

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

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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

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

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 SCHOOL Accounting & Finance

"Ted Rogers School: Accounting & Finance" (at Ryerson University)

TED ROGERS SCHOOL Business Management

"Ted Rogers School: Business Management" (at Ryerson University)

TED ROGERS SCHOOL Information Technology Management

"Ted Rogers School: Information Technology Management" (at Ryerson University)

TED ROGERS SCHOOL Health Services Management

"Ted Rogers School: Health Services Management" (at Ryerson University)

TED ROGERS SCHOOL Hospitality & Tourism Management

"Ted Rogers School: Hospitality & Tourism Management" (at Ryerson University)

TED ROGERS SCHOOL Retail Management

"Ted Rogers School: Retail Management" (at Ryerson University)

TED ROGERS SCHOOL Master of Science in Management

"Ted Rogers School: Master of Science in Management" (at Ryerson University)

TED ROGERS SCHOOL Executive & Corporate Education

"Ted Rogers School: Executive & Corporate Education" (at Ryerson University)

BRAND ARCHITECTURE: GRADUATE NAMING STRUCTURE



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)

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.

marketingtrsmt@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.

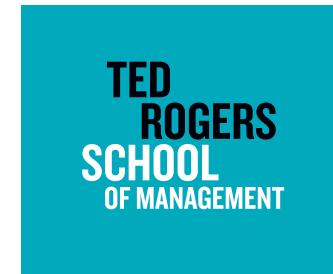
**TED
ROGERS
SCHOOL
OF MANAGEMENT**

WORDMARK VARIATIONS

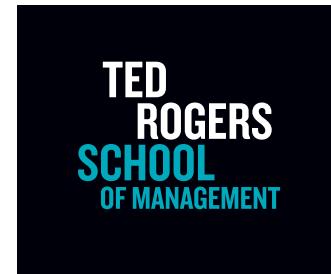
1 COLOUR (BLACK)

**TED
ROGERS
SCHOOL
OF MANAGEMENT**

FULL COLOUR NEGATIVE
TEAL BACKGROUND



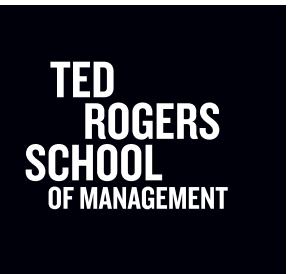
FULL COLOUR NEGATIVE
BLACK BACKGROUND



1 COLOUR KNOCKOUT (WHITE)
TEAL BACKGROUND



1 COLOUR KNOCKOUT (WHITE)
BLACK BACKGROUND



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.

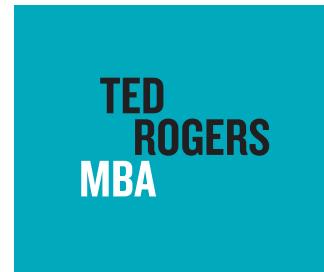
**TED
ROGERS
MBA**

WORDMARK VARIATIONS

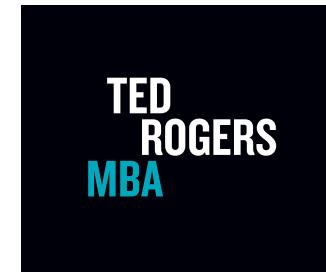
1 COLOUR (BLACK)

**TED
ROGERS
MBA**

FULL COLOUR NEGATIVE
TEAL BACKGROUND



FULL COLOUR NEGATIVE
BLACK BACKGROUND



1 COLOUR KNOCKOUT (WHITE)
TEAL BACKGROUND

**TED
ROGERS
MBA**

1 COLOUR KNOCKOUT (WHITE)
BLACK BACKGROUND

**TED
ROGERS
MBA**

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

ON BLACK BACKGROUND

TED ROGERS
SCHOOL OF MANAGEMENT

TED ROGERS
MBA

TED ROGERS
MBA



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

marketingtrsm@ryerson.ca

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.

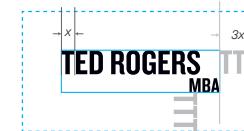
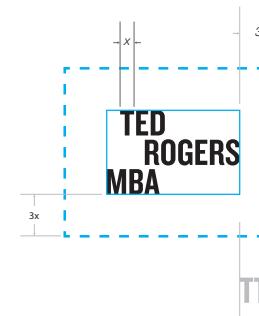
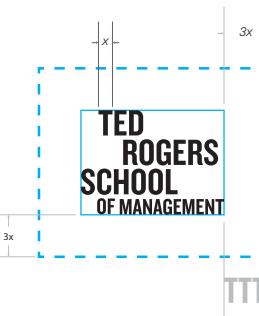
MINIMUM SIZE



0.5" or 36px



CLEAR SPACE



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

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.



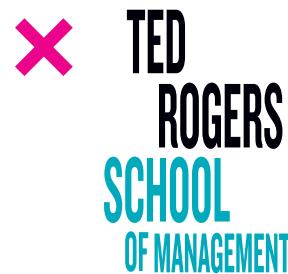
DO NOT change the colours of the wordmark.



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

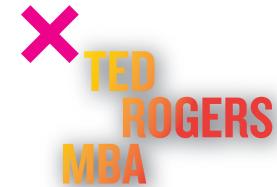
The following examples illustrate a few improper applications of the TRMBA wordmark.



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



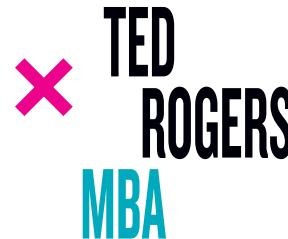
DO NOT change the colours of the wordmark.



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.



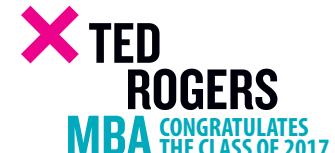
DO NOT rotate or tilt the wordmark.



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.

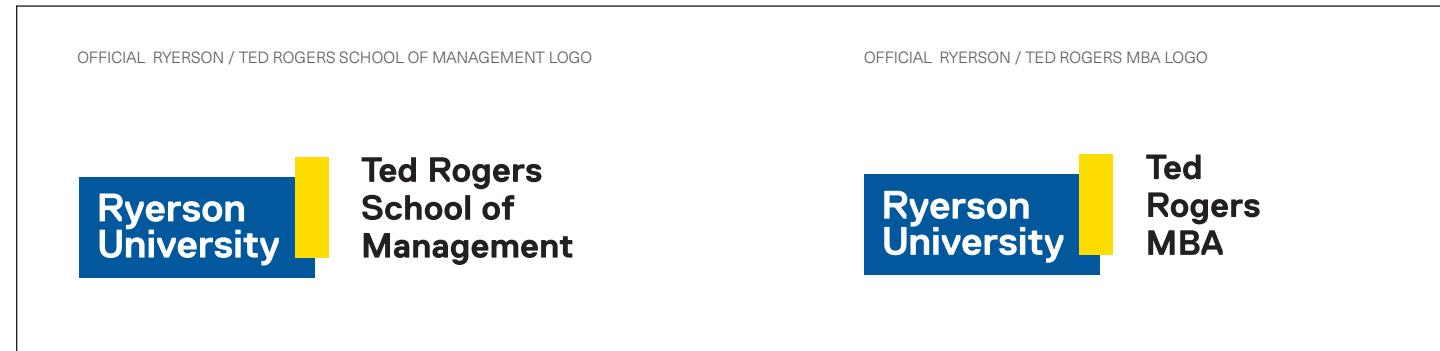
Examples of Use:

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

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

marketingtrsm@ryerson.ca



OFFICIAL RYERSON / TED ROGERS SCHOOL OF MANAGEMENT LOGO

OFFICIAL RYERSON / TED ROGERS MBA LOGO

Ryerson
University

Ted Rogers
School of
Management

Ryerson
University

Ted
Rogers
MBA

SAMPLE APPLICATION – PRINT PIECE (Job Ad)

**TED ROGERS SCHOOL OF MANAGEMENT
CONTRACT LECTURER POSTINGS**

The Ted Rogers School of Management (TRSM) at Ryerson University is Canada's preeminent entrepreneurial-focused business school that is shaping the country's next generation of global innovators and leaders. TRSM is home to six schools of management and three innovative graduate degree programs including the unique research-based Master of Science in Management. To learn more about the unique programmes offered within TRSM, or for more information about our Schools/Departments, please visit the [Ted Rogers School of Management](#).

Located at the heart of Toronto's financial and business district, our location strengthens our designation as a leading business school. Through our commitment to academic excellence in teaching and research, our faculty members demonstrate their commitment to innovation and program quality by combining academic rigor with real-world learning.

TRSM is currently accepting applications for Contract Lecturer opportunities for the Fall 2016 semester. Candidates are encouraged to visit the [TRSM posting website](#).

Ideal applicants will share our commitment to high quality teaching, programming and demonstrated professional and educational qualifications, and the teaching relevance of curricula available to our students. As an AACSB accredited School, we place high emphasis on attracting candidates who demonstrate the significant and sustained professional engagement needed to keep abreast of new knowledge and developments in their field.

In order to teach at TRSM, applicants must possess adequate academic or professional qualifications. Generally these qualifications include:

- Master's or equivalent Master's Degree in relevant field
- Graduate and relevant business experience or practice demonstrating purposeful intellectual engagement with your professional community
- Ability to teach one or more courses at the undergraduate and graduate levels as assigned Monday through Friday in the day or evening as outlined on the TRSM postings site

For full details on TRSM's minimum qualifications please visit the [Qualification Information for Applicants](#).

Contract Lecturer positions at Ryerson University fall under the jurisdiction of the Canadian Union of Public Employees, Local 3904, Unit 1 (CUPE 1). Applicants can view the [CUPE 1 Collective Agreement](#) and the [CUPE 1 Information Sheet](#).

Ryerson University is committed to fostering diversity within our community. We welcome those who would contribute to the further diversification of our faculty and its scholarship including, but not limited to, women, visible minorities, Aboriginal people, persons with disabilities, and persons of any sexual orientation or gender identity. All qualified candidates are encouraged to apply but applications from Canadians and permanent residents will be given priority.

Ryerson University | **Ted Rogers School of Management** | **AACSB**

SAMPLE APPLICATION – PRINT PIECE (Report Back Cover)

ryerson.ca/tedrogersschool
Twitter: @TRSMRyersonU
Facebook: www.facebook.com/TedRogersSchool
Street Address:
55 Dundas Street West
Toronto, ON
M5G 2C3

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.

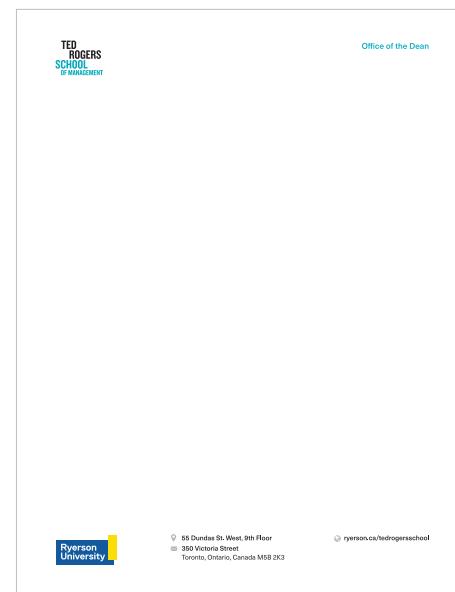
Ryerson Brand guidelines available at ryerson.ca/brand

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

marketingtrsm@ryerson.ca



SAMPLE APPLICATION – PRINT PIECE (Letterhead)



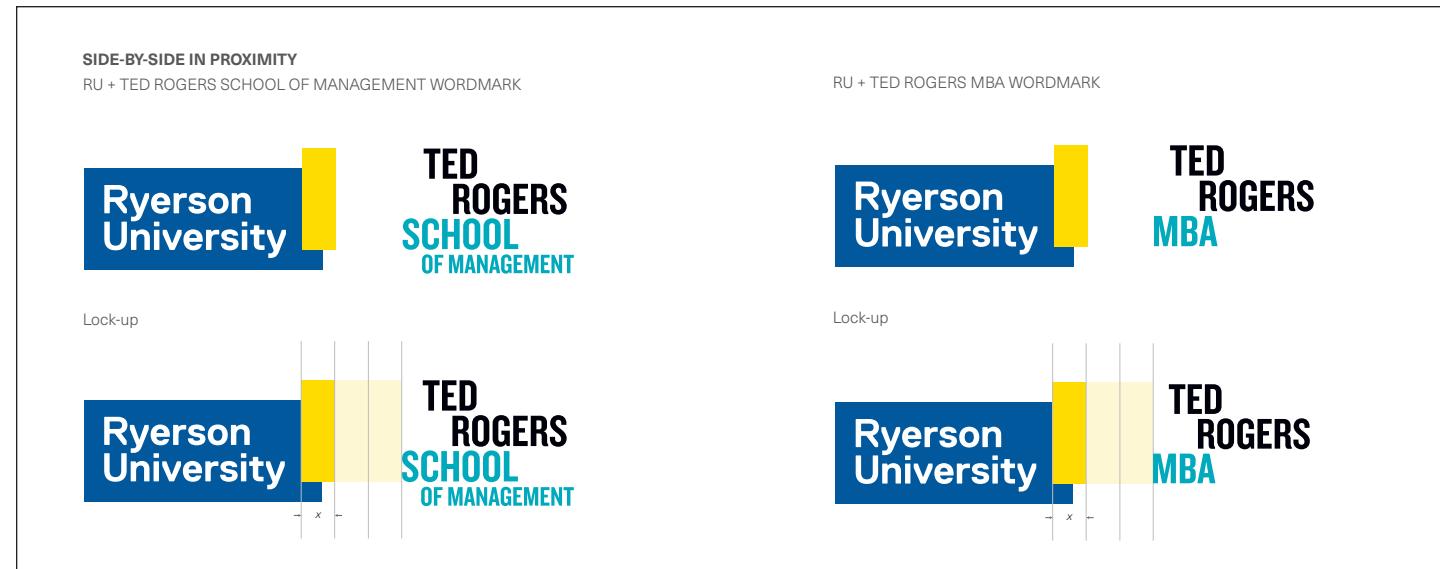
SAMPLE APPLICATION – PRINT PIECE (TRMBA AD)



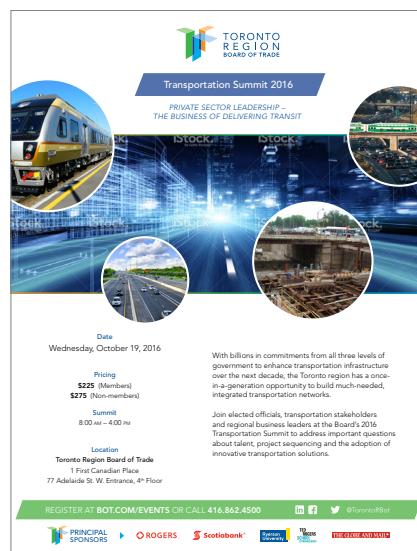
WORDMARK USAGE – IN PROXIMITY (SIDE BY SIDE)

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

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.**

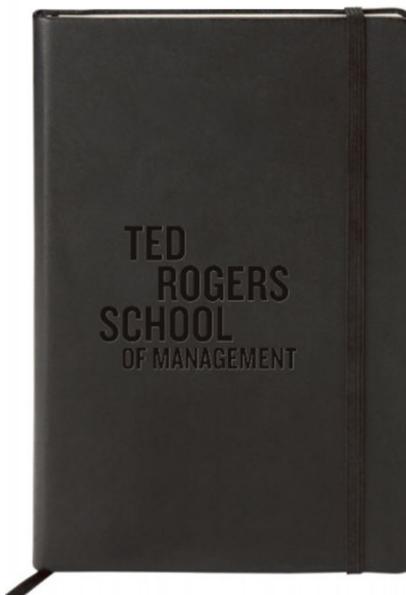
The TRSM wordmark can also be used solo on items that are primarily used by TRSM faculty/students/staff/internal audiences – who are very aware of TRSM's connection and relationship to Ryerson.



SAMPLE APPLICATION – Lanyard



SAMPLE APPLICATION – Notebook



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

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.

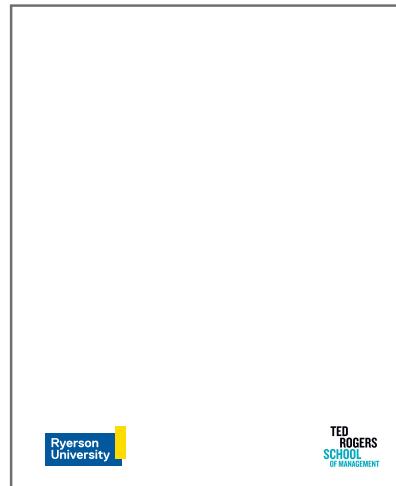
In all instances, make sure that there is enough contrast (**see pages 21-22**) between the logo and its background.

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.

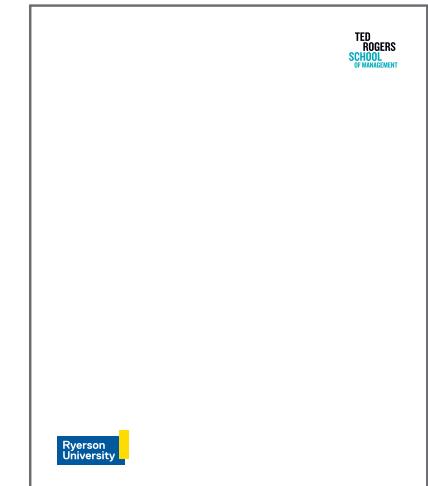
The suggested scale examples shown here are starting points. Depending on layout, the use of wordmark and application, these sizes may require additional consideration.

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

WORDMARK PLACEMENT (Recommended)



WORDMARK PLACEMENT (Alternate)



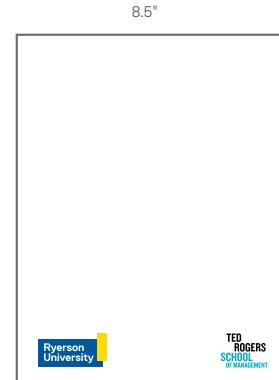
SUGGESTED SCALE



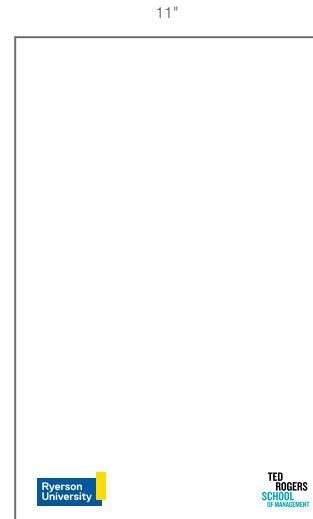
900px

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

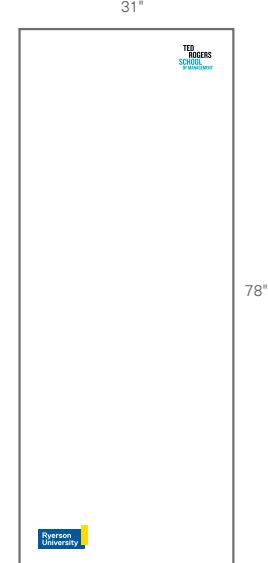
E-HEADER / EVITE



LETTER



TABLOID



BANNER

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

marketingtrsm@ryerson.ca

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

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

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

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:

marketingtrsmt@ryerson.ca



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



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

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:

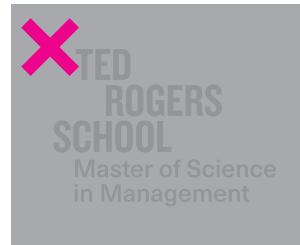
marketingtrsmt@ryerson.ca

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.



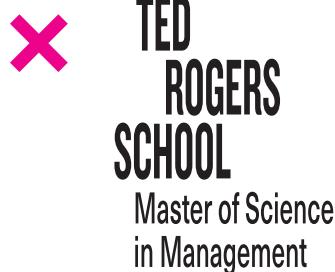
TED ROGERS SCHOOL
Law & Business



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



DO NOT change the scale of relationships between the wordmark.



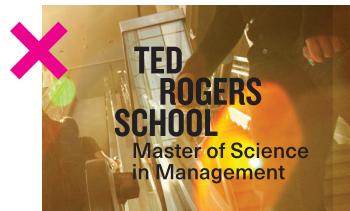
DO NOT skew, stretch or distort the wordmark.



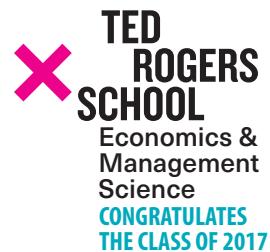
DO NOT rotate or tilt the wordmark.



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.

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.

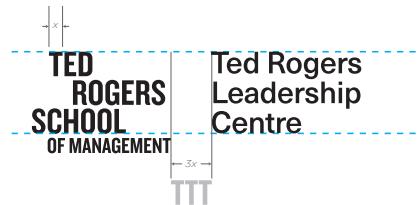
When a Research Centre is to be typeset, always use Neue Haas Unica (*please refer to page 40 typography for guidelines*). Consistent size, weight, leading is to be used to maintain standardization.

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

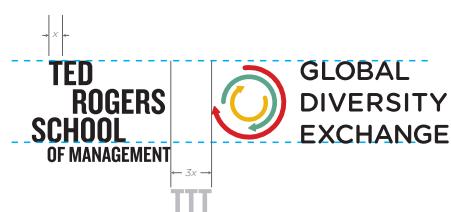
marketingtrsm@ryerson.ca

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



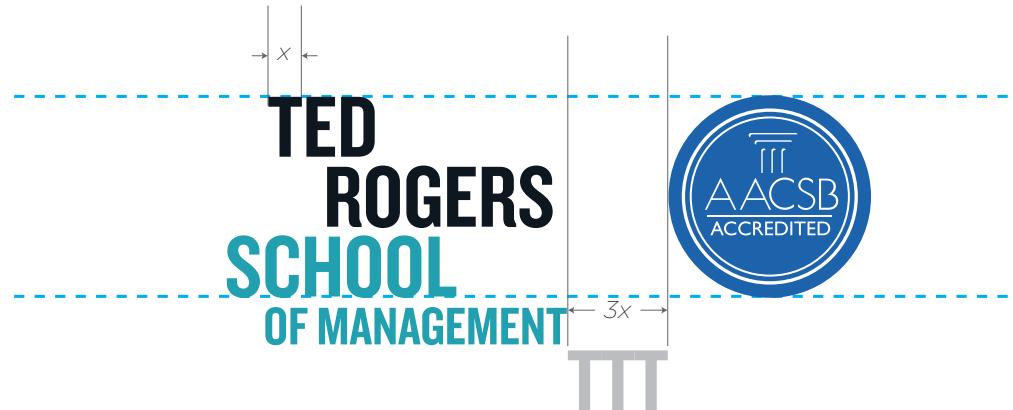
TRSM/TRMBA WORDMARK + AACSB LOGO

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

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

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.

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.

REWARDING EDUCATION LEADS TO A PROMISING FUTURE.

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

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*



① 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.

② **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

understated, elegant *personalities*.*

* Personalities here refer to, **Knockout** and **Neue Haas Unica Pro** — the Ted Rogers School typefaces.

① **KNOCKOUT HTF49 LITEWEIGHT**

Aa
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

② **NEUE HAAS UNICA PRO REGULAR**

Aa
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

③ **KNOCKOUT HTF31 JUNIOR MIDDLEWEIGHT**

Aa
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

④ **NEUE HAAS UNICA PRO ITALIC**

Aa
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

⑤ **NEUE HAAS UNICA PRO BOLD**

Aa
ABCDEFGHIJKLM NOPQRSTUVWXYZ
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

10 YEARS OF
DEFYING
CONVENTION.
INSPIRED BY
A LIFETIME.

Launched in 2006, the Ryerson MBA program was ranked in the top 100 programs worldwide by *The Economist* in 2010. Today, we're ranked in the top 10% of business schools and our 10th year with a new name, the Ted Rogers MBA. Our students are the future leaders of business, government, industry and entrepreneurs who will push society forward by doing things differently. We invite you to join us.

Learn more at tedrogersmba.ca



TED ROGERS SCHOOL OF MANAGEMENT



Accounting
Business Management
Economics
Management Science
Entrepreneurship & Strategy
Finance
Global Management Studies
Health Services Management
Health Information Management
Human Resources Management
HR Management & Organizational Behaviour
Information Technology Management
Law & Business
Marketing Management
Real Estate Management
Retail Management



Ryerson University

The Ted Rogers School of Management (TRSM) is built to be different. Openly diverse. Collaborative and collegial. Prestigious but unpretentious. Vibrating with the relentless energy that surrounds it.

Look around, take in our home in the heart of the city and ask our students, staff, and faculty why they chose us. How they learn and teach, and how integrated TRSM is with the business world. Our environment breeds innovative thinking and the courage to act creatively.

We deliver a rigorous experiential education that equips students on their entrepreneurial journeys. We are known for pushing expectations and defying convention, to exceed the demands of 21st century business.

LOCATION

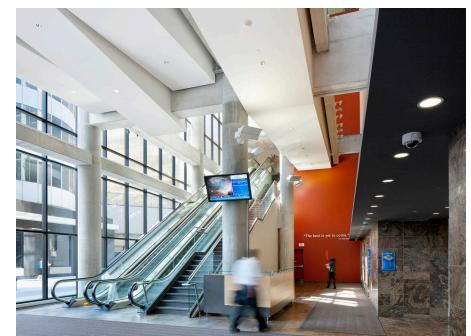
With its great downtown location in the heart of Canada's most diverse city, Ted Rogers School of Management at Ryerson is located in the centre of the action: whether it's business, or entrepreneurship, social innovation or cultural activities – TRSM is always connected.

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.

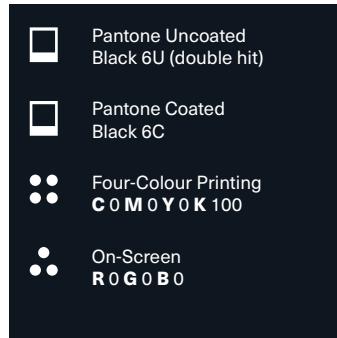
The primary and secondary palettes have been selected from the master Ryerson brand colour palette and developed to work together effectively. It is never advised to use a tint or tonal percentage of a colour.

Pantone Values

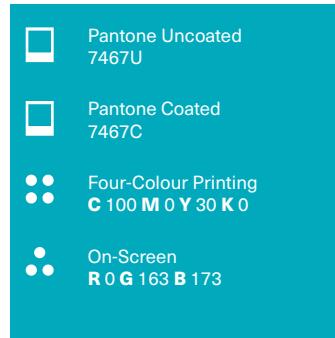
Be sure that colour fidelity is strictly maintained across all communications. To ensure consistency, use the Pantone Matching System (PMS) formulas provided here. Two Pantone values are associated with the colours; C (coated) for use on print applications on a coated paper stock and for an uncoated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

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

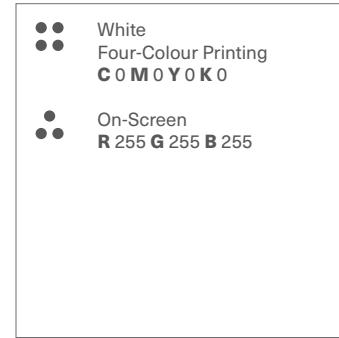
PRIMARY PALETTE



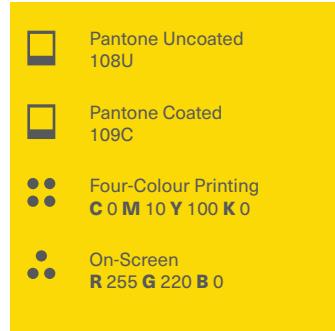
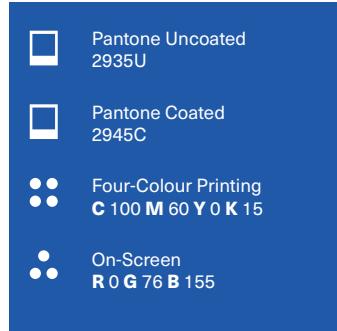
Use as the main colour for TRMBA materials



Use as the main colour for Undergrad materials



RYERSON PALETTE



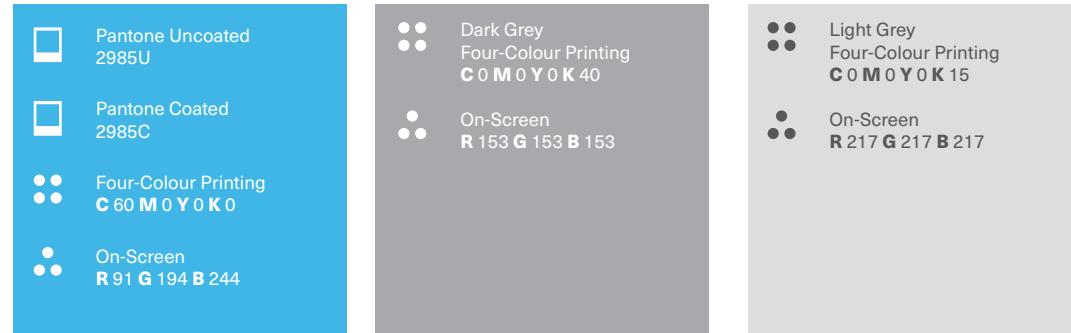
*Colours will shift depending on digital reproduction with different laser printers.

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.

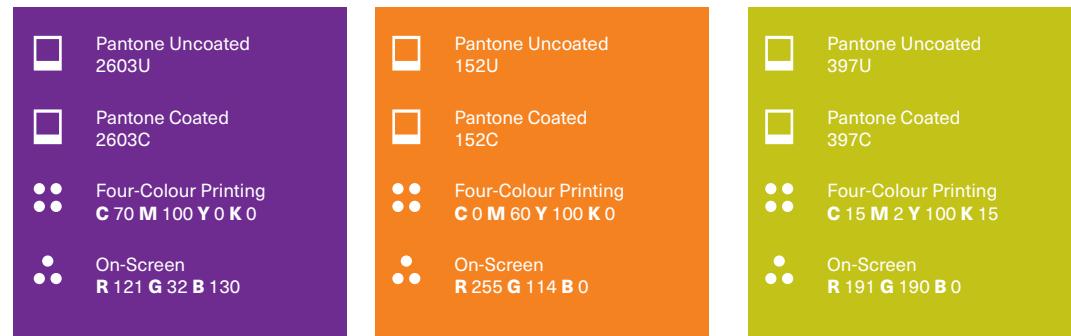
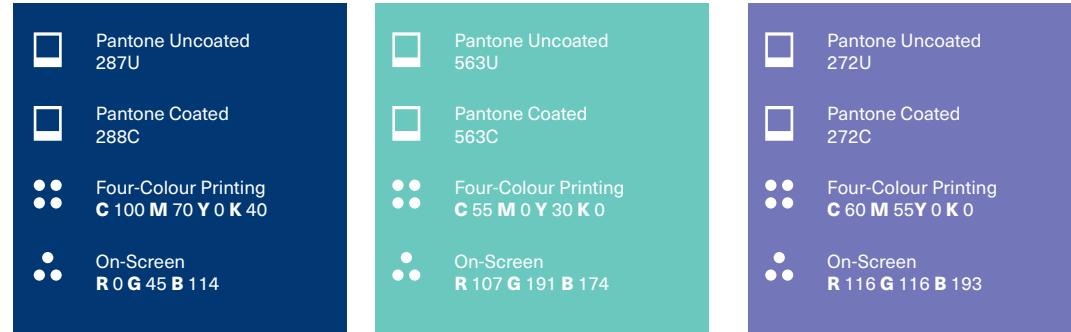
SECONDARY PALETTE



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



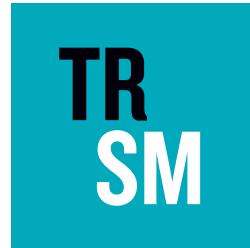
SOCIAL MEDIA ICON

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.

SOCIAL MEDIA ICON EXAMPLES



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

marketingtrsm@ryerson.ca



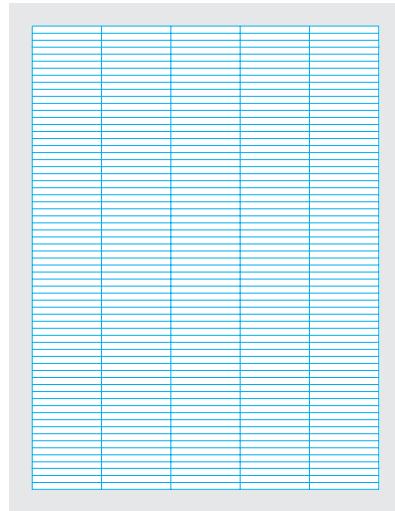
LAYOUT GRIDS

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.

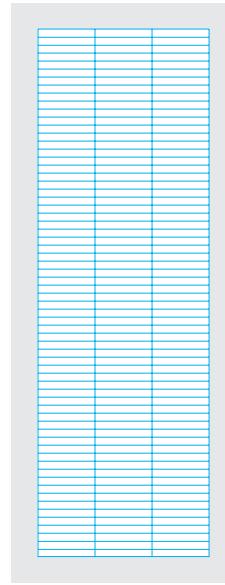
These grids can be found on the TRSM Brand Google drive. For access please contact TRSM marketing team.

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

marketingtrsm@ryerson.ca



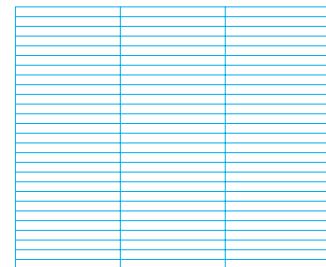
STANDARD VERTICAL GRID



NARROW VERTICAL GRID



LONG HORIZONTAL DIGITAL GRID



SQUARE HORIZONTAL DIGITAL GRID

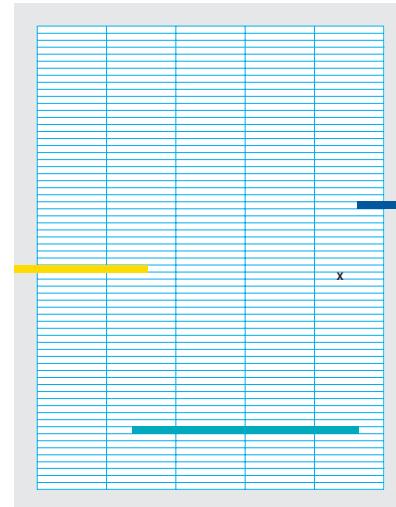
GRAPHIC DEVICE

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.

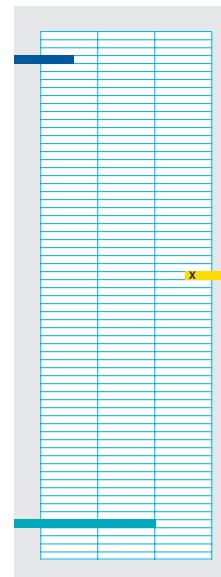
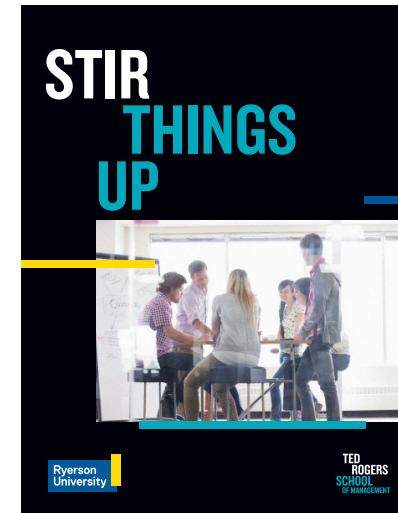
In the layout these lines create visual interest through balance and movement. They create a dynamic effect on the layout grid by counter-balancing headline copy and photography. With thoughtful usage, these lines communicate our progressive and unique brand personality.

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

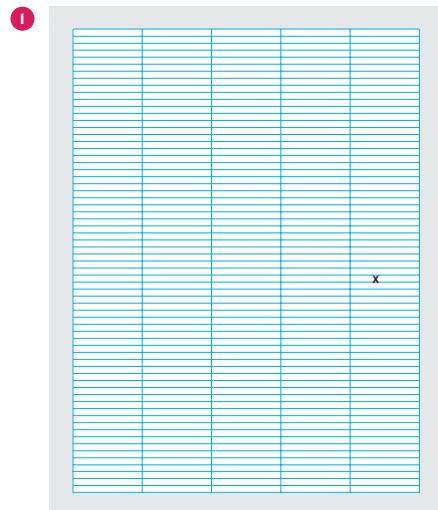


DIGITAL AD SAMPLE

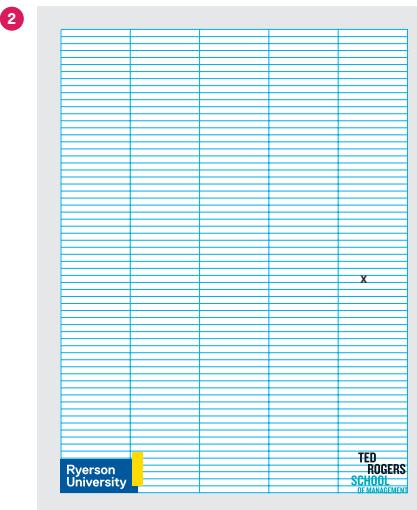


CREATING A LAYOUT

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



APPLY GRID



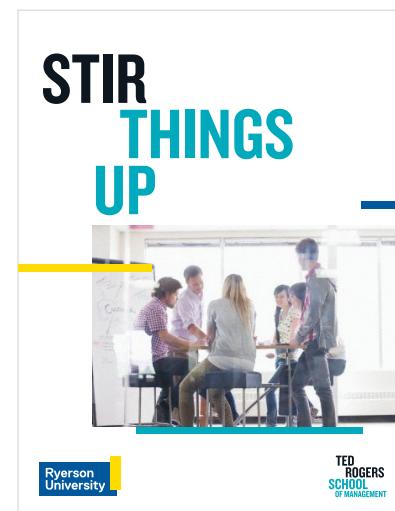
APPLY WORDMARK



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



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.

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.

marketingtrsmt@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

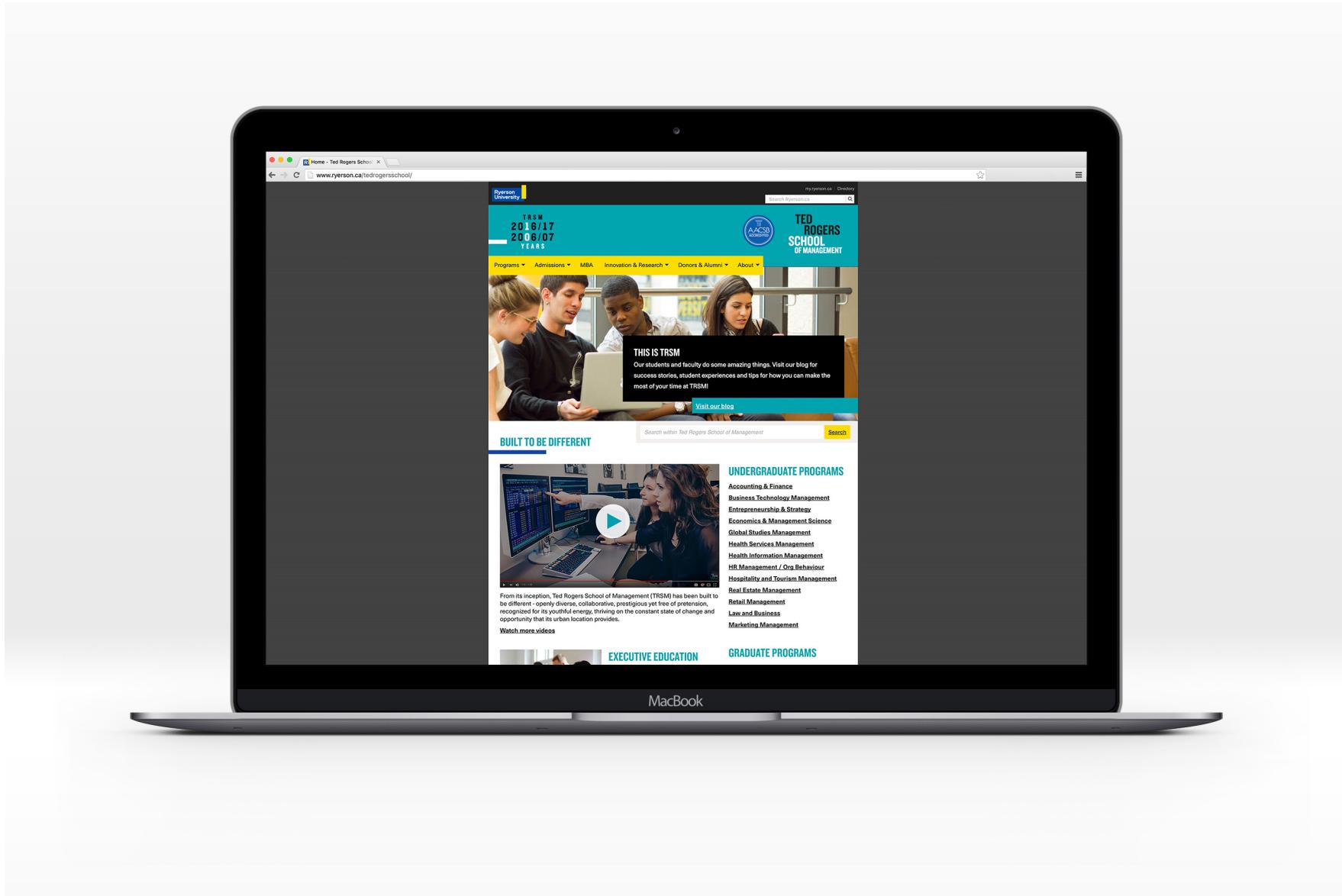


TRANSIT SHELTER AD MOCKUP

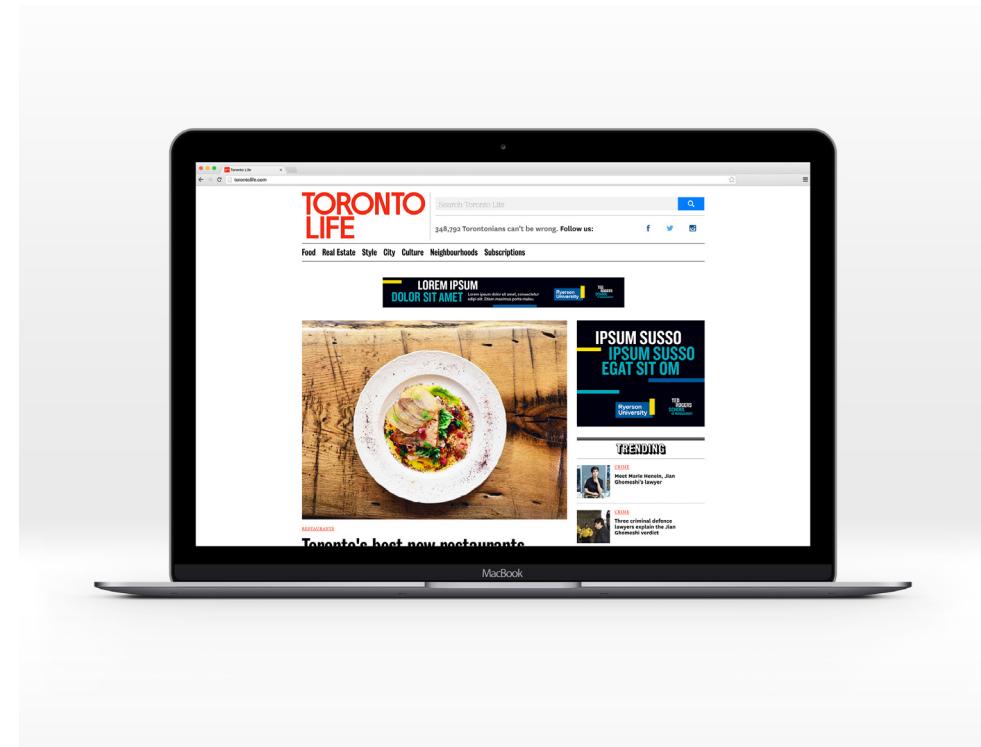
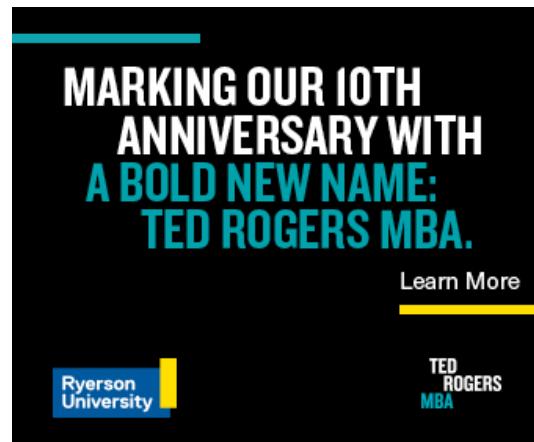


SUBWAY POSTER MOCKUP

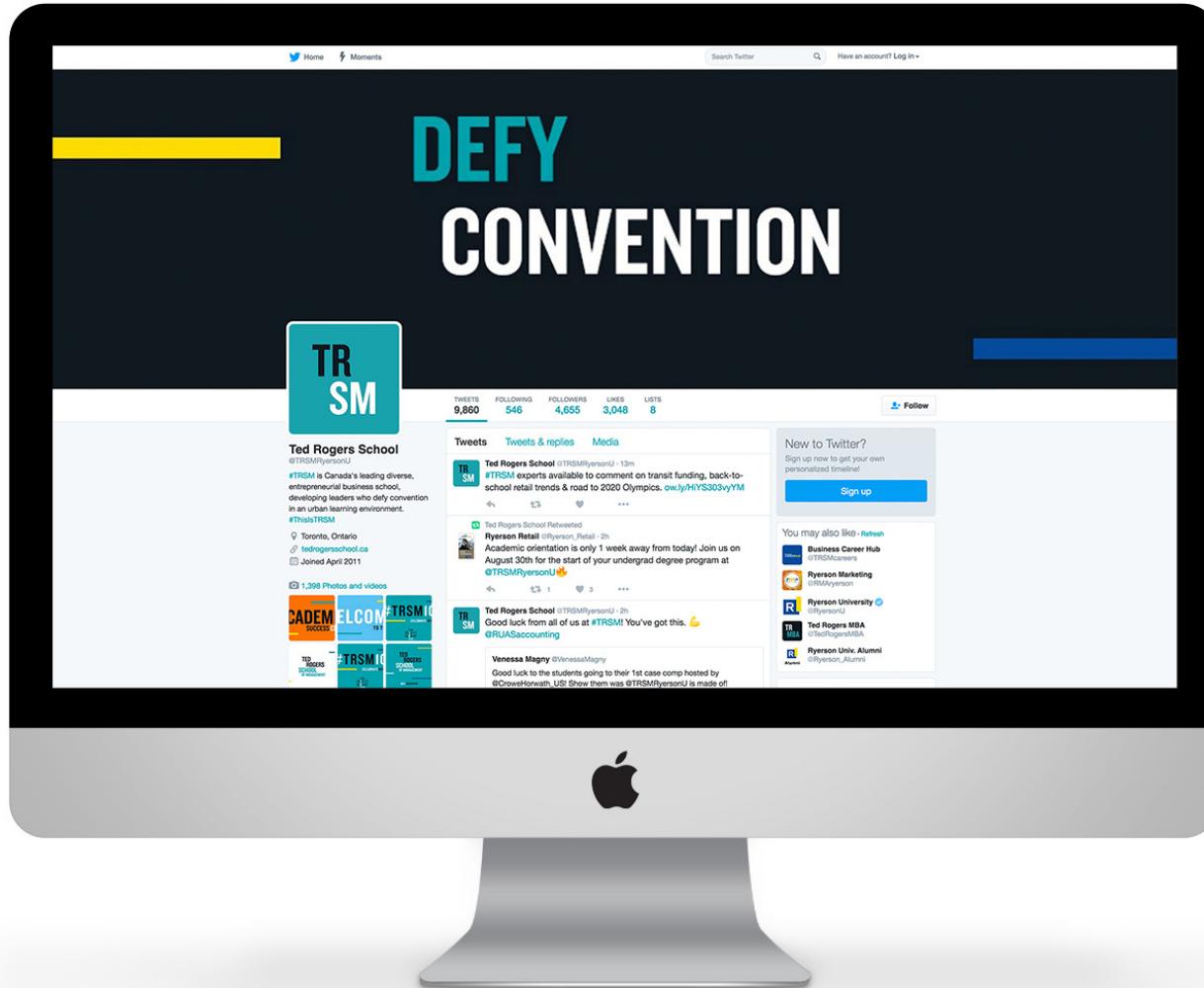
SAMPLE MOCKUP – WEBSITE LANDING



SAMPLE MOCKUP – ONLINE ADVERTISING



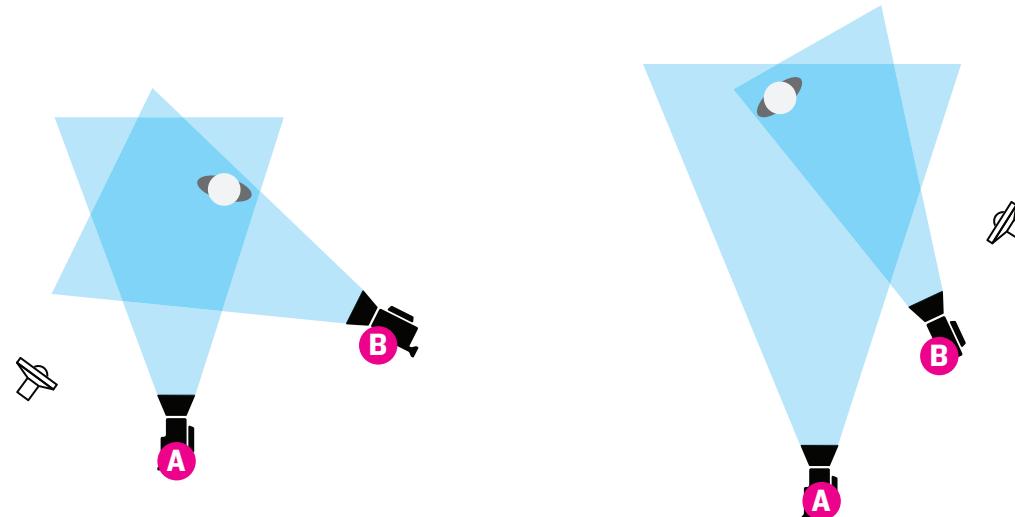
SAMPLE MOCKUP – SOCIAL MEDIA



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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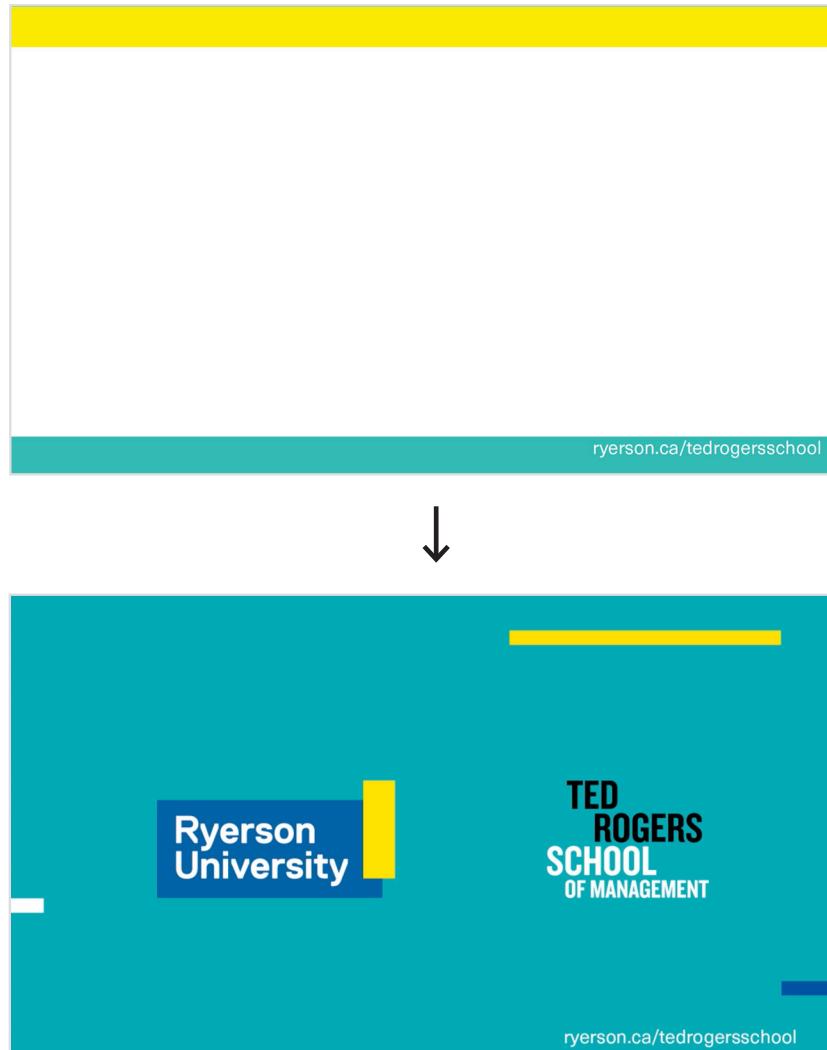
VIDEO GUIDELINES – PLACEMENT OF BRAND WORDMARK

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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