The Faculty of Information at the University of Toronto is one of the world’s most important information and knowledge management schools. We study information, and we ask tough questions for the benefit of society and our students. Located in the heart of Canada’s most diverse and dynamic city, our programs are led by leading researchers and faculty across multiple disciplines and result in exceptional research and career opportunities.

We are the centre for information professions and we are leading research that matters.

This document has been developed to provide specific guidelines for creating promotional materials for the Faculty of Information. Adherence to this visual standards guide will ensure consistent and effective presentation of the Faculty’s new brand to both internal and external audiences.
Faculty Signature

The Faculty of Information signature adheres to the standard format used for all University of Toronto academic departments and should not be altered in any way.

There are three versions of the signature: colour, black and white (reversed). The Faculty signature is available in EPS, JPEG and PNG file formats.

Pantone® Blue 655 (also available in 4-colour CMYK version)

Black

White or reversed (for use on black or dark backgrounds)
Colours

The Faculty of Information colour palette consists of the University of Toronto’s official colour, Pantone® 655 (dark blue), and six secondary colours. In faculty colour documents, Pantone® 655 must be the dominant colour. The secondary colours may be used to complement or contrast Pantone® 655.

The table below indicates the official Faculty of Information colours, as well as how to replicate these colours in different situations.

<table>
<thead>
<tr>
<th>PRINT</th>
<th>DIGITAL MEDIA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pantone® 655</strong></td>
<td>C:100 M:79 Y:12 K:59</td>
</tr>
<tr>
<td><strong>Pantone® 122</strong></td>
<td>C:0 M:11 Y:80 K:0</td>
</tr>
<tr>
<td><strong>Pantone® 186</strong></td>
<td>C:2 M:100 Y:85 K:6</td>
</tr>
<tr>
<td><strong>Pantone® 633</strong></td>
<td>C:98 M:6 Y:10 K:29</td>
</tr>
<tr>
<td><strong>Pantone® 412</strong></td>
<td>C:52 M:59 Y:45 K:90</td>
</tr>
<tr>
<td><strong>Pantone® 631</strong></td>
<td>C:74 M:0 Y:13 K:0</td>
</tr>
<tr>
<td><strong>Pantone® Warm Red</strong></td>
<td>C:0 M:83 Y:80 K:0</td>
</tr>
</tbody>
</table>

The standards used to determine colours are those of the Pantone® Matching System (PMS) in the current Pantone® colour guides. Although the colours shown in this guide are intended to best match Pantone® Colour standards, please refer to a Pantone® Colour specifier for precise matching.
Typography

The official typefaces for the Faculty of Information are Bembo, Trade Gothic, and Trade Gothic LH Bold Extended (Only regular cuts are shown below. All weights including italics are permitted).

Bembo

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Condensed no.18

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Bold Condensed no.20

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic LH Bold Extended

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
Wordmark Lockup

The Faculty of Information wordmark lockup is a specifically drawn setting of the faculty and university name that may be used as a secondary identifier on faculty promotional materials.

It is not an alternative or substitute for the faculty signature (page 2), and should never be used without, or in place of, the faculty signature. See sample applications on page 10 for appropriate usage of the wordmark lockup.

There are four colour versions and one grayscale version of the wordmark lockup (two positive and two reversed) in both two-line and four-line versions. The wordmark lockup is available in EPS, JPEG and PNG file formats.

Two-line wordmark lockup (positive) Two-line wordmark (reversed)

Four-line wordmark lockup (positive) Four-line wordmark lockup (reversed)
Mosaic Pattern

The Faculty of Information mosaic pattern was developed as a background texture to be used on faculty materials. The pattern is inspired by the unique geometric architecture of the faculty's home at the John P. Robarts Research Library. Its colours are derived from the university's colour palette.

Examples of correct and incorrect usage of the mosaic pattern can be found on page 7. Examples of how to incorporate the pattern into faculty materials can be found in the Sample Applications on page 10.

The mosaic pattern is a specifically drawn, original piece of artwork and should never be recreated or modified in any way. It is available in EPS, JPEG, and PNG file formats.

The mosaic pattern is also available in grayscale version, in EPS, JPEG, and PNG file formats.

The mosaic pattern is inspired by the geometric architecture of the John P. Robarts Research Library.
Mosaic Pattern Usage

It is acceptable to crop the pattern.

It is not acceptable to stretch or compress the pattern.

It is acceptable to rotate the pattern in 90 degree increments.

It is not acceptable to rotate the pattern in non-90 degree increments.

It is acceptable to place the pattern on Pantone® 655 (UofT dark blue).

It is not acceptable to place the pattern on coloured backgrounds that are not part of the official faculty colour palette.
Tagline

The Faculty of Information tagline is “We study Information.” It may be used on faculty promotional materials wherever it is deemed appropriate.

The tagline should be typset in Trade Gothic LH Bold Extended (as seen below) and coloured using the faculty colour palette (page 3), preferably in yellow (Pantone® 122).

We study Information. — One-line setting

We study Information. — Two-line setting

The faculty tagline should be typeset in Trade Gothic LH Bold Extended, using either of the above settings. The word “study” is not capitalized. A period should always be included.

Examples of tagline usage (poster and memory card)
iSchools Logo

As the Faculty of Information is a member of the iSchools association, it may be necessary to include the iSchools logo on some promotional materials. The iSchools logo should be supported by its supplementary text, reinforcing the affiliation between the iSchools Caucus and the Faculty of Information and distinguishing them as separate entities.

The iSchools logo is available in red, black and reversed (white) versions. It should be supported by its supplementary text, as shown above.

Sample viewbook introductory spread showing iSchools logo and supplementary text.
Sample Applications
Sample Applications

Below are examples of faculty promotional materials showing appropriate usage of the faculty signature, typography, tagline, wordmark lockup, and mosaic pattern.

Viewbook Cover

Print Ad

Coffee Mug

Notebook

Tagline used as headline.
Sample Applications

Welcome Signage

PowerPoint Template

Website Homepage