciplinary collaboration and a remarkably diverse population. This “Toronto Advantage” sets the Faculty apart and plays a significant role in why it is ranked among the world’s best.

In 2018, the Faculty consulted widely with its stakeholders to help chart its course for the next five years. Through this engagement process, it became clear that the Faculty stands poised to take its place among the very few institutions globally that are associated with medical greatness—those best equipped to lead life-changing improvements in health and health care.

Recognizing the Faculty’s immense strengths and potential, James and Louise Temerty and the Temerty Foundation made a \$250 million investment that will strengthen every aspect of the Faculty. To honour their generosity, the Faculty has been named the “Temerty Faculty of Medicine.”

Creating and Maintaining a Strong Identity

The Temerty Faculty of Medicine's unique visual identity is a critical component of the University of Toronto's overarching brand. The correct and consistent use of its core brand elements is vital for effective communications and marketing.

This document provides guidelines that will empower Temerty Medicine stakeholders to use the new brand style while reinforcing the proper use of visual elements and language in all communications.

A unified Temerty Faculty of Medicine identity strengthens our ability to gain greater recognition for our internationally renowned research and teaching, both at home and abroad.

The Faculty Signature

The official Temerty Faculty of Medicine signature connects the Faculty with the University of Toronto and tells the world that we are a critical part of a global centre of research and teaching excellence.

In all central Faculty communications and marketing materials, the Faculty signature must be prominent and placed in a visible location.



TEMERTY FACULTY OF MEDICINE
UNIVERSITY OF TORONTO

The Faculty Signature

Clear Space and Minimum Size

Clear Space

There must always be a minimum margin of clear space around the Temerty Faculty of Medicine signature. The minimum clear space is equal to 50 per cent of the height of the crest.

Minimum size

The University of Toronto crest includes many detailed elements and thin lines. When we reduce the signature's size, there is a risk of losing the details and the crest becoming unclear. To protect the crest's integrity and maintain visual impact, the minimum width of the signature is 2.5 inches for print applications and 180 pixels wide for digital applications. There are very limited and specific exceptions to the minimum size requirements, which we identify in this guide.

In applications where the imprint area is severely limited or where the method of reproduction will compromise the clarity and integrity of the crest, we recommend using the signature without the crest. Ideal for merchandise branding on pens, lanyards, and some embroidery applications. The signature without the crest is not intended for regular use.



2.5" / 180 pixels



Minimum signature size in most contexts



Signature without crest for use in limited imprint areas with a minimum clear space equal to the height of the upper case "O".

The Faculty Signature Colour

U of T's official brand colour is dark blue or U of T Blue (Pantone® 655). All U of T signatures must appear in U of T Blue, including the Temerty Faculty of Medicine signature, with the exception of black and white.

The Faculty signature can appear on coloured backgrounds or photography as long as there is enough contrast between the signature and the background to ensure legibility and clarity.



Signature in U of T Blue (Pantone® 655)



Signature in black



Signature in reverse

The Faculty Signature

Incorrect Usage

We must use the Temerty Faculty of Medicine signature correctly to ensure that its visual impact and integrity are not compromised and that it remains aligned with the U of T brand identity.

These examples show incorrect usage of the Temerty Faculty of Medicine signature. The signature should never be altered or manipulated in any way.

Always reproduce the logo from approved electronic artwork only.

Note: These are examples only and are not a complete list of incorrect usage.



Do not stretch the signature



Do not compress the signature



Do not use in a colour, other than U of T Blue



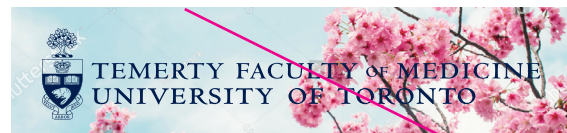
Do not use the signature without the crest



Do not rearrange elements of the signature



Do not resize independent elements of the signature



Do not use the signature against a busy background

The Faculty Signature

Signature with Text Lock-ups

For Faculty programs, initiatives, events, etc. that require additional visibility but do not have a signature, a unique wordmark or logo should not be created. The University has a “no logo”* policy in effect. Instead, where appropriate, a signature text lock-up uses a text treatment in conjunction with the signature to provide visibility and a clear connection to the Faculty.

Signature text lock-ups should not be created as we have established templates to allow users to quickly and consistently create single and double line lock-ups.

To discuss whether a text lock-up is appropriate for use, please contact Temerty Faculty of Medicine Communications.

**The University has a “no logo” policy in effect with some exceptions: Celebratory and anniversary logos that are retired at the end of their event or celebration; strategic exceptions for public-facing or high-profile initiatives that require a branded visual identity to compete in a crowded marketplace; grandfathered legacy logos that have been in use for many years.*



Single line lock-up



Double-line lock-up

Comparative Medicine

**Graduate and Life
Sciences Education**

The Wordmark

The wordmark is a critical component of the Temerty Faculty of Medicine's visual identity. Its function is to create brand awareness, recognition and provide a bold and distinct look and feel.

The wordmark does not replace the Faculty signature and in most instances should be used in conjunction with the signature. In this guide, we outline examples of exceptions, such as social media avatars and email signatures.

With consistent use, the wordmark will be recognized and associated with Temerty Medicine's significant impact across Toronto's health-science network and beyond.



Temerty
Medicine

The Font

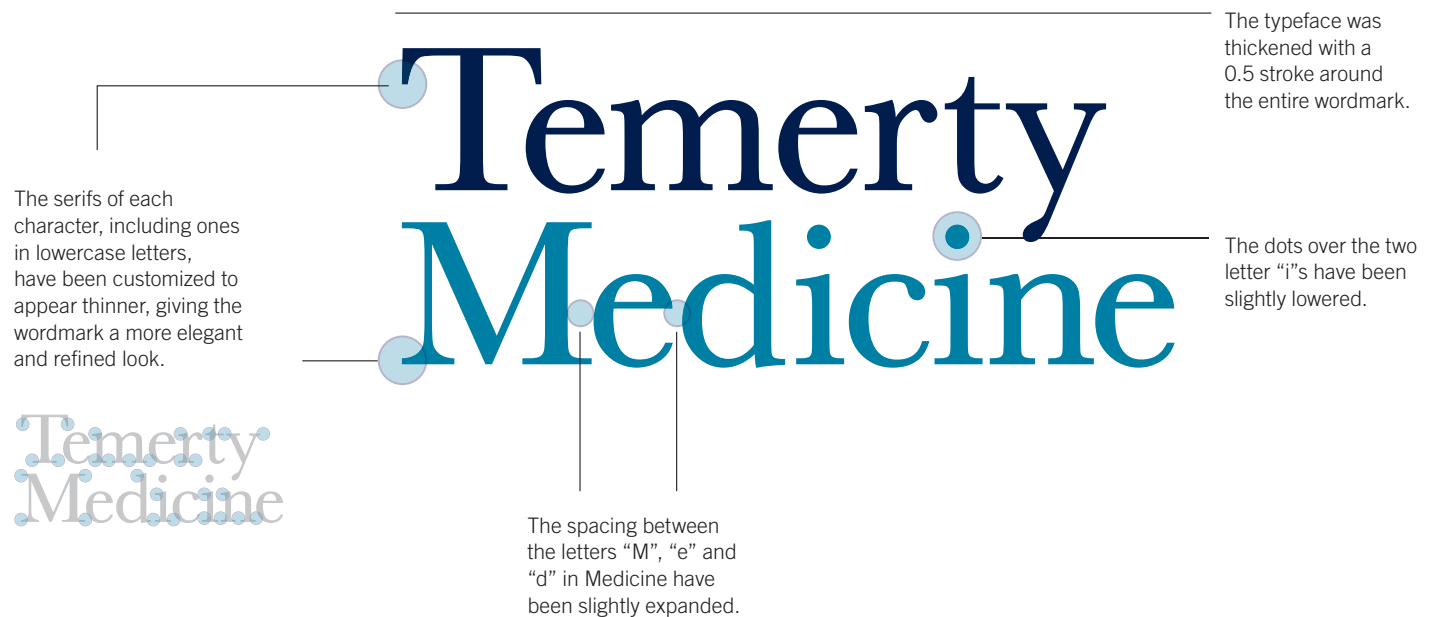
The wordmark uses a bespoke version of the font Baskerville Regular. This classic and timeless typeface anchors the Faculty's legacy of accomplishment and its distinguished history, while the elegant proportions and weight provide a feeling of precision and attention to detail. The sophisticated sharp and tapered serifs assist in representing our global reputation for excellence.

The Wordmark

Customizations

Here we show the character customizations that have been made to the wordmark.

Final customized wordmark



The Wordmark Variations

Stacked Wordmark (Primary)

The stacked wordmark is the primary version in most instances.

The stacked wordmark consists of the word "Temerty" in a dark blue serif font, positioned above the word "Medicine" in a teal serif font. The two words are aligned to the left.

Stacked Wordmark

Horizontal Wordmark (Secondary)

Although reserved for secondary use, in certain instances such as long horizontal banners, the horizontal wordmark will be more effective in providing maximum brand recognition. In such cases, use the horizontal wordmark.

Avoid using both the primary and secondary wordmarks together on a single piece of collateral.

The horizontal wordmark consists of the words "Temerty" and "Medicine" in a serif font, joined together without a space. "Temerty" is in dark blue and "Medicine" is in teal.

Horizontal Wordmark

The Wordmark

Clear Space and Minimum Size

Clear Space

There must always be a minimum margin of clear space around the Temerty Faculty of Medicine wordmark. The minimum clear space is equal to the height of the lower case “e”.

The wordmark should also never be closer to an edge (page, sign, screen, etc.) than the minimum clear space.



Minimum Size

Our standard for minimum size ensures wordmark readability and visual presence. The minimum size is 1 inch wide for print applications and 72 pixels wide for digital applications.

When using the horizontal wordmark, the minimum size is 2 inches wide for print applications and 144 pixels wide for digital applications.

Exceptions will be made where appropriate, e.g. social media avatars.

1" / 72 pixels

Temerty
Medicine

2" / 144 pixels

TemertyMedicine

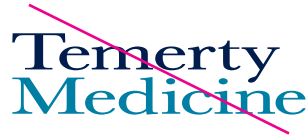
The Wordmark

Improper Usage

These examples illustrate improper use of the Temerty Faculty of Medicine wordmark. Altering or manipulating the approved wordmark artwork is never permitted.

Use the wordmark correctly to preserve the wordmark's visual impact and integrity. Only reproduce the wordmark from approved electronic artwork.

Note: These are examples only and are not a complete list of incorrect usage.



Do not condense, expand or otherwise distort the wordmark



Do not change the colours



Do not angle or rotate the wordmark



Do not add any drop shadows to the wordmark.



Do not change the font in the wordmark



Do not use the wordmark as a transparent or place the wordmark on a busy background



Do not change the relationship between the words in the wordmark



Do not alter the wordmark



Do not add anything to the wordmark

The Faculty Signature and Wordmark Relationship

The wordmark and Faculty signature should reside in different zones, not on the same line or beside each other in a lock-up. It must never look like they are vying for attention.

The Faculty signature should not be placed side by side with the Faculty wordmark.



Department Signatures

The breadth and depth of the Faculty of Medicine's activities are represented in its 26 departments that foster discovery, provide training and deliver answers to pressing questions in medical research and care.

All standard signatures for academic departments appear as three elements: the crest, one line of text containing the department name and the University of Toronto one-line wordmark. A space-saver version of the signature is available for departments with long names when needed. Please contact Temerty Faculty of Medicine Communications for more information.

Please refer to the Temerty Faculty of Medicine signature guidelines (pages 7–9) as they also apply to department signatures.

A small sample of department signatures



Medicine
UNIVERSITY OF TORONTO



Occupational Science & Occupational Therapy
UNIVERSITY OF TORONTO



Surgery
UNIVERSITY OF TORONTO

Department Signatures With Text Lock-ups

For Department programs, initiatives, etc. that require additional visibility but do not have a signature, a unique wordmark or logo should not be created. Instead, where appropriate, a signature text lock-up uses a text treatment in conjunction with the department signature to provide a connection to the department.

Department signature text lock-ups should not be created as we have established templates to allow users to quickly and consistently create single and double line lock-ups.

To discuss whether a text lock-up is appropriate for use, please contact Temerty Faculty of Medicine Communications.



Single line lock-up

Cardiac Surgery



Single line lock-up

Geriatric Medicine



Double-line lock-up

**Gastroenterology,
Hepatology & Nutrition**

Department Signature and Wordmark Relationship

Departments should use their respective signatures on communications and marketing materials.

Departments should also reference the Temerty Faculty of Medicine in copy. When first introducing the department name in copy, always include the relationship to the Faculty and the University.

An example of this is:
The Department of Anesthesiology & Pain Medicine within the Temerty Faculty of Medicine at the University of Toronto.



Typography

Primary Typeface*

Trade Gothic is a sans-serif typeface that complements the serif typeface used in the Temerty Medicine wordmark. The Trade Gothic family includes various weights.

The minimum font size in body copy for print should be no smaller than 9.25 point.

For photo captions, asterisk notes and legal text, the point size should be smaller but no smaller than 7 point.

Trade Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%&

The acceptable replacement for Trade Gothic is Arial.

Secondary Typeface*

When setting in Bembo, we use old-style figures.

The minimum font size in body copy for print should be no smaller than 10.5 point.

Bembo Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%&

The acceptable replacement for Bembo is Times New Roman.

**The use of these typefaces requires purchase of a commercial license but acceptable substitutes are available on most computer operating systems.*

Colour

Primary and Secondary Colour

For brand consistency, the U of T Blue (Pantone® 655) is the Temerty Faculty of Medicine's primary colour.

We use Light Blue (Pantone® 633) as the secondary colour.

Primary Colour



U of T Blue
Pantone® 655

C 100
M 79
Y 12
K 59

R 37
G 53
B 90

HEX #25355A

Secondary Colour



Light Blue
Pantone® 633

C 98
M 6
Y 10
K 29

R 0
G 127
B 163

HEX #007FA3

Stationery Package



TEMERTY FACULTY OF MEDICINE
UNIVERSITY OF TORONTO

Temerty
Medicine

January 1, 2021

Dear Salutation,

Natur ad et faceaquam, nulpari berovid ebisimi nverata ecerchil ma quos dolorum quate nonseque pedi doluplatia nobis eserisciet quidis volorro tentescient debistion rem venit, ipsam niendaniendi qui ut occullignam vene digendae nimaxim faccob id quam, inullabor maxim alibus et rehendit ilitia volumque conem la quam fuga. Nam dignitatis quam rescoli cipsus maximint. Nissunt, occus voluptat.

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Sincerely,



Jane Doe

Title and Department

Temerty Faculty of Medicine 1 King's College Circle, Medical Sciences Building, Toronto ON, M5S 1A8

Tel: +1 416 000 0000 • emailaddress@utoronto.ca • medicine.utoronto.ca





TEMERTY FACULTY OF MEDICINE
UNIVERSITY OF TORONTO

JANE DOE, Job Title

TEMERTY FACULTY OF MEDICINE

Medical Sciences Building, 1 King's College Circle, Room 2109
Toronto, ON M5S 1A8 Canada • medicine.utoronto.ca
Tel: +1 416 978-6585
jane.doe@utoronto.ca

Temerty
Medicine

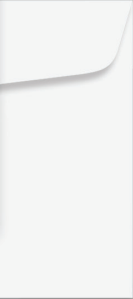
medicine.utoronto.ca

Temerty
Medicine

Temerty Faculty of Medicine
1 King's College Circle
Medical Sciences Building
Toronto ON, M5S 1A8



TEMERTY FACULTY OF MEDICINE
UNIVERSITY OF TORONTO



Stationery Package

Editable Generic Faculty Letterhead

Here we show a 8.5" x 11" letterhead design which is easily editable using Microsoft Word.

This letterhead design is suitable for printing with a standard desktop printer.

The body copy should be 100% black and the size should be set at no larger than 10 pt.

0.5"	 TEMERTY FACULTY OF MEDICINE UNIVERSITY OF TORONTO	0.635"	Temerty Medicine
0.885"			
0.475"			
January 1, 2021			
Dear Salutation,			
Natur ad et faceaquam, nulpari berovid ebisimi nverata ecerchil ma quos dolorum quate nonseque pedi doluptatia nobis eserisciet quidus voloro tentescient debistion rem verit, ipsam niendaniendi qui ut occullignam vene digendae nimaxim faccab id quam, inullabor maxim alitbus et rehendi lilitia volumque conem la quam fuga. Nam dignitatis quam rescili oipsu maximint. Nisunt, occus voluptat. Volupta et venitiis, sam ex et licilit quatut as molore officaeas sitatem repress entiume nditiatia acea dolecerum voluptio tem quidebis dis eaquoditia as apidit ma quodit es aut quae parchit a volupis et quistrum vernatio. Ebit et et volo odit erio mo molendipsum dus, ommolore dunt ea vel moditatur rem que et etusam ipicimu saerum ente cus, sin restio officipient vid molupta tianient, quature, conet platibusciae evel imporro officil lature sum vollaccus dem aligenihilit esed moloribus natio quid quis minus explam as arum que non nonempos re sitatqu iatiam velluptas pro to tecatque et ma que pe necus, simi, qui debis alitliur audae vollabo. Et doluta quiate pres parchiliqui coria senditia dolo doloribus, te latibus. To moluptatibus dolorro totatquis esto tem fuga. Itate ipsaped que nem sa conserum doluptatiae labo. Optinit isquamus aliquam adit et, que non cuptaetur sitatis everciat omnitare quid maxim quidebis quam, antisincto quiat dolorendia dolupta erchit facient repelit fugiat dolore nus et ullatem rem quiam ad molorem exerrovit resten. Ique et que aut audigni minusci mpores essitio. Di aliam sus dolest plaut prehend aerfers pedipsam, sin ex exerro to tem endi demod mintonse consequi iaeplastiss autem impel et officiantis nosti alis eius. Fugitio ipsumque nonsequi culliquiam antem niation consequa maio et laceper rumquo quaeapelia pra cullanditia volut moluptur? Qui dolorumquo ius velibus cimaxim inimus iur seque velenihitis id que pos exeribusam cones aturem ipidempos doluption re etur? Nihicimpor as as conemque dolor am quam volupti onsenimet quamenis inum experspiet de soles dunto es natem et et re, unt eum nestias ipitectur se con rem ute et voles doluptu ritatqui renturiberum remate abor magnates accus.Evel ipsunt. Sandigenda poreiciliqui dem dolo tetur mod exped endioruptae nemquas magnimpor as reium harum veliquam volupta tendaeas torrum quiaepe raturatiqui a vollam dolor repuditi atiatectum repudi quiaess iminiventis imi, sima derum etus audit plaut eos alistor acimint inctorporae nimi, simin Cab ipsunt. Equibusciat et officit, consequa maximi, si il molor ab inum Meniae venime si odic te eum qui commis mintur sitemod itatium, odignis nobitio illoriorum hitam quaspiciunt.Poriaspe amet, seque ma verovid modi aut laborest optatia nimporia dolupient.Nam este es nisquiae volore resed quis eicidelles paruptatur asperrore doluptam in cus aut erum. Fictasincit quature rerri quat re nim recaborepedi illitiquiant pos et iduciipi digentis ma efsa			
1.25"			
Temerty Faculty of Medicine 1 King's College Circle, Medical Sciences Building, Toronto ON, M5S 1A8 Tel: + 1 416 000 0000 • emailaddress@url.ca • medicine.utoronto.ca			
0.5"	1.625"		

2.5"
Signature John Doe Title and Department
1.625"

Letterhead example
(following pages)

Temerty Faculty of Medicine 1 King's College Circle, Medical Sciences Building, Toronto ON, M5S 1A8
Tel: + 1 416 000 0000 • emailaddress@url.ca • medicine.utoronto.ca

Temerty Medicine and the web address are in Light Blue (HEX #007FA3) and are set in Arial Bold 7 pt. The address information is U of T Blue (HEX #25355A) and is set in Arial Regular 7 pt. on 10 pt. leading.

Stationery Package

Editable Custom Faculty Letterhead

This customizable stationery can be personalized with an individual's name and title in the top right area, opposite the salutation.

**TEMERTY FACULTY OF MEDICINE**
UNIVERSITY OF TORONTO

Temerty
Medicine

Jane Doe
Title and Department

Jane Doe
Title and Department

January 1, 2021

Dear Salutation,

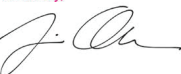
Natur ad et faceaquam, nulpari berovid ebisimi nverata ecerchil ma quos dolorum quate nonseque pedi doluptatia nobis eserisciet quidis volorro tentescient debistion rem verit, ipsam niendaniendi qui ut occullignam vene digendae nimaxim faccab id quam, inullabor maxim alibus et rehendit lilitia volumque conem la quam fuga. Nam dignitatis quam rescili cipsus maximint. Nissunt, occus voluptat.

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Sincerely,



Jane Doe
Title and Department

Temerty Faculty of Medicine 1 King's College Circle, Medical Sciences Building, Toronto ON, M5S 1A8
Tel: + 1 416 000 0000 • emailaddress@url.ca • medicine.utoronto.ca

Stationery Package

Editable Generic Department Letterhead

When the letter comes from a department rather than a central communication, we replace the Temerty Faculty of Medicine signature and address with a Department signature and address.

Note:

We have used the Department of Occupational Science & Occupational Therapy signature as an example only.



 Occupational Science & Occupational Therapy
UNIVERSITY OF TORONTO

 Temerty
Medicine

January 1, 2021

Dear Salutation,

Natur ad et faceaquam, nulpari berovid ebisimi nverata ecerchil ma quos dolorum quate nonseque pedi doluptatia nobis eserisciet quidus volorro tentescient debistion rem verit, ipsam niendiandi qui ut occullignam vene digendae nimaxim faccab id quam, inullabor maxim alibus et rehendi ilitia volumque conem la quam fuga. Nam dignitatis quam rescili oipsu maximint. Nissunt, occus voluptat.

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Department of Occupational Science & Occupational Therapy 160 – 500 University Ave., Toronto ON, M5G 1V7
Tel: + 1 416 000 0000 • emailaddress@url.ca • ot.utoronto.ca

 Temerty
Faculty of Medicine

January 1, 2021

Dear Salutation,

Natur ad et faceaquam, nulpari berovid ebisimi nverata ecerchil ma quos dolorum quate nonseque pedi doluptatia nobis eserisciet quidus volorro tentescient debistion rem verit, ipsam niendiandi qui ut occullignam vene digendae nimaxim faccab id quam, inullabor maxim alibus et rehendi ilitia volumque conem la quam fuga. Nam dignitatis quam rescili oipsu maximint. Nissunt, occus voluptat.

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Department of Occupational Science & Occupational Therapy 160 – 500 University Ave., Toronto ON, M5G 1V7
Tel: + 1 416 000 0000 • emailaddress@url.ca • ot.utoronto.ca

Letterhead example
(following pages)

Stationery Package

Editable Custom Department Letterhead

This customizable stationery can be personalized with an individual's name and title in the top right area, opposite the salutation.



Occupational Science & Occupational Therapy
UNIVERSITY OF TORONTO

**Temerty
Medicine**

Jane Doe
Title and Department

January 1, 2021

Dear Salutation,

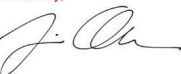
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Sincerely,



Jane Doe
Title and Department

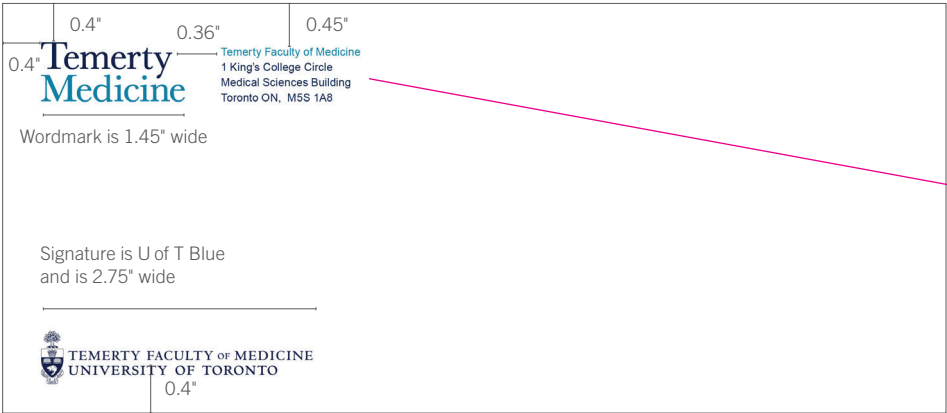
Department of Occupational Science & Occupational Therapy 160 – 500 University Ave., Toronto ON, M5G 1V7
Tel: + 1 416 000 0000 • emailaddress@url.ca • ot.utoronto.ca

Stationery Package

Faculty Envelope

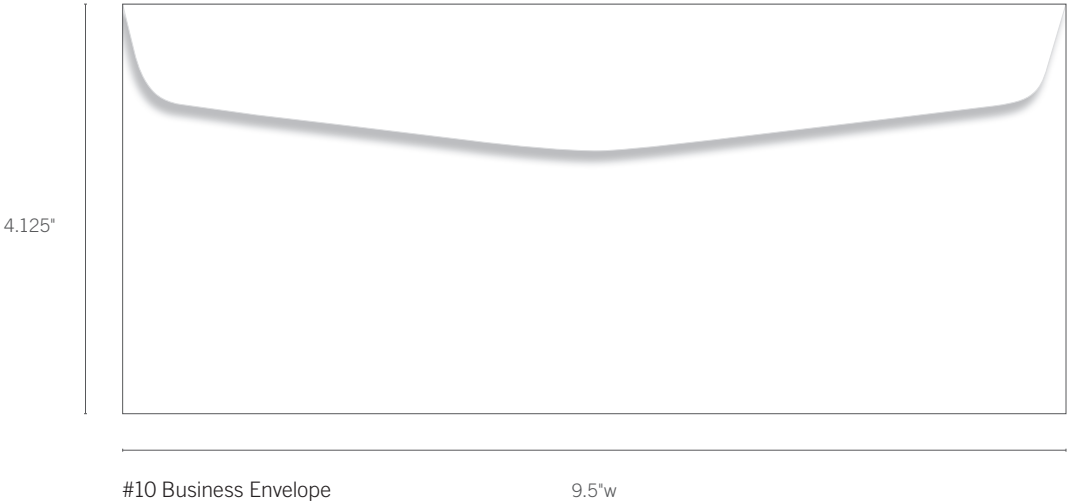
Custom printed business envelope

This #10 business envelope design should be professionally printed to ensure proper printing of the full-bleed areas.



Temerty Faculty of Medicine
1 King's College Circle
Medical Sciences Building
Toronto ON, M5S 1A8

Temerty Medicine is in Light Blue. The address information is U of T Blue and is set in Arial Regular 8 pt. on 11 pt. leading.



Stationery Package

Department Envelope

When the letter comes from a department rather than the Faculty, we replace the Temerty Faculty of Medicine signature and address with a Department signature and address.

For department envelopes, the department signature is placed in the top lefthand corner above the address block, with the Temerty Faculty wordmark in the bottom lefthand corner.

Note:

We have used the Department of Occupational Science & Occupational Therapy signature as an example only.

Department of Occupational Science & Occupational Therapy
160 – 500 University Ave., Toronto ON, M5G 1V7

The department name is in Light Blue .The address information is U of T Blue and is set in Arial Regular 8 pt. on 11 pt. leading.

Signature is U of T Blue
and is 2.75" wide



#10 Business Envelope

9.5"w

Stationery Package

Business Card

The business card is double-sided, with the Faculty or department signature and personal contact information on the front and the Temerty Medicine wordmark on the back.

The front side of the business card is part of an approved established template required for all U of T business cards.

To request artwork for business cards, please contact the unit responsible for ordering business cards in your department.

Note:
We have used the Department of Surgery signature as an example only.

Faculty Front of Card

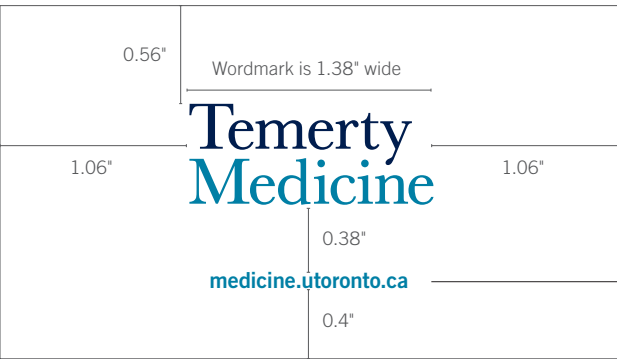


Department Front of Card



When developing a business card for a department, we replace the Temerty Faculty of Medicine signature and address with the department signature and address.

Common Back of Card



The url is set in Light Blue, Trade Gothic Bold NO.2 in 9 pt.

Email Signature

Signature for faculty members
Email signatures include the Temerty Faculty of Medicine wordmark.

Signature for members of a department
We include the member's department in copy and the Temerty Faculty of Medicine wordmark.

Signature for cross-appointed faculty members
When developing email signatures for cross-appointed faculty members, we remove the wordmark and instead list the organization names in copy.

FIRSTNAME LASTNAME
Official Title

Temerty Faculty of Medicine
University of Toronto
Address 1
Address 2
123 Street Address
City, Province Postal Code

Office: XXX-XXX-XXXX
Mobile: XXX-XXX-XXXX



Faculty Email Signature

FIRSTNAME LASTNAME
Official Title

Department of Psychiatry
Temerty Faculty of Medicine
University of Toronto
Address 1
Address 2
123 Street Address
City, Province Postal Code

Office: XXX-XXX-XXXX
Mobile: XXX-XXX-XXXX



Department Email Signature

FIRSTNAME LASTNAME
Official Title

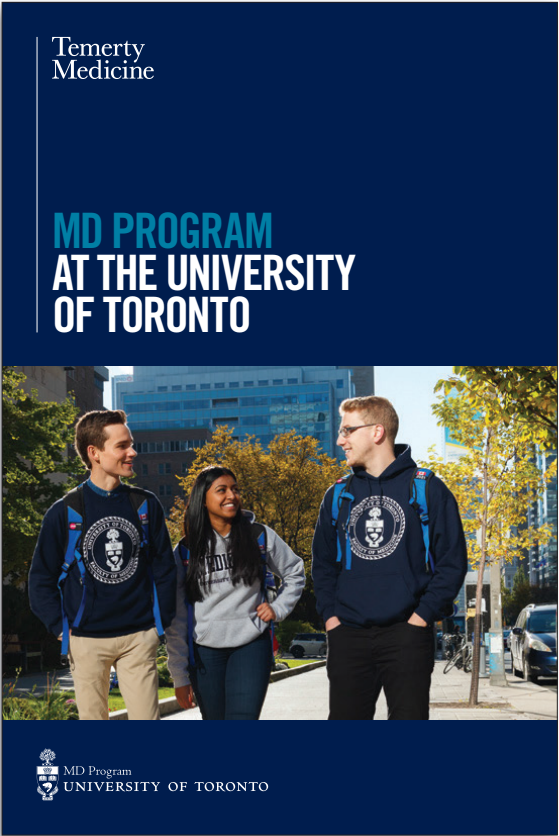
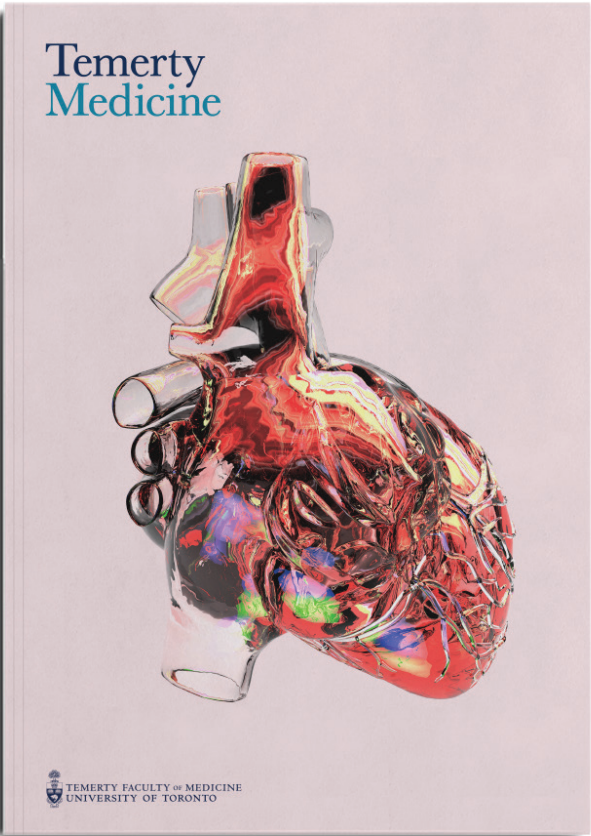
Department of Molecular Genetics
Temerty Faculty of Medicine
University of Toronto

Donnelly Centre for Cellular & Biomolecular Research
160 College St.
Toronto, ON, M5S 3E1

Office: XXX-XXX-XXXX
Mobile: XXX-XXX-XXXX

Cross-Appointed Email Signature

Report Covers

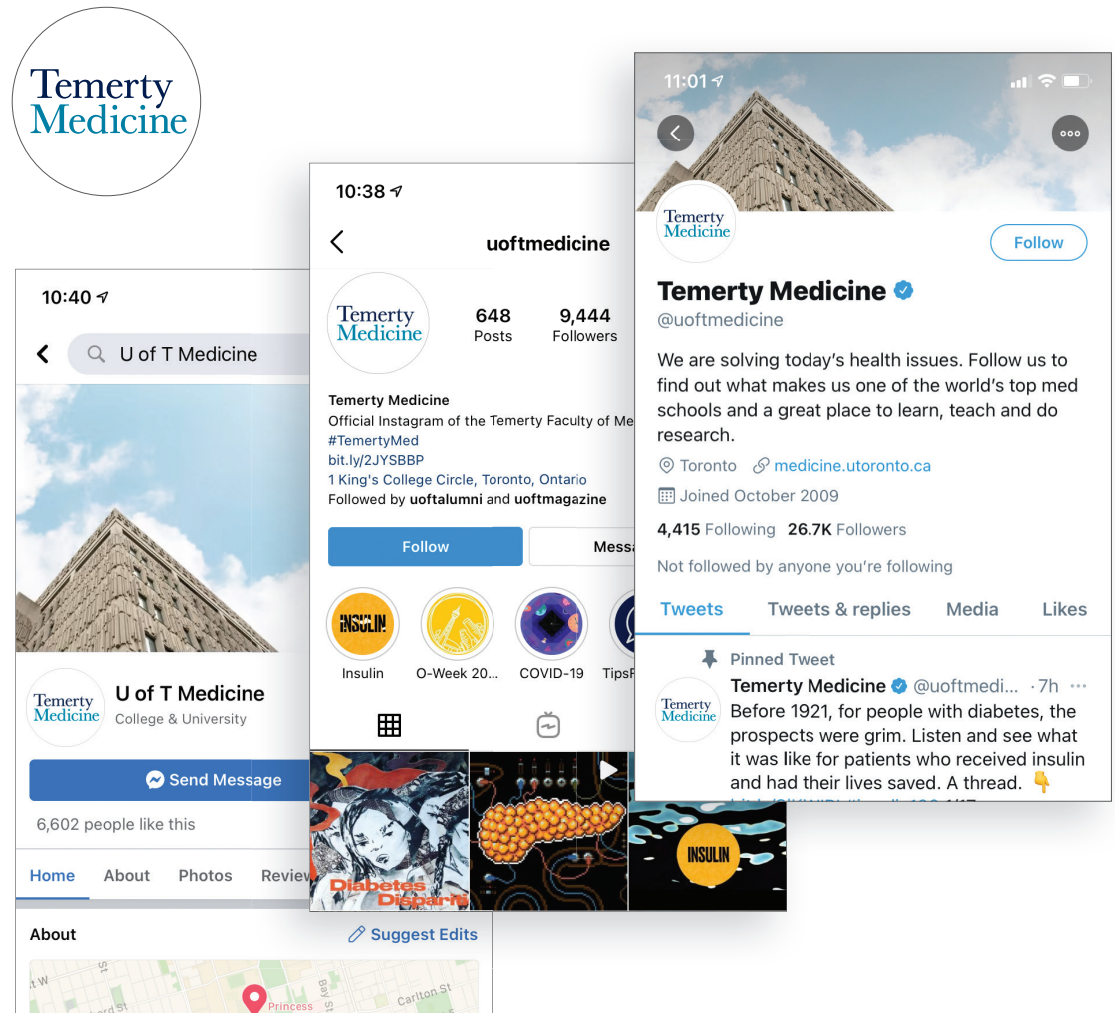


Social Media Avatars

The Temerty Faculty of Medicine social avatar appears across all Faculty social media platforms to reinforce branding and maintain consistency. The avatar appears on a white background to ensure legibility. It includes a black 0.25 keyline circle, making it stand out on social pages.

To ensure a strong brand identity, please consider the following points when developing a department social avatar:

- Remember that your profile name (or handle) will always appear next to your avatar. Using your full department or unit title in your profile name will give you more flexibility to simplify the avatar
- Don't use your signature
- Don't use the crest alone or a part of the crest
- Do use a high-resolution image (of a department building or a compelling image associated with the work your department does)
- Do test the image before publishing. Make sure the image is clear (no pixels), centred, not cut off, and can be seen properly on both desktop and mobile applications.
- If including copy (e.g. the name of a department), only use the U of T approved fonts: Arial, Times New Roman, Trade Gothic, or Bembo.
- If including text (e.g. the name of a department), ensure legibility and brand recognition by:
 - Using the U of T approved fonts: Arial, Times New Roman, Trade Gothic, or Bembo.
 - Using U of T colours (Blue, Light Blue and White). Where possible, keep the background colour white for legibility, or if the background is U of T blue, the text should be white.



Merchandise



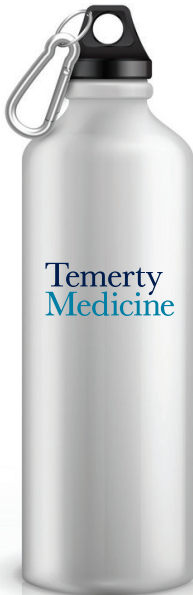
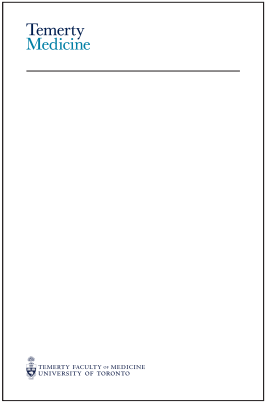
Front



Back



This merchandise example includes a lock-up with the Insulin 100 logo, celebrating the 100th anniversary of insulin's discovery at U of T.



Proper Use of the Faculty Name in Copy

From proposals to social posts and everything in between, proper use of the Faculty name is key to creating a strong brand.

The following guidelines show how to correctly write the Temerty Faculty of Medicine in a number of instances.

First-use convention: Temerty Faculty of Medicine

- In copy, we always use the Temerty Faculty of Medicine's full name with the first mention.

Second-use convention: Temerty Medicine

- The second time we mention the name in body copy, we use this convention.
- For quotations and remarks, favour the "second-use" convention as it sounds more vernacular.
- For headers and subheads, the "second-use" is often preferable due to space constraints.

Third-use convention: the Faculty

- In subsequent mentions, favour the "second-use." Deploy the "third-use" if repetition becomes an issue in the text.

References to the past

- When we talk about the Faculty in the past (before the donation), we use the following structure: the Faculty of Medicine—now Temerty Faculty of Medicine— For example: "This outstanding support enabled the Faculty of Medicine—now the Temerty Faculty of Medicine—to hire the world-renowned neuroscientist..."

Incorrect usage

- Do not use "the Temerty Faculty" or "the Faculty of Medicine" or "Medicine" in place of the conventions outlined here. It is crucial that we strongly associate the Temerty name with the Faculty's prestigious legacy of medical excellence and its ongoing leadership in health research, teaching and innovation.

Media mentions

- When the Faculty is cited or affiliated faculty members appear or are quoted in the media, reference the Temerty Faculty of Medicine at the University of Toronto whenever possible. This also applies to faculty members who are presenting at conferences or other speaking engagements.

This style guide should empower you to make creative decisions that will work best for your specific marketing and communications needs. Treat this guide as a living document, knowing that details may change and evolve over time.

To support the Temerty Faculty of Medicine rollout, we will develop an online toolkit housed on the University's brand portal, which will include the style guide and downloadable assets, such as the wordmark, PowerPoint templates, editable stationery elements, etc.

If you have questions about this guide or something not included here, please reach out to the Temerty Faculty of Medicine Communications office.

For more information, contact:

Temerty Faculty of Medicine
1 King's College Circle
Medical Sciences Building
Toronto, ON M5S 1A8
416-978-6585

T. (416) 978-6585
medicine.utoronto.ca



TEMERTY FACULTY OF MEDICINE
UNIVERSITY OF TORONTO