

Faculty of Arts Brand Standards Appendix

November 2018

Second Edition



Document Overview

The Ryerson University Faculty of Arts Brand Standards Appendix has been developed as a resource for those who create marketing and communications materials related to Faculty of Arts departments, programs, centres, institutes and events.

This document operates as an addendum to the Ryerson University Brand Standards Guide: a resource for the community that details Ryerson logo use and placement, fonts, colour palettes, photography styles and graphic devices.

For Faculty of Arts guidelines and resources, visit ryerson.ca/arts/faculty-and-staff/marketing-resources.

For full details on the Ryerson Brand Guidelines – including visuals, messaging and university templates – visit ryerson.ca/brand.

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Messaging

The ideas conveyed in the Faculty of Arts vision, mission, differentiators, themes and brand story can be used as a tool and reference to guide and inspire the creation of external messaging regarding Arts programs, research and initiatives.

Messaging

Mission & Vision

The Faculty of Arts' mission defines why we exist. It is our ambition and calling – the reason we get out of bed every morning.

Our vision states the next big goal we are collectively working towards in service of our mission.

Brand Mission

The Faculty of Arts connects academic excellence with relevant outcomes through effective teaching, experiential learning and impactful research. We encourage active and critical minds and stimulate awareness for a better understanding of the past and present. Through collaboration and inclusion – of diverse ideas, people, and cultures – we inform and inspire positive change.

Brand Vision

To empower Arts students, graduates and faculty to inspire positive change in society, both locally and globally.

Messaging

Differentiators

Our differentiators are the things that we offer our audiences that make us special and different. They are our enduring characteristics and the frame through which our stories are told.

Diversity connects us

Diversity moves us towards more meaningful connections and a more thoughtful understanding of complex challenges. We thrive because of our interdisciplinary approach and commitment to inclusion – of diverse cultures, perspectives and schools of thought.

Relevance drives us

A commitment to relevance underscores our educational programs and research platforms, keeping us focused on how the humanities and social sciences can address the needs of our society.

The community inspires us

Our location in Toronto expands our partnerships and opportunities. Our city becomes a collaborative hub, strengthening our knowledge of how people function in societies and helping us improve our local and global communities.

Through education, research and community engagement, Arts is cultivating a better understanding and empowerment in areas critical to society and community development. The themes listed here highlight some of the key areas of focus and expertise.

Democratic engagement

We demonstrate the importance of civic responsibility and democratic engagement.

Indigenous culture, history and governance

We support community-focused research, provide critical analysis and promote Indigenous-based initiatives that strengthen Indigenous communities.

Migration, immigration and settlement

We address challenges of immigrant migration experiences and contribute to more positive outcomes.

Health and wellness

We contribute to mental, social and environmental well-being for a more understanding and supportive community.

Equity and social justice

We facilitate broader understanding of identities, cultures and histories to support more resilient and inclusive communities.

Our brand story brings all of the elements of the platform together into a single narrative that speaks to the core message of the Faculty of Arts.

The Faculty of Arts challenges students to explore complex issues in order to equip them as engaged citizens who will contribute to lasting social impact. Through education, research and community engagement, the Faculty of Arts is reconceptualizing democratic engagement; strengthening Indigenous communities; addressing challenges of the immigrant experience; contributing to health and wellness; and championing equity, justice and social inclusion. Ryerson University's Faculty of Arts – inspiring change in the humanities and social sciences.

Messaging

Story-based Narrative

Narratives for print and website copy leverage unique Ryerson Faculty of Arts stories – of students, programs, or faculty – as examples of what's possible here. This approach explains how people are transforming their communities, societies and industries, and shows the impact or outcome of an initiative, experience or research project.

Robotics reshape archaeological discovery

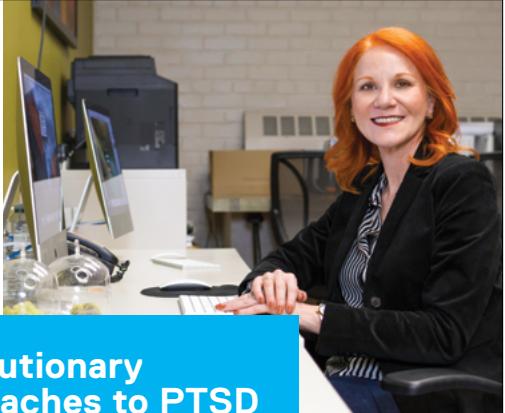


History professor Jean Li mixes traditional methods with current technologies – like robotics – in her excavation of an ancient urban settlement at el-Hibeh, external link, Egypt. Li's research is at the cutting edge of an emerging discipline of digital archaeology.

Li works with a team from Ryerson's Masters in Digital Media to program and compile vital data from el-Hibeh's burial sites and temples. Extensive looting of the site resulted in potentially dangerous and unstable environments. In order to assess the damage, remote operated robots are being created to explore the archaeological site. The information retrieved by the team's custom-built and modified robots will be used to create 3D reconstructions of the structures. Li and her colleagues will map out a new future for archaeological research which provides insight into mortuary practices and how ancient peoples perceived and preserved their personal identities.

At Ryerson University, time-tested methods in the social sciences and humanities are combined with innovative techniques to advance archaeological research and our understanding of the past.

Revolutionary approaches to PTSD treatment



Psychology professor Candice Monson is using evidence-based research to approach post-traumatic stress disorder (PTSD) – which was once considered a life sentence – in groundbreaking ways.

Monson, who was inspired by her clinical experiences with veterans and assault victims and their incredible resilience in the face of trauma, decided to help people break through to the other side of the disease. She and her team of graduate students have partnered with Toronto-based firm CBT Associates to provide PTSD sufferers with access to personalized therapy online. The innovative delivery mode improves access and reduces the stigma around seeking clinical treatment.

At Ryerson University, we support applied research in the social sciences and humanities that gives back to society by discovering viable ways to address mental health issues, dispel preconceived notions, and ultimately, improve lives.

Logos

Logo lock-ups build on the university logo to create a signature specific to an entity within the institution. They help us build Ryerson University brand association and visual clarity by reducing the number of stand-alone logos.

Logos

Faculty & Department Lock-ups

A logo lock-up is available for the faculty, and for each department.

To download your department logo, visit ryerson.ca/arts/faculty-and-staff/marketing-resources.

Ryerson/Arts lock-up



Department lock-ups



Logos

Graduate Program Lock-ups

Logo lock-ups are also available for Faculty of Arts Graduate Studies and for graduate programs. The purpose of these lock-ups is to highlight the name of the particular MA or PhD program and graduate studies at Ryerson.

Ryerson/Arts/Graduate Studies lock-up



Graduate program lock-ups



Logos

Guidelines for Use

Ryerson logo lock-ups have been designed to be flexible and accommodate multiple scenarios, as outlined on this page.

For the full details on Ryerson logo guidelines, please visit ryerson.ca/brand/visual-toolkit/university-logo.

Each department has access to a departmental logo lockup for use on department materials and communications.



For joint events involving several departments within the Faculty of Arts, use the Arts logo lock-up. Specific departments or centres can be mentioned in the copy.



This event is brought to you by the Department of Sociology, the Department of Criminology and the Faculty of Arts.

For a joint event with another faculty, use the double faculty lock-up. Please note: this lock-up can only include two faculties. For events that include more than two university faculties or departments, use the Ryerson logo.



For events with multiple partners, or partners of different levels, use the Ryerson logo. Specific departments or centres can be mentioned in the copy.



This event is brought to you by the Faculty of Arts, the Social Ventures Zone and the Office of the Vice-President, Research and Innovation.

Do not place Ryerson logo lock-ups side by side. Use one logo, as per the guidelines above.



Visual Toolkit

The Faculty of Arts visual toolkit is a set of unique graphic elements. Used consistently, the toolkit unifies our communications and distinguishes our messages from the landscape. These elements include typography, photography style, an Arts colour palette and a unifying graphic device.

For details on the Faculty of Arts brand and to download Arts templates, visit ryerson.ca/arts/faculty-and-staff/marketing-resources.

Visual Toolkit

Design

Ryerson's Faculty of Arts falls into the SRC/academic category of Ryerson's brand architecture. This category includes the parts of the university, such as faculties and departments, that are most closely associated with its mission of learning and scholarly, research and creative activity.

Academic/SRC brands like the Faculty of Arts have flexibility to differentiate their brand. The following elements are consistently used.

Lock-up System

University Brand Lock-up



1. Typography & Type Style

Primary Typeface



Secondary Typeface



2. Photography

Photography Style



3. Colour

Primary Palette



Secondary Palette



Tertiary Palette



4. Graphic Device

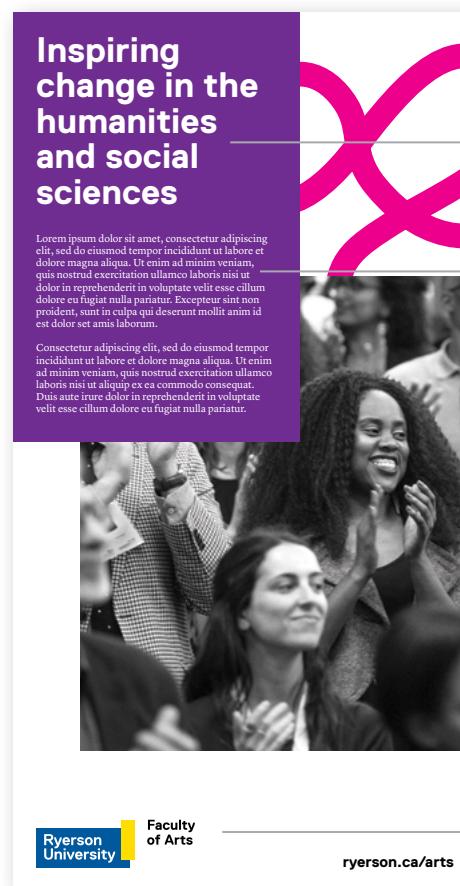
Use of Ryerson Graphic Device
(boxes)



Use of Arts Graphic Device
(abstract lines)



Example of Arts creative



The primary, secondary and tertiary colour palette, and/or the Ryerson graphic device is used in academic/SRC brands.

Academic/SRC brands maintain consistent use of the university typefaces and type style.

Academic/SRC brands always use the university brand lock-up system.

Visual Toolkit

Photography

Photography is the most effective tool to showcase the diverse, dynamic and transformative university we have become.

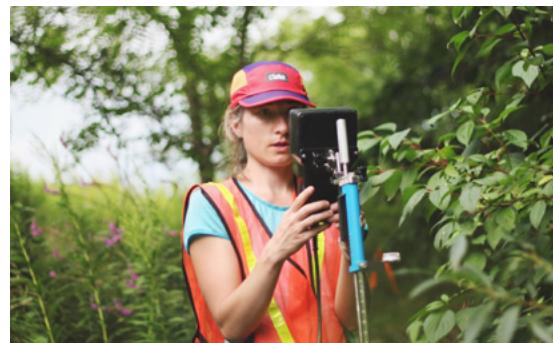
Ryerson's photography style has been developed with our brand mission in mind. It portrays confidence for the university with an honest and authentic documentary-style approach.

Principles of the Photography Style

- Capture candid and real moments.
- Focus on action and context to tell a story.
- Use straight-on angles.
- Capture portraits, city scenes and campus locations.
- Use close-up or detail shots to highlight projects.
- Use unfiltered, authentic colour and natural contrast.

Consent Form

For all subjects that appear in-focus in your photos, you must obtain written permission for promotional usage. The consent form may be downloaded from the brand website at ryerson.ca/brand/visual-toolkit/photography.



Visual Toolkit

Colours

As an SRC brand, the Faculty of Arts has access to Ryerson's primary, secondary and tertiary colour palettes. The colours listed on this page are recommended for use in Arts creative and collateral to ensure a consistent look.

Pantone Values

Some colours have two Pantone values associated with them; C (coated) and U (uncoated). For print applications on a coated paper stock, refer to the C value and for an uncoated paper stock, refer to the U value.

For the full Ryerson colour palette, including the primary, secondary and tertiary palettes, please visit ryerson.ca/brand/visual-toolkit/colours.

Primary Palette



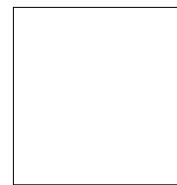
PMS 2603U/C
C70 M100 Y0 K0
R121 G32 B130
Hex #792082



Dark Grey
C0 M0 Y0 K40
R153 G153 B153
Hex #999999



Black
C0 M0 Y0 K100
R0 G0 B0
Hex #000000



White
C0 M0 Y0 K0
R255 G255 B255
Hex #FFFFFF

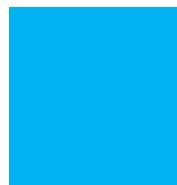
Secondary Palette



PMS 226U/C
C0 M100 Y0 K0
R235 G0 B114
Hex #EB0072



PMS Yellow U
C0 M0 Y100 K0
R255 G238 B0
Hex #FFEE00



PMS 2995 U/C
C90 M0 Y0 K0
R0 G169 B239
Hex #00A9EF

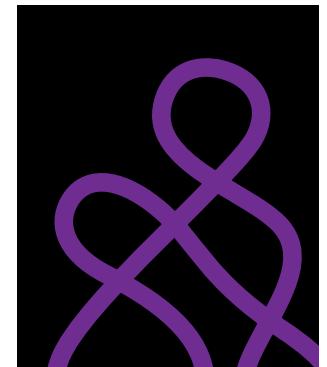
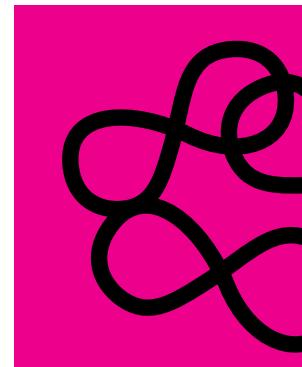
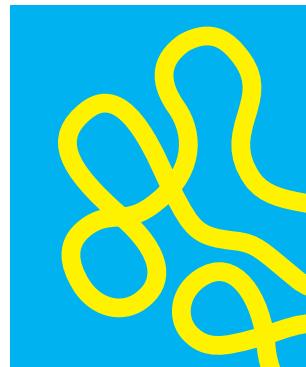
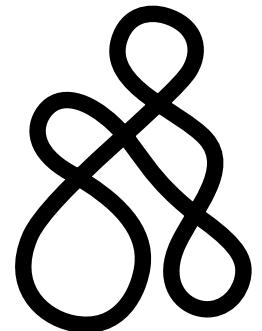
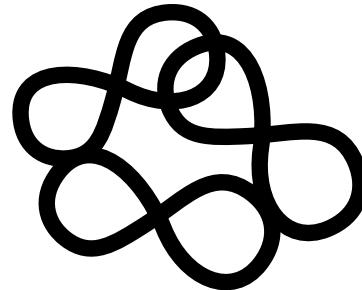
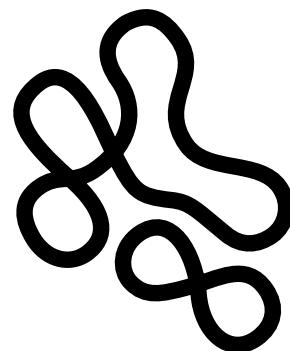
Visual Toolkit

Graphic Device

The Faculty of Arts graphic device consists of an assortment of abstract lines, loosely representing Arts as a faculty that is fluid and changing, diverse and collaborative.

The university's primary graphic device is a combination of overlapping boxes containing photography, text and brand colours. This unites our toolkit elements and creates a modular visual language that makes up our distinct style.

Samples

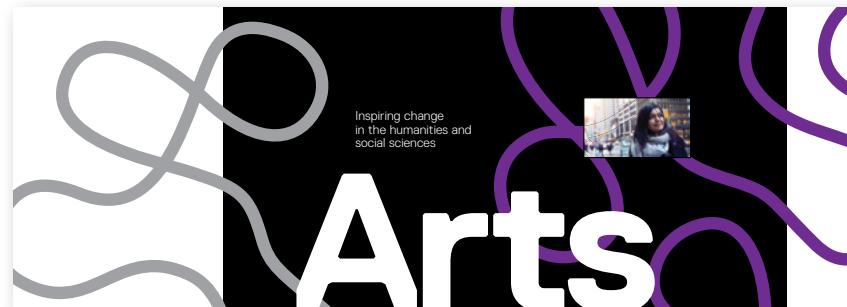


Visual Toolkit

Creative Examples

In order to differentiate the faculty from others at the university, a creative look and feel has been developed for Arts marketing and communications materials.

Wall graphic



Sample banners



Vinyl window

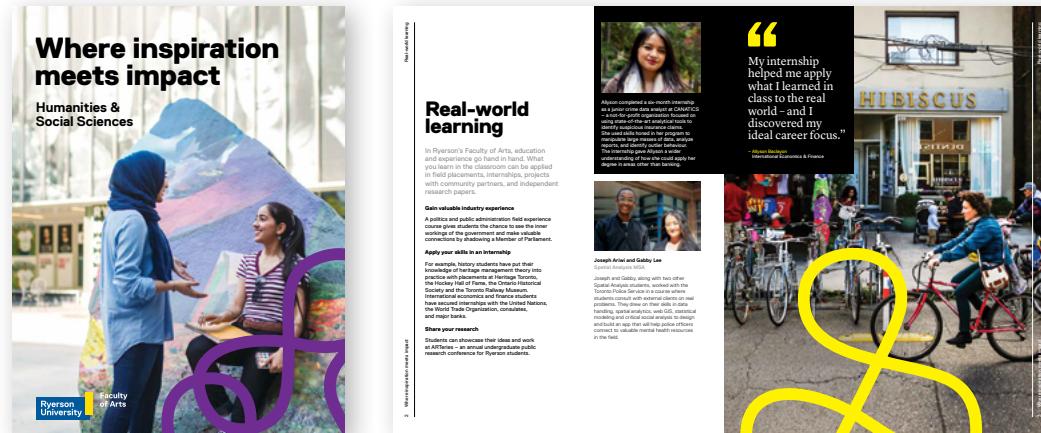


Visual Toolkit

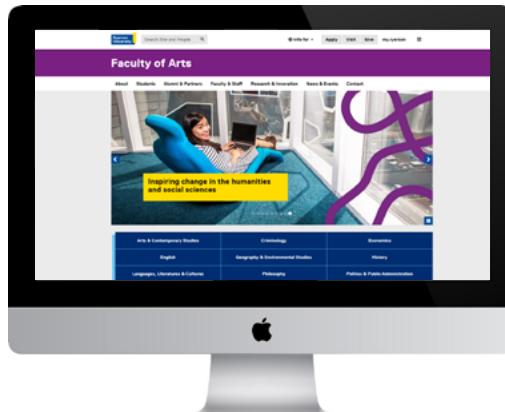
Creative Examples

Continued

Sample brochure



Website



Promotional materials



Visual Toolkit

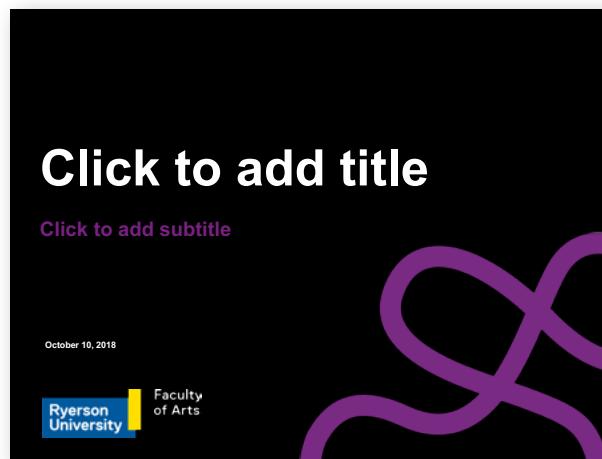
Templates

Several templates have been created for the Faculty of Arts and its departments. Templates for posters and flyers can be customized with different colours and images to reflect the details of a particular event, program or initiative.

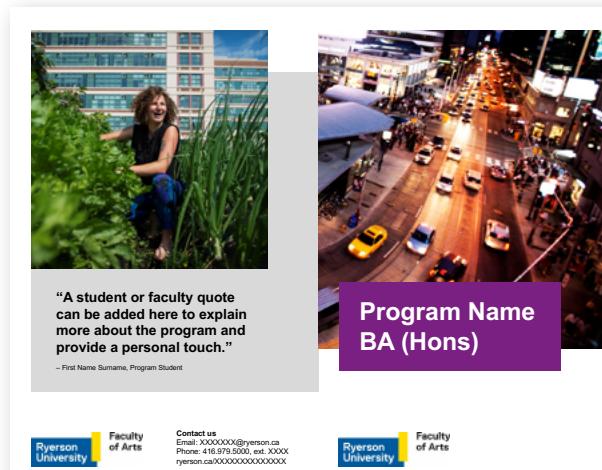
Templates can be downloaded at ryerson.ca/arts/faculty-and-staff/marketing-resources.

Additional templates, including electronic letterhead, reports, and PowerPoint presentations, can be downloaded at ryerson.ca/branding/downloads.

PowerPoint Template



Brochure Template



Title goes here

Insert Body Copy here ... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis interdum, libero a lacinia sagittis, nunc tellus sollicitudin ipsum, et interdum massa ante at lorem. In vestibulum mollis vehicula.



Morbi sollicitudin vehicula imperdiet. In non sapien urna. Mauris et dui risus. Aliquam dolor sapien, pretium vel imperdiet sit amet, varius et tortor. Proin euismod erat ex, eget finibus metus luctus tincidunt. Suspendisse dictum eleifend congue.



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Why Ryerson?

Include information about the program structure; courses/curriculum; minors or areas of specialization.
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XXXX BA

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What can I do with a XXXXX BA?

- Include career and graduate school/professional designation opportunities.
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- Cras vestibulum ullamcorper euismod euismod. Etiam placerat eros etiam mauris accumsan, vitae gravida mi tincidunt. Vivamus ac scelerisque ante, sed imperdiet nulla. Quisque sollicitudin a gravida ullamcorper. Maecenas non the scelerisque ex, sit amet facilisis magna. Duis non lorem eu lacus eleifend maximus. Ut vitae turpis euismod nulla mollis lacinia in sit amet laicus.

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• Include career and graduate school/professional designation opportunities.

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Contact

Please contact us if you have any questions regarding these guidelines or marketing and communications materials for the Faculty of Arts:

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