

# Brand Standards Manual

**Dalla Lana**  
**School of Public Health**

Version 1.0  
January 2019

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## Introduction

**“Through its design program and the resulting visual identity, a company can inform people, inside and outside the organization, what or who it is and how it is (or how it wants to be).”**

— Per Mollerup, *Marks of Excellence*

In order to maintain the integrity of Dalla Lana School of Public Health's (DLSPH) refreshed brand and to achieve a consistent look that is instantly recognizable, a graphic standards system has been developed. This graphic standards manual presents the basic guidelines for DLSPH's brand and the standards governing its use. Precise application standards for the brand have been developed and must be adhered to. These standards exist to ensure that the recognition value and impact of the brand is not diminished through graphic variation and that the distinctive quality of the DLSPH brand, and the consistency with which it is applied, are maintained.

# 1

# Wordmark

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# 1 Wordmark

**Dalla Lana**  
School of Public Health

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# 1 Wordmark Primary

## Wordmark Overview

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The Dalla Lana School of Public Health wordmark has been developed using customized typography and comes in two variations; horizontal and vertical. Each comes in full colour, black, and white. When using the wordmark, in most cases the full colour version should be used. If the wordmark is to be placed over a darker background, the white version should be used. The black version of the wordmark should be reserved for special cases such as photocopying or black and white printing.

## Horizontal / Vertical

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**Dalla Lana**  
School of Public Health

**Dalla  
Lana**  
School of  
Public Health

## Colour Variations

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**Dalla Lana**  
School of Public Health



**Dalla  
Lana**  
School of  
Public Health

# 1 Wordmark Primary

## Minimum Size

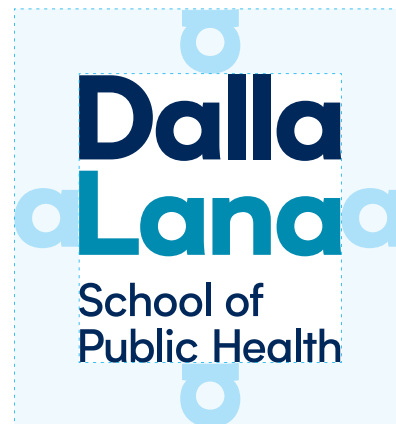
The Dalla Lana School of Public Health wordmark should never appear smaller than the minimum size for print and digital applications, in order to ensure legibility and visual presence.



## Buffer Zone

In order to protect the integrity of the wordmark and to maintain its visual impact, the wordmark must be surrounded by a minimum amount of space. This reserved space is known as the "buffer zone." It is the minimum distance that other elements, such as type, may be placed near the wordmark.

The size of the buffer zone is equal to the width of the lowercase "a" from the wordmark. The buffer zone is always proportional to the size of the wordmark being used, and must not be altered or adjusted.



# 1 Wordmark Usage

## Usage Guidelines

The Dalla Lana School of Public Health wordmark has been carefully designed to ensure legibility and visual balance, and should not be altered in any way. There are precise standards for preserving the wordmark. These standards exist to ensure that the wordmark's impact, integrity and recognition value will not be diluted through alteration or misuse.

To ensure optimum visibility, the wordmark should be crystal clear, free from distortion and set off from other graphic elements, such as type, photographs and illustrations. In order to preserve the quality of the image, the wordmark should always be reproduced from digital artwork.



**Dalla Lana**  
School of Public Health

**DO NOT**  
modify, or stretch  
the wordmark in any way



**Dalla Lana**  
School of Public Health

**DO NOT**  
alter the colour of  
the wordmark



**Dalla Lana**  
School of Public Health

**DO NOT**  
enclose the wordmark within a  
shape, or a border



**Dalla Lana**  
School of Public Health

**DO NOT**  
simulate embossed or drop shadow  
effects on the wordmark



**Dalla Lana**  
School of Public Health

**DO NOT**  
outline the wordmark



**Dalla Lana**  
School of Public Health

**DO NOT**  
alter the proportions  
of the wordmark



**Dalla Lana**  
School of Public Health

**DO NOT**  
use any other typeface  
for the wordmark



**Dalla Lana**  
School of Public Health

**DO NOT**  
use tints, transparencies, or  
gradients on the wordmark



**Dalla Lana**  
School of Public Health

**DO NOT**  
apply images or textures  
to the wordmark



**Dalla Lana**  
School of Public Health

**DO NOT**  
place the wordmark over busy,  
hard-to-see backgrounds



**Dalla  
Lana**  
School of Public Health

**DO NOT**  
alter the disposition of the  
elements in the wordmark



**Dalla Lana**

**DO NOT**  
omit any part of the wordmark



# 1 Wordmark Crest

## Crest Wordmark

Accompanying the primary wordmark is the crest version. This version combines the wordmark with the official U of T DLSPH crest to create one cohesive unit. Apply the same rules when using this version as with the primary wordmark.

## Horizontal / Vertical



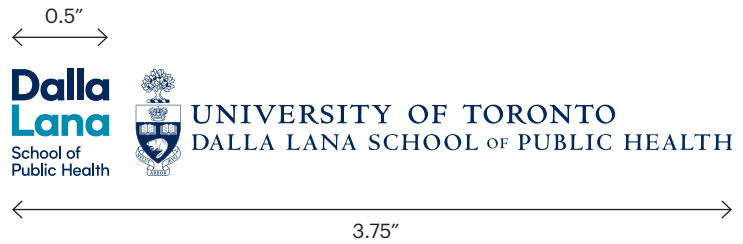
## Colour Variations



# 1 Wordmark Crest

## Crest Wordmark Minimum Size

The Dalla Lana School of Public Health crest wordmark should never appear smaller than the minimum size for print and digital applications, in order to ensure legibility and visual presence.



## Crest Wordmark Buffer Zone

The size of the buffer zone for the crest version of the wordmark is equal to 50% of the height of the crest. The buffer zone is always proportional to the size of the wordmark being used, and must not be altered or adjusted.



# 1 Wordmark Usage

## Wordmark + Crest Combination

When using the Dalla Lana School of Public Health wordmark, it should generally be used separately from the University crest. When doing so, please ensure that both wordmark and University crest are sized appropriately in proportion to one another. The wordmark should not be so large that it dominates the University crest, and vice versa. In special situations, for example when space may be limited, the crest wordmark can be used as an alternative.



# 2

# Colour

## 2 Colour Palette

### Primary Colour Palette



UT Navy  
**PMS 655 C / U**  
CMYK **100 70 3 56**  
RGB **0 42 92**  
HEX **#002A5C**



UT Blue  
**PMS 633 C / U**  
CMYK **100 0 10 25**  
RGB **0 139 176**  
HEX **#008B80**

### Colour Palette Overview

Dalla Lana School of Public Health's primary colour palette consists of two colours directly from the University of Toronto brand, named UT Navy and UT Blue. The secondary and tertiary palette is used to provide life and diversity to the brand. When using multiple colour combinations on a single piece, please ensure to only use colours that provide a visibly moderate to high level of contrast.

### Secondary Colour Palette



Persimmon  
**PMS 1585 C / 1505 U**  
CMYK **0 71 100 0**  
RGB **255 100 0**  
HEX **#FF6400**



Canary  
**PMS 1235 C / 116 U**  
CMYK **0 38 100 0**  
RGB **254 190 16**  
HEX **#FEBE10**



Kelly Green  
**PMS 3501 C / U**  
CMYK **75 6 100 0**  
RGB **66 171 12**  
HEX **#42AB0B**



Sky Blue  
**PMS 3545 C / U**  
CMYK **76 0 12 0**  
RGB **0 186 255**  
HEX **#00B9E1**



Amethyst  
**PMS 2088 C / U**  
CMYK **57 68 0 0**  
RGB **129 93 199**  
HEX **#815CC7**

### Tertiary Colour Palette



Lemon  
**PMS 107 C / U**  
CMYK **4 6 97 0**  
RGB **249 224 24**  
HEX **#F9E018**



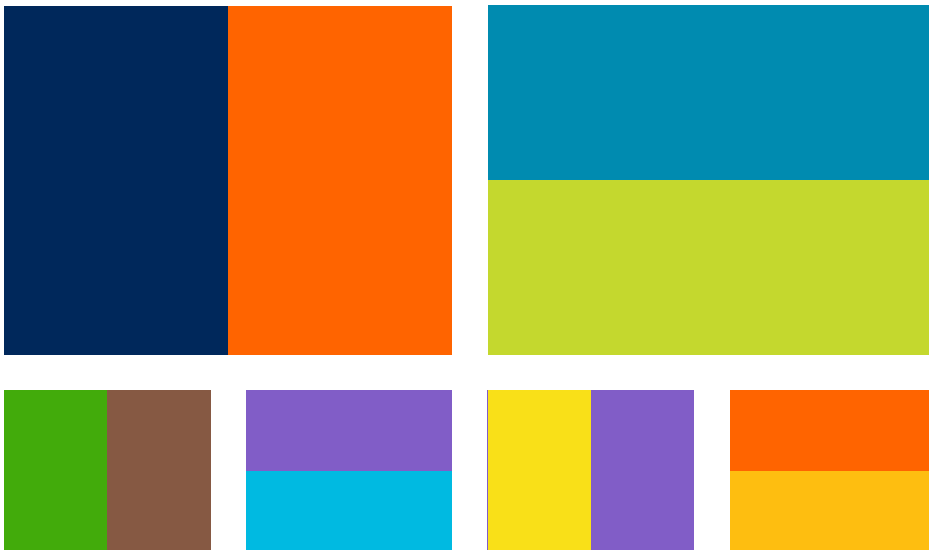
Lime  
**PMS 2298 C / 389 U**  
CMYK **32 0 98 0**  
RGB **196 216 46**  
HEX **#C3D82D**



Walnut  
**PMS 4715 C / 7587 U**  
CMYK **40 63 68 26**  
RGB **134 89 67**  
HEX **#855942**

## 2 Colour Usage

### Colour Usage Standards – Do's



### Colour Combination Guidelines

The Dalla Lana School of Public Health brand makes use of a bright and lively secondary and tertiary colour palette. When using combinations of colours from these palettes, please ensure the number is limited to no more than two and that a visibly moderate to high contrast ratio is achieved.

When using the colours in conjunction with text, the text colour is typically kept as white. In certain cases (eg. Lemon being used as the background colour) a darker colour from the palette may be used to provide improved contrast and legibility.

### Colour Usage Standards – Don'ts



# 3

# Typography

# 3 Typography Type Suite

## Typography Overview

The primary typefaces used for Dalla Lana School of Public Health are Biotif and Graphik. For display copy (headlines, larger text) Biotif should be used. For text copy (body copy, smaller text) Graphik should be used. Font weights may vary depending on subject matter, however heavier weights should generally be used for display copy.

For emails and usage within Microsoft Suite applications (Word, PowerPoint, Excel, etc.), the two typefaces in use are Century Gothic (display) and Arial (text).

NOTE: When using Biotif, please ensure that the OpenType version is used with **Stylistic Set 1** turned on. This ensures that a lowercase “a” displays like this **a** rather than like this **a**.

## Display Typeface

# Biotif

Biotif Extra Bold  
40pt

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789

## Text Typeface

# Graphik

Graphik Regular  
40pt

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789

**Display Typeface**  
Email, Microsoft Suite

## Century Gothic

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789

**Text Typeface**  
Email, Microsoft Suite

## Arial

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789



# 3 Typography Usage

## Typographic Examples

Presented below are examples of how the typography can be used with colour and a clearly established hierarchy.

**Public Good**  
Biotif Extra Bold 30/31pt

**Join Us on the Forefront of Change in Health**  
Biotif Extra Bold 14/16pt

[www.dlsph.utoronto.ca](http://www.dlsph.utoronto.ca)  
Graphik Medium 6/10.5pt

**In the heart of Canada's largest health ecosystem**  
Biotif Extra Bold 41/44pt

**We are changing the face of healthcare**  
Biotif Medium 17/21pt

**Our world-renowned experts are training the next generation of scientists, educators and practitioners who will shape healthier societies in Canada and around the world. More than 800 graduate students are enrolled in doctoral and masters programs at the School.**  
Graphik Medium 9/13pt

**Source** Dalla Lana School of Public Health  
Graphik Bold/Regular 6/10.5pt

# 4

# Imagery

## 4 Imagery Style

### Imagery Overview

The Dalla Lana School of Public Health's brand makes use of a wide variety of images relating to the fields of public health and health systems. These can include images of people (individuals or groups), research, and environments. Regardless of subject matter, all images should aim to focus on capturing the essence and impact of the copy it accompanies.

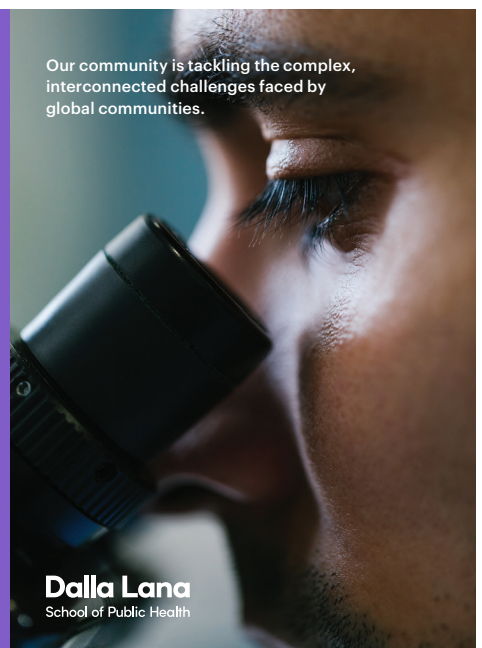
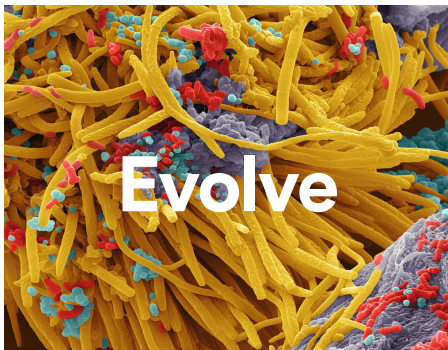
Photography compositions should be candid and real, be clear on context, and full colour. Images which include people should aim for diversity in age, ethnicity and gender. Often times, these images can be paired with colours from the brand palette to create a variety of visual options. Provided that legibility is clear, text can also be placed on top of imagery when necessary.

### Imagery Examples



# 4 Imagery Usage

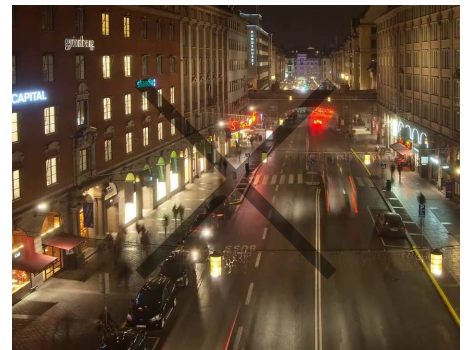
## Imagery Usage Examples – Do’s



# 4 Imagery Usage

## Imagery Usage Examples - Don'ts

Avoid using generic, cliché stock images that feel overly staged, overly stylized, inauthentic, too abstract, or where the subject matter or context is unclear. Images with colour washes or effects applied, poor lighting and colour contrast as well as illustrations and clipart should also be avoided.



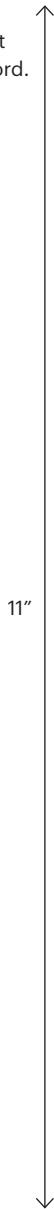
# 5

# Stationery

# 5 Stationery Letterhead

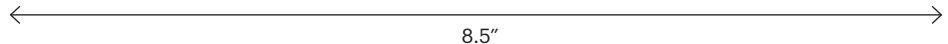
## Letterhead Overview

The Dalla Lana School of Public Health letterhead deploys a straightforward layout which is easily editable using Microsoft Word. To allow greater accessibility and usability, the default font has been set to Arial.



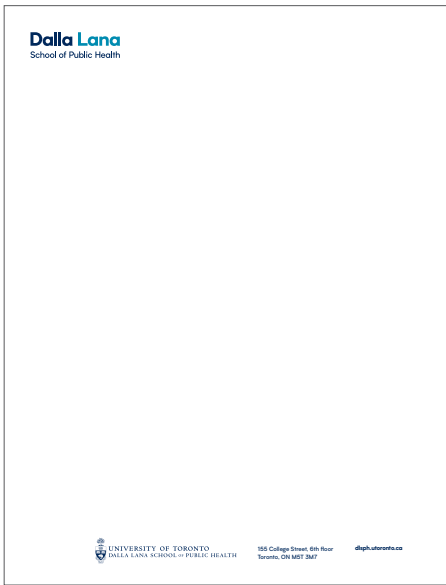
## Letterhead Example

The letterhead example is enclosed in a thin black border. At the top left is the logo for Dalla Lana School of Public Health. To the right of the logo is the date "November 27, 2018". Below the logo is the recipient's address: "Mr. John Doe, 123 University Avenue, Suite 302, Toronto, Ontario, M4M 2M9 Canada". The salutation "Dear Mr. John Doe," is followed by a paragraph of placeholder text. This is followed by two more paragraphs of placeholder text. The signature "Johnathon Smith, Director of Communications" is placed at the end of the main text. At the bottom, there is a footer containing the University of Toronto logo, the school's name, the address "155 College Street, 6th floor, Toronto, ON M5T 3M7", and the website "dlsp.utoronto.ca".

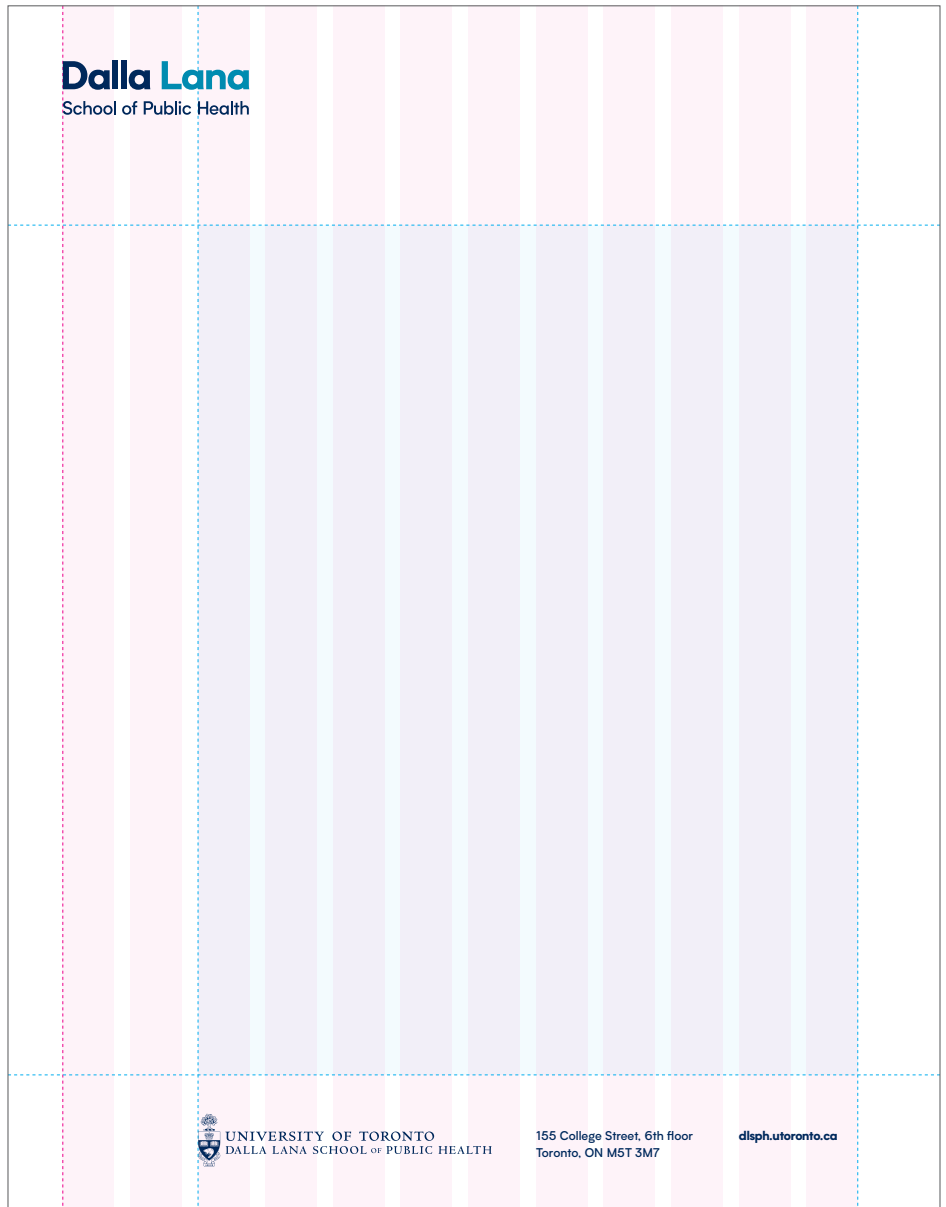


# 5 Stationery Letterhead

## Letterhead Template



## Letterhead Makeup





# 5 Stationery Business Card

## Business Card Overview

The Dalla Lana School of Public Health business card is a double-sided card with contact information on the front and the DLSPH wordmark on the back. Placement of content has been designed to allow space and flexibility for varying contact information.

## Business Card Makeup



## Business Card Makeup



**Dalla Lana**  
School of Public Health

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