UTGSU Brand and Style Guide
Version 1.0 March 2017

UTGSU
We make your voices heard
Table of contents

Table of contents  1
Introduction  2
Logos: do’s  3
Logos: don’ts  4
Colours  5
Typeography  6
Style and tone  7-9
Samples  10-16
Who we are

The University of Toronto Graduate Students’ Union (UTGSU).

What we do

The UTGSU represents over 17,000 students studying in over 85 departments. We provide students with health and dental services, funding to course unions, committees, caucuses, and levy groups, access to gym space, and all that falls in-between. We are a voice for graduate students and advocate on their behalf.

Our principles

Logos: do’s

Our brand elements. There are three versions of the UTGSU logo. Each logo has a purpose, and should be used accordingly in each situation.

The primary UTGSU coloured logo is to be used for all print, digital, and social media branding.

The secondary UTGSU black and white logos are to be used for some external, but mostly internal communications. The black logo should be used for branding internal documents that highlights information with a serious tone.

The white logo should be used when there is a dark background. It should not be used too frequently, just in special situations.
Logos: don’ts

How not to use our brand elements. There should be no variations of the brand elements outlined above.

Position

Do not alter the position of the logo. It should always be positioned up-right.

Size

The size of the logo is not to be altered to an unreasonable size. An ideal sizing is 180px by 130px.

The smallest size the logo can be is 30px by 30px, and used as a logo on the web or business cards. The largest a logo should be is 200px by 200px.

Colour

The primary coloured logo or secondary black and white logos should not be altered in colour. They should always remain the same. If a logo is not coloured correctly, it does not accurately represent the UTGSU brand.
Colours

The following swatch is the official UTGSU colour scheme. Anything that is an official UTGSU document should use these colours. The exception to this rule is when designing promotional posters for events. An additional colour scheme can be used, but logo colours should following the official swatch.

<table>
<thead>
<tr>
<th>UTGSU Grey</th>
<th>UTGSU Pink</th>
<th>UTGSU Purple</th>
<th>UTGSU Orange</th>
<th>UTGSU Teal</th>
</tr>
</thead>
<tbody>
<tr>
<td>#333333</td>
<td>#e77f63</td>
<td>#633792</td>
<td>#fa8b00</td>
<td>#00998e</td>
</tr>
<tr>
<td>Should be used for all text on a light surface.</td>
<td>Can be used for designing pieces that promote volunteer, or paid positions within the UTGSU and their committees and caucuses.</td>
<td>Should be used for all HDI materials. Can also be used to design UTGSU promotional pieces.</td>
<td>Can be used for miscellaneous design pieces. In addition, can be used to promote the UTGSU Gym, and course union work.</td>
<td>Can be used for miscellaneous design pieces. This is the most recognized colour associated with the UTGSU brand.</td>
</tr>
</tbody>
</table>
**Typography**

The official UTGSU font is Helvetica. It is versatile as it is a recognized accessible font, and gives the UTGSU brand a fresh feel.

**UTGSU**

This font is Arial Black. It is only to be used when writing out the UTGSU title for design purposes. It should always be the same size as the logo.

**AaBbCcDd**

This font is Helvetica Bold. It should be used for all titles on official print or design UTGSU materials. It should always be smaller than the UTGSU title font.

**AaBbCcDd**

This font is Helvetica Regular. It should be used for all body text on official print or design UTGSU materials. It should always be smaller than the UTGSU header font.
Style and Tone

The style and tone of the UTGSU reflects the core principles of the organization which are, dynamic, collaborative and committed.

Dynamic

We are always working to be more active with our Membership. Highlighting this is of key importance as we take pride in the strides we make towards change.

Collaborative

Providing the best service possible to the UTGSU Membership means constantly sharing and promoting opportunities that benefit graduate students. I.e. Co-promoting University of Toronto events catered to better students’ academic experience.

Committed

Based on its history, the UTGSU can be politically charged. Advocating on behalf of the Membership means being persistent, and bold and strong persuasive language can be used in these situations.
Style and Tone

Wording

The UTGSU has to always be referred to as the UTGSU or the Graduate Students’ Union, University of Toronto. Not GSU or U of T GSU. In addition, the word Membership should always be capitilized.

Pronouns

The UTGSU should always be referred to as a group and not an individual. Membership represents the University of Toronto graduate student body and therefore should also be referred to as a group.
Style and Tone

Internal and external documents

All official UTGSU documents should be kept formal. This means written in full sentences. Do not use a slang word or term, and if you use an acronym make sure to type out the acronym in full with brackets identifying the acronym before using it again.

Social media

Social media should mostly be used to share events and news that engages the Membership at a whole. When needed, open letters, and other information with a serious tone can be shared to increase visibility of the information.
Samples

Mugs
Samples
Buttons and magnets
Samples

Tote bags
Samples

Pens
Samples

Power blocks
Samples
Business cards

Staff
Front

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Both
Back
Samples

Letterhead

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UTGSU
We make your voices heard