

# TED ROGERS SCHOOL OF MANAGEMENT / TED ROGERS MBA MINI BRAND GUIDELINES

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

## PRIMARY WORDMARKS

**TED  
ROGERS**  
SCHOOL  
OF MANAGEMENT

FULL COLOUR NEGATIVE  
TEAL BACKGROUND



**TED  
ROGERS**  
MBA

FULL COLOUR NEGATIVE  
BLACK BACKGROUND



## ALTERNATE WORDMARKS FOR WHEN SPACE IS LIMITED

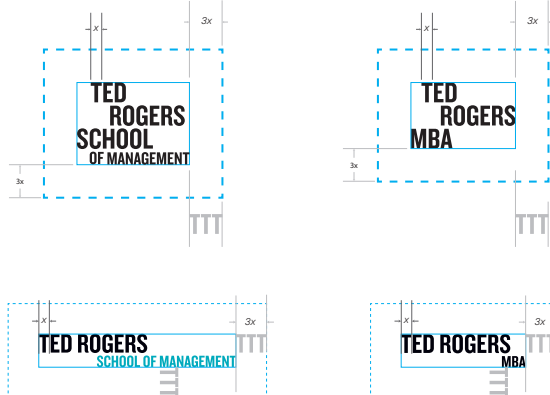
**TED ROGERS**  
SCHOOL OF MANAGEMENT

**TED ROGERS**  
MBA

**TED ROGERS**  
SCHOOL OF MANAGEMENT

**TED ROGERS**  
MBA

## CLEAR SPACE



## 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 MBA 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

- 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

## SECONDARY PALETTE

- Pantone Uncoated 2985U
- Pantone Coated 2985C
- ⦿ Four-Colour Printing C 60 M 0 Y 0 K 0
- ⦿ On-Screen R 91 G 194 B 244

- ⦿ Dark Grey
- ⦿ Four-Colour Printing C 0 M 0 Y 0 K 40
- ⦿ On-Screen R 153 G 153 B 153

- ⦿ Light Grey
- ⦿ Four-Colour Printing C 0 M 0 Y 0 K 15
- ⦿ On-Screen R 217 G 217 B 217

- Pantone Uncoated 287U
- Pantone Coated 288C
- ⦿ Four-Colour Printing C 100 M 70 Y 0 K 40
- ⦿ On-Screen R 0 G 45 B 114

- Pantone Uncoated 563U
- Pantone Coated 563C
- ⦿ Four-Colour Printing C 55 M 0 Y 30 K 0
- ⦿ On-Screen R 107 G 191 B 174

- Pantone Uncoated 272U
- Pantone Coated 272C
- ⦿ Four-Colour Printing C 60 M 55 Y 0 K 0
- ⦿ On-Screen R 116 G 116 B 193

- Pantone Uncoated 2603U
- Pantone Coated 2603C
- ⦿ Four-Colour Printing C 70 M 100 Y 0 K 0
- ⦿ On-Screen R 121 G 32 B 130

- Pantone Uncoated 152U
- Pantone Coated 152C
- ⦿ Four-Colour Printing C 0 M 60 Y 100 K 0
- ⦿ On-Screen R 255 G 114 B 0

- Pantone Uncoated 397U
- Pantone Coated 397C
- ⦿ Four-Colour Printing C 15 M 2 Y 100 K 15
- ⦿ On-Screen R 191 G 190 B 0

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

## TYPOGRAPHY

**Headline Type**  
Knockout HTF49  
Liteweight

**ALTERNATIVE FONT**  
News Gothic

**WEB FONT**  
Knockout HTF

**Body Type**  
Neue Haas Unica

**ALTERNATIVE FONT**  
Arial

**WEB FONT**  
Neue Haas Unica

**HEADLINE  
SET IN  
KNOCKOUT  
HTF49  
LITEWEIGHT**

Headlines should always be set in All Caps with unconventional type arrangements. Avoid left alignments and justifications.

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.

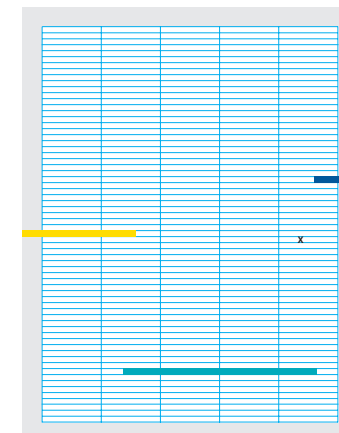
**Subheads set with Knockout HTF31 Junior Middleweight**

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.

## GRID & GRAPHIC DEVICE

Standard Vertical Grid



**x-height** = upper case Neue Haas Unica bold of the layout grid

## SAMPLE LAYOUT





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## WORDMARK USAGE – OFFICIAL LOCK-UP

- 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**.
- The **placement** of the 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.

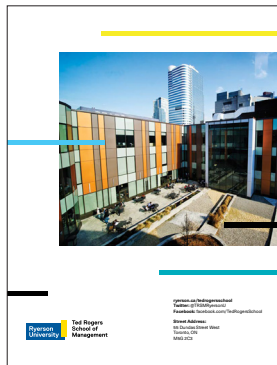
Official Ryerson / TRSM Logo



Official Ryerson / TRMBA Logo



Sample Applications – Print Piece



### 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.

## WORDMARK USAGE – SIDE-BY-SIDE PROXIMITY

- The Ted Rogers School of Management and Ted Rogers MBA wordmark is **used with the Ryerson University Logo next to it; 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.

RU + TRSM Wordmark



RU + TRMBA Wordmark



Sample Application – Digital Piece



## WORDMARK USAGE – IN PROXIMITY

- Used for **independent brand building with the Ryerson University Logo in proximity**.
- Used whenever possible when the **audience knows TRSM/TRMBA; is connected and or involved with the faculty in some way**. The Ryerson logo reminds audience TRSM is part of Ryerson – but can stand alone.

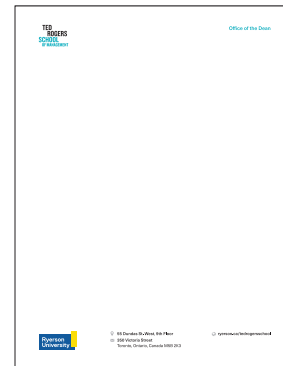
RU + TRSM Wordmark



RU + TRMBA Wordmark



Sample Applications – Print Piece



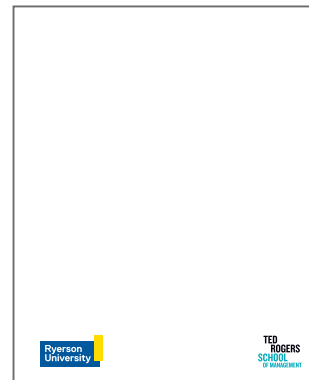
TRSM/TRMBA wordmark placed in proximity can be sized accordingly to layout. The Ryerson logo should always go in the bottom left corner. TRSM wordmark can go where best suited.

Refer to **Typography** for rules on headline type and body type. Do not left justify/align headline type.

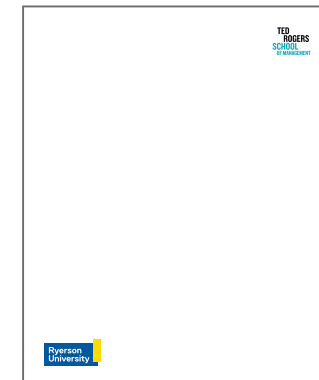
## PLACEMENT & POSITIONING OF WORDMARK

- RU Logo placed at lower left corner with TRSM/TRMBA wordmark at the right corner

Wordmark Placement (Recommended)



Wordmark Placement (Alternate)



TRSM Brand Guidelines are on the TRSM Brand Google drive. If you need access – please contact

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