University of Toronto Mississauga - Signature Quick Guide

Find the full Visual Identity Guide at utm.utoronto.ca/communications/brand-resources/utm-signature-usage-guidelines

The University of Toronto Mississauga has a signature comprising the crest, the University of Toronto standard wordmark, a divider line and campus name. Always use U of T signatures as designed and supplied and never alter them in any way.

Signature Consistency

Change Element Sizes

Add Elements

Stretch or Squash

Rearrange Elements

Change Fonts

Separate Crest

Signature Colour

Pantone 655 Blue

Black

Reverse

Do Not Change Colour

Incorrect Reverse

Clear Space

Minimum Size

Print - 0.6017 in. / Digital - 80 px.

Print - 1.1682 in.

Placing the Signature On a Page

Top Left Corner

Top Centre

Top Right Corner

Bottom Left Corner

Bottom Centre

Bottom Right Corner

*Note: One signature per document. If multiple departments are presenting, use the standard UTM signature and in text, indicate the departments involved.

Headline
Subhead

No Specialized Logos

*These guidelines apply to all U of T signatures including Department Signatures and EDUs.

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DEFY GRAVITY