
Logo guidelines

Version 2

A new logo has been created to reflect the updated name. Toronto Metropolitan University's logo serves to unite us. Its proper and consistent use positions us as moving forward into a new chapter, together. The following guidelines provide additional context behind the design of the new logo, faculty lock-ups, and offer preliminary support for its implementation across the university.

A note from president & provost on the importance of brand consistency.

With the launch of our new name, it is critical that we maintain brand consistency at this time. In an effort to support this, all faculties and departments **must await their logo lock-up and social media avatars which will be provided by University Relations over the coming weeks.** No other groups may develop these lock-ups.

Our new name provides us with the opportunity to create a cohesive experience for our students, faculty, staff, partners and stakeholders. We appreciate your support and patience as we move forward together.

Mohamed Lachemi,
President and Vice-Chancellor

Jennifer Simpson,
Provost and Vice-President, Academic



Logo

Our new logo should feel familiar as it retains many of the elements that have come to define our brand. By moving the yellow rectangle behind the blue, it symbolises the collective step we're taking toward our future.

The new logo uses the brand's primary typeface, Replica Std, and the two primary colours, blue and gold. As with the previous logo, two overlapping boxes are used to create clear, undisturbed space for the university's name, as well as to communicate the brand's modular visual language.

The logo must never be recreated or modified. It is always used in full colour, unless production restrictions prohibit it.

[Download](#) new logo for digital and print formats.

Lock-ups

Logo lock-ups build on the university logo to create a signature specific to each entity within the institution. University Relations will soon be rolling out faculty and department specific lock-ups to replace existing versions.



Social media icons

For primary social media channels, a new social media icon has been developed to visually connect to the updated logo.

University Relations will provide updated social media icons for faculties and departments in due time. In the interim, you may use the icon as a placeholder for your account.

[Download](#) the new social media icon.



Brand site

Updates to the brand site will be made to reflect the new name and logo. Tools and resources housed on the site will also be reviewed and updated in due time.



“Formerly Ryerson University”

It may be important to highlight the name change through external communications such as recruitment campaigns and emails with prospective students. In these cases, you may use the “Formerly Ryerson University” logo lock-up.

For communications with internal audiences such as current students, faculty and staff, simply use the new logo.

[Request access](#) to the formerly Ryerson University logo lock-up.



Note: This lock-up is only provided for the university level logo – not for faculties or departments. If this logo is not suitable for your creative assets, please refer to the [style guidelines](#) for specific directions on how to reference the former name within your content.

Logo Dont's

The Toronto Metropolitan logo has been carefully designed to ensure legibility and visual balance and should not be altered in any way. Please do not make graphic decisions that contradict the guidelines developed in this document.

The following are a few examples of slip-ups.



Toronto
Metropolitan
University

Do not change the colours of the logo.



Toronto
Metropolitan
University

Do not add effects to the logo.



Toronto
Metropolitan
University

Do not adjust the proportions of the logo.



Toronto
Metropolitan
University

Do not alter the shapes of the logo.



Toronto
Metropolitan
University

Do not position the gold bar in front of the blue rectangle.



Toronto
Met
University

Do not alter the name or create variations of the logo.



Toronto
Metropolitan
University

Do not place the logo on a background without sufficient contrast.



Toronto
Metropolitan
University

Do not place the logo on an image without sufficient contrast.



Toronto Metropolitan
University

Do not recreate the logo on one or two lines.