

# VISUAL IDENTITY AND STYLE GUIDE

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## OFFICIAL NAME

The name of the academic unit is “The Ontario Institute for Studies in Education of the University of Toronto” in English and “Institut d’études pédagogiques de l’Ontario de l’Université de Toronto” in French until the name is changed by the University.

## SIGNATURE



### GENERAL USE

- You may only use this artwork for this purpose agreed between us
- The University of Toronto signature is our legal and registered trademark. As such, it should be protected and its use, controlled. The U of T signature must always appear exactly as designed and must never be altered in any way
- U of T's signature consists of two elements – the crest and the wordmark. These two elements may only appear together as part of the full University of Toronto signature – i.e. neither the crest nor the wordmark may be used on its own
- Any U of T signature may only appear in U of T blue (Pantone 655 or equivalent) or black. It may never appear in any other colour. When reversed or knocked out, it may only appear out of U of T blue or black, or a tint of 60% or higher of these
- The width of the crest within the signature must never appear smaller than 0.25". As the signature may not be altered in any way, the dimension of the wordmark will fall out proportionately from that
- A minimum margin of clear space must be left around the signature. The clear space must be equal to the height of the words 'University of'

### WEB

- The signature should appear top left aligned on the webpage
- The height of the crest must be a minimum of 80 pixels
- A minimum margin of clear space must be left around the signature. The clear space must be equal to the height of the words 'University of'

### PRINT

- The signature should appear bottom left aligned on print material
- The width of the crest must be a minimum of 0.25"
- A minimum margin of clear space must be left around the signature. The clear space must be equal to the height of the words 'University of'






# VISUAL IDENTITY AND STYLE GUIDE

## SIGNATURE

### Signature (formerly referred to as the logo)

What is the current OISE signature?

The current signature was established in 2008, and replaces all previous logos.

New Signature	
	OISE Signature <i>Established 2008</i>
Old Logos	
	Interim Centennial Logo <i>Established 2006</i>
	OISE/UT Logo <i>Established 1996</i>
-OR- 	
	OISE/UT Crest Logo <i>Established 1994</i>

Here are some examples of **appropriate** and **inappropriate** uses:

Appropriate uses	
	Top left aligned on webpages
	Bottom left aligned on print material
	Minimum white space around logo See Style Guide
Inappropriate uses	
	Altered design or colours
	Stretched, skewed or shrunk

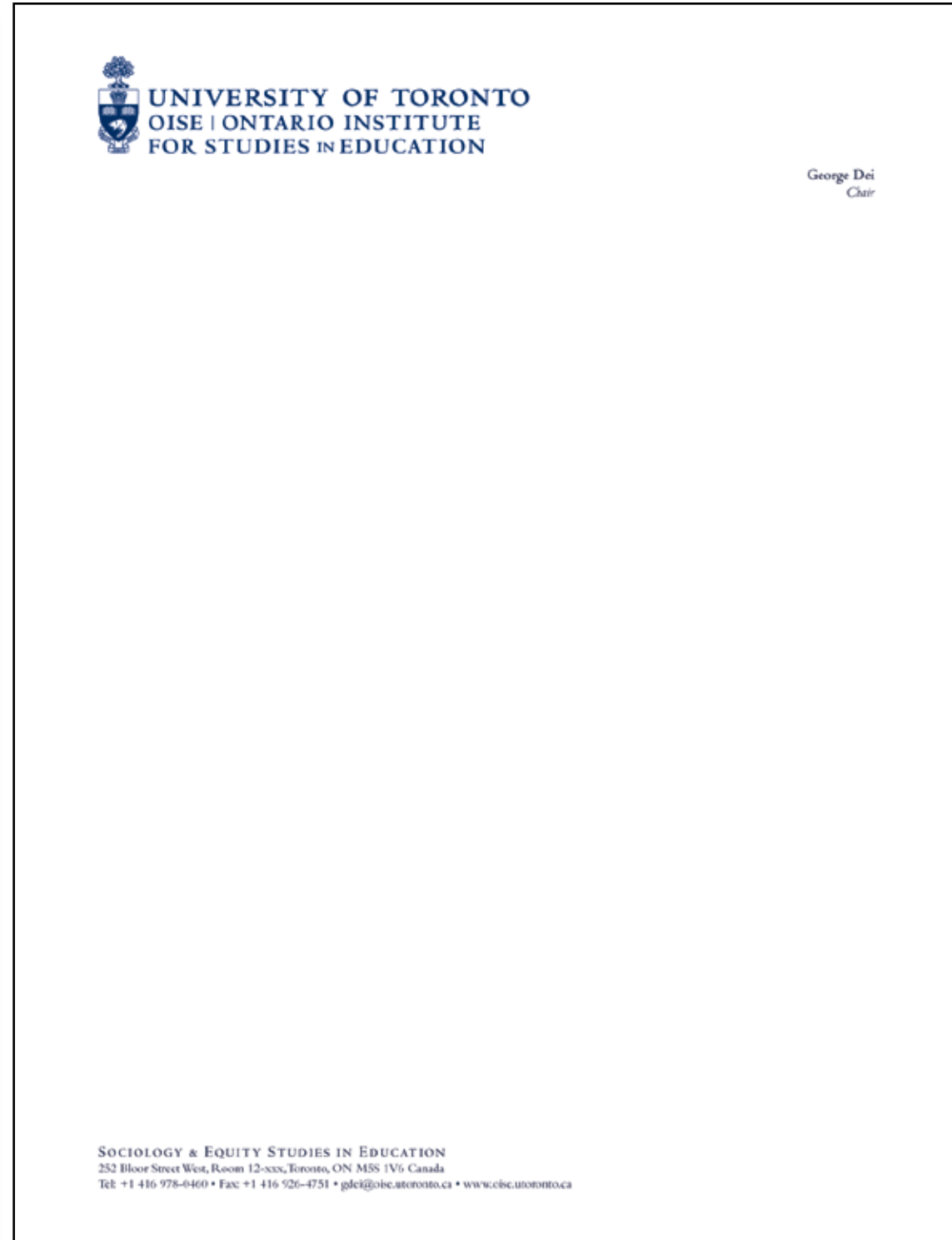
# VISUAL IDENTITY AND STYLE GUIDE

## STATIONERY

Established 2008



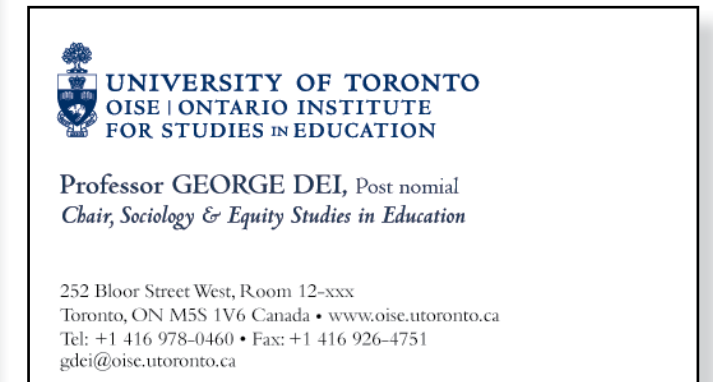
Letterhead - Administration



Letterhead - Academic



Business Card - Administration

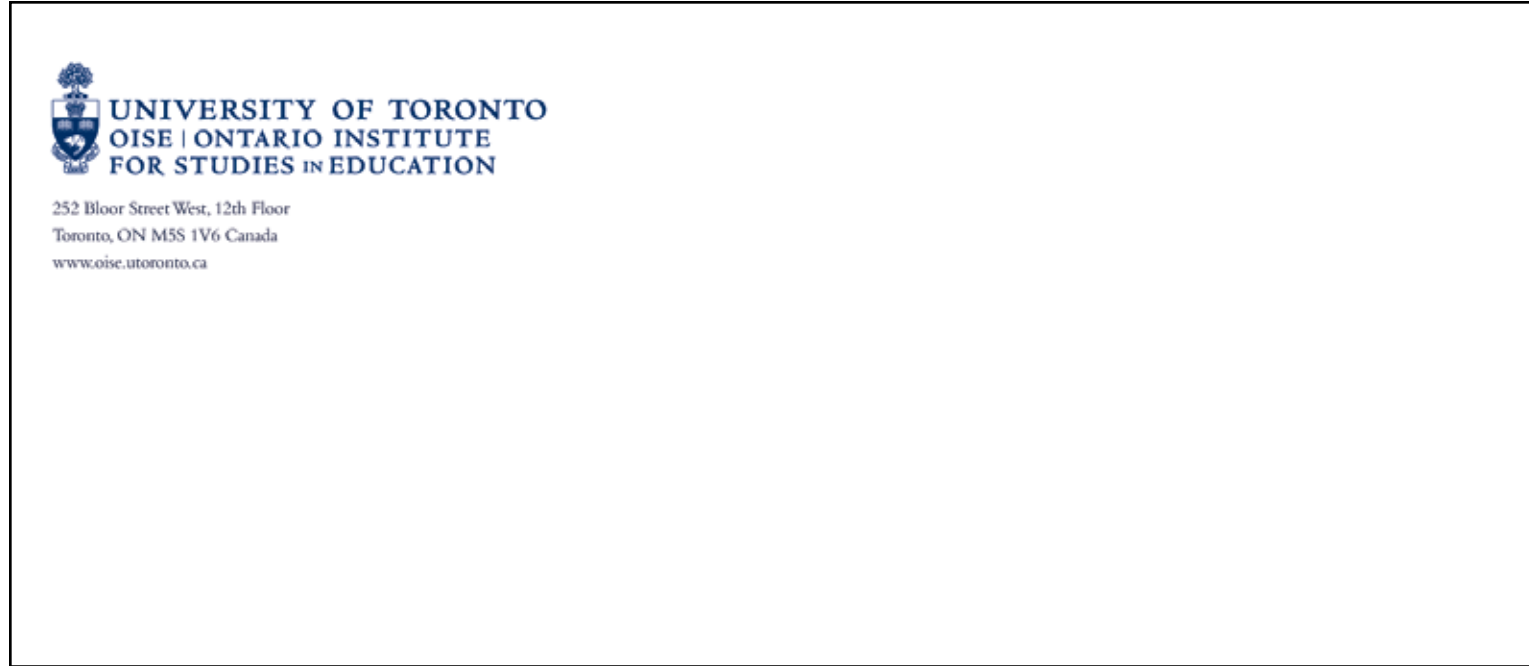


Business Card - Academic

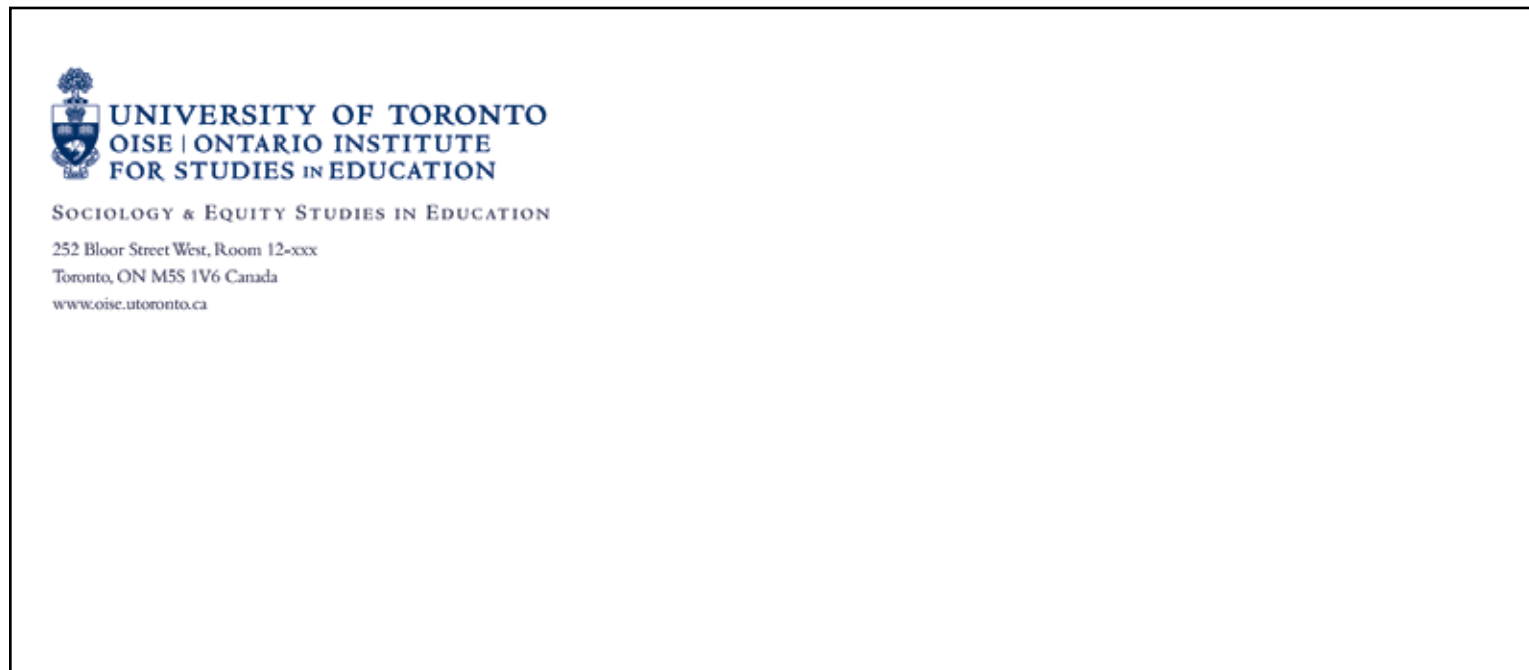
# VISUAL IDENTITY AND STYLE GUIDE

## STATIONERY

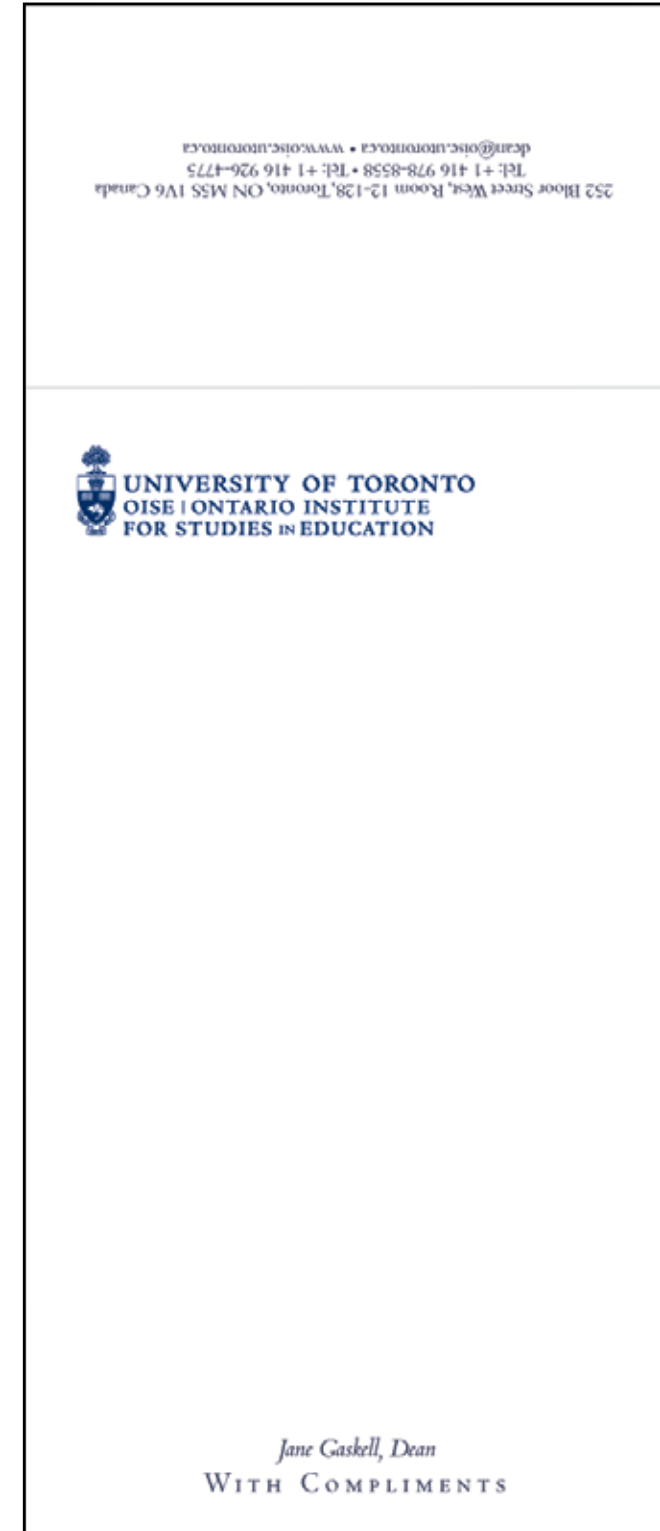
Established 2008



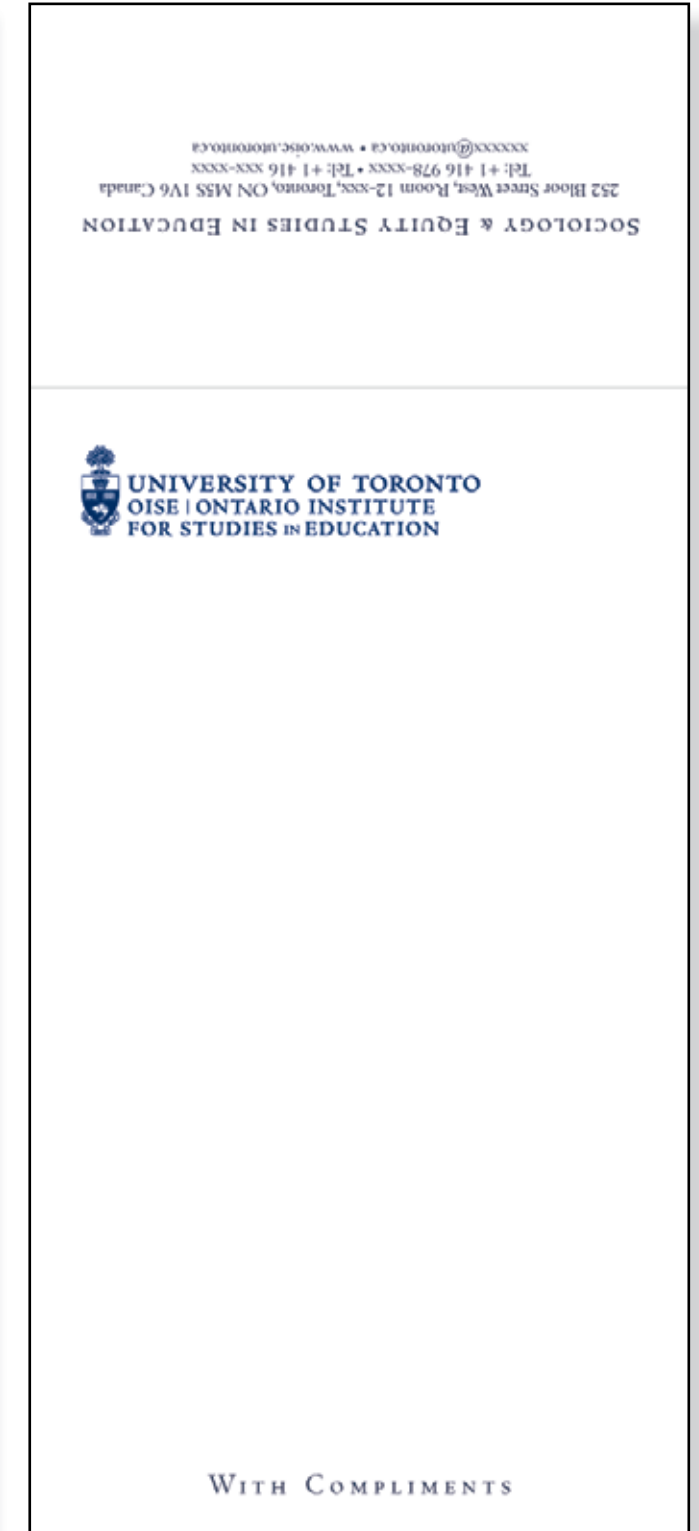
Letterhead - Administration



Letterhead - Academic



With Compliments Card - Administration



With Compliments Card - Academic

# VISUAL IDENTITY AND STYLE GUIDE

## MESSAGING

2006 – Institutional Tagline Established

**INSPIRING EDUCATION** | oise.utoronto.ca

2008 – About OISE Boilerplate Established

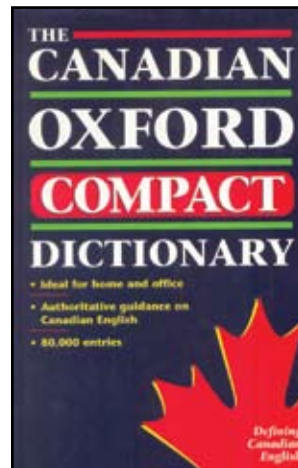
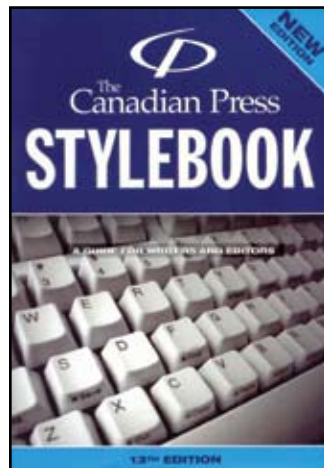
OISE is known as an international leader in the research, teaching and study of issues that matter in education.

This community of scholars has the breadth, the depth and the resources to make a huge difference to a world where education will be at the centre of Canada's ability to compete economically, to create social cohesion and to provide the opportunities students need to make a difference.

For more than a century, our institution has truly transformed education in Ontario through the teaching of teachers, research, graduate studies and through our leadership in educational policy and its impact on practice around the world.

Our commitment is to ensure the extraordinary synergy between theory and practice continues to grow.

## Writing and Editing Standards



About OISE boilerplate as seen in Media Release



FOR IMMEDIATE RELEASE  
April 24, 2008

### Teaching populations lacks diversity

There were hardly any teachers of colour when Smriti Mehta was a secondary student in Oakville. Smriti is of East Indian origin and now a first year teacher in a diverse middle school in the Toronto District School Board (TDSB) and a graduate of OISE's Inner City Option and sees the importance of having a diverse teaching population.

"Students may have more chance for success if they have a diversity of experiences and teachers during their schooling, especially students who are already marginalized due to race or ethnicity," she says. "Having teachers of different ethnic backgrounds helps students relate culturally as well as academically."

Belinda Longe, an instructor at the Ontario Institute for Studies in Education (OISE) agrees and is helping Smriti promote change. They belong to a group called the Future Teachers Initiative at OISE. The group is focused on providing outreach to groups that are underrepresented in the teaching profession in Ontario. One of their initiatives is to bring students from inner city schools to the U of T campus. On April 30th, 2008 eighty middle school students from across the TDSB are coming to an open house to learn more about how to become a teacher and attending university in general.

"We need to make a concerted effort to reach out to a more diverse group of prospective teachers," Longe says. "We also need to be proactive in removing systemic and institutional barriers that prevent access to post-secondary education and faculties of education for visible minorities."

In this vein, Longe is actively encouraging students from underrepresented groups to apply to the concurrent and consecutive initial teacher education programs. "There are likely a number of factors that contribute to the lack of diversity in the teaching population and in the faculties of education across Ontario. We need a focused effort from all stakeholders to change the demographics of teaching and make the teaching population more reflective of the student population."

*OISE is an international leader in the research, teaching, and study of issues that matter in education. For more than a century, our institution has truly transformed education in Ontario through the teaching of teachers, research, graduate studies, and through our leadership in educational policy and its impact on practice around the world. Our commitment is to ensure the extraordinary synergy between theory and practice continues to grow.*

Jennifer Sipos-Smith  
416-978-1127

jsipossmith@oise.utoronto.ca

**INSPIRING EDUCATION** | oise.utoronto.ca

252 Bloor Street West, Room 12-128, Toronto, ON M5S 1V6 Canada  
Tel: +1 416 978-8558 • Fax: +1 416 926-4775 • dean@oise.utoronto.ca • www.oise.utoronto.ca

# VISUAL IDENTITY AND STYLE GUIDE

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## PHOTOGRAPHY

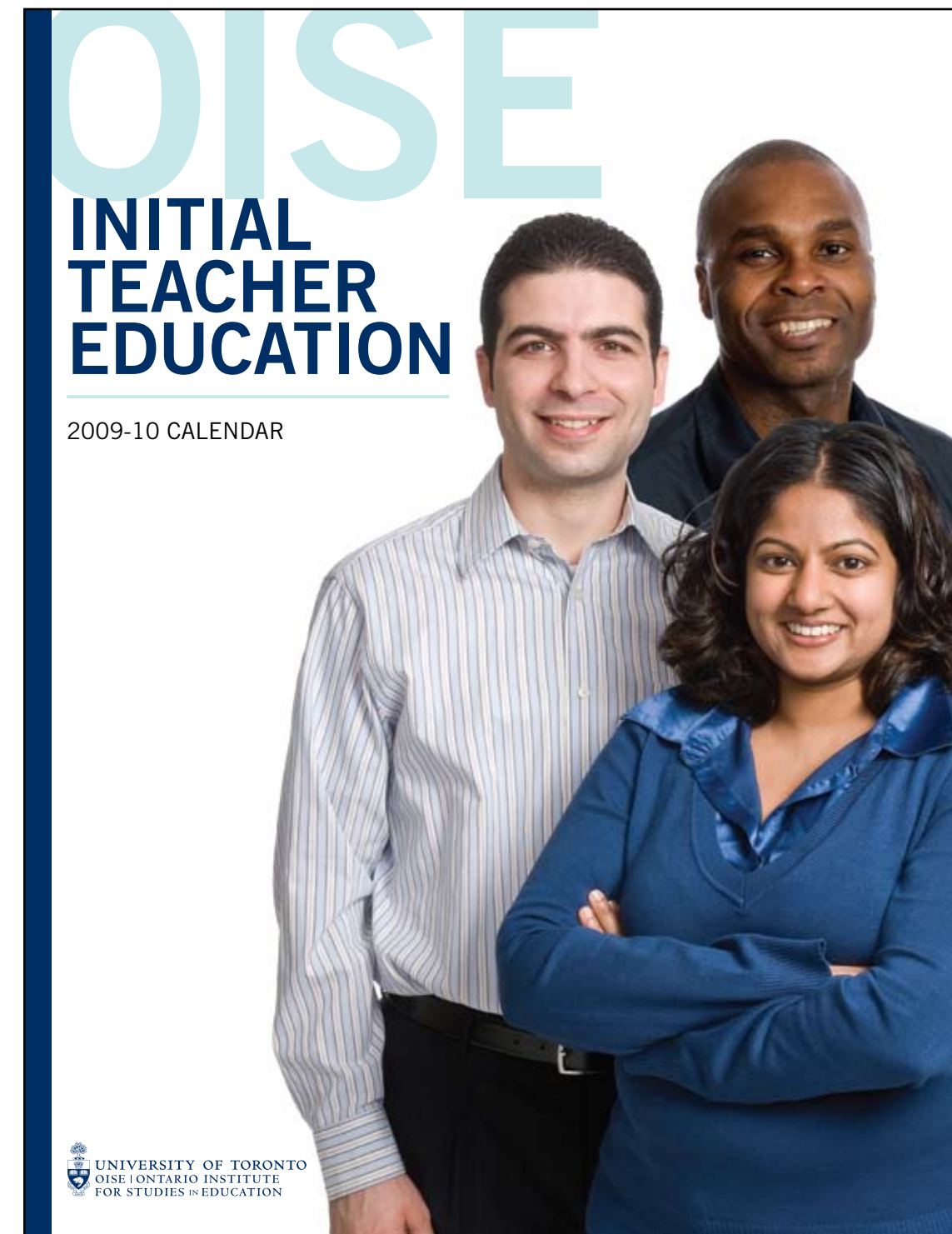
- Colour
- In Studio
- Hi Resolution
- White Background
- No Visible Shadows
- Eyes To Camera
- No Props



# VISUAL IDENTITY AND STYLE GUIDE

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## PHOTOGRAPHY AND VISUAL IDENTITY IN PUBLICATION

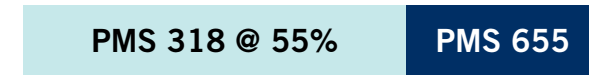


# VISUAL IDENTITY AND STYLE GUIDE

## COLOURS

OISE COLOUR PALETTE				REV: SEPT 19/07
OISE OISE OISE OISE OISE OISE OISE OISE OISE OISE	CMYK C = 21 M = 0 Y = 8 K = 0	RGB R = 202 G = 235 B = 224	WEBSAFE RGB R = CA G = EB B = E0	PMS 318 @55%
	CMYK C = 100 M = 0 Y = 31 K = 23	RGB R = 0 G = 117 B = 118	WEBSAFE RGB R = 00 G = 75 B = 76	PMS 321
	CMYK C = 100 M = 0 Y = 38 K = 47	RGB R = 0 G = 80 B = 76	WEBSAFE RGB R = 00 G = 50 B = 4C	PMS 323
	CMYK C = 45 M = 0 Y = 100 K = 24	RGB R = 106 G = 153 B = 19	WEBSAFE RGB R = 6A G = 99 B = 13	PMS 377
	CMYK C = 34 M = 0 Y = 100 K = 60	RGB R = 67 G = 86 B = 8	WEBSAFE RGB R = 43 G = 56 B = 08	PMS 378
	CMYK C = 0 M = 17 Y = 100 K = 65	RGB R = 89 G = 74 B = 0	WEBSAFE RGB R = 59 G = 4A B = 00	PMS 455
	CMYK C = 12 M = 22 Y = 43 K = 0	RGB R = 223 G = 189 B = 128	WEBSAFE RGB R = DF G = BD B = 80	PMS 466
	CMYK C = 0 M = 12 Y = 35 K = 25	RGB R = 190 G = 168 B = 117	WEBSAFE RGB R = BE G = A8 B = 75	PMS 7503
	CMYK C = 0 M = 53 Y = 100 K = 0	RGB R = 255 G = 120 B = 0	WEBSAFE RGB R = FF G = 78 B = 00	PMS 021
	PMS 655	CMYK C = 100 M = 68 Y = 0 K = 52	RGB R = 6 G = 25 B = 71	WEBSAFE RGB R = 06 G = 19 B = 47

### Designated Primary Colours – Institutional



OISE

### Designated Primary Colours – Departmental



Department of Curriculum, Teaching and Learning



Department of Theory and Policy Studies



Department of Sociology and Equity Studies in Education



Department of Adult Education and Counselling Psychology



Department of Human Development and Applied Psychology



Continuing Education

# VISUAL IDENTITY AND STYLE GUIDE

## COLOURS

### Colour Application – Institutional

**OISE**  
ONTARIO INSTITUTE FOR  
STUDIES IN EDUCATION

**TITLE OF  
REPORT**

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SUSPENDISSE PURUS EROS, PRETIUM NON, COMMODO NON, POSUERE AT, TELLUS

*John Smith and Jane Doe*

 UNIVERSITY OF TORONTO  
OISE | ONTARIO INSTITUTE  
FOR STUDIES IN EDUCATION

 UNIVERSITY OF TORONTO  
OISE | ONTARIO INSTITUTE  
FOR STUDIES IN EDUCATION

**OISE SPRING CONVOCATION RECEPTION**

OISE FACULTY AND THE OISE ALUMNI ASSOCIATION INVITE YOU AND YOUR GUEST  
TO THE OISE SPRING CONVOCATION RECEPTION

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**Thursday, June 5, 2008**  
Ontario Institute for Studies in Education of the University of Toronto  
252 Bloor Street West  
Education Commons, Ground Floor (Library)

A light reception directly follows the Spring Convocation Ceremony  
(Convocation will begin at 2:30 p.m.)

Please RSVP by Friday, May 30, 2008  
Danielle Smyth 416-978-1110  
dsmyth@oise.utoronto.ca

### Colour Application – Departmental

**ctl**  
DEPARTMENT OF CURRICULUM, TEACHING AND LEARNING

**TITLE OF  
REPORT**

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SUSPENDISSE PURUS EROS, PRETIUM NON, COMMODO NON, POSUERE AT, TELLUS

*John Smith and Jane Doe*

 UNIVERSITY OF TORONTO  
OISE | ONTARIO INSTITUTE  
FOR STUDIES IN EDUCATION

 UNIVERSITY OF TORONTO  
OISE | ONTARIO INSTITUTE  
FOR STUDIES IN EDUCATION

**ctl** DEPARTMENT OF CURRICULUM, TEACHING AND LEARNING

**TITLE OF EVENT**

THE OFFICE OF TEACHING SUPPORT AT OISE  
INVITE YOU AND YOUR GUEST TO THE TITLE OF EVENT

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**Thursday, June 5, 2008**  
Ontario Institute for Studies in Education of the University of Toronto  
252 Bloor Street West  
Education Commons, Ground Floor (Library)

A light reception directly follows the Event  
(Lecture will begin at 2:30 p.m.)

Please RSVP by Friday, May 30, 2010  
Jane Doe 416-978-0000  
jdoe@oise.utoronto.ca

# VISUAL IDENTITY AND STYLE GUIDE

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## FONTS & TYPOGRAPHY

Header Copy – Trade Gothic BOLD, Helvetica BOLD (Alternate)

**TRADE GOTHIC**  
**abcdefghijklmnopqrstuvwxyz**  
*abcdefghijklmnopqrstuvwxyz*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**123456789**

**HELVETICA**  
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*abcdefghijklmnopqrstuvwxyz*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**123456789**

Body Copy – Bembo, Garamond (Alternate), Times (Alternate)

Bembo  
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*abcdefghijklmnopqrstuvwxyz*  
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Garamond  
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