

Faculty of Arts Brand Overview

Brand Story

The Faculty of Arts challenges students to explore complex issues in order to equip them as engaged citizens who will contribute to lasting social impact. Through education, research and community engagement, the Faculty of Arts is reconceptualizing democratic engagement; strengthening Indigenous communities; addressing challenges of the immigrant experience; contributing to health and wellness; and championing equity, justice and social inclusion. Ryerson University's Faculty of Arts – inspiring change in the humanities and social sciences.

Brand Mission

The Faculty of Arts connects academic excellence with relevant outcomes through effective teaching, experiential learning and impactful research. We encourage active and critical minds and stimulate awareness for a better understanding of the past and present. Through collaboration and inclusion – of diverse ideas, people, and cultures – we inform and inspire positive change.

Brand Vision

To empower Arts students, graduates and faculty to inspire positive change in society, both locally and globally.

Brand Differentiators

Diversity connects us

Diversity moves us towards more meaningful connections and a more thoughtful understanding of complex challenges. We thrive because of our interdisciplinary approach and commitment to inclusion – of diverse cultures, perspectives and schools of thought.

Relevance drives us

A commitment to relevance underscores our educational programs and research platforms, keeping us focused on how the humanities and social sciences can address the needs of our society.

The community inspires us

Our location in Toronto expands our partnerships and opportunities. Our city becomes a collaborative hub, strengthening our knowledge of how people function in societies and helping us improve our local and global communities.

Key Themes

Democratic engagement

We demonstrate the importance of civic responsibility and democratic engagement.

Indigenous culture, history and governance

We support community-focused research, provide critical analysis and promote Indigenous-based initiatives that strengthen Indigenous communities.

Migration, immigration and settlement

We address challenges of immigrant migration experiences and contribute to more positive outcomes.

Health and wellness

We contribute to mental, social and environmental well-being for a more understanding and supportive community.

Equity and social justice

We facilitate broader understanding of identities, cultures and histories to support more resilient and inclusive communities.

Brand Colours

Primary Palette



PMS 2603U/C
C70 M100 Y0 K0
R121 G32 B130
Hex #792082

Dark Grey
C0 M0 Y0 K40
R153 G153 B153
Hex #999999

Black
C0 M0 Y0 K100
R0 G0 B0
Hex #000000

White
C0 M0 Y0 K0
R255 G255 B255
Hex #FFFFFF

Secondary Palette



PMS 226U/C
C0 M100 Y0 K0
R235 G0 B114
Hex #EB0072

PMS Yellow U
C0 M0 Y100 K0
R255 G238 B0
Hex #FFEE00

PMS 2995U/C
C90 M0 Y0 K0
R0 G169 B239
Hex #00A9EF