



Co-Branding Guidelines | January 2022



# CO-BRANDING GUIDELINES

As campus partners, Durham College and Ontario Tech University frequently develop joint materials to highlight events, programs and shared campus services initiatives. The following guidelines have been developed to ensure brand consistency for both institutions.

# JOINT LOGO



The joint Durham College and Ontario Tech logos are used on joint initiatives such as signage, websites, clients, letterhead, department apparel, etc.

These logos are used in full colour (as per their respective guidelines) wherever possible. Alternatively, the black or reversed (white) versions may be used.

## VARIATIONS



One-colour (black)



Reverse (white)

The space between the logos should be three times the width of the 'D' in the Durham College logo. The clearance around the logos should be two times the height of the 'D'. (see example below).



## ORDER PLACEMENT

The order placement of the logos should be alternated equally, where applicable.



## LOGO SIZE

### PRINT

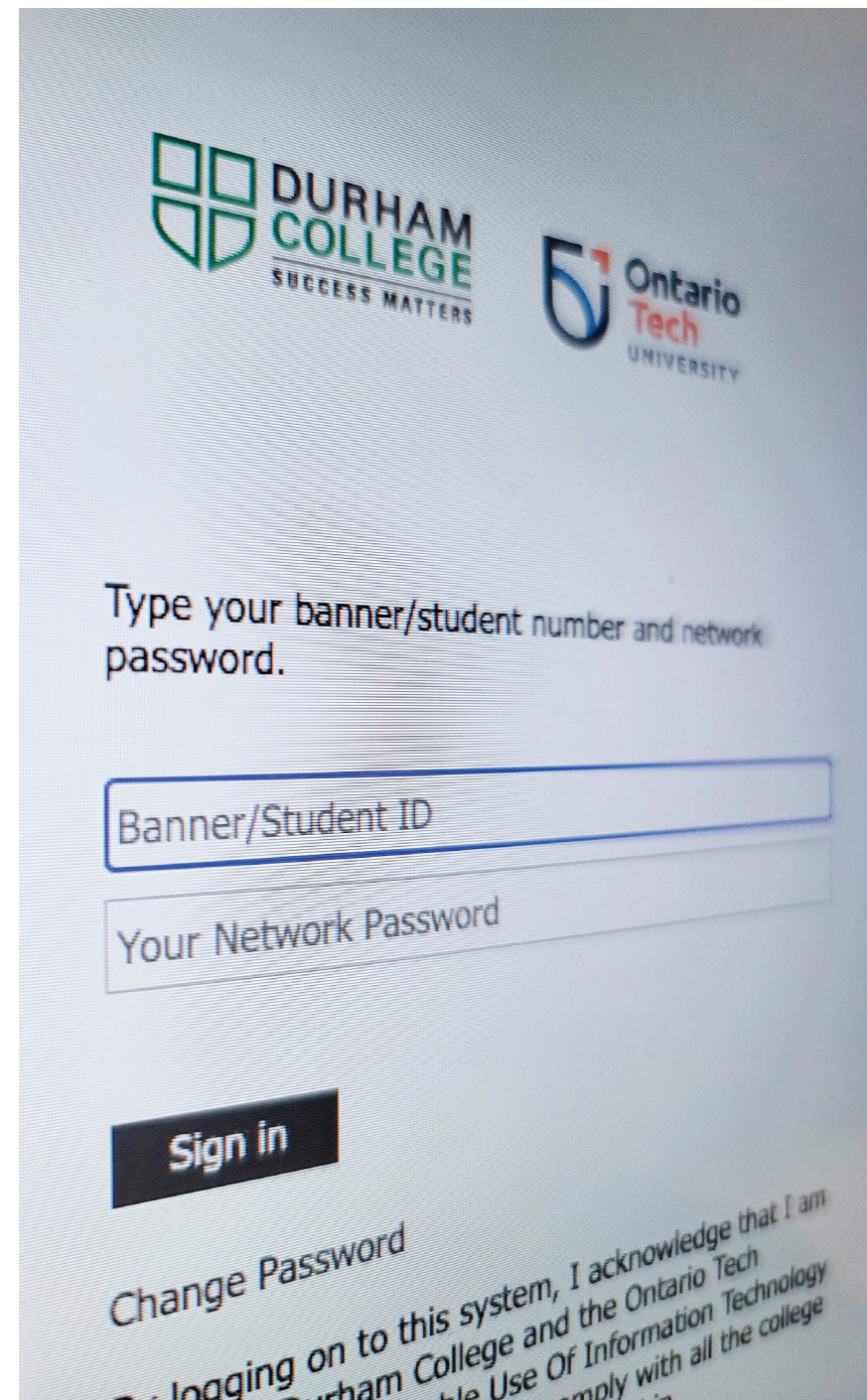
In print applications, the minimum width of the joint logo, including the space required between them, is 2.1".



### DIGITAL

The .jpg and .png files for the combined logos include the required clearance space. This additional space should be taken into account when sizing logos for digital applications.

The minimum logo size recommendation for digital is detailed below.



## IDENTIFYING SUB-GROUPS

The standard joint logo is available for shared units between Durham College and Ontario Tech University. If you want to add a descriptor, such as a program name or department, this must be added separate from the logo.

Example:



'Nursing' exists separate from the logo.



## BRANDED PRODUCTS

Joint logos, imprint areas, colour restrictions and the minimum-size guidelines for promotional, branded products can often pose challenges with remaining within brand guidelines. Please consult with your respective Communications and Marketing department for help setting up the artwork files for any co-branded products.

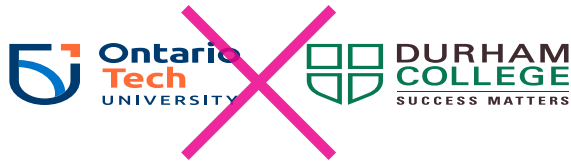
## EMBROIDERY

At certain times, there may be issues with embroidering the joint logo due to legibility concerns with the smallest letters in each logo.

If you require the joint logo for a garment, please consult directly with your respective Communications and Marketing department for a solution that meets your requirements.



## INCORRECT USE



Distorting or enlarging any parts of the joint logo.



Tilting, moving, readjusting or modifying any parts of the joint logo.



Adjusting spacing between the joint logo.



Changing the colours of any part of the joint logo other than those specified in each institution's brand guidelines.



Using outdated logos within the joint logo.



Do not add your own descriptor text.



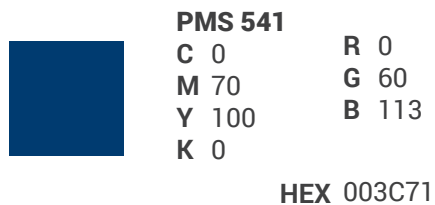
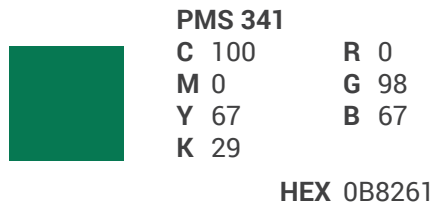
Placing the joint logo on top of a low contrast background.



# COLOURS

## PRIMARY JOINT COLOURS

The primary joint branded colour values are:

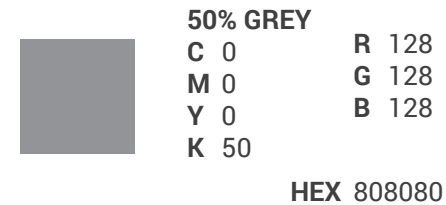


The primary joint colours should be used sparingly, mainly as accents, and never placed directly adjacent to each other.

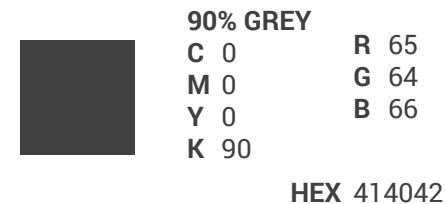


## SECONDARY COLOURS

A neutral 50 per cent grey tone can be used **in graphics** to offset the contrast between the primary brand colours.



A darker 90 per cent grey tone can be used **for text** and where high-contrast is required.



### NOTES

Large areas of the primary joint colours should be avoided, with more emphasis on clean, white space in the design.

# TYPEFACE

The Roboto typeface is a modern, yet neutral font that reflects elements of the respective primary brand fonts of each institution without overwhelming either brand. In most cases, it is recommended the regular version is used, although Roboto Condensed font may also be used where appropriate.

## ROBOTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

The quick brown fox jumped over the lazy dog. Mo tem quamus eum eatem est quid quis quias dolorer itempor rorehen dandios anda simendi blam volupta adis iunt, si ut latur, ut odi temporr ovitio con rentur?

## ROBOTO CONDENSED

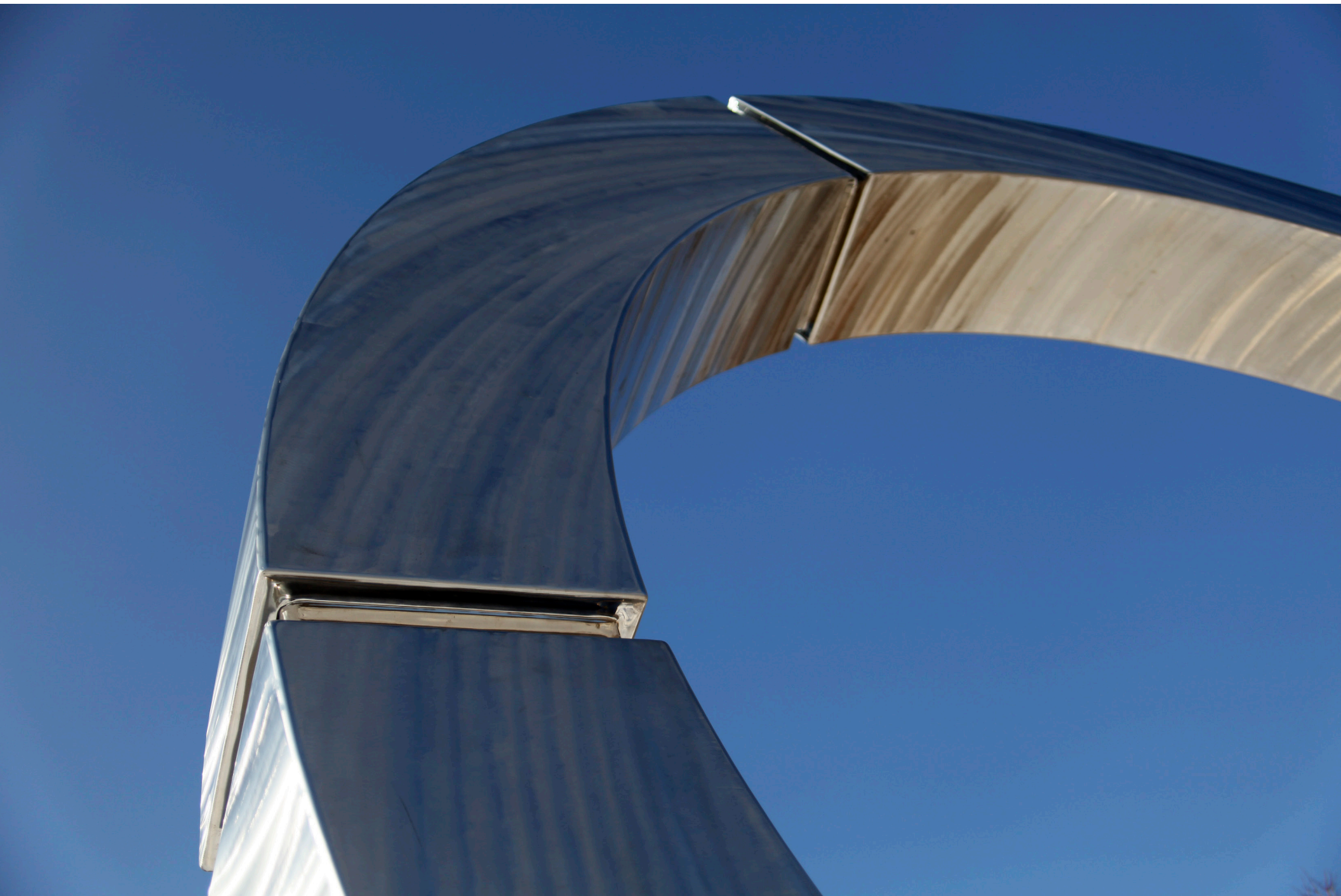
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

The quick brown fox jumped over the lazy dog. Mo tem quamus eum eatem est quid quis quias dolorer itempor rorehen dandios anda simendi blam volupta adis iunt, si ut latur, ut odi temporr ovitio con rentur?

The font can be downloaded for free via this link:

**[fontsquirrel.com/fonts/roboto](https://fontsquirrel.com/fonts/roboto)**

Check with IT Services for permission to install it on your machine.





For an alternative format of this information, contact [marketing@ontariotechu.ca](mailto:marketing@ontariotechu.ca)

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