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# Language guidelines

A new name brings many opportunities for short forms and variations, so it's crucial to establish guidelines around usage to ensure consistency across our communications. This will help set the tone for our brand and help to promote a set of best practices for our various communications.

The following guidelines outline both formal and informal uses of Toronto Metropolitan University. While the standards set out below cover a lot of ground, they are not exhaustive. There will certainly be use cases in which marketing and communications professionals will need to make judgment calls around the most appropriate form of the name.

Toward that end, it's worth noting some general rules that inform these guidelines. There are three preferred short forms for the university name, but we encourage their use in different scenarios (and acknowledge that some situations and placements will require case-by-case decisions):

1. **Toronto Met:** When there is an obvious connection to the university already established in your communication.
2. **TMU:** When there is an obvious connection to the university and your character space is limited.
3. **Toronto Met U:** When you need to use a short form, but there is no other mention in your communication that we are a university.

As our domain name **www.torontomu.ca** is updated across our website and email addresses, you will see many instances of this usage (**torontomu**) as well, but these will be confined to technical applications and urls rather than web or social media copy.

If you have questions, please connect with us at **tmubrand@torontomu.ca**.

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## Formal usage

### Website / articles / campaign landing pages / long-form emails

A full Search Engine Optimization (SEO) plan is in development that will help the community optimize for organic online search in various ways, but you can help this process by being deliberate in your name usage on the web.

When it comes to headlines and subheads, let the audience be your guide. If familiarity with the brand is a given, short forms like Toronto Met and TMU can be used to lead articles. For communications designed for external audiences, consider using the full university name.

For the sake of professionalism and consistency, when writing body copy for websites and articles, the first mention of our name should be in its full form – Toronto Metropolitan University. You can add (TMU) in brackets if you believe it will help the audience to understand the abbreviated form in subsequent references.

After using the full name off the top, writers are encouraged to vary their diction when referring to the university. Acceptable variations include, TMU, the university, the school, and the institution.

**Note:** If you're targeting an audience with prior knowledge of the school who is unlikely to be aware of the name change, you may consider using "Toronto Metropolitan University (TMU), formerly known as Ryerson University" in the first reference before turning to TMU.

#### First mention

Toronto Metropolitan University  
or  
Toronto Metropolitan University (TMU)

#### Second or additional mentions

TMU  
Toronto Met  
The university / the school / the institution

### Newsletters/publications title

There are instances when a short form can be used as a branded name. If you currently do not use the university name in your newsletter or publication(s), there is likely no need to update these titles, but if you are looking to update a formerly Ryerson-branded asset, the preferred short form for these assets is **Toronto Met**. Note the space between the words. Our central university newsletter, *TorontoMet Today*, merges the two together, but this is a unique case with its own branding considerations.

For other newsletters and brand assets across the university ecosystem, please retain the space as seen in the examples below:

- Toronto Met News Clips (via Communications)

#### Note: Newsletter "From" section

Remember to be aware of character constraints in the "from" field and consider use of TMU in order to ensure that your unique identifying words (Graduate, Alumni, Research, etc.).

- From: TMU Alumni
- From: Toronto Met Alumni

### Referencing alumni

As we move forward with our new name, it's important to acknowledge that our present alumni have graduated under different iterations of our previous name (Ryerson University, Ryerson Polytechnical Institute, and the Ryerson Institute of Technology).

To reflect this, communications can call out the name of the institution the alumnus graduated from and note that the name is now Toronto Metropolitan University, as is seen in the example below:

Having earned a BAA in Film and Photography from Ryerson Polytechnical Institute (now Toronto Metropolitan University), John Doe worked as a director throughout the 1980s.

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## Informal & space-restricted usage

### Social Media/Digital ads

When we are working with limited character counts, it's important to use a short form of the university name so your message can take the lead. On mobile devices, headline and caption fields are truncated quite quickly on social media platforms, so it's useful to determine how many characters you have to work with before choosing your short form.

As a general rule, Toronto Met is preferred as space allows, but when you think your message may be cut off, adopt the TMU short form.

### Post copy/digital ad examples

- Toronto Met
- TMU
- The Creative School at Toronto Met
- The Creative School at TMU

### Google ads business name

On channels where there isn't a direct connection the university's full name, it's important to use the "u" or "university"

- Toronto Met U
- Toronto Met University

### LinkedIn post copy

Given its professional focus and audience, LinkedIn is a platform in which users may want to apply more formal usage of the name in their communications. As such, let your intended audience be the guide: if your content is targeted primarily toward external users, then usage of the full university name is best.

- Toronto Metropolitan University
- Toronto Met
- TMU

### Central hashtags

The university's central social media channels have adopted #TorontoMet (or #torontomet when capitalization is not possible) as the primary hashtag, but #TMU or #tmu have also been adopted by our community and are thus viable alternatives. As is the case with social handles, if you need to add unique differentiating words to your hashtag, consider adding the tmu at the end to tether the post to the university.

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## Don'ts

- Don't use the following short forms: "Metro," "TorMetU," "TorMet," "Uni," "T-Met," "The Met."
- If you use the acronym (TMU), ensure the connection to the full name is clear via proximity to a logo or by spelling it out first in formal applications.
- Don't refer to "Toronto" as "TO"
- Don't use TorontoMet as one word – it is reserved for exclusive use by the central university newsletter.
- Don't use a play on the acronyms like TMUsed Furniture
- The name will be translated to French for official government use, but we will not be providing a translated logo for use in French or any other languages.

## Quick reference

|                                     | Toronto Metropolitan University | Toronto Met | TMU | Toronto Met U | Toronto Met University | Other (the institution/school/etc) |
|-------------------------------------|---------------------------------|-------------|-----|---------------|------------------------|------------------------------------|
| Web                                 | ✓                               | ✓           | ✓   |               |                        | ✓                                  |
| Article/long-form email             | ✓                               |             | ✓   |               |                        | ✓                                  |
| Branded Newsletters Titles          |                                 | ✓           | ✓   |               |                        |                                    |
| Email “from”                        |                                 | ✓           | ✓   |               |                        |                                    |
| Social Media handles                |                                 | ✓           | ✓   |               |                        |                                    |
| Social media posts (IG, FB, TW, TT) | ✓                               | ✓           | ✓   |               |                        | ✓                                  |
| LinkedIn                            | ✓                               | ✓           | ✓   |               |                        | ✓                                  |
| Digital ads                         | ✓                               | ✓           | ✓   | ✓             | ✓                      |                                    |
| Hashtags                            |                                 | ✓           | ✓   |               |                        |                                    |