



# TED ROGERS SCHOOL OF MANAGEMENT / TED ROGERS MBA

BRAND STANDARDS GUIDE  
VERSION 1.0 — September 2016



Ryerson  
University

TED  
ROGERS  
SCHOOL  
OF MANAGEMENT

TED  
ROGERS  
MBA



## **WELCOME.**

This guide breaks down the components of the Ted Rogers School of Management (TRSM) brand, including how it fits within Ryerson University and how it can stand alone.

It provides clear direction for creating a unified brand presence for both undergraduate and graduate programs. Use this as your starting point for any visual or verbal expression of the TRSM and/or Ted Rogers MBA brand.

# Ted Rogers School of Management / Ted Rogers MBA

## TABLE OF CONTENTS

### BRAND ARCHITECTURE

Brand Narrative	6
Brand Filter	7
Overarching Core Brand Values	8
Vision and Values	
TRSM Brand Vision	9
TRSM Core Values	10
TRMBA Brand Vision	11
TRMBA Core Values	12
Brand Architecture: Naming Structure	
Undergraduate TRSM	13
Graduate TRMBA	14

### APPLYING OUR TRSM WORDMARK

Ted Rogers School of Management	17
Primary Wordmark	
Ted Rogers MBA Primary Wordmark	18
Alternative Wordmark Horizontal	19
Minimum Size & Clear Space	20
TRSM Wordmark Don'ts	21
Wordmark Usage	
Official Logo & Lockup	23
In Proximity	24
In Proximity (Side-by-side)	25
Solo	26
Placement & Positioning of Wordmark with Ryerson Logo	27

### TRSM SCHOOL LOCK-UPS

TRSM Wordmark + Schools (stacked)	30
TRSM Wordmark + Business Management Majors (stacked)	31
TRSM Wordmark + Schools (horizontal)	32
TRSM Wordmark + Business Management Majors (horizontal)	33
TRMBA Wordmark + Schools	34
TRMBA Wordmark + Schools (horizontal)	34
Wordmark Lock-up Don'ts	35
TRSM/TRMBA Wordmark + Research Centres, Institutes & Labs	36
TRSM/TRMBA Wordmark + AACSB Logo	37

### CREATIVE TOOLKIT

Typography	40
Usage	41
Copywriting – voice	42
Photography Style	43
Photography Don'ts	44
Colour	
Primary Palette	45
Secondary Palette	46
Social Media Icon	47
Layout Grid(s)	48
Graphic Device	49
Headline Style	50
Creating a Layout	51
Layout Don'ts	52

### APPLICATIONS & INSPIRATION

Printed pieces	
Report Cover	55
Magazine ad	55
Collateral pieces	
Business card	56
Mugs	56
Sweatshirt	57
T-shirt	57
Lanyard	58
Pin	58
Large format pieces	
TSA	59
Subway poster	59
Website Landing	60
Online advertising	61
Social Media	62
Video Guidelines	63
Placement of Wordmark	64

Please consult the TRSM Marketing & Communications team for advice when creating marketing materials.

[marketingtrsm@ryerson.ca](mailto:marketingtrsm@ryerson.ca)

# BRAND ARCHITECTURE



## BRAND ARCHITECTURE

This section provides a clear framework for creating consistent brand communications for any of our posters, publications, and promotional materials and wherever our brand is being represented.

It ensures that all TRSM communications speak the same language and that our brand message remains distinct and consistent.

From its inception Ted Rogers School of Management has been ***built to be different***—**openly diverse, collaborative, prestigious yet free of pretension**, recognized for its youthful energy, thriving on the constant state of change and opportunity that its urban location provides.

Ted Rogers School of Management fosters a learning environment that facilitates innovative problem-solving, critical thinking, and the **courage to act creatively**. Whether rigorously equipping graduates with the foundational business education and skills necessary to define their career path or to set out on their own **entrepreneurial journey**, TRSM stands for **pushing expectations** and defying the conventional to exceed the demands of twenty-first century business while positively impacting society.

### BUCK CONVENTION = DEFY CONVENTION

Purpose and application of the brand filter:

- Internal-facing “shorthand” for our brand narrative and positioning
- Stands for “**innovation**” and “**entrepreneurship**”—**pushing expectations** and **defying the conventional** to positively impact society
- The filter we apply to ensure directional consistency of creative executions to differentiate all Ted Rogers School of Management & Ted Rogers MBA marketing, communications and other activities
- Acts as an aspirational call to action reminding us:
  - to **challenge the expected approach** to conventional business school education
  - to **continually evolve, reframe expectations and perception** of Ted Rogers School of Management & Ted Rogers MBA
- This is not a tagline

## OVERARCHING CORE BRAND VALUES

### RELEVANCE AND INNOVATION

Aligned to Ryerson University values:  
Inventiveness / Resourcefulness /  
Relevance / Courage

### SPIRIT OF COLLABORATION

Aligned to Ryerson University values:  
Diversity / Inventiveness / Courage /  
Openness

### COMMITMENT TO COMMUNITY, DIVERSITY AND INCLUSION

Aligned to Ryerson University values:  
Diversity / Relevance / Openness

### COURAGE TO LEAD

Aligned to Ryerson University values:  
Inventiveness / Resourcefulness /  
Courage

### DO BUSINESS DIFFERENTLY

To be internationally renowned for developing collaborative business leaders who are built to be different; global citizens with the critical thinking and management education that drives them to exceed the demands of twenty-first century business while positively impacting society.

Ways in which Ted Rogers School graduates are built to be different:

- They are collegial and **thrive on collaboration**
- They **acquire the experiential learning** and **transferable skills** through curriculum and extra-curricular activities to innovate and act
- Their **innate creativity, entrepreneurial spirit** and **self-motivated drive**
- Their **collective diversity** is a true reflection of global reality

## VISION AND VALUES – TED ROGERS SCHOOL OF MANAGEMENT CORE VALUES

### RELEVANCE AND INNOVATION

- Understand the rules before pushing beyond their limits
- Continually evolving and reframing what we teach and how we teach it
- Preparing our students to be career ready and poised to succeed
- Combining academic fundamentals with real-world learning
- Developing the transferable skills valued by employers in an ever-shifting global marketplace

### COMMITMENT TO COMMUNITY, DIVERSITY AND INCLUSION

- Located at the heart of one of the world's most open multicultural global capitals
- Wide diversity of our student body, faculty and staff
- Accountable to the communities and interests we represent
- We are open minded, foster inclusion, and actively help to make our communities, our city, and our society better

### SPIRIT OF COLLABORATION

- We succeed when we work together
- Fostering a collegial learning environment is foundational to our approach
- It's the way we develop the critical-thinking skills and innovation required by global business today
- Challenging, integrating and reframing things from a variety of perspectives to discover the best ways forward

### COURAGE TO LEAD

- Today's business leaders require courage to navigate and actively shape the ever-shifting world we live in
- We aim to develop innovative problem-solvers with real-world skills and the confidence to act decisively and creatively to the challenges placed before them now, and on their path to future career success

### DESIGNED TO BE DIFFERENT

To be internationally renowned for developing MBAs who are designed to be different. Ted Rogers MBAs are resilient leaders who are uniquely prepared to foresee solutions where others don't; they take the initiative to mobilize business to positively impact the world. Ted Rogers MBAs have the creativity, courage and critical thinking skills to lead collaboration and shape success at the pace of change.

Ways in which Ted Rogers MBAs are designed to be different:

- They are collegial and **thrive on collaboration**
- They are specially educated to be **innovative and inspiring leaders**
- Ted Rogers MBA network: a finely prepared group of professionals with the ability to **see things differently**; connected and driven by their **entrepreneurial spirit**
- Their knowledge: the **unique insight, depth and value of their research on business and society**
- Their **collective diversity** is a true reflection of global reality

## VISION AND VALUES – TED ROGERS MBA CORE VALUES

### RELEVANCE AND INNOVATION

- Our location provides us with access to a top tier of business employers
- A highly visible platform to be recognized as the MBA that acts differently
- We are at the leading edge of learning; delivering boldly innovative ways to sharpen the specialized skills required by business leaders to succeed in today's ever-shifting global marketplace

### COMMITMENT TO COMMUNITY, DIVERSITY AND INCLUSION

- Our MBA is designed to be different. We seek to be respected and prestigious, inclusive and without pretension
- We foster a culturally diverse network of open-minded, empathetic, and broadly experienced professionals driven to positively impact global business while helping to realize a better world for all

### SPIRIT OF COLLABORATION

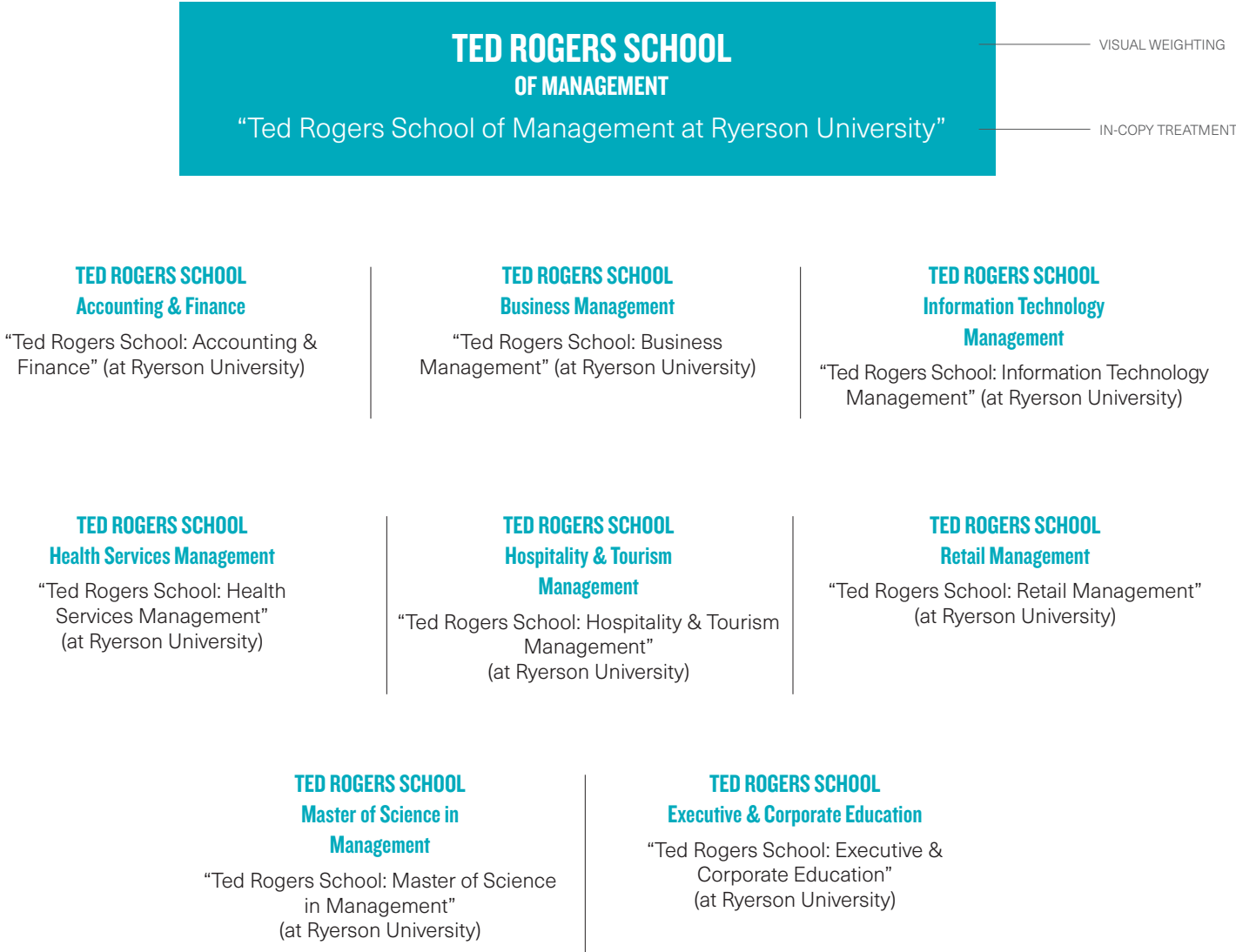
- While individually driven and self sufficient, our students succeed when we work together
- Our collegial learning environment facilitates connection, cooperation and collaboration among faculty, students and global business community
- Our MBAs/students develop integrative thinking practices, progressive peer networks and the team-mobilizing skills sought after by top tier employers

### COURAGE TO LEAD

- Leadership requires the foresight and courage to actively shape the ever-shifting world we live in
- Our graduates are to be recognized by the global business community as a uniquely educated resource of innovative specialists equipped with the skills and knowledge to inspire and mobilize
- Ted Rogers MBAs are prepared to anticipate the challenges of the marketplace and take the initiative to act decisively and creatively



BRAND ARCHITECTURE: UNDERGRADUATE NAMING STRUCTURE



**TED ROGERS MBA**

“Ted Rogers MBA at Ryerson University”

VISUAL WEIGHTING

IN-COPY TREATMENT

**TED ROGERS**  
**MBA Global**  
“Ted Rogers MBA Global”  
(at Ryerson University)

**TED ROGERS**  
**MBA Technology & Innovation**  
“Ted Rogers MBA Technology & Innovation”  
(at Ryerson University)

**TED ROGERS**  
**Professional Master's Diploma**  
“Ted Rogers: Professional Master's  
Diploma” (at Ryerson University)

The background is a solid teal color. There are three decorative horizontal bars: a yellow bar in the top right corner, a dark blue bar on the left side, and a white bar in the bottom right corner.

# APPLYING OUR TRSM WORDMARK

## TRSM WORDMARK

This section provides information, guidance and tools on how and when to use the Ted Rogers School of Management wordmark – with and without the Ryerson logo.

Consistent use of our TRSM wordmark will create a unified brand presence and build our TRSM identity.

The Ryerson logo & TRSM wordmark should be presented with a perception of harmony and hierarchy, rather than competing for attention.

Please consult the TRSM Marketing & Communications team for advice when creating marketing materials.

**[marketingtrsm@ryerson.ca](mailto:marketingtrsm@ryerson.ca)**

## TED ROGERS SCHOOL OF MANAGEMENT PRIMARY WORDMARK

Our Ted Rogers School of Management wordmark uses an unconventional type arrangement to communicate the idea of uniqueness, progression and movement. Simple in nature, the wordmark is able to command attention while communicating a progressive and unique brand personality for our faculty.

**TED  
ROGERS  
SCHOOL  
OF MANAGEMENT**

### WORDMARK VARIATIONS

---

1 COLOUR (BLACK)

**TED  
ROGERS  
SCHOOL  
OF MANAGEMENT**

FULL COLOUR NEGATIVE  
TEAL BACKGROUND

**TED  
ROGERS  
SCHOOL  
OF MANAGEMENT**

FULL COLOUR NEGATIVE  
BLACK BACKGROUND

**TED  
ROGERS  
SCHOOL  
OF MANAGEMENT**

1 COLOUR KNOCKOUT (WHITE)  
TEAL BACKGROUND

**TED  
ROGERS  
SCHOOL  
OF MANAGEMENT**

1 COLOUR KNOCKOUT (WHITE)  
BLACK BACKGROUND

**TED  
ROGERS  
SCHOOL  
OF MANAGEMENT**

## TED ROGERS MBA PRIMARY WORDMARK

Our Ted Rogers MBA wordmark uses an unconventional type arrangement to communicate the idea of uniqueness, progression and movement. Simple in nature, the wordmark is able to command attention while communicating a progressive and unique brand personality for our MBA program.

To mark our MBA program's 10th anniversary and the transformational gift from the Rogers family in 2007, the Ryerson MBA was renamed the Ted Rogers MBA in August 2016.

**TED  
ROGERS  
MBA**

### WORDMARK VARIATIONS

1 COLOUR (BLACK)

**TED  
ROGERS  
MBA**

FULL COLOUR NEGATIVE  
TEAL BACKGROUND



FULL COLOUR NEGATIVE  
BLACK BACKGROUND



1 COLOUR KNOCKOUT (WHITE)  
TEAL BACKGROUND



1 COLOUR KNOCKOUT (WHITE)  
BLACK BACKGROUND



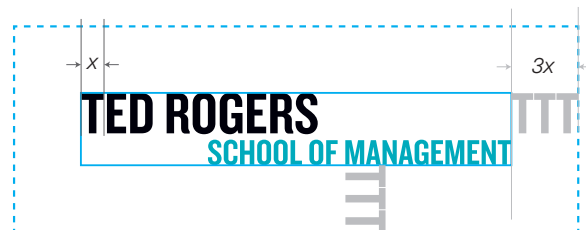
## ALTERNATIVE WORDMARKS – HORIZONTAL

There are times in our applications when a horizontal wordmark makes better sense within the space for legibility. The horizontal version should be reserved for applications with specific space considerations such as web, signage and small swag applications.

The horizontal wordmark should only be used in exceptional cases i.e. when space is an issue/limited.

**TED ROGERS**  
SCHOOL OF MANAGEMENT

**TED ROGERS**  
MBA



Please consult the TRSM Marketing & Communications team for advice when creating marketing materials.

[marketingtrsm@ryerson.ca](mailto:marketingtrsm@ryerson.ca)

ON BLACK BACKGROUND

**TED ROGERS**  
SCHOOL OF MANAGEMENT

**TED ROGERS**  
MBA

## MINIMUM SIZE & CLEAR SPACE FOR WORDMARKS

Given different viewing distances, printing processes and resolutions, there is no standard measurement of minimum size for all media (print, web, etc.).

It is your job to ensure that once produced all elements of the logo will be clearly visible and legible.

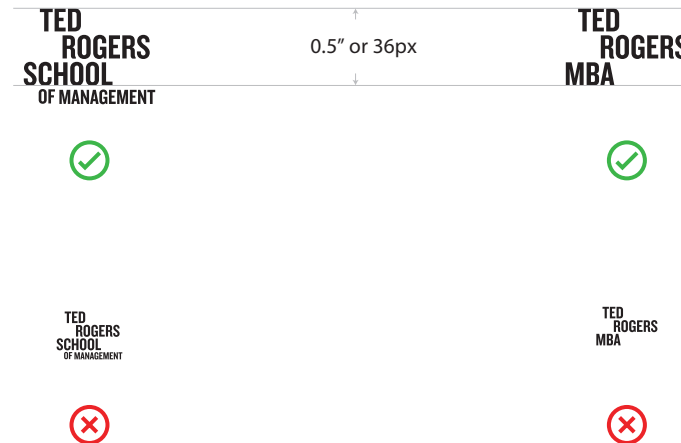
As a guiding principle, “Ted Rogers School” and/or “Ted Rogers MBA” should NOT appear smaller than 0.5 inches or 36 pixels in height.

To ensure that the wordmarks remain distinct from other graphic elements, a clear space must always be maintained around the logo. No other graphic elements should appear within this space. Careful attention must always be paid to the placement and visibility of the wordmarks, as it allows our presence to resonate.

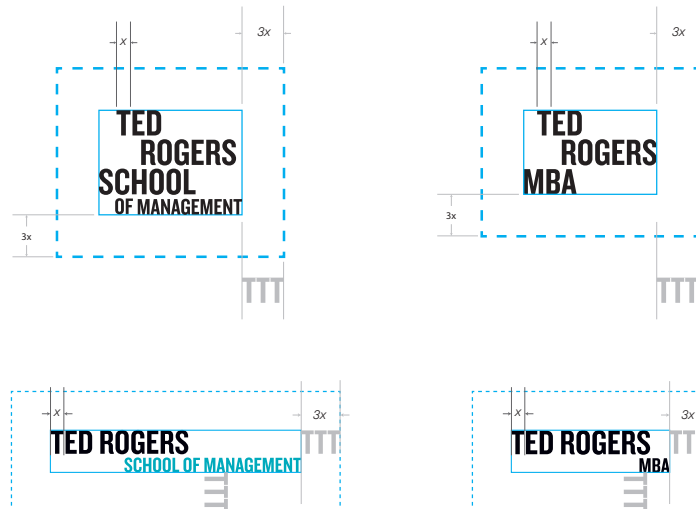
Please consult the TRSM Marketing & Communications team for advice when creating marketing materials.

[marketingtrsm@ryerson.ca](mailto:marketingtrsm@ryerson.ca)

### MINIMUM SIZE



### CLEAR SPACE





## TRSM WORDMARK DON'TS

The following examples illustrate a few improper applications of the TRSM wordmark.



**DO NOT** place the wordmark on backgrounds that provide little contrast or legibility.



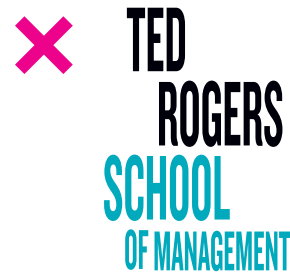
**DO NOT** change the colours of the wordmark.



**DO NOT** add gradients or add special effects to the wordmark (i.e. drop shadows, outlines).



**DO NOT** change the scale of relationships between the wordmark.



**DO NOT** skew, stretch or distort the wordmark.



**DO NOT** rotate or tilt the wordmark.



**DO NOT** retype the text or recreate the typeface of the wordmark.



**DO NOT** place the wordmark on an image without sufficient contrast.



**DO NOT** combine or make the wordmark appear to form part of any other text or graphic.

## TRMBA WORDMARK DON'TS

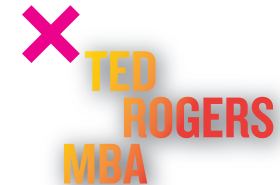
The following examples illustrate a few improper applications of the TRMBA wordmark.



**DO NOT** place the wordmark on backgrounds that provide little contrast or legibility.



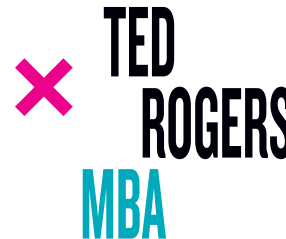
**DO NOT** change the colours of the wordmark.



**DO NOT** add gradients or add special effects to the wordmark (i.e. drop shadows, outlines).



**DO NOT** change the scale of relationships between the wordmark.



**DO NOT** skew, stretch or distort the wordmark.



**DO NOT** rotate or tilt the wordmark.



**DO NOT** retype the text or recreate the typeface of the wordmark.



**DO NOT** place the wordmark on an image without sufficient contrast.



**DO NOT** combine or make the wordmark appear to form part of any other text or graphic.

## WORDMARK USAGE – OFFICIAL LOGO & LOCK-UP

The **Official Ryerson University/TRSM & TRMBA logo lock-up**, shown to the right, is a fixed and locked configuration of the University Name and the Faculty. The arrangement of the text, the scale and positioning must never be altered.

### Rationale for Use:

This logo should be **used on University led communications when a formal, official connection to Ryerson University must be made clear and when the audience has no knowledge or relationship with TRSM/TRMBA.**

### Placement:

The placement of the RU/TRSM official logo should always appear at the **bottom left corner** to:

- provide a connection to Ryerson
- ensure consistency
- benefit from the equity built by the Ryerson Brand.

### Examples of Use:

Communication/marketing materials such as faculty research reports or publications, external websites external AACSB documents, roll up banners that go to external events, and TRSM external job postings should always use this official logo. It can be placed on the front or back dependent on the design and type of material.

**Ryerson Brand guidelines available at [ryerson.ca/brand](http://ryerson.ca/brand)**

Please consult the TRSM Marketing & Communications team for advice when creating marketing materials.

[marketingtrsm@ryerson.ca](mailto:marketingtrsm@ryerson.ca)

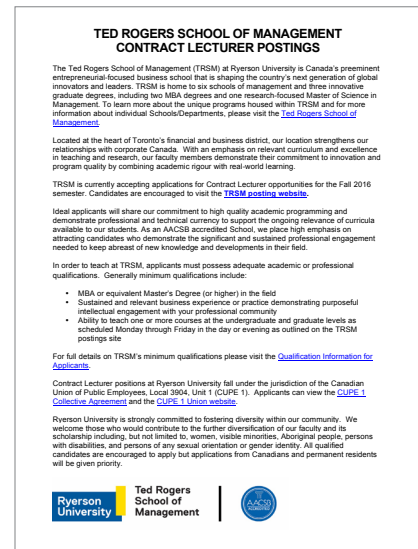
OFFICIAL RYERSON / TED ROGERS SCHOOL OF MANAGEMENT LOGO



OFFICIAL RYERSON / TED ROGERS MBA LOGO



SAMPLE APPLICATION – PRINT PIECE (Job Ad)



SAMPLE APPLICATION – PRINT PIECE (Report Back Cover)



## WORDMARK USAGE – IN PROXIMITY

The Ted Rogers School of Management and Ted Rogers MBA wordmark is **used for independent brand building with the Ryerson University Logo in proximity.**

### Rationale:

Both wordmarks and graphic devices should be used whenever possible when the audience **knows TRSM/TRMBA; is connected and or involved with the faculty in some way.** The Ryerson logo reminds the audience TRSM is part of Ryerson – but can stand alone.

### Placement:

**Proximity can mean on opposite corners** of a 2D printed piece or on **separate screens** in a 3D video. We want them to be in the same field of vision if possible, makes sense and doesn't detract or distract from TRSM's need to build its own identity. **Placement can also depend on the physical size and medium being used.** The Ryerson logo should always go in the **bottom left corner.** TRSM wordmark can go where best suited.

### Examples:

Communication/marketing materials such as letterhead, business cards, brochures, print & online ads, banners & posters and campus screens not requiring a formal logo lockup; helps TRSM assert its independent brand identity.

**Ryerson Brand guidelines available at [ryerson.ca/brand](http://ryerson.ca/brand)**

Please consult the TRSM Marketing & Communications team for advice when creating marketing materials.

**[marketingtrsm@ryerson.ca](mailto:marketingtrsm@ryerson.ca)**

#### IN PROXIMITY

RU + TED ROGERS SCHOOL OF MANAGEMENT WORDMARK

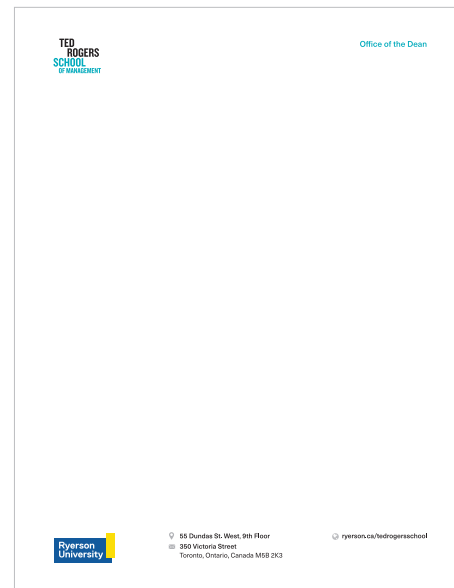


**TED  
ROGERS**  
SCHOOL  
OF MANAGEMENT



**TED  
ROGERS**  
MBA

SAMPLE APPLICATION – PRINT PIECE (Letterhead)



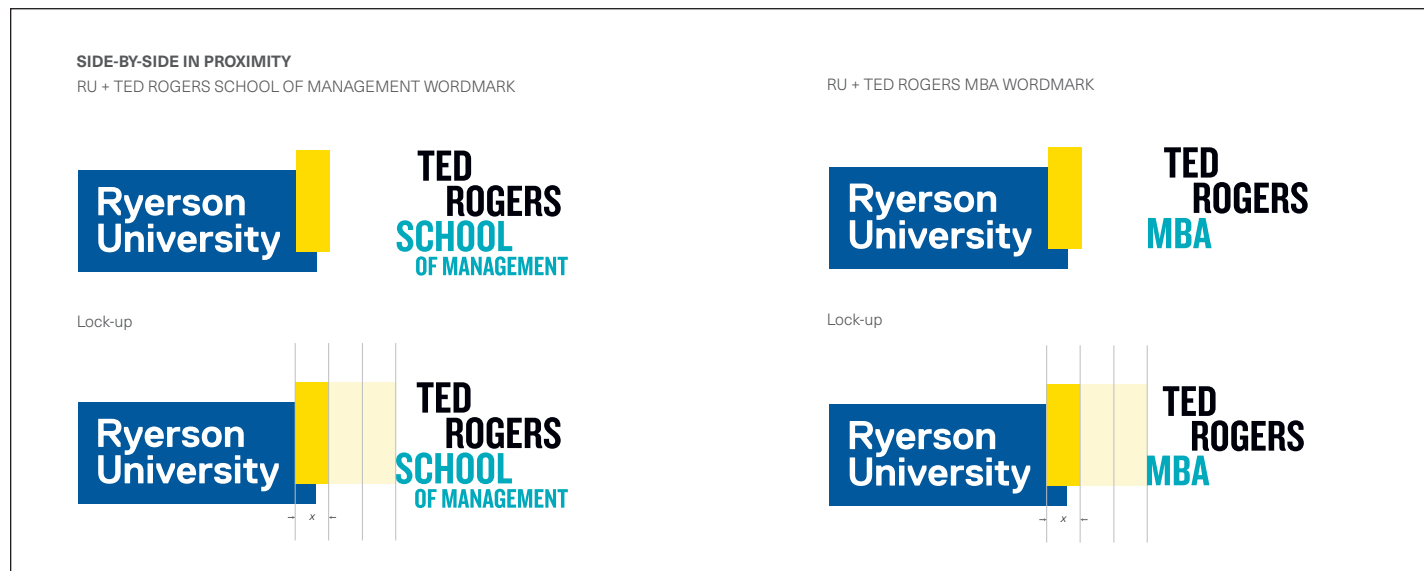
SAMPLE APPLICATION – PRINT PIECE (TRMBA AD)



## WORDMARK USAGE – IN PROXIMITY (SIDE BY SIDE)

The Ted Rogers School of Management and Ted Rogers MBA wordmark are **used with the Ryerson University Logo next to them, spaced as demonstrated on the right.**

This 'side by side' lock up **should only be used where there is an agreed/overt partnership between Ryerson and TRSM** i.e. Toronto Region Board of Trade. It is to be used as an exception.



SAMPLE APPLICATION – PRINT PIECE (Toronto Board of Trade piece)



Please consult the TRSM Marketing & Communications team for advice when creating marketing materials.

[marketingtrsm@ryerson.ca](mailto:marketingtrsm@ryerson.ca)

## WORDMARK USAGE – SOLO

We recommend that the RU logo is incorporated into marketing materials wherever possible to build off of Ryerson's brand equity and to communicate TRSM's strong relationship with Ryerson.

When **space is limited**, however, (i.e. swag items – such as pens & lanyards) the **TRSM/TRMBA** wordmarks may exist on their own.

The TRSM wordmark can also be used solo on items that are primarily used by TRSM faculty/students/staff/internal audiences – who are very aware of TRSM's connection and relationship to Ryerson.

### SOLO

TED ROGERS SCHOOL OF MANAGEMENT WORDMARK

**TED  
ROGERS**  
**SCHOOL  
OF MANAGEMENT**

### SOLO

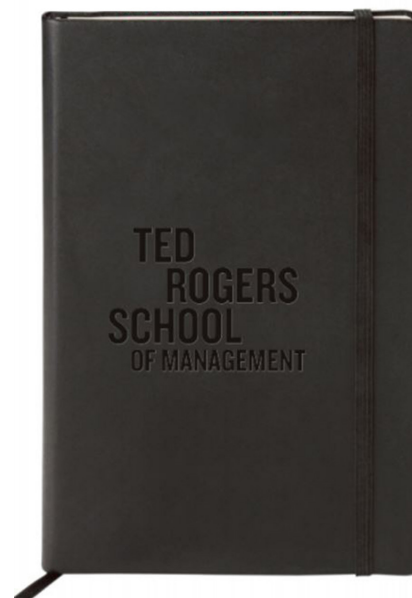
TED ROGERS MBA

**TED  
ROGERS**  
**MBA**

SAMPLE APPLICATION – Lanyard



SAMPLE APPLICATION – Notebook



Please consult the TRSM Marketing & Communications team for advice when creating marketing materials.

[marketingtrsm@ryerson.ca](mailto:marketingtrsm@ryerson.ca)

## PLACEMENT & POSITIONING – WORDMARKS WITH RYERSON LOGO

The recommended placement of the TRSM/TRMBA wordmarks is in the bottom right corner of a layout. An alternate placement of the wordmark is in the upper right corner.

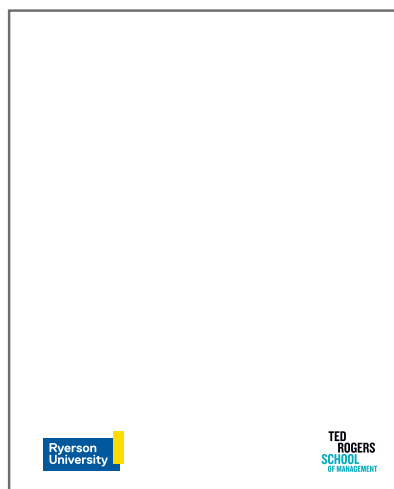
In all instances, make sure that there is enough contrast (**see pages 21-22**) between the logo and its background.

Please note the preferred placement of the wordmark would be to the far right with the Ryerson Logo placed to the far left. Where possible always use the full colour Ryerson logo.

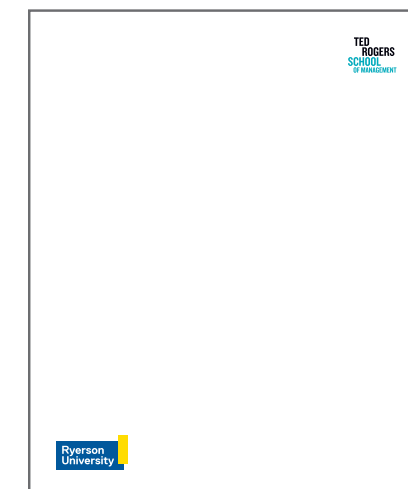
The suggested scale examples shown here are starting points. Depending on layout, the use of wordmark and application, these sizes may require additional consideration.

These guidelines can be applied to the Ted Rogers MBA wordmark in the same manner.

WORDMARK PLACEMENT (Recommended)



WORDMARK PLACEMENT (Alternate)



SUGGESTED SCALE

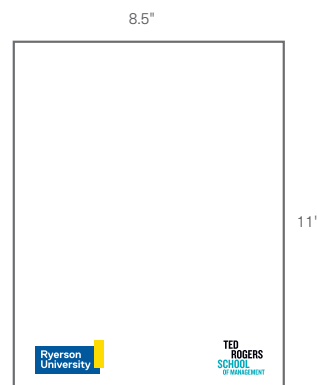


LOGO WIDTH SHOULD BE BETWEEN **1/5–1/6** THE WIDTH OF THE DIGITAL DOCUMENT.

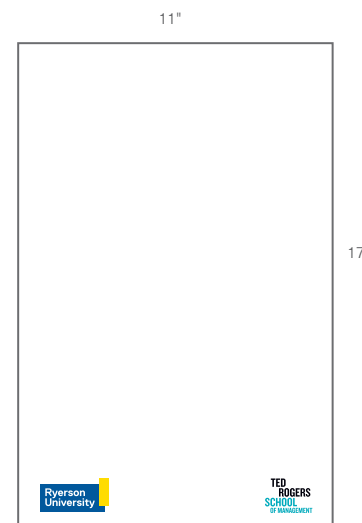
E-HEADER / EVITE

Please consult the TRSM Marketing & Communications team for advice when creating marketing materials.

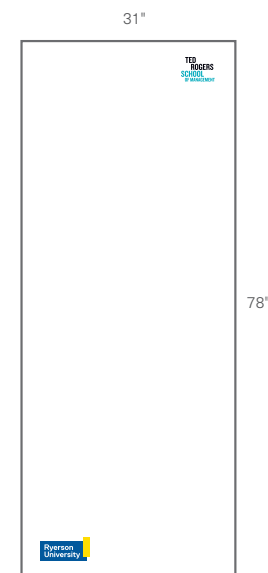
[marketingtrsm@ryerson.ca](mailto:marketingtrsm@ryerson.ca)



LETTER



TABLOID



BANNER

# TRSM SCHOOL LOCK-UPS



We have created stacked/vertical and horizontal TRSM wordmarks for each of the TRSM schools and departments. The stacked/vertical school wordmark is the preferred wordmark to use – for internal materials and audiences. For example: faculty meeting or advisory council meeting agendas. However, the TRSM/faculty wordmark should be used whenever possible and for all externally facing documents/materials.

Only the TRSM/TRMBA wordmark can be locked up with the Ryerson logo.

Horizontal school wordmarks can be used when there is limited space and the materials are for an internal audience i.e. orientation swag.

Please consult the TRSM Marketing & Communications team with any questions regarding TRSM wordmarks.  
**[marketingtrsm@ryerson.ca](mailto:marketingtrsm@ryerson.ca)**

## TED ROGERS SCHOOL WORDMARK + SCHOOLS (STACKED VERSION)

Wordmark lock-ups build on Ted Rogers School of Management Undergraduate programs to create a stronger brand identity and unifies our faculty. This vertical or stacked wordmark treatment is the recommended version to use unless there are space or legibility issues.

The seven different faculties within The Ted Rogers School are listed here.

*These lock-ups can be found on the TRSM Brand Google drive. For access please contact TRSM marketing team:*

[marketingtrsm@ryerson.ca](mailto:marketingtrsm@ryerson.ca)

Please consult the TRSM Marketing & Communications team with any questions regarding TRSM wordmarks.

[marketingtrsm@ryerson.ca](mailto:marketingtrsm@ryerson.ca)

**TED  
ROGERS  
SCHOOL**  
Accounting  
& Finance

**TED  
ROGERS  
SCHOOL**  
Business  
Management

**TED  
ROGERS  
SCHOOL**  
Health Services  
Management

**TED  
ROGERS  
SCHOOL**  
Hospitality  
& Tourism  
Management

**TED  
ROGERS  
SCHOOL**  
Information Technology  
Management

**TED  
ROGERS  
SCHOOL**  
Retail  
Management

## TED ROGERS SCHOOL WORDMARK + BUSINESS MANAGEMENT MAJORS (STACKED VERSION)

The seven different Business Management majors within The Ted Rogers School of Business Management are listed here.

*These lock-ups can be found on the TRSM Brand Google drive. For access please contact TRSM marketing team:*

[marketingtrsm@ryerson.ca](mailto:marketingtrsm@ryerson.ca)

**TED  
ROGERS  
SCHOOL**  
Economics &  
Management  
Science

**TED  
ROGERS  
SCHOOL**  
Entrepreneurship  
& Strategy

**TED  
ROGERS  
SCHOOL**  
Law &  
Business

**TED  
ROGERS  
SCHOOL**  
Marketing  
Management

**TED  
ROGERS  
SCHOOL**  
Global  
Management  
Studies

**TED  
ROGERS  
SCHOOL**  
HR Management  
/ Organizational  
Behaviour

**TED  
ROGERS  
SCHOOL**  
Real Estate  
Management

## TED ROGERS SCHOOL WORDMARK + SCHOOLS (HORIZONTAL VERSION)

Wordmark lock-ups build on Ted Rogers School of Management Undergraduate programs to create a stronger brand identity and unifies our faculty. This horizontal version is to be used for swag items such as pens where space is limited.

The seven different schools within the Ted Rogers faculty are listed here.

*These lock-ups can be found on the TRSM Brand Google drive. For access please contact TRSM marketing team:*

[marketingtrsm@ryerson.ca](mailto:marketingtrsm@ryerson.ca)

**TED ROGERS SCHOOL**  
Accounting & Finance

**TED ROGERS SCHOOL**  
Health Services Management

**TED ROGERS SCHOOL**  
Business Management

**TED ROGERS SCHOOL**  
Hospitality & Tourism Management

**TED ROGERS SCHOOL**  
Information Technology Management

**TED ROGERS SCHOOL**  
Master of Science in Management

**TED ROGERS SCHOOL**  
Retail Management

## **TED ROGERS SCHOOL WORDMARK + BUSINESS MANAGEMENT MAJORS (HORIZONTAL VERSION)**

Wordmark lock-ups build on Ted Rogers School of Management Undergraduate programs to create a stronger brand identity and unifies our faculty. This horizontal version is to be used for swag items such as pens where space is limited.

The seven different Business Management majors within The Ted Rogers School of Business Management are listed here.

*These lock-ups can be found on the TRSM Brand Google drive. For access please contact TRSM marketing team:*

[marketingtrsm@ryerson.ca](mailto:marketingtrsm@ryerson.ca)

**TED ROGERS SCHOOL**  
Economics & Management Science

**TED ROGERS SCHOOL**  
Entrepreneurship & Strategy

**TED ROGERS SCHOOL**  
Global Management Studies

**TED ROGERS SCHOOL**  
HR Management / Organizational Behaviour

**TED ROGERS SCHOOL**  
Law & Business

**TED ROGERS SCHOOL**  
Real Estate Management

**TED ROGERS SCHOOL**  
Marketing Management

## TED ROGERS MBA WORDMARK + SCHOOLS

These Ted Rogers MBA Wordmarks help to identify the two MBA programs. They serve to create a stronger brand presence and distinguish our School's 2 MBA programs.

The two different programs within The Ted Rogers MBA are listed here.

These lock-ups can be found on the TRSM Brand Google drive.

**Stacked/vertical version is recommended unless there are space or legibility issues.**

**TED  
ROGERS  
MBA** Global

**TED  
ROGERS  
MBA** Technology  
& Innovation

---

## TED ROGERS MBA WORDMARK + SCHOOLS (HORIZONTAL VERSION)

*These lock-ups can be found on the TRSM Brand Google drive. For access please contact TRSM marketing team:*

[marketingtrsm@ryerson.ca](mailto:marketingtrsm@ryerson.ca)

**TED ROGERS MBA**  
Global

**TED ROGERS MBA**  
Technology & Innovation

## LOCK-UPS DON'TS

The following examples illustrate a few improper applications of the lock-up wordmarks.



**DO NOT** place the wordmark on backgrounds that provide little contrast or legibility.



**TED ROGERS SCHOOL**  
Law & Business

**DO NOT** change the colours of the wordmark.



**TED ROGERS SCHOOL**  
Economics &  
Management  
Science

**DO NOT** add gradients or add special effects to the wordmark (i.e. drop shadows, outlines).



**TED ROGERS SCHOOL**  
HR Management /  
Org Behaviour

**DO NOT** change the scale of relationships between the wordmark.



**TED ROGERS SCHOOL**  
Master of Science  
in Management

**DO NOT** skew, stretch or distort the wordmark.



**TED ROGERS SCHOOL**  
Economics & Management Science

**DO NOT** rotate or tilt the wordmark.



**TED ROGERS SCHOOL**  
ECONOMICS &  
MANAGEMENT  
SCIENCE

**DO NOT** retype the text or recreate the typeface of the wordmark.



**TED ROGERS SCHOOL**  
Master of Science  
in Management

**DO NOT** place the wordmark on an image without sufficient contrast.



**TED ROGERS SCHOOL**  
Economics &  
Management  
Science  
CONGRATULATES  
THE CLASS OF 2017

**DO NOT** combine or make the wordmark appear to form part of any other text or graphic.

## TRSM/TRMBA WORDMARK + RESEARCH CENTRES, INSTITUTES & LABS

Research partnerships exist between TRSM and its research centres, institutes and labs. In order to maintain the integrity of both the partnership and the School, an even hierarchy is maintained between the wordmark and the logo.

The **horizontal wordmark and the research centre logo should always have the minimum space of 3 “T’s” as the spacing between the wordmark and the research centre logo.**

In the **vertical wordmark, a separator line and 2 “T’s” height is maintained** for integrity of the partnership.

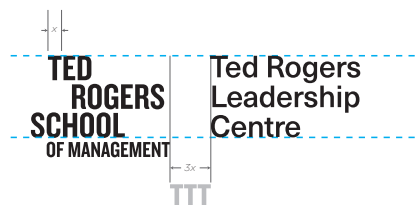
When a Research Centre is to be typeset, always use Neue Haas Unica (*please refer to page 40 typography for guidelines*). Consistent size, weight, leading is to be used to maintain standardization.

If Research Centres require a different layout, please consult with TRSM Marketing & Communications team:

[marketingtrsm@ryerson.ca](mailto:marketingtrsm@ryerson.ca)

The Ryerson University Logo should always be placed at the far left bottom corner with TRSM + Research Centre logo placed in proximity away from the RU logo towards the right side.

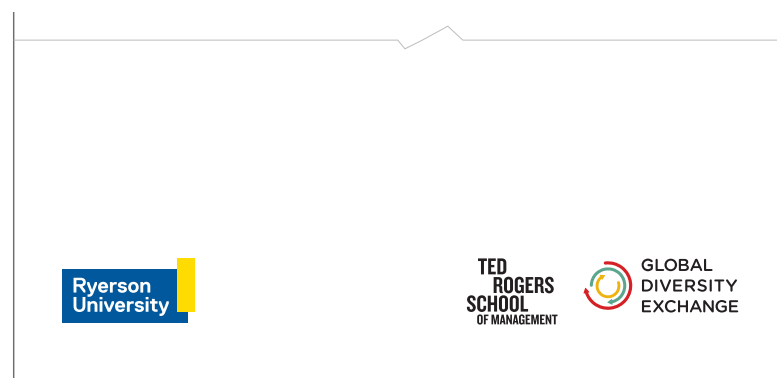
TRSM + Research Centre Typeset Horizontal Lockup



TRSM + Research Centre Logo Horizontal Lockup



RU Logo + TRSM Wordmark + Research Centre, Institute, Lab Sample Placement





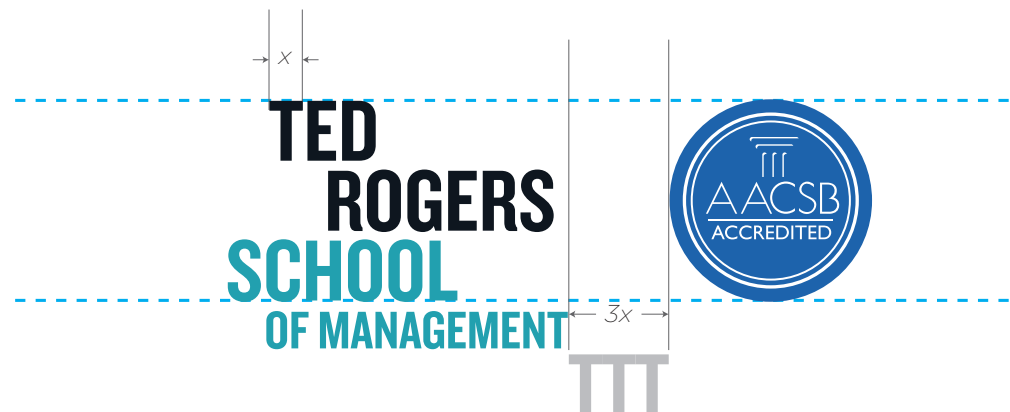
## TRSM/TRMBA WORDMARK + AACSB LOGO

Association to Advance Collegiate Schools of Business accreditation is an important identifier for Ted Rogers School of Management. It represents the School's hallmark for excellence in business education. AACSB logo is a sign of TRSM's academic rigour and faculty strength and therefore **should be included on marketing and communication materials that are directed at external audiences, who should know about our accreditation** i.e. potential students and potential employers, faculty or employees.

The AACSB logo **should also appear on any formal or 'official' materials produced by TRSM**, i.e. TRSM research reports. The AACSB logo **can appear solo on the back of materials or locked up with the TRSM wordmark** – dependent on the materials and design space.

When the AACSB logo is used, it **should appear on the right side of the wordmark with the minimum space of 3 "T's" between.**

The Ryerson University Logo should always be placed at the far left bottom corner with TRSM + AACSB logo placed in proximity away from the RU logo towards the right side.



RU Logo + TRSM Wordmark + AACSB Sample Placement



Please consult the TRSM Marketing & Communications team for advice when creating marketing materials.

[marketingtrsm@ryerson.ca](mailto:marketingtrsm@ryerson.ca)

The slide features a solid teal background. In the top right corner, there is a horizontal yellow bar. On the left side, there is a horizontal dark blue bar. At the bottom right, there is a horizontal white bar. The text "CREATIVE TOOLKIT" is centered in white, uppercase letters.

# CREATIVE TOOLKIT

## VISUAL TOOLKIT

The Ted Rogers School's Visual Toolkit of typography, photography, colours and layout grids bring our brand to life. The words you choose. The type you use. The colours, graphics and imagery you communicate with. It involves the thoughtful stewardship of each of our students, staff, faculty and partners. This section covers the specific guidelines for the use of the visual language to protect the integrity and quality inherent to our brand.

Please consult the TRSM Marketing & Communications team for advice when creating marketing materials.

**[marketingtrsm@ryerson.ca](mailto:marketingtrsm@ryerson.ca)**

## TYPOGRAPHY

Type tells a story. The right typeface used consistently, builds character.

### Headline Type

The functional flexibility of **Knockout** helps us to create a clear and consistent visual hierarchy at the display level. It's many widths and weights offers a range of voices to command attention while communicating a progressive and unique brand personality.

#### Alternative Font

When Knockout is not available and a more universally available system typeface is required, please use **News Gothic**.

#### Web Font

**Knockout is available to all CQ5 users.**

# REWARDING EDUCATION LEADS TO A PROMISING FUTURE.

### Body Type

**Neue Haas Unica** is a modern day sans serif that was designed to be different — sharper than Helvetica, warmer than Univers and cleaner than Akzidenz. It is a clean, understated and elegant face that complements our display face of Knockout. Neue Haas Unica Pro Regular is used for body copy with Italics and Bold weights used sparingly to highlight information.

**Neue Haas Unica Pro is by Monotype.** The typeface family can be purchased at <http://www.monotype.com/fonts/neue-haas-unica/>

#### Alternative Font

When Neue Haas Unica is not available and a more universally available system typeface is required, please use **Arial**.

#### Web Font

**Neue Haas Unica is available to all CQ5 users.**

**Ted Rogers School** stands for *pushing expectations* and *defying the conventional* to exceed the demands of twenty-first century business while positively impacting society.

TRSM has licences for the Marketing & Communications team and can advise you how to best incorporate/use our brand font:

[marketingtrsm@ryerson.ca](mailto:marketingtrsm@ryerson.ca)

## USAGE

Guideline for Ted Rogers School type styles are:

### Headlines

- should always be set with **Knockout HTF49 Liteweight**. And should always be in **All Caps**.
- should consist of **two colours**, PMS 7467 with black on white backgrounds, white with PMS 7467 on black backgrounds and black with white on the PMS 7467 backgrounds.
- should always have an **unconventional type arrangement** to communicate progression and movement. Avoid straight left alignments.

### Subheads

- should always be set with **Knockout HTF31 Junior Middleweight** to breakup and call attention to sub information.

### Body Copy

- should always be set with **Neue Haas Unica Pro Regular**. It is most effective when a lot of text is being communicated.
- Italics and Bold weights are used to highlight important pieces of information.

Please refer to

- *page 48-52 for creating layouts*
- *page 55-62 for sample applications*

TYPESET SAMPLE

# 1 HEADLINE SET IN KNOCKOUT HTF49 LITEWEIGHT

2 Body copy uses Neue Haas Unica Pro Regular. This paragraph uses the Regular weight at 9pt with 12pt leading. Together, Knockout and Neue Haas Unica are used in all Ted Rogers School's communication material.

## 3 Subheads set with Knockout HTF31 Junior Middleweight

Body copy here still uses Neue Haas Unica Pro Regular at 9pt with 12pt leading. The Knockout subhead is set at 12pt with 14pt leading. Both are progressive and have the

4 understated, elegant *personalities*.\*

\* Personalities here refer to, **Knockout and Neue Haas**

5 **Unica Pro** — the Ted Rogers School typefaces.

### 1 KNOCKOUT HTF49 LITEWEIGHT

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### 2 NEUE HAAS UNICA PRO REGULAR

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### 3 KNOCKOUT HTF31 JUNIOR MIDDLEWEIGHT

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### 4 NEUE HAAS UNICA PRO ITALIC

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### 5 NEUE HAAS UNICA PRO BOLD

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## COPYWRITING – VOICE

TRSM/TRMBA's copywriting should be developed with our brand platform in mind. Language, voice and tone must properly reflect our innovation and entrepreneurship spirit—pushing expectations and defying convention. Please refer to the keywords listed here as a starting point for original written content.

## BUCK CONVENTION = DEFY CONVENTION

- TRSM is **“innovation”** and **“entrepreneurship”**—pushing expectations and **defying the conventional** to positively impact society

### Our students

Problem-solver  
Collegial & collaborative  
Creative  
Skilled  
Courageous

### Our school

Contemporary  
Connected  
Urban  
Vibrant  
Energetic

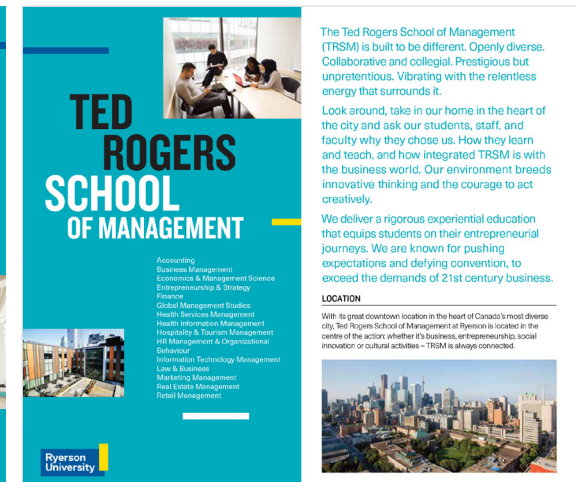
### Our values

Entrepreneurial  
Diverse  
Skilled  
Confident  
Respected  
Bold

### Refer to our previous written samples for inspiration:

- TRBOT Magazine AD
- TRSM 2016 Recruitment Brochure/ package

Please consult the TRSM Marketing & Communications team for advice when creating marketing materials.  
[marketingtrsm@ryerson.ca](mailto:marketingtrsm@ryerson.ca)



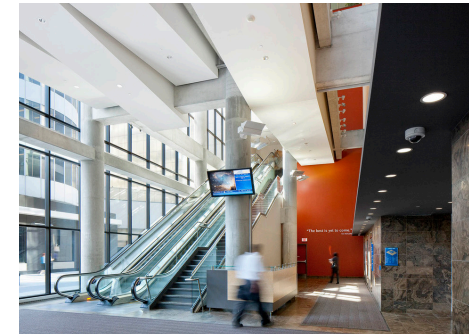


## PHOTOGRAPHY STYLE

TRSM/TRMBA's photography style has been developed with our brand platform in mind and inline with Ryerson's brand standards on photography. It is about visualizing innovation and entrepreneurship—pushing expectations and defying convention. This is shown through a more honest and authentic approach that is documentary in style.

All photography must properly reflect the brand personality and style. When shooting or sourcing photographs, please refer to the keywords listed below:

- Candid and real
- Focus on action and innovation
- Context is king: use wide shots with a deep depth of field
- Straight-on angles
- Diverse mix of portraits, city scenes and campus locations
- Unfiltered, authentic colour and natural contrast



## PHOTOGRAPHY STYLE – DON'TS

In order to maintain a consistent brand message it is important to avoid the following techniques in photography.



**TRY TO AVOID** using imagery that features legacy TRSM branding.



**DO NOT** use photographs that are dramatically angled.



**DO NOT** use photographs that appear staged and inauthentic.



**DO NOT** use photographs that appear staged and inauthentic.



**DO NOT** use photographs that are overly stylized or abstract.



**DO NOT** use images generated from a mobile device/low-end camera or found images on Instagram.



**DO NOT** use images with an obvious shallow depth of field.



**AVOID** isolating subjects from their visual context.



# COLOUR

## Colour Palettes

Colour plays a major role in our brand expression. Our palette of colours asserts our distinctiveness and differentiates us from our competitors.

### Why Teal?

Our main teal colour is fresh, modern and contemporary. It is a forward-looking colour which is true to our brand platform.


The primary and secondary palettes have been selected from the master Ryerson brand colour palette and developed to work together effectively. It is never advised to use a tint or tonal percentage of a colour.

## Pantone Values


Be sure that colour fidelity is strictly maintained across all communications. To ensure consistency, use the Pantone Matching System (PMS) formulas provided here. Two Pantone values are associated with the colours; C (coated) for use on print applications on a coated paper stock and for an uncoated paper stock refer to U (uncoated) value.

They have been carefully selected to achieve optimum results across print and digital media.


### PRIMARY PALETTE




Pantone Uncoated  
Black 6U (double hit)



Pantone Coated  
Black 6C




Four-Colour Printing  
**C 0 M 0 Y 0 K 100**




On-Screen  
**R 0 G 0 B 0**


Use as the main colour for TRMBA materials




Pantone Uncoated  
7467U



Pantone Coated  
7467C




Four-Colour Printing  
**C 100 M 0 Y 30 K 0**




On-Screen  
**R 0 G 163 B 173**


Use as the main colour for Undergrad materials



White




Four-Colour Printing  
**C 0 M 0 Y 0 K 0**




On-Screen  
**R 255 G 255 B 255**


### RYERSON PALETTE




Pantone Uncoated  
2935U




Pantone Coated  
2945C




Four-Colour Printing  
**C 100 M 60 Y 0 K 15**




On-Screen  
**R 0 G 76 B 155**




Pantone Uncoated  
108U



Pantone Coated  
109C



Four-Colour Printing  
**C 0 M 10 Y 100 K 0**



On-Screen  
**R 255 G 220 B 0**

\*Colours will shift depending on digital reproduction with different laser printers.

# COLOUR

## Secondary Palette

This palette has been carefully selected from the Ryerson palette that complements TRSM's primary and secondary palettes, while matching them in intensity and vibrance. It is never advised to use a tint or tonal percentage of a colour.

## School Colour Reference

A colour has been chosen to create a stronger presence for each TRSM school and departments. Please use them accordingly on materials with the primary palette.

School	Colour
SBM	2985C
SAF	563C
ITM	272C
HTM	272C
HSM	563C
RM	2603C
BCH	109C
ASC	152C
TRMBA	Black
Executive Education	2603C
Professional Master's Diploma	Black
MScM	7467C

## SECONDARY PALETTE

 Pantone Uncoated 2985U  Pantone Coated 2985C  Four-Colour Printing <b>C 60 M 0 Y 0 K 0</b>  On-Screen <b>R 91 G 194 B 244</b>	 Dark Grey Four-Colour Printing <b>C 0 M 0 Y 0 K 40</b>  On-Screen <b>R 153 G 153 B 153</b>	 Light Grey Four-Colour Printing <b>C 0 M 0 Y 0 K 15</b>  On-Screen <b>R 217 G 217 B 217</b>
 Pantone Uncoated 287U  Pantone Coated 288C  Four-Colour Printing <b>C 100 M 70 Y 0 K 40</b>  On-Screen <b>R 0 G 45 B 114</b>	 Pantone Uncoated 563U  Pantone Coated 563C  Four-Colour Printing <b>C 55 M 0 Y 30 K 0</b>  On-Screen <b>R 107 G 191 B 174</b>	 Pantone Uncoated 272U  Pantone Coated 272C  Four-Colour Printing <b>C 60 M 55 Y 0 K 0</b>  On-Screen <b>R 116 G 116 B 193</b>
 Pantone Uncoated 2603U  Pantone Coated 2603C  Four-Colour Printing <b>C 70 M 100 Y 0 K 0</b>  On-Screen <b>R 121 G 32 B 130</b>	 Pantone Uncoated 152U  Pantone Coated 152C  Four-Colour Printing <b>C 0 M 60 Y 100 K 0</b>  On-Screen <b>R 255 G 114 B 0</b>	 Pantone Uncoated 397U  Pantone Coated 397C  Four-Colour Printing <b>C 15 M 2 Y 100 K 15</b>  On-Screen <b>R 191 G 190 B 0</b>

## SOCIAL MEDIA ICON

For social media channels, acronyms for The School's wordmarks have been developed. These icons are to be used for The School's social media channels only.

Minimum size for the social media icon is 30 pixels wide.

Each TRSM school/department has chosen a specific colour from the TRSM colour palette.

*Schools/department colours and specifications can be found on the TRSM Brand Google drive. For access please contact TRSM marketing team:*

[marketingtrsm@ryerson.ca](mailto:marketingtrsm@ryerson.ca)

### SOCIAL MEDIA ICON EXAMPLES

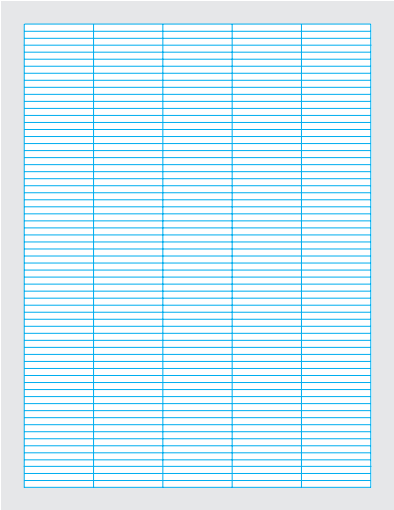


LAYOUT GRIDS

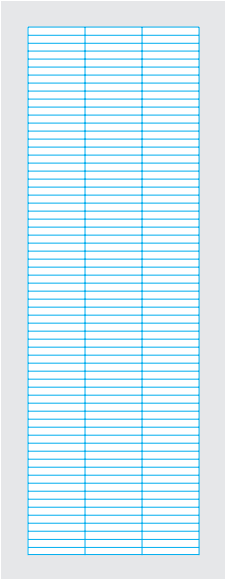
These grids take the most common layout sizes to establish an underlying structure for you to begin to create a great looking layouts. They are constructed with the intention that they will be stretched and modified to perfectly fit each individual document size.

*These grids can be found on the TRSM Brand Google drive. For access please contact TRSM marketing team.*

Please consult the TRSM Marketing & Communications team for advice when creating marketing materials.  
**marketingtrsm@ryerson.ca**



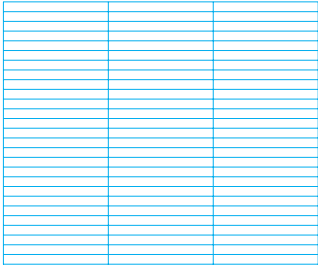
STANDARD VERTICAL GRID



NARROW VERTICAL GRID



LONG HORIZONTAL DIGITAL GRID



SQUARE HORIZONTAL DIGITAL GRID

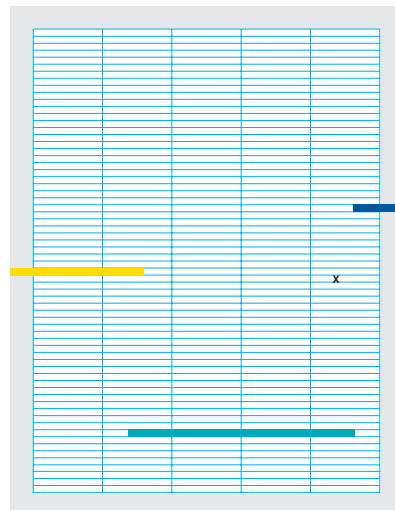
## GRAPHIC DEVICE

### Usage

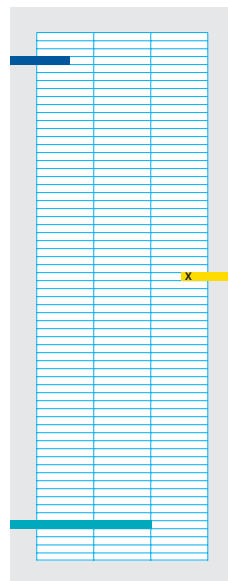
TRSM uses a graphic device that consists of horizontal lines in our brand's primary colours to add visual interest. The graphic lines unite our toolkit elements and creates a distinct visual language separate from but related to the university's graphic style.

In the layout these lines create visual interest through balance and movement. They create a dynamic effect on the layout grid by counter-balancing headline copy and photography. With thoughtful usage, these lines communicate our progressive and unique brand personality.

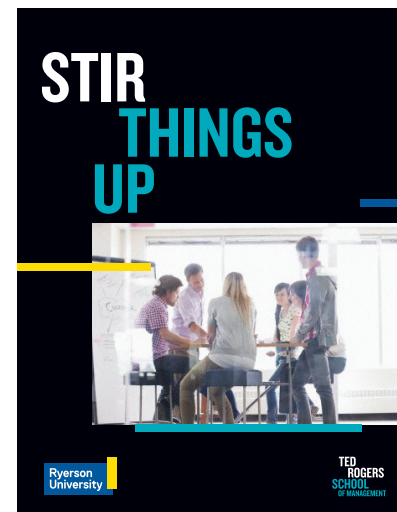
The **graphic device** is created based on **one x-height of upper case Neue Haas Unica bold of the layout grid (refer to page 51 for layout grid usage)**. They can be any length horizontally along the grid. They can also sit at any height on the grid. These lines should be used as an accent to highlight the content within the layouts. Never use more than 3 lines per layout page to avoid clutter.



STANDARD VERTICAL GRID



SAMPLE LAYOUT



## HEADLINE STYLES & COPY

### Headlines

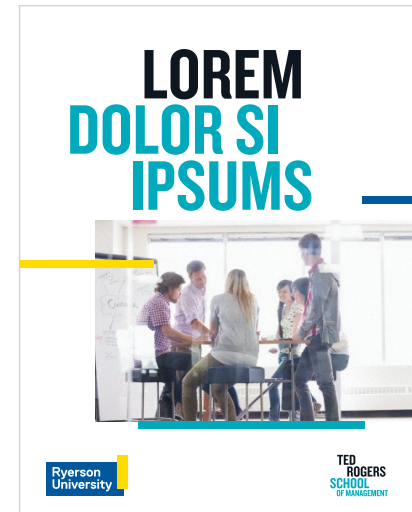
- Headlines should always be set with **Knockout HTF49 Liteweight**.
- Always set in **ALL CAPS**.
- They mirror the style created for TRSM's wordmarks, hence they should always have an **unconventional type arrangement** to communicate progression and movement.

### Interior Copy

- Subheads should always be set with **Knockout HTF31 Junior Middleweight** to breakup and call attention to sub information.
- Body copy should always be set with **Neue Haas Unica Pro Regular**. It is most effective when a lot of text is being communicated.
- *Italics* and **Bold** weights are used to highlight important pieces of information.

Please refer to **page 40, 41 on Typography Usage** for hierarchy in setting type.

#### HEADLINE EXAMPLE



#### INTERIOR PAGE COPY EXAMPLE



#### MAGAZINE AD SAMPLE

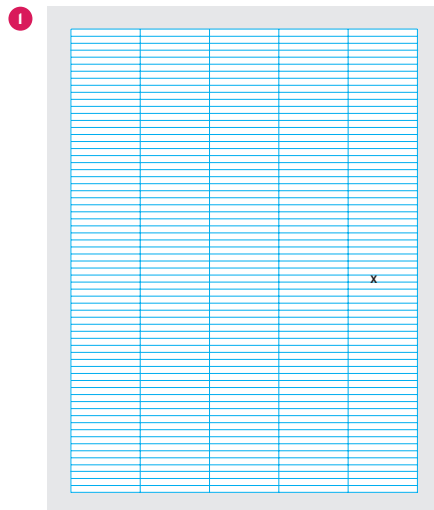


#### DIGITAL AD SAMPLE

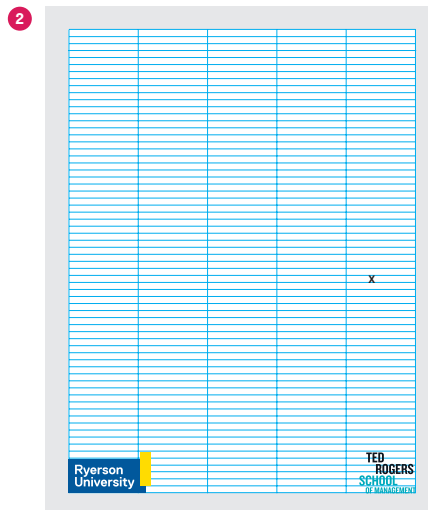


## CREATING A LAYOUT

Here's a step by step to creating a great looking layout.



APPLY GRID



APPLY WORDMARK



APPLY HEADLINE / APPLY BACKGROUND COLOUR



APPLY PHOTO / APPLY GRAPHIC DEVICE



COMPLETED LAYOUT

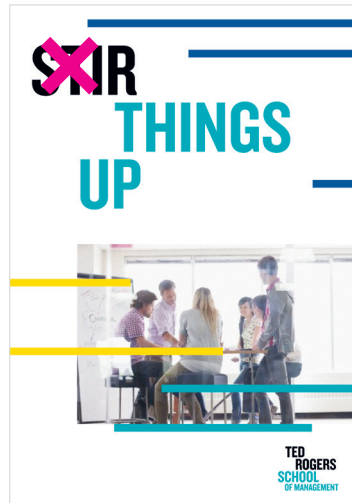
## LAYOUT DON'TS

### Don'ts

Please avoid the following techniques for the layouts and graphic device.

Please consult the TRSM Marketing & Communications team for advice when creating marketing materials.

[marketingtrsm@ryerson.ca](mailto:marketingtrsm@ryerson.ca)



**DO NOT** complicate layouts with excessive use of the graphic device. Please keep a maximum of 3 graphic lines.



**DO NOT** change the orientation of the lines to vertical.



**DO NOT** centre headline text and overlay onto photography.



**DO NOT** left align/right align headline text.



The background is a solid teal color. There are three decorative horizontal bars: a yellow bar in the top right corner, a dark blue bar on the left side, and a white bar in the bottom right corner.

# APPLICATIONS & INSPIRATION

## APPLICATIONS & INSPIRATION

When it comes to developing a brand voice for the Ted Rogers School of Management, consistency is a key.

Using the brand system in a consistent manner will build credibility for the brand, speed recognition, differentiate us from the competition and ultimately communicate our confidence.

The following pages illustrate how our brand can be implemented in various application contexts.

Please consult the TRSM Marketing & Communications team for advice when creating marketing materials.

**[marketingtrsm@ryerson.ca](mailto:marketingtrsm@ryerson.ca)**

SAMPLE MOCKUP – PRINTED PIECES



REPORT COVER



MAGAZINE AD

## SAMPLE MOCKUP – COLLATERAL PIECES



BUSINESS CARD MOCKUP



MUG MOCKUP

SAMPLE MOCKUP – COLLATERAL PIECES



HOODIE MOCKUP



T SHIRT MOCKUP



SAMPLE MOCKUP – COLLATERAL PIECES



LANYARD MOCKUP



TRSM LAPEL PIN MOCKUP



TRMBA LAPEL PIN MOCKUP

SAMPLE MOCKUP – LARGE FORMAT PIECES

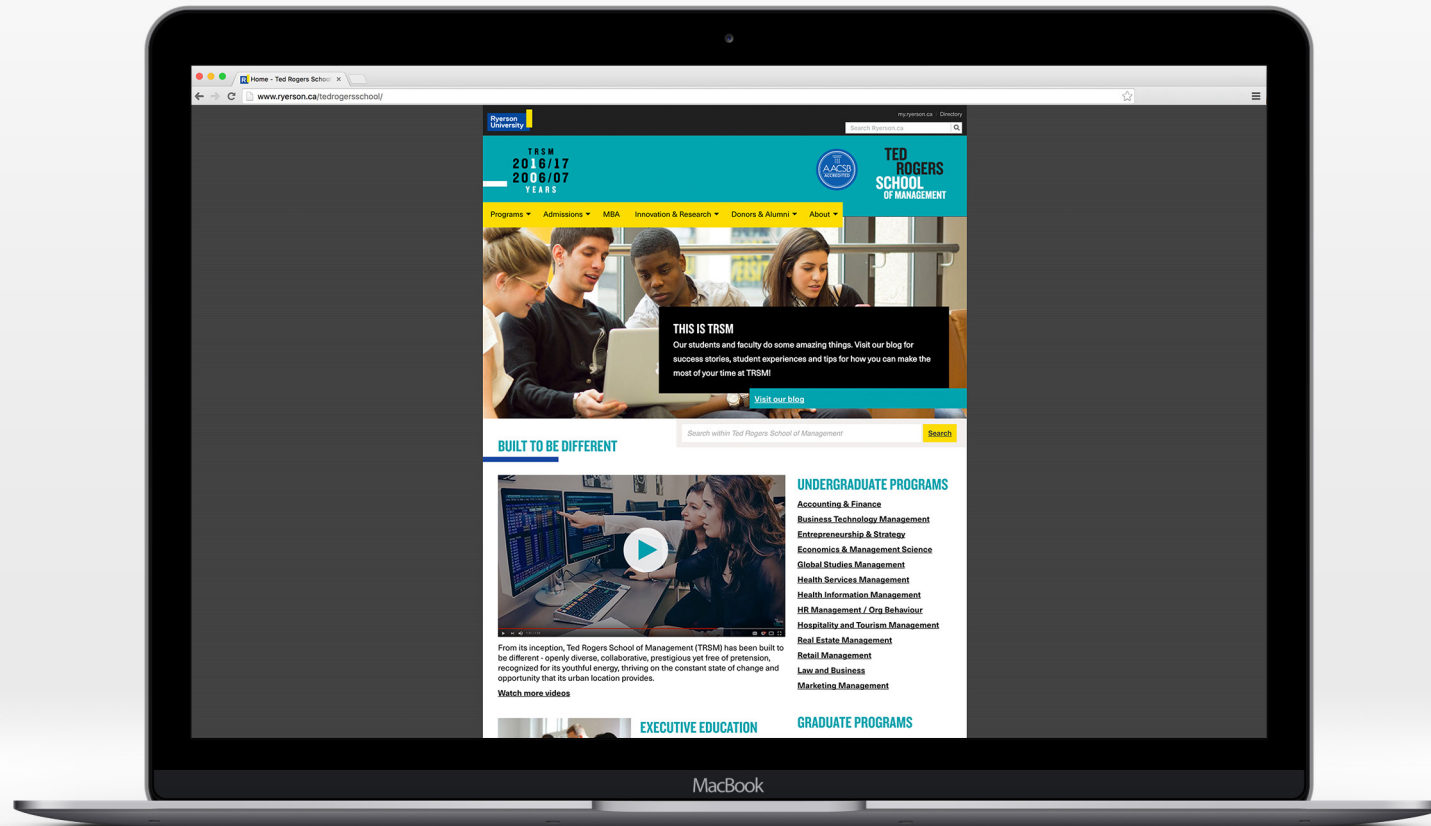


TRANSIT SHELTER AD MOCKUP



SUBWAY POSTER MOCKUP

# SAMPLE MOCKUP – WEBSITE LANDING





SAMPLE MOCKUP – ONLINE ADVERTISING

IPSUM  
IPSUM  
EGAT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam maximus porta malesuada.

Ryerson University

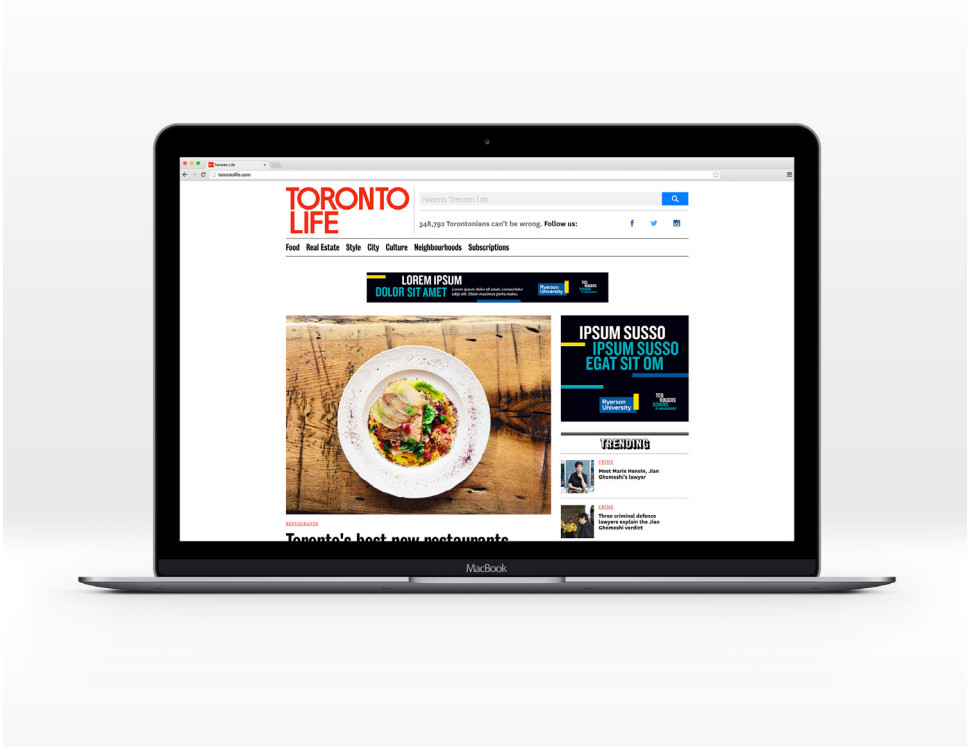
TED ROGERS SCHOOL OF MANAGEMENT

MARKING OUR 10TH ANNIVERSARY WITH A BOLD NEW NAME: TED ROGERS MBA.

Learn More

Ryerson University

TED ROGERS MBA

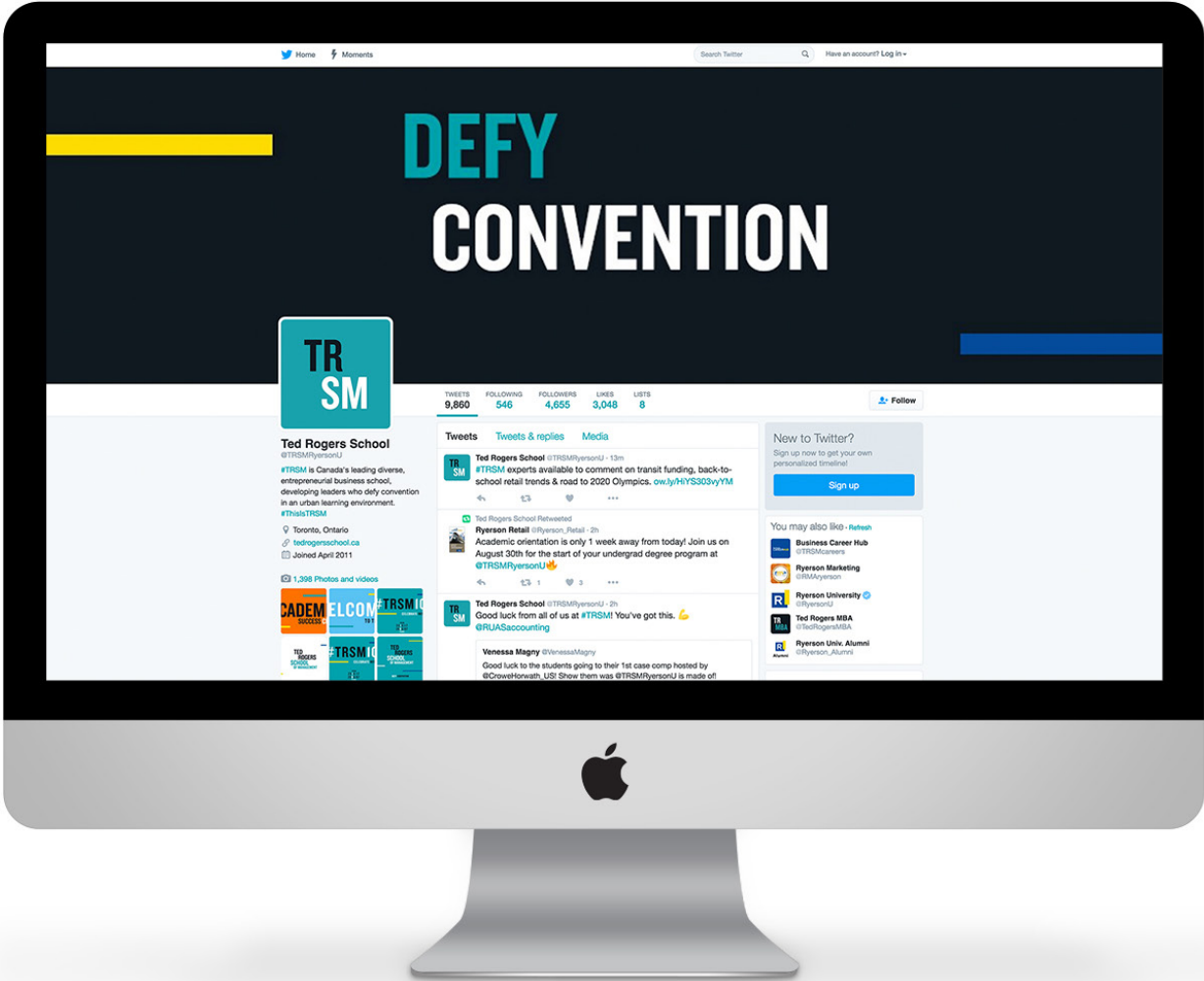


OUR NEW NAME MEANS BUSINESS: WE ARE NOW THE TED ROGERS MBA.

Learn More

Ryerson University

TED ROGERS MBA



## VIDEO GUIDELINES

### Camera Positioning

When shooting a subject, multiple camera angles add interest and allow for easier editing. Use one wider angle **A** and one tighter angle **B** to provide a shift in scale, as illustrated in the diagram.

### Lighting

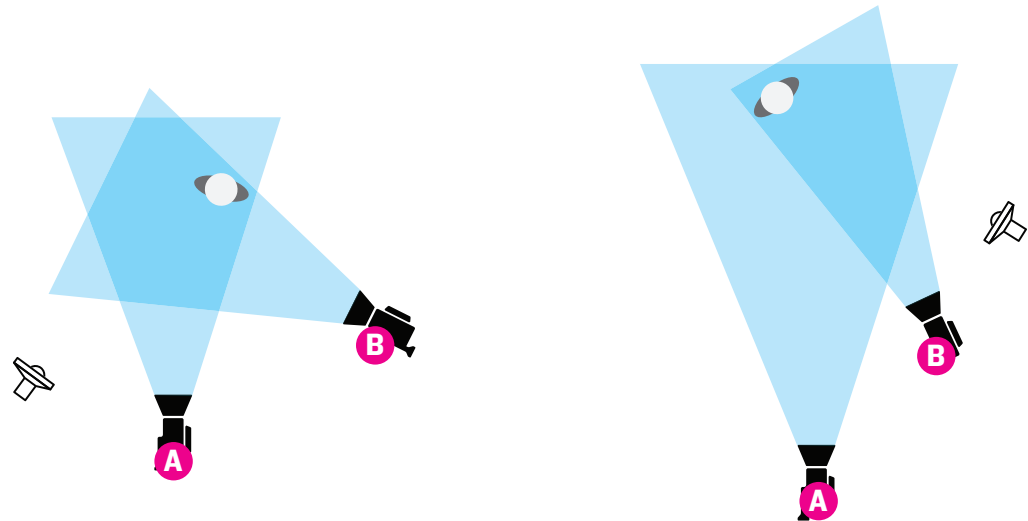
Lighting is essential to creating a high quality video. Good lighting establishes good shapes and provides a reasonable contrast for the subject(s). Avoid dramatic shadows and use even lighting to convey even skin tones.

### Environmental Backgrounds

A good background establishes visual interest in a shot without complicating the frame. Take care to avoid cluttered objects in the background, as they may add unnecessary noise to the video. Try to convey a sense of the openness and focus on the subject and background as a whole and not on the details.

Please consult the TRSM Marketing & Communications team for advice when creating marketing materials.

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## VIDEO GUIDELINES – PLACEMENT OF BRAND WORDMARK

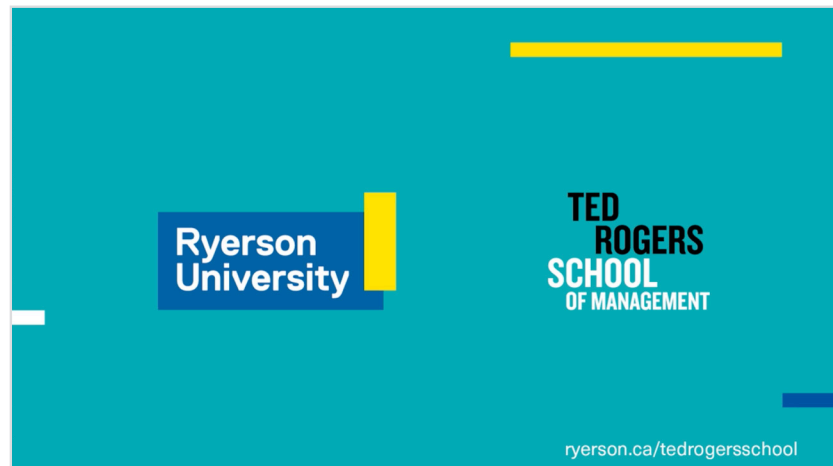
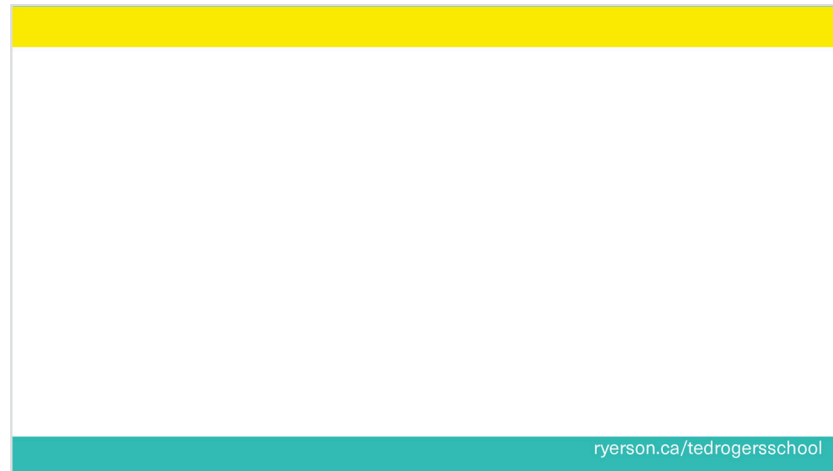
### Placement of Wordmark

It is important to apply our Ryerson Logo and Ted Rogers School of Management wordmark on all of the videos we produce. This creates a unified brand presence to continue to strengthen our reputation as innovative and entrepreneurship thinkers.

Ideally the wordmark and Ryerson Logo should end the video on the last frames as a signoff.

SAMPLE ANIMATED SEQUENCE

USAGE OF FIELD OF COLOURS TO REVEAL WORDMARK



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