



# Masterbrand Quick Reference Guide

VERSION 2.0  
April 2019



# Contents

Our Identity	1
Logo Formats	2
Logo Clearspace & Minimum Size	3
Logo Colour Variations	4
Incorrect Logo Usage	5
Our Font	6
Our Primary Colours	7

# Our Identity



Say hello to our new identity: Ontario Tech University. Even after 17 years, our research shows that the university still isn't as well-known as it should be. It's time to change that. Our new name will position us as a modern, forward-thinking university that's open to every emerging idea and possibility the future holds.

The transition to our new brand will take time. It's part of our strategic priority to share our story with the world. Our official name remains University of Ontario Institute of Technology and it will be used for our degree parchments and official documents. Please use Ontario Tech University in all other communications and references to the university going forward.

**PLEASE NOTE**

This is a condensed documentation of the new Ontario Tech brand. A more comprehensive version of the guidelines will be released shortly.

**For more information please contact**  
[brand@uoit.ca](mailto:brand@uoit.ca)

# Logo Formats

The primary logo is the preferred format and should be used wherever possible. Alternative variations of the logo were developed for instances where space may be limited. These variations should be used sparingly.

PRIMARY LOGO

---



STACKED LOGO

---



WORDMARK

---



WORDMARK STACKED

---



SYMBOL

---



# Logo Clearspace & Minimum Size

To ensure our brand is represented effectively, the logo must be used correctly. This page shows the correct amount of required clear space around the logo. The same spacing rules apply to all variations of the logo. Please note the minimum size application of logos.



**LOGO CLEAR SPACE:** USE THE CAPITAL O TO DETERMINE THE MINIMUM REQUIRED SPACE USED AROUND THE LOGO.



**PRIMARY LOGO  
MINIMUM SIZE:**  
1.5" WIDE FOR PRINT  
150PX FOR DIGITAL



**SECONDARY LOGO  
MINIMUM SIZE:**  
1.0" WIDE FOR PRINT  
100PX FOR DIGITAL



**SYMBOL  
MINIMUM SIZE:**  
0.265" WIDE FOR PRINT  
16PX FOR DIGITAL

Avoid using the logo smaller than the examples shown. Exceptions can be made for special cases such as specialty items, where smaller logo sizes are needed. Minimum sizes for logos do not include clearspace.

# Logo Colour Variations

As a general rule and whenever possible, the logo should always be used in its full-colour version. Reverse, white and black versions should only be used in specific cases. Ensure that the logo is always reproduced with approved artwork files and that the correct format is used for the appropriate medium.

FULL-COLOUR



REVERSE - LIGHT BLUE BACKGROUND



REVERSE - DARK BLUE BACKGROUND



WHITE



BLACK



# Incorrect Logo Usage

Below are examples of how our logo should not be used. If you have any questions about how to apply our logo contact, [brand@uoit.ca](mailto:brand@uoit.ca)



DO NOT CHANGE COLOURS OF THE LOGO IN ANY WAY



DO NOT ALTER OR REARRANGE THE LOGO ELEMENTS



DO NOT STRETCH OR DISTORT LOGO



DO NOT ALTER OR CREATE YOUR OWN DESCRIPTOR TEXT



DO NOT USE LOGO ON A BUSY BACKGROUND



BE SURE TO USE THE CORRECT COLOUR VERSION OF THE LOGO FOR LEGIBILITY

# Our Font

Our new wordmark incorporates a new font, Ubuntu. It's versatile, approachable, comes in a variety of weights and is also designed for digital use. Ubuntu can be used for all of our communication, marketing and digital materials.

# Welcome

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

## FONT FEATURE

- > Free and Open Source Font.
- > This means it can be used in all software programs once installed. If sharing a file with an outside vendor, please make sure they download and install Ubuntu available on [Google Fonts](#).

## FONT FEATURE

- > 1,200 Glyphs
- > 200-250 Languages

**добро  
пожаловать**

## FONT FEATURE

- > Rounded Letterforms are Friendly and Modern

## AVAILABLE WEIGHTS

Light  
*Light Italic*  
Regular  
*Italic*  
Medium  
*Medium Italic*  
Bold  
*Bold Italic*  
Condensed



# Our Primary Colours

Our primary colour palette consists of three bold colours. Two traditional blues, paired with a vibrant orange conveying: enthusiasm, creativity, success, encouragement, change and determination.



**DARK BLUE**

**PMS: 541 C**

**C: 100 M: 58 Y: 9 K: 46**

**R: 0 G: 60 B: 113**

**HEX: #003C71**



**LIGHT BLUE**

**PMS: 3005 C**

**C: 100 M: 31 Y: 0 K: 0**

**R: 0 G: 119 B: 202**

**HEX: #0077CA**



**ORANGE\***

**PMS: 1645 C**

**C: 0 M: 70 Y: 100 K: 0**

**R: 231 G: 93 B: 42**

**HEX: #E75D2A**

\*Notes on use of orange on text to comply with AODA regulations.  
Digital – When using orange RGB or HEX colour text on a white background, maintain a minimum of 24px font size.  
Print – Avoid using orange in font smaller than 16pt in print applications.



 **OntarioTech**  
UNIVERSITY

For more information contact  
*[brand@uoit.ca](mailto:brand@uoit.ca)*