



# Spirit Brand Guidelines

**QUICK REFERENCE GUIDE**

JANUARY 2024



# We have a great story. It's time to share it.

Whether you're a student, alumni, community partner, staff or faculty member at Ontario Tech University, you know there is something very special about this place. These guidelines ensure all aspects of our brand are clear, and that tools are shared to help articulate and visually express the brand in our daily work.

Creating and maintaining a strong brand image is critical to the continued success and growth of the university. We all have a role to play in managing it. These easy-to-use brand guidelines communicate the protocols required to effectively leverage the Ontario Tech brand. Presenting Ontario Tech University in a consistent, professional way will reinforce the importance and distinctiveness of our message. That's why it's necessary that these standards are respected and adhered to.

To review the master Ontario Tech brand guidelines visit [brand.ontariotechu.ca](https://brand.ontariotechu.ca)

If you have any questions regarding these guidelines, contact [brand@ontariotechu.ca](mailto:brand@ontariotechu.ca).



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## Our Brand

We're a modern, nimble and technology-focused institution, and we have an important story to share.

Our world is changing rapidly and given the demanding times we live in, it's crucial that we step up now and search for solutions. At Ontario Tech University, we're serious about success. We believe that with smart, focused thinking and a drive toward finding innovative, modern results to real-life challenges, we can help chart the way forward.

We strive for a better future and we're always open to new emerging possibilities. And we do it all with a no-nonsense attitude that recognizes that being too traditional, or too formal, are not prerequisites for being great.

While our official name remains University of Ontario Institute of Technology, it is to be used only for our degree parchments and official documents. **Ontario Tech University** or **Ontario Tech** must be used in all other communications and references to the university.

## Our Brand Voice

Our voice needs to embody and represent our diverse student body and faculty. The way we communicate and convey information should mirror the values that we uphold throughout our campus. Our brand voice should humanize our brand and elevate our reputation. Our tone should be consistent and authentic through all points of communication.

Our tone and manner in design and content writing is:

- > Smart
- > Focused
- > Grounded
- > Relatable
- > Pragmatic
- > Inclusive

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## Role of the Spirit Brand

Our Spirit Brand complements the Masterbrand with energetic Ridgebacks athletic symbols and wordmarks. Our Spirit Brand was developed to celebrate the tradition and pursuit of high standards for extra-curricular programming.

Our Ridgebacks paw symbolizes power, speed and a mark of excellence amongst its competitors. Our Ridgebacks dog reflects the tenacity and focus of our athletes. Ridgeback dogs are notorious for their loyalty, strong will, confidence and are relentless defenders.

Examples of when to use our Spirit Brand:

- > Official team uniforms.
- > Recreation programs.
- > Athletic playing fields, like the basketball court or hockey rink.
- > Formal department communication.
- > Merchandise and spirit wear.
- > Signage

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## Our Logos and Wordmarks

Ontario Tech spirit logos and wordmarks can be used to establish recognition of our university.

They protect and improve the university's athletics brand equity, and it's important to apply them in a consistent manner across all platforms.

PRIMARY PAW LOGO



PRIMARY DOG LOGO



RIDGEBACKS PRIMARY WORDMARK



ONTARIO TECH SPIRIT WORDMARK



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## Logo Formats

Our **primary logos** are the preferred format and should be used wherever possible. 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 the logo is always reproduced with approved artwork files and the correct format is used for the appropriate medium. All logo files are available in CMYK, PMS and RGB.

**NOTE:** Contact [brand@ontariotechu.ca](mailto:brand@ontariotechu.ca) for permission before using the Ontario Tech name and/or logo in your project.



REVERSE—LIGHT  
BLUE BACKGROUND



REVERSE—DARK  
BLUE BACKGROUND



REVERSE—ORANGE



WHITE



BLACK



REVERSE—LIGHT  
BLUE BACKGROUND



REVERSE—DARK  
BLUE BACKGROUND



REVERSE—ORANGE



WHITE



BLACK





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## Wordmark Formats

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

**NOTE:** Contact [brand@ontariotechu.ca](mailto:brand@ontariotechu.ca) for permission before using the Ontario Tech name and/or wordmark in your project.

### RIDGEBACKS PRIMARY WORDMARK

ONTARIO **TECH**  
**RIDGEBACKS**

REVERSE—LIGHT  
BLUE BACKGROUND



WHITE



REVERSE—DARK  
BLUE BACKGROUND



BLACK



REVERSE—  
ORANGE BACKGROUND



### ONTARIO TECH SPIRIT WORDMARK

**ONTARIO**  
**TECH**

REVERSE—LIGHT  
BLUE BACKGROUND



REVERSE—DARK  
BLUE BACKGROUND



REVERSE—ORANGE  
BACKGROUND



WHITE



BLACK



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## Logo and Wordmark Sizing and Clearspace

To ensure our brand is represented effectively, our logos and wordmarks must be used correctly. This page shows the correct amount of clear space required.

Note the minimum size application. Avoid using the logo or wordmark smaller than the examples shown. Exceptions can be made for special cases such as specialty items, where smaller sizes are needed. Minimum sizes don't include clear space.

The same spacing and minimum size rules apply to all logo and wordmark variations.

### CLEAR SPACE



Use the width of **TECH** to determine the minimum clear space.



Use the **O** from Ontario to determine the minimum clear space.

### MINIMUM SIZE



1.0" WIDE FOR PRINT  
70PX FOR DIGITAL



1.0" WIDE FOR PRINT  
70PX FOR DIGITAL



1.0" WIDE FOR PRINT  
70PX FOR DIGITAL

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## Our Symbols

The Ridgebacks paw and dog with shield are the primary Spirit Brand symbols. They should be used in the most visible and high-profile Spirit Brand touchpoints.

By setting the paw and dog within the italicized shield, we draw an important connection between the Spirit Brand and Masterbrand.

The Ridgebacks paw and dog without the shields are secondary symbols. They should be used as supportive elements and used more sparingly in the brand touchpoints.

### PRIMARY SPIRIT SYMBOLS

PAW WITH SHIELD SYMBOL



DOG WITH SHIELD SYMBOL



### SECONDARY SPIRIT SYMBOLS

PAW SYMBOL



DOG SYMBOL



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## Symbol Formats

Our **primary symbols** are the preferred format and should be used wherever possible. As a general rule, and whenever possible, the primary symbols should always be used in its full-colour version. Reverse, white and black versions should only be used in specific cases. Ensure the primary symbol is always reproduced with approved artwork files and the correct format is used for the appropriate medium. All logo files are available in CMYK, PMS and RGB.

**NOTE:** Contact [brand@ontariotechu.ca](mailto:brand@ontariotechu.ca) for permission before using the Ontario Tech name and/or symbol in your project.

### PRIMARY PAW SYMBOL



REVERSE—LIGHT  
BLUE BACKGROUND



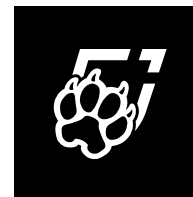
REVERSE—DARK  
BLUE BACKGROUND



REVERSE—ORANGE



WHITE



BLACK



### PRIMARY DOG SYMBOL



REVERSE—LIGHT  
BLUE BACKGROUND



REVERSE—DARK  
BLUE BACKGROUND



REVERSE—ORANGE



WHITE



BLACK



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## Symbol Formats

Our **secondary symbols** are the preferred format and should be used wherever possible. As a general rule, and whenever possible, the secondary symbols should always be used in its full-colour version. Reverse, white and black versions should only be used in specific cases. Ensure the primary symbol is always reproduced with approved artwork files and the correct format is used for the appropriate medium. All logo files are available in CMYK, PMS and RGB.

**NOTE:** Contact [brand@ontariotechu.ca](mailto:brand@ontariotechu.ca) for permission before using the Ontario Tech name and/or symbol in your project.

### SECONDARY PAW SYMBOL



LIGHT BLUE BACKGROUND



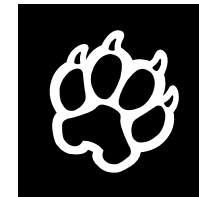
DARK BLUE BACKGROUND



ORANGE BACKGROUND



WHITE



BLACK



### SECONDARY DOG SYMBOL



LIGHT BLUE BACKGROUND



DARK BLUE BACKGROUND



ORANGE BACKGROUND



WHITE



BLACK



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## Symbol Sizing and Clearspace

To ensure our brand is represented effectively, our symbols must be used correctly. This page shows the correct amount of clear space required.

Note the minimum size application. Avoid using the symbol smaller than the examples shown. Exceptions can be made for special cases such as specialty items, where smaller sizes are needed. Minimum sizes don't include clear space.

The same spacing and minimum size rules apply to all symbol variations.

### CLEAR SPACE

Use  $\frac{1}{3}$  of the Spirit Symbol width to determine the minimum clear space.



### MINIMUM SIZE



**SYMBOL WITH SHIELD**  
0.364" WIDE FOR PRINT  
25PX FOR DIGITAL



**SYMBOL WITHOUT SHIELD**  
0.265" WIDE FOR PRINT  
16PX FOR DIGITAL

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## Incorrect Usage

Here are examples of how our Spirit Brand logos, wordmarks and symbols and shouldn't be used. The same rules apply to all variations.

If you have any questions about how to apply them, please contact [brand@ontariotechu.ca](mailto:brand@ontariotechu.ca)



DON'T CHANGE THE COLOURS



DON'T ALTER OR REARRANGE THE ELEMENTS



DON'T STRETCH OR DISTORT



USE THE CORRECT COLOUR VERSION FOR LEGIBILITY



DON'T WATERMARK



DON'T LOCKUP WITH ANOTHER GRAPHIC



DON'T BREAK THE CLEARSPACE BY PRINTING TOO CLOSE TO EDGES, OR ALLOWING OTHER ELEMENTS TO BREACH



DON'T ALTER OR CREATE YOUR OWN DESCRIPTOR TEXT



DON'T USE ON A BUSY PHOTO OR PATTERNED BACKGROUND

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## Colours

### PRIMARY PALETTE

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

Follow these unique colour breakdowns for appropriate reproduction across all mediums.

Use these colours at full strength, not tinted or multiplied. (Monochromatic tinting approved in Brand Art only)

### TECH TANGERINE AND AODA COMPLIANCE\*

**Digital:** We've developed a custom breakdown for using Tech Tangerine RGB or HEX colour text on a white background. Use these values and maintain a minimum of 24px font size.

**Print:** Avoid using Tech Tangerine in font smaller than 16pt in print applications.

#### FUTURE BLUE



PMS 541 C  
C100 M58 Y9 K46  
R0 G60 B113  
#003C71

#### SIMCOE BLUE



PMS 3005 C  
C100 M31 Y0 K0  
R0 G119 B202  
#0077CA

#### TECH TANGERINE



PMS 1645 C  
C0 M70 Y100 K0  
R231 G93 B42 \*  
#E75D2A \*



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## Colours

### SECONDARY PALETTE

Our neutral secondary palette supports and complements our bold primary palette.

Our warm, cool and dark greys can be used as tints as needed for contrast in application.

Minimum contrast ratios must be met for use of grey values. Black text must be used on warm and cool grey to be web compliant.

### COLOUR-USE RATIO

This is the recommended usage ratio guide in application.

Our Future and Simcoe Blues are used most prominently, balanced with a generous amount of white.

Reserve our Tech Tangerine for more judicious and strategic pops of colour and for our Arrow. Complement this with the secondary palette.

#### WARM GREY



PMS WARM GREY 3 C  
C9 M11 Y13 K20  
R172 G163 B154  
# ACA39A

#### COOL GREY



PMS COOL GREY 7 C  
C20 M14 Y12 K40  
R167 G168 B170  
# A7A8AA

#### SPIRIT NAVY



PMS 539 C  
C100 M75 Y50 K50  
R0 G40 B60  
# 00283C

#### DARK GREY



PMS 431 C  
C45 M25 Y16 K59  
R91 G103 B112  
# 5B6770

#### WHITE



#### FUTURE BLUE



#### SIMCOE BLUE



#### TECH TANGERINE



## Fonts

### PRIMARY FONT: UBUNTU

Our Spirit Brand incorporates our 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.

Download Ubuntu [here](#).

# Welcome

#### 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, make sure they download and install Ubuntu.

#### FEATURE

- > Rounded letterforms are friendly and modern.

#### FEATURE

- > 1,200 glyphs
- > 200 to 250 languages

добро  
пожаловать

## Fonts

### PRIMARY FONT: UBUNTU

All documents should incorporate the primary font within the material to ensure it relates to our brand.

In good typography practice, it's important to consider the size, style and weight of the font in your document. Adding contrast to the typography setting helps your reader understand emphasis and hierarchy within the communication. Consider keeping consistent typographic styles within your document to ensure visual aesthetic is simple and clean.

Curriculum  
*emboldened campus spirit*  
**strategic**  
Simplified & Modernized  
openness and possibilities  
POINTING TOWARDS A BETTER FUTURE  
***Brand Evolution***  
1234567890?/!#

### AVAILABLE WEIGHTS

Light

*Light Italic*

Regular

*Italic*

Medium

*Medium Italic*

**Bold**

***Bold Italic***

Condensed

## Fonts

### SECONDARY FONT: ITC FRANKLIN GOTHIC STD

Strong brands usually employ more than one typeface. Different typefaces have differing attributes and can be applied in applications and communication hierarchies to create distinct tones and emphasis.

Our secondary font is ITC Franklin Gothic STD. It features a robust type family that is extremely versatile and flexible for any potential application. It can be used in all marketing and digital materials.

Franklin Gothic was selected because it works to complement our primary font (Ubuntu).

### ITC FRANKLIN GOTHIC STD

Curriculum  
*emboldened campus spirit*  
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openness and possibilities  
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**Brand Evolution**  
1234567890?/!#

### AVAILABLE WEIGHTS

Book  
*Book Italic*  
Medium  
*Medium Italic*  
Demi  
*Demi Italic*  
Heavy  
*Heavy Italic*  
Book Condensed  
*Book Condensed Italic*  
Medium Condensed  
*Medium Condensed Italic*  
Demi Condensed  
*Demi Condensed Italic*  
Book Extra Compressed  
Demi Extra Compressed

## Fonts

### DEFAULT FONT: ARIAL

Arial can be used in documents from external sources or in PowerPoint presentations when a copy of our primary or secondary font isn't available.

### ARIAL

Curriculum  
*emboldened campus spirit*  
**strategic**

*Simplified & Modernized*  
openness and possibilities  
A BETTER FUTURE  
**Brand Evolution**  
1234567890?/!#

### AVAILABLE WEIGHTS

Regular  
*Regular Italic*  
**Bold**  
***Bold Italic***  
**Black**

## Application Samples



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# Glossary of Terms

**Pantone™ (PMS)**

A popular colour-matching system used by the printing industry to print spot colours. Most applications that support colour printing allow you to specify colours by indicating the Pantone™ name or number. This assures that you get the correct colour when the file is printed, even though the colour may not look correct when displayed on your monitor.

**CMYK**

Short for Cyan-Magenta-Yellow-Black, and pronounced as separate letters. CMYK is a colour model in which all colours are described as a mixture of these four process colours. CMYK is the standard colour model used in offset printing for full-colour documents. This type of printing uses four basic colours so it's often called four-colour printing.

**RGB**

Short for red, green, blue, a computer monitor requires separate signals for each of the three colours. All colour computer monitors are RGB monitors. When using JPEG or GIF images for the web, they need to be saved in RGB colour.

**HEX**

Short for hexadecimal color, a hex color code is a 6-symbol code made of up three 2-symbol elements. Hex color codes start with a pound sign or hashtag (#) and are followed by six letters, numbers or a combination of both. They are used for online and digital mediums and their values tell the display how much of a color to show.

# Additional Resources and Contact Information

## GUIDELINES AND RESOURCES

[brand.ontariotechu.ca](https://brand.ontariotechu.ca)

## QUICK LINKS

[Ontario Tech University Brand Guidelines](#)

[Ontario Tech Brand Architecture](#)

[Logos & Identities](#)

## COMMUNICATIONS AND MARKETING DEPARTMENT

[brand@ontariotechu.ca](mailto:brand@ontariotechu.ca)

[brand.ontariotechu.ca](https://brand.ontariotechu.ca)



