Reflecting Ryerson’s new visual identity, Ryerson's Web Style Guide is a tool to create visual consistency and simplicity across all Ryerson websites. This style guide sets out to establish a common framework while allowing for customization through a variety of different content types and components.

All Ryerson websites are to adhere to the AODA (Accessibility for Ontarians with Disabilities Act) – level AA.
Section 1: Visual Style
Ryerson uses one font family: Replica Std which is the primary typeface of the Ryerson University brand. It is designed for legibility and can adapt to a variety of visual styles. Constructed using a strict grid, Replica carries distinct qualities that provide Ryerson with a bold, confident voice.

Through contrasting weights, Replica Std Bold and Regular are used to differentiate levels of information.
To maintain consistency across all Ryerson websites, a series of consistent typographic desktop styles have been developed and are shown to the right.

To see these character styles applied to specific content components, reference Section 2 and 3 of this document.
Lead-in Copy - Ryerson appoints Mohamed Lachemi as President

Body Copy - Ryerson University’s Board of Governors has appointed Dr. Mohamed Lachemi as the university’s ninth president and vice-chancellor, effective April 4, 2016.

An internationally recognized researcher and accomplished academic administrator...
Links lead users to a different page or further information.

Lists allow users to make their key points stand out from the rest of the text.

**Unordered lists**
An unordered list is a collection of related items that have no special order or sequence. Each item in the list is marked with a bullet.

**Ordered lists**
An ordered list can be used when the order of items to list is important. Instead of using a bullet point as the default list item marker, an ordered list uses numbers.

### Unordered lists
- Unordered list item
- Unordered list item
- Unordered list item Fugiatur ionsequam volorenisit doluptas ellab id mod ut

### Ordered lists
1. Ordered list item
2. Ordered list item
3. Ordered list item
Typography

Quotes

Section 1: Visual Style

Block Quotes Style 1

“Ryerson’s impressive momentum of innovation, growth, development, and support for entrepreneurship.”

Font-family: Replica Bold
Font-size: 40 px
Line height: 41 px
Font-colour: #004C9B
Text alignment: left

Block Quotes Style 2

“Ryerson’s impressive momentum of innovation, growth, development, and support for entrepreneurship.”

Font-family: Replica Bold
Font-size: 40 px
Line height: 41 px
Font colour: FFFFFF
Background colour: #002D72
Secondary Background colour: #5BC2F4
Text alignment: left
Colour

The options beside offer colour palette combinations that had a rating of AA or AAA. To ensure that text remains accessible, use only these permitted colour combinations.

The primary palette consists of Ryerson Blue and Gold, as well as black (used primarily for text) and white.

Secondary colours expand the range of blues and golds, adding tonality and texture. The primary and secondary palettes have been developed to work together effectively.

The tertiary palette broadens the colourfield beyond the spectrum of blues and golds. It has been carefully selected to complement the primary and secondary palettes.

**Colour Usage**

Some university entities may be permitted to use colour differently depending on where they fit in the Brand Architecture. For these local websites, the secondary or tertiary colours may be used and applied to select content types as indicated in section 3.

When the optional usage of the secondary or tertiary palette is permitted, an icon will be shown.

⚠️ Note: Throughout the website the main background colour of the content area is: #EDEDED
Icons

Icons are primarily used across Ryerson’s websites as a graphic tool alongside specific content headers to further reinforce the title and bring in more visual interest. (eg. "News", "Events", "Program Highlights", etc). Refer to the examples on pages 32 and 33 for more context.

Originally designed for Bootstrap, Font Awesome provides scalable and visually consistent icons across Ryerson’s websites.

This page defines a visual language that can be use to refer to Ryerson’s various activities. It serves as a coordination and reference page to use a set of reusable, consistent and recognizable icons across Ryerson’s websites.

For the complete library of icons visit: https://fortawesome.github.io/Font-Awesome/icons

Guides to determine and apply icons:
1. Use only to reinforce the headline. Do not use as a decorative element to fill space.
2. Use icons from Font Awesome (Don’t create your own)
3. Use visual metaphor related to theme (eg. "News"= newspaper, "Program Highlights"= flag, "Events"= calendar...).

<table>
<thead>
<tr>
<th>Specific icons</th>
<th>Additional examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>🔍 Search</td>
<td>☉ Mail</td>
</tr>
<tr>
<td>☑ Info</td>
<td>☼ Award</td>
</tr>
<tr>
<td>📦 News</td>
<td>🏠 Home</td>
</tr>
<tr>
<td>🎉 Events</td>
<td>🔒 Private</td>
</tr>
<tr>
<td>🏛 Program Highlights</td>
<td>📚 Learning-Library</td>
</tr>
<tr>
<td>🔎 Future Students</td>
<td>📷 Print</td>
</tr>
<tr>
<td>📚 Explore More</td>
<td>🎥 Video</td>
</tr>
<tr>
<td>🚨 Alert</td>
<td>📎 Gallery</td>
</tr>
<tr>
<td>🌐 Location</td>
<td></td>
</tr>
</tbody>
</table>

Social media

🎯 Twitter
✈️ YouTube
👩 Facebook
Section 2: Header & Footer
Header & Footer

Global Header

Global Header (desktop)

max width content

Global Header (mobile)

Global Navigation
Font: Replica bold 22 px
Font-colour: #FFFFFF
Background colour: #002D72
Text alignment: centered

Call To Action links
Font: Replica bold 20 px
Font-colour: #000000
Background colour: #E5E5E5

Global Navigation
+ CTA links

Global Header: Hover & Active state (desktop)

Global Navigation
Font: Replica bold 22 px
Font-colour: #FFFFFF
Background colour: #002D72
Text alignment: centered

Search Bar
Outer-glow colour: #004C9B

CTA links
Font: Replica bold 20 px
Font-colour: #000000
Background colour: #FFFFFF

Global Header: Active state (mobile)

Global Navigation
+ CTA links

Global Navigation
Font-colour: #000000
Background colour: #E5E5E5
Header & Footer
Global Header in Local Display

Global Header in Local Display (desktop)

Global Header in Local Display (mobile)

max width content

Global Navigation
becomes hamburger menu
Header & Footer

Global Footer

Global Footer: Collapsed (desktop)

max width content

Global Footer: Expanded (mobile)

Yeates School of Graduate Studies

FUTURE STUDENTS
- Getting Started
- Explore the Programs
- Admissions Process
- Financial Matters

CURRENT STUDENTS
- Financial Matters
- Calendars and Dates
- Academic Matters
- Academic Services

FACULTY AND STAFF
- Membership
- Faculty Awards
- Policies

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Ryerson University
350 Victoria Street
Toronto, ON M5B 2K3
416-979-5000

Directory
Maps & Directions
Careers / Media Room

Privacy Policy / Accessibility / Terms & Conditions

Global Footer: Expanded (desktop)

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Privacy Policy / Accessibility / Terms & Conditions

Global Footer: Collapsed (mobile)

Drop down icon

Font: Replica bold 15/21 px
Font-colour: #000000
Background colour: #FFFFFF

Drop down icon

Font: Replica bold 15/21 px
Font-colour: #000000
Background colour: #FFFFFF
Section 2: Header & Footer

Local Footer with map (desktop)

- School of Nursing
  Faculty of Community Services

- Located in the Podium Building
  Room F00-481 (6th Floor)
  416-978-63000
  Fax: 416-978-5332
dncn@ryerson.ca

- Ryerson University
  350 Victoria Street
  Toronto, ON M5B 2K3
  416-978-5000

- Directory / Maps & Directions

- Privacy Policy / Accessibility / Terms & Conditions

Follow Ryerson:

Google Map
Image ratio: 2:1

Local Footer with map (mobile)

- School of Nursing
  Faculty of Community Services

- Located in the Podium Building
  Room F00-481 (6th Floor)
  416-978-63000
  Fax: 416-978-5332
dncn@ryerson.ca

- Ryerson University
  350 Victoria Street
  Toronto, ON M5B 2K3
  416-978-5000

- Directory / Maps & Directions

Follow Ryerson:

Google Map
Image ratio: 2:1
Local Footer Small (desktop)

When to use

Use the Local Footer Small when you only want to offer a few footer links and nothing else.

Local Footer Medium (desktop)

When to use

Use the Local Footer Medium when you want to offer only a few footer links (for contact, social media, etc.).

Local Footer Large (desktop)
Section 3: Content Types / Components
Section 3: Content Types / Components

Yeates School of Graduate Studies

Default
Font: Replica bold 50/48 px
Font colour: #FFFFFF
Background colour: #004C9B

Page Title: Long (desktop)

Faculty of Engineering and Architectural Science

Custom
University entities with custom secondary or tertiary palette colours can alter their header colours according to the AODA values on page 9.

⚠️ Note: Throughout the website the main background colour of the content area is #EDEDED
Content Types
Local Navigation

Local Navigation Horizontal (desktop)

Local Navigation Vertical

Local Navigation Vertical: Hover & Active state

Local Navigation Vertical: Expanded sub-menu

Font: Replica bold 22 px
Font colour: #000000
Background colour: #FFFFFF

Font: Replica bold 20 px
Font colour: #000000
Background colour: #D9D9D9

Font: Replica bold 22 px
Font colour: #FFFFFF
Background colour: #000000

Section 3: Content Types / Components
### Content Types

#### Button

**Style 1**

<table>
<thead>
<tr>
<th>Financial Aid</th>
<th>Scholarships &amp; Awards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career Centre</td>
<td>Housing &amp; Residence</td>
</tr>
</tbody>
</table>

**Hover & Active state**

- Font: Replica bold 22 px
- Font colour: #000000
- Background colour: #FFFFFF
- Text alignment: centered

**Hover & Active state**

- Font colour: #FFFFFF
- Background colour: #000000

**Style 2**

| Undergraduate | Graduate | International | Continuing Education |

**Hover & Active state**

- Font: Replica bold 22/28 px
- Font colour: #002D72
- Background colour: #FFFFFF
- Text alignment: centered

**Hover & Active state**

- Font colour: #002D72
- Background colour: #5BC2F4

**Style 2 Default**

- Font: Replica bold 22 px
- Font colour: #FFFFFF
- Background colour: #000000

**Hover & Active state**

- Font colour: #FFFFFF
- Background colour: #000000

**Style 2 Custom**

- Font: Replica bold 22 px
- Font colour: #FFFFFF
- Background colour: #000000

**Custom**

University entities with custom secondary or tertiary palette colours can alter their header colours according to the AODA values on page 9.
Content Types

Slideshow

Slideshow Style 1: Homepage (desktop)

Slideshow Style 2 (desktop)

Slideshow navigation
Arrow colour: #FFFFFF
Background colour: #004C9A

Hover & Active State
Arrow colour: #004C9A
Background colour: #FFFFFF

Slideshow Style 2: With vertical local navigation (desktop)

Slideshow (mobile)

Slideshow navigation and "find out more" buttons are removed on mobile
Content Types
Slideshow Titles

Slideshow Style 1: Homepage (desktop)

Laneways meet new life at Ryerson

Font: Replica bold 40/41 px
Font colour: #000000
Background colour: #FFDC00

Find out more

Slideshow Style 2 (desktop)

Laneways meet new life at Ryerson

Font: Replica bold 35/36 px
Font colour: #000000
Background colour: #FFDC00

Hover state
Font colour: #FFFFFF
Background colour: #000000

Slideshow Long Title (desktop)

Alumnus Edward Burtynsky, graduated from Image Arts in 1982, receives Governor General's Award.

Find out more

Min Lines Count: 2
Max Lines Count: 4

Slideshow Style 2 Custom

Laneways meet new life at Ryerson

Slideshow (mobile)

Laneways meet new life at Ryerson

Font: Replica bold 22/22 px
Font colour: #000000
Background colour: #FFDC00

⚠️ Note: The box extend from the anchored bottom left corner to the top right corner.
Content Types
Quick Links

Quick Links (desktop)

- Meet Our Leaders
- Admissions Process
- Attend an Open House
- Campus Life
- Funding & Scholarships
- International Student
- Support

Hover state
Font colour: #999999
Background colour: #FFFFFF

Quick Links (mobile)

Quick Links
Meet Our Leaders / Admissions Process / Attend an Open House / Campus Life Funding & Scholarships / International Student Support

Font: Replica regular 14/22 px
Font style: underline 1 px
Font colour: #000000
Background colour: #FFFFFF

Hover state
Font colour: #999999
Background colour: #FFFFFF
### Bordered Table

**Entrance Scholarships Across all Programs**

<table>
<thead>
<tr>
<th>Scholarship Name</th>
<th>Deadline</th>
<th>Application Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMO Financial Group Diversity Scholarships</td>
<td>October 1, 2016</td>
<td>BMO Financial Group Diversity Scholarships Application Form</td>
</tr>
<tr>
<td>H. Graham Walker Awards</td>
<td>August 4, 2016</td>
<td>H. Graham Walker Awards Application Form</td>
</tr>
<tr>
<td>Jamaican Canadian Association Scholarships</td>
<td>October 23, 2016</td>
<td>JCA Foundation’s Annual Scholarship Program</td>
</tr>
<tr>
<td>John Brooke Community Foundation Scholarships</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

### Borderless Table

**Entrance Scholarships Across all Programs**

<table>
<thead>
<tr>
<th>Scholarship Name</th>
<th>Deadline</th>
<th>Application Required</th>
</tr>
</thead>
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<td>October 23, 2016</td>
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</tr>
<tr>
<td>John Brooke Community Foundation Scholarships</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

### Title
Font headline: Replica bold 22 px
Font copy: Replica regular 18 px
Font colour: #FFFFFF
Background colour: #00A9EF

### Custom
University entities with custom secondary or tertiary palette colours can alter their header colours according to the AODA values on page 9.
Checkboxes allow users to select one or more options from a visible list.

- Sojourner Truth
- Frederick Douglass
- Booker T. Washington
- George Washington

Radio buttons allow users to see all available choices at once and select exactly one option.

- Elizabeth Stanton
- Susan B. Anthony
- Harriet Tubman

Dropdowns allow users to select one option from a list.

- Option A
- Option B
- Option C

Date input: Three text fields are the easiest way for users to enter most dates.
### Content Types

#### Alerts

**Warning Alert (high priority)**

<table>
<thead>
<tr>
<th>Status</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Warning Status" /></td>
<td>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.</td>
</tr>
</tbody>
</table>

Font: Replica 18 px  
Font colour: #FFFFFF  
Background colour: #E40032

**Warning Alert (low priority)**

<table>
<thead>
<tr>
<th>Status</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Warning Status" /></td>
<td>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.</td>
</tr>
</tbody>
</table>

Font: Replica 18 px  
Font colour: #000000  
Background colour: #FFDC00
Section 3: Content Types / Components

Default Colour (desktop)

- Alumni Achievements
- Student Testimonials

Font: Replica 22/28 px
Font colour: #000000
Background colour: #004C9B

Default Colour (mobile)

- Alumni Achievements

Tabs collapsed and arrow icon appears on mobile version
Font: Replica 18/18 px

Custom Colour (desktop)

- Financial Aid
- Career Centre

Font: Replica 18/24 px
Font colour: #000000
Background colour: #FFFFFF

Custom Colour (mobile)

- Career Centre

Custom
University entities with custom secondary or tertiary palette colours can alter their header colours according to the AODA values on page 9.
Section 3: Content Types / Components

**Custom**
University entities with custom secondary or tertiary palette colours can alter their header colours according to the AODA values on page 9.

Note: The white frame fills to the outer edges.
Content Types
**News or Events items**

### News or Events with images

**News**

- **February 26, 2015**
  - Mohamed Lachemi appointed interim president of Ryerson University

- **February 25, 2015**
  - New cross-over youth project to help Youth in Care stay out of the justice system

- **February 24, 2015**
  - Ryerson University takes innovative approach to accessibility challenge

- **February 23, 2015**
  - Ryerson University to Honor Annette Verschuren and Gordon Pinsent with honorary degrees

**Icon used to reinforce headline (optional)**
Font: Replica bold 35 px

**Image ratio: 4:3**

### News or Events without images

**News**

- **February 25, 2016**
  - Ryerson MBA Brand Management speaker series

- **February 25, 2016**
  - TED Talks: Advance Listening & Discussion Group

- **February 24, 2016**
  - RAMS basketball home opener vs. University of Toronto

- **February 24, 2016**
  - Tour the Fashion Zone at Ryerson University

- **February 23, 2016**
  - Plan Transit and Land Development together, say City Builders

**Font: Replica 18/24 px**
Font colour: #000000

**Background colour: #FFFFFF**
Content Types
Calendar

Events Calendar

Events 📅

November

1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30

Upcoming Events & Dates

November 26, 2016
Plan Transit and Land Development together, say City Builders

Tour the Fashion Zone at Ryerson University

CESAR Semi-Annual General Meeting

Plan Transit and Land Development together, say City Builders

Multiple Events
Font-colour: #FFFFFF
Background colour: #0077C8

Single Event
Font-colour: #000000
Background colour: #5BC2F4

Icon used to reinforce headline
Font: Replica bold 35 px

Links
Font: Replica 18/24 px
Font-style: underline 1 px

Colour system allows to highlight multiple events and single event.
Accordions are a list of headers that can be clicked to hide or reveal additional content.

**Headline**
Font: Replica bold 22 px  
Font colour: #FFFFFF  
Background colour: #00A9EF

**Body Copy**
Font: Replica regular 18/24 px

---

**First Option**
- Canadian Nursing Students Association
  Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

**Second Option**
+ 

**Third Option**
+ 

**Fourth Option**
+ 

**Fifth Option**
+ 

---
There are two options for adding standalone imagery to a layout.
Twitter Feed

Twitter

RU Nursing
@NursingRU

It's our open house today! A big welcome to all students and their families who are visiting our campus ow.ly/UBWJN

RU Nursing
@NursingRU

New @RyersonU Health Sciences Complex to be named for Daphne Cockwell ow.ly/UA3tm #Toronto #development ow.ly/v/eqCem

Icon used to reinforce headline
Font: Replica bold 35 px

Links
Font: Replica 18/24 px
Font-style: underline 1 px

Social-media icon
**Content Types**

**Don'ts**

Do not use images that are not optimized for web use.

Do not use borders or other effects on images.

Do not use text over busy background images.

Do not use colour combinations that are not AODA-compliant. This extends to colour combinations used in images.

Do not align slideshow title to the edge of the slideshow box.
Section 4: Preview / Sample Layouts
Preview/Sample Layouts

Homepage

Global Header (with global navigation)

Desktop

Slideshow Style 1

Mobile

News Item without Images

Events Item

Future Students

Button Group Style 1

Heading 3 Style

News Item with Images

Events

Global Header (with global navigation)
Preview/Sample Layouts
Grad Studies

Desktop

Mobile

Site Title (default)

Slideshow Style 2

Feature Item

Local Header Display

Local Nav Vertical

Quick Links

Yeates School of Graduate Studies

Laneways meet new life at Ryerson

Find out more

Apply Now

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus venenatis sed nec natoque conseque.
Preview/Sample Layouts
Grad Studies (continued)
Preview/Sample Layouts
School of Nursing

Desktop

Site Title (custom)

Global Header

Local Nav Horizontal

Feature Item (custom)

Heading 3 Style 42

Slideshow Style 2

School of Nursing

About Programs Admissions Student Resources Innovation & Research Contact

Ryerson Nursing Graduate receives Voila Desmond Staff Award

Find out more

Ryerson Nursing Graduate receives Voila Desmond Staff Award

The Collaborative Nursing Degree Program (CNRP) The Master of Nursing (MN) program with various streams (course based and thesis) and fields of study (Leadership in Health Care Policy,

Program Highlights

Featured Program

The Collaborative Nursing Degree Program (CNRP) The Master of Nursing (MN) program with various streams (course based and thesis) and fields of study (Leadership in Health Care Policy,

Events

Program Highlights

Featured Program

The Collaborative Nursing Degree Program (CNRP) The Master of Nursing (MN) program with various streams (course based and thesis) and fields of study (Leadership in Health Care Policy,

Events

Program Highlights

Featured Program

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Events

Program Highlights

Featured Program

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Program Highlights

Featured Program

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