

TRSM BRAND FONTS

USAGE AND INSTALLATION GUIDE

INTRODUCTION

The Ted Rogers School of Management uses several different fonts for branding purposes. In order to properly use the marketing material templates provided to you, you must download and install all relevant fonts listed out in the accompanying instructional guide. Using these templates and fonts will help TRSM convey a unified brand throughout all communications, and promote its recognisability in the broader public.

WHAT ARE THE TRSM BRAND FONTS?

	Font Name	Sample Type
Headlines	Knockout HTF49 Liteweight May appear as <i>Knockout 49 Liteweight</i> in some font listings	TED ROGERS SCHOOL OF MANAGEMENT
Subheads	Knockout HTF31 Junior Middleweight May show up as <i>Knockout 31 Junior Middleweight</i> in some font listings	TED ROGERS SCHOOL OF MANAGEMENT
Body Copy	Neue Haas Unica Pro Regular May show up as <i>Neue Haas Unica Pro</i> in some font listings Note: italics and bold weights are used to highlight important pieces of information in body copy	TED ROGERS SCHOOL OF MANAGEMENT

Please refer to pages 40-41 of the TRSM Master Brand Guidelines for more information about font usage, including examples and specific arrangements.

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WHERE DO I DOWNLOAD THE FONTS?

Please contact the TRSM Marketing & Communications team at marketingtrsm@ryerson.ca for access to download the fonts. One of our staff members will contact you with instructions on where to download the correct fonts.

For web usage, both *Knockout* and *Neue Haas Unica* are available to all CQ5 users on Ryerson University's network. No extra installation is required for web use.

Please do not download any versions of these fonts from sources not approved by the TRSM Marketing & Communications team.

HOW DO I INSTALL THE FONTS?

Once you have downloaded the fonts, please refer to the following guides on how to install the fonts. Guides are available for users using both Windows-based PCs and Mac-based computers.

CONTACT

For any questions or concerns, please contact the TRSM Marketing & Communications team at marketingtrsm@ryerson.ca

TRSM BRAND FONTS

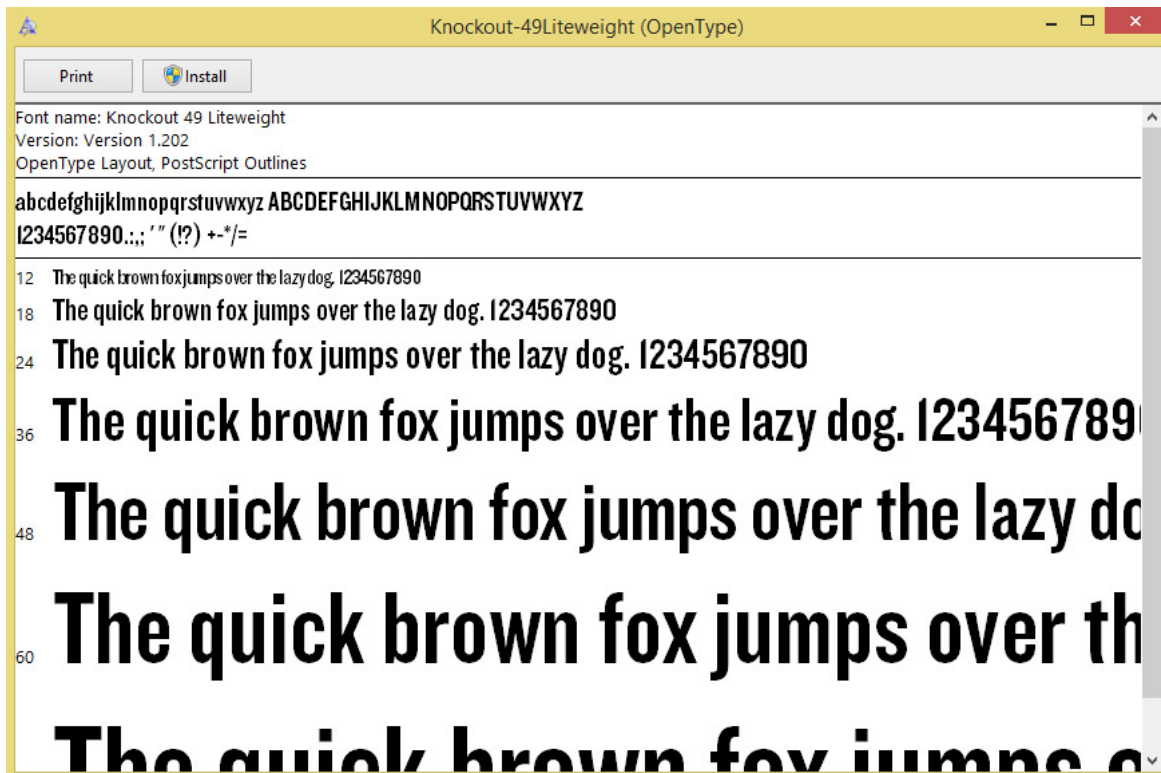
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INSTALLING FONTS (WINDOWS)

1. Download the fonts from the TRSM Marketing & Communications team's approved source.
2. Find your downloaded files on your computer. Usually this is in a designated "Downloads" folder.

Name	Date modified	Type	Size
Knockout-31JuniorMiddlewt.otf	2016-11-18 9:18 PM	OpenType font file	64 KB
Knockout-49Liteweight.otf	2016-11-18 9:18 PM	OpenType font file	70 KB
Neue Haas Unica Pro Bold.otf	2016-11-18 10:21 ...	OpenType font file	106 KB
Neue Haas Unica Pro Italic.otf	2016-11-18 10:20 ...	OpenType font file	108 KB
Neue Haas Unica Pro.otf	2016-11-18 10:21 ...	OpenType font file	104 KB

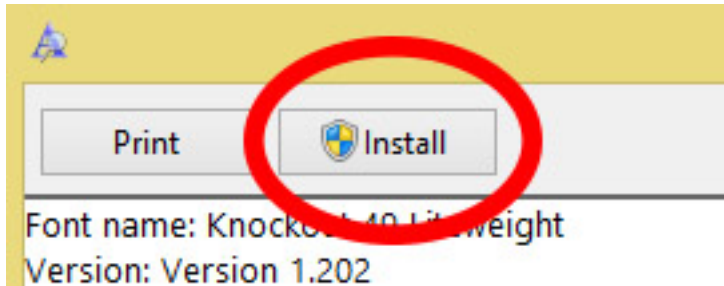
3. Open the font file by double-clicking on the file name. A window with a preview of the font will appear. Check that this is the correct font you want to install.



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4. Click the Install button at the top of the window and wait for the font to finish installing.
You may require administrator-level access on your computer to install new fonts. If you do not have access, please contact your supervisor or IT contact about gaining access.



5. Congratulations! Your font is now installed and you can now use the font on your computer.
You may need to restart any open programs such Microsoft Word in order to see the font appear in the program's font list. If restarting the program does not work, please try restarting your computer as well.

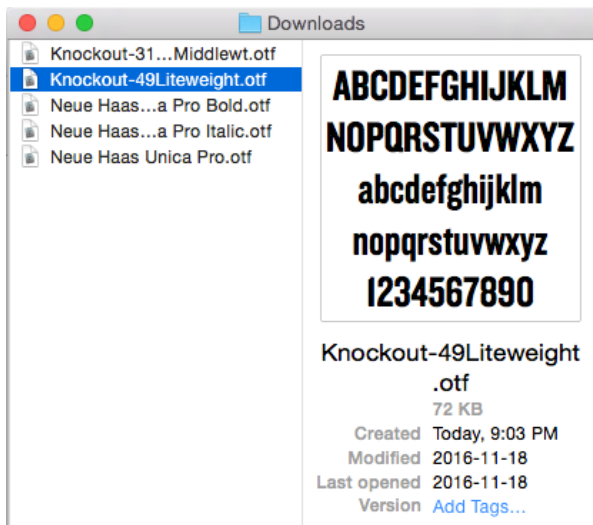


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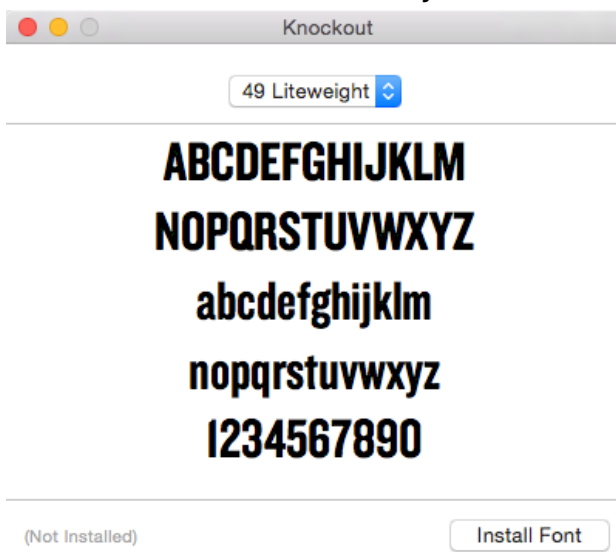
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INSTALLING FONTS (MAC)

1. Download the fonts from the TRSM Marketing & Communications team's approved source.
2. Find your downloaded files on your computer. Usually this is in a designated "Downloads" folder.



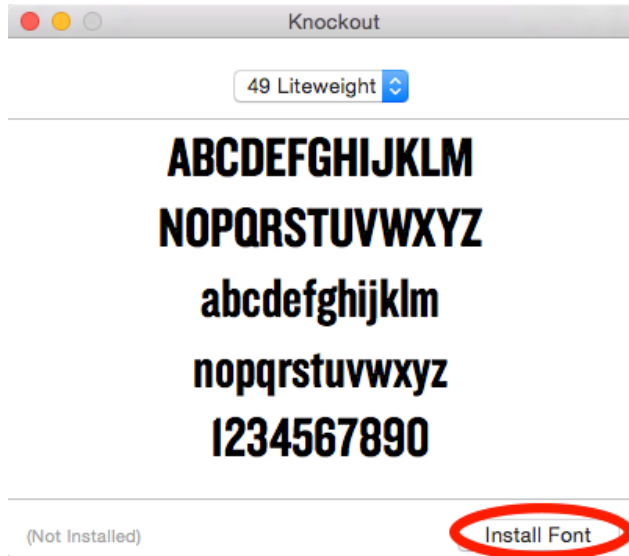
3. Open the font file by double-clicking on the file name. A window with a preview of the font will appear. Check that this is the correct font you want to install.



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4. Click the Install button at the bottom of the window and wait for the font to finish installing. Your Mac's FontBook app may open when the font is finished installing



5. Congratulations! Your font is now installed and you can now use the font on your computer. You may need to restart any open programs such Microsoft Word in order to see the font appear in the program's font list. If restarting the program does not work, please try restarting your computer as well.

