Brand Architecture

OCTOBER 2023

Brand Architecture

The Ontario Tech brand architecture defines the visual structure and relationships of entities within the university. This section outlines the brand classifications and provides tools to help you determine how you can strengthen your brand as well as the Ontario Tech brand.

Our goal is to create a clear framework so that all the work we do speaks the same language and allows Ontario Tech to rise to the top

MASTER BRAND AND SPIRIT BRAND

The university's Master and Spirit Brands are the overarching identities of the university. They are the voice used in top-level communications and when the university is speaking as one unified entity. Both Ontario Tech University and Ontario Tech Ridgebacks have their own brand guidelines available on our website.

Brand Impression: "This is Ontario Tech University."
Examples: Ontario Tech University, Ontario Tech Ridgebacks

SIGNATURE BRANDS

Ontario Tech's Signature Brands are parts of the university that are most closely associated with its mission of learning and scholarly research and creative activity. Our Signature Identities are custom designed and prepared by the Communications & Marketing (C&M) department according to specific guidelines.

Brand Impression: "This is part of what Ontario Tech does as a university."
Examples: Faculty of Business & IT, Alumni

- **Signature Brand approval**: If a department wishes to have a Signature Brand logo created, a formal request will need to be submitted to the C&M department. If approved, the logo will be created by the C&M department only.

- <u>Please note</u>: Most departments do not require a separate identity since their service falls under the Master Brand. Examples of this include: IT Services, Human Resources and Finance.

SUB-BRANDS

Sub-brands are revenue generating services and/or groups that have an approved strategic connection to the university.

Brand Impression: "This is connected to Ontario Tech, but different than its core learning function."
Examples: Hunter's Kitchen, ACE, Brilliant Catalyst

- **Sub-Brand Logos <u>can</u>:** use the primary or secondary typeface in addition to other font families. They may also include our primary colour palette and design elements used in the Master Brand logo such as our shield or arrow device.
  The formal name "Ontario Tech/Ontario Tech University" is permitted to be used within the name or design of the logo.

- **Sub-Brand Logos <u>must</u>:** have a distinctly different look and not directly mirror the Master Brand or Signature Brand logo designs.

- **If your service or group is <u>approved as a sub-brand</u>:** your logo must be designed by or in collaboration with the Ontario Tech Communications & Marketing department.

INDEPENDENT BRAND

Independent Brands are associated with the Ontario Tech community, but are independently managed by students or other internal or external stakeholders. These logos may not use design elements of the Master Brand, Spirit Brand or Signature Brands, but can be created to work in harmony with them using our brand colours and fonts.

Brand Impression: "This is independent from Ontario Tech University."
Examples: Women in IT Club, The Research Rundown, IECS, OTR

- **Independent Brands can:** use the primary or secondary typeface and our primary colour palette.

- **Independent Brands cannot:** use any design elements used in the Master Brand logo such as our shield or arrow device.

- **Independent Brand approval:** If an independent brand wishes to tie itself to the university visually by including the Ontario Tech name, the manager of that brand must contact the C&M department to make a formal request. If approved, C&M will provide the independent brand an appropriate Ontario Tech stamp of approval treatment to be added to their logo.

Ontario Tech approved Independent Brand "stamp of approval" application examples:*
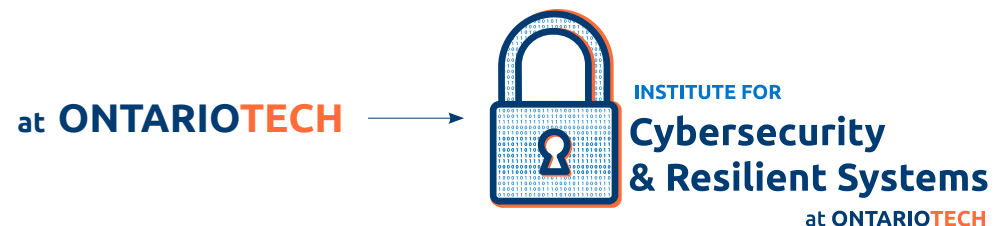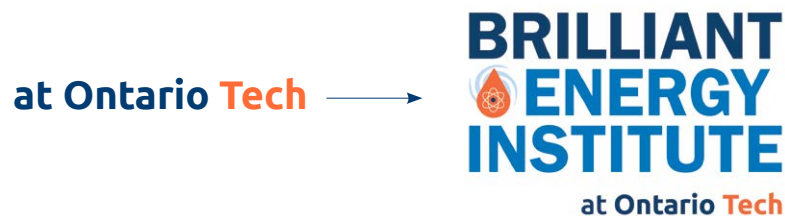
*Stamp style and colour may vary *and will be based on what pairs best with individual logo design. C&M will apply the stamp to the logo and provide the brand's manager with all necessary logo file formats for print and web usage.*

Quick Reference

MASTER BRAND AND SPIRIT BRAND

The Master and Spirit Brands are the overarching identities of the university. Both have their own brand guidelines available on our website.

SIGNATURE BRAND

Parts of the university that are most closely associated with its mission of learning and scholarly research and creative activity. To have a Signature Brand logo created, a formal request must be submitted to C&M who, if approved, will create the logo.

SUB-BRAND

Revenue generating services and/or groups that have an approved strategic connection to the university. A formal request must be submitted to C&M who, if approved, will create the logo. Sub-Brand logos **can include** our brand typefaces and other font families, our primary colour palette, Master Brand design elements such as our shield or arrow device and the formal name "Ontario Tech/Ontario Tech University".

IDEPENDENT BRAND

Associated with the Ontario Tech community, but are independently managed by students or other internal or external stakeholders. Independent Brands **can include** the primary or secondary typeface and our primary colour palette but **cannot include** any design elements used in the Master Brand logo such as our shield or arrow device.

If an Idependent Brand wishes to tie itself to the university visually by including the Ontario Tech name a formal request must be submitted to C&M who, if approved, will provide an appropriate Ontario Tech stamp of approval to be added to their logo.

OntarioTech
UNIVERSITY

For more information about our brand architecture or to submit a formal request for approval, please contact the Communications & Marketing department at brand@ontariotechu.ca

For more information on brand usage and guidelines visit brand.ontariotechu.ca

ontariotechu.ca