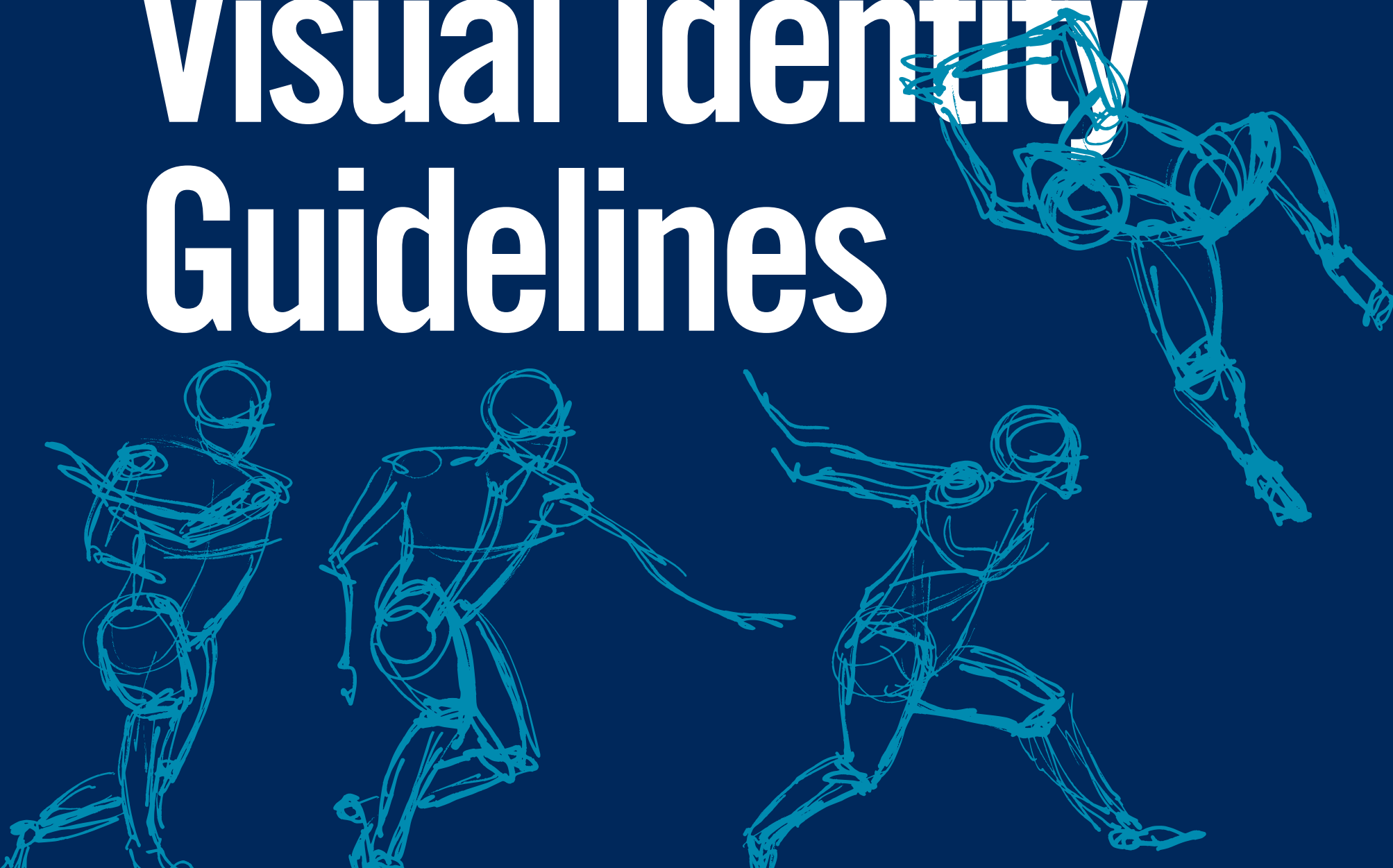




UNIVERSITY OF TORONTO
FACULTY OF KINESIOLOGY & PHYSICAL EDUCATION

Visual Identity Guidelines





Version 1.0 | November 2020

This document is supplementary to the University of Toronto visual identity guidelines, and has been developed to provide specific direction for creating promotional materials for the Faculty of Kinesiology & Physical Education (KPE).

Adherence to this visual standards guide will ensure consistent and effective presentation of the Faculty's academic brand to both internal and external audiences.

FACULTY SIGNATURE

The KPE signature adheres to the standard format used for all University of Toronto academic departments and should not be altered in any way.

There are three versions of the signature: colour, black, and white (reversed). The Faculty signature is available in EPS, JPEG and PNG file formats.



UNIVERSITY OF TORONTO
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Pantone® Blue 655 (also available in 4-colour CMYK version)



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Black



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White or reversed (for use on black or dark backgrounds)

COLOUR PALETTE

The KPE colour palette is firmly rooted in University of Toronto's official colour, Pantone® 655 (dark blue), and three secondary colours.

Adhering to this colour palette will closely associate the KPE with the University of Toronto brand, while at the same time distinguish us from other U of T Faculties.

The official colour palette and appropriate colour breakdowns are indicated below.

Why orange?

- Orange is the complementary colour to U of T blue.
- Orange is the colour of creativity, enthusiasm, happiness, determination, success, encouragement and stimulation — all values associated with KPE.



U of T Primary Blue

Coated
4C: C:100 / M:70 / Y:3 / K:56
PMS: 655 C

Uncoated
4C: C:99 / M:60 / Y:7 / K:27
PMS: 655 U

R:0 / G:42 / B:92
HTML#:002554



U of T Secondary Blue

Coated
4C: C:100 / M:0 / Y:10 / K:25
PMS: 633 C

Uncoated
4C: C:99 / M:3 / Y:16 / K:19
PMS: 633 U

R:0 / G:139 / B:176
HTML#:008BB0



KPE Orange

Coated
4C: C:0 / M:65 / Y:100 / K:0
PMS: 021 C

Uncoated
4C: C:0 / M:45 / Y:86 / K:0
PMS: 021 U

R:254 / G:80 / B:0
HTML#:FE5000



Yellow

Coated
4C: C:0 / M:11 / Y:80 / K:0
PMS: 122 C

Uncoated
4C: C:0 / M:8 / Y:66 / K:0
PMS: 120 U

R:254 / G:209 / B:65
HTML#:FED141

- Use sparingly.



Light Blue

Coated
4C: C:48 / M:0 / Y:10 / K:0
PMS: 630 C

Uncoated
4C: C:46 / M:0 / Y:11 / K:0
PMS: 630 U

R:119 / G:197 / B:213
HTML#:77C5D5

- Use sparingly.

ONLINE ACCESSIBILITY

When designing web materials, please refer to the chart below for text to background accessibility.

Background	Text						
	655 C	633 C	021 C	122 C	630 C	Black	White
655 C		● ✓	✓	✓	✓	✗	✓
633 C	✗		✗	✗	✗	✓	● ✓
021 C	✓	✗		✗	✗	✓	● ✓
122 C	✓	✗	✗		✗	✓	✗
630 C	✓	✗	✗	✗		✓	✗
Black	✗	✓	✓	✓	✓		✓
White	✓	● ✓	● ✓	✗	✗	✓	

Please note the chart above is for text on background only and does not apply to gesture coloring.

- Recommended for large text only, like in the example below.



Correct colour application on a large text.



Incorrect colour application on a body text.

TYPOGRAPHY

In accordance with the University of Toronto's visual identity, the official typeface for KPE is Trade Gothic. Bembo is the secondary font and should be used sparingly for body text only.

In the case that Trade Gothic is not available (e.g. inter-office documents, email signatures, PPT slides, etc.), substitute Arial Narrow or Helvetica Medium Condensed for headers/signage, and Times New Roman for body copy.

Type usage and treatment examples can also be found in the Sample Applications section starting on page 18.

A B C D E

Trade Gothic
Condensed
No. 18

Primary
body copy
font

Trade
Gothic Bold
Condensed
No. 20

Primary
headline
font

Trade
Gothic
Light

Trade
Gothic

Trade
Gothic
Bold
No. 2

Typesetting sample:

Headline set in 15/18
Trade Gothic Bold
Condensed No. 20,
upper-and-lower case

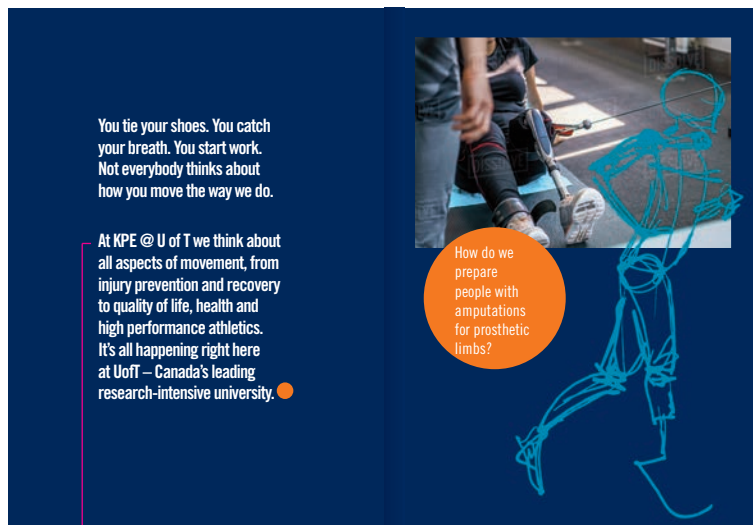
Body copy set in 11/13.5 Trade Gothic
Condensed No. 18, upper-and-lower
— hirographi adquireret quadrupei.
Syrtes frugaliter suffragarit catelli.
Umbraculi fermentet rures, et conc
ubine aegre divinus agnascor persp
icax ossifragi. **Highlight text in**
body copy with Trade Gothic Bold
Condensed No. 20 agricolae, ut
parsimonia umb raculi praemuniet
fiducias, quod pessimus pretosius
concubine plane frugaliter massimer.

BOILERPLATES

The following three boilerplates allow us to succinctly sum up KPE. They can be used together or separately.

Boilerplate 1

At KPE @ U of T we think about all aspects of movement, from injury prevention and recovery to quality of life, health and high performance athletics. It's all happening right here at U of T – Canada's leading research-intensive university.



Boilerplate 1

Boilerplate 2

A dynamic faculty in the heart of Canada's leading research-intensive university. So many applications, so many opportunities.



Boilerplate 2

Boilerplate 3

Movement is everything. Imagine a place that applies physical, biological and social sciences lenses to all aspects of movement, from overcoming injury and managing disease to health, high performance athletics and so much more.

Boilerplate 3

ASKING QUESTIONS

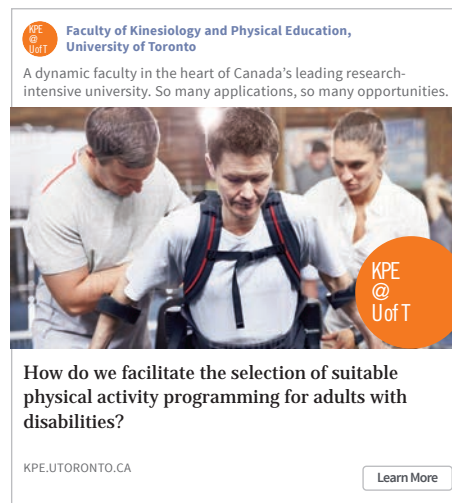
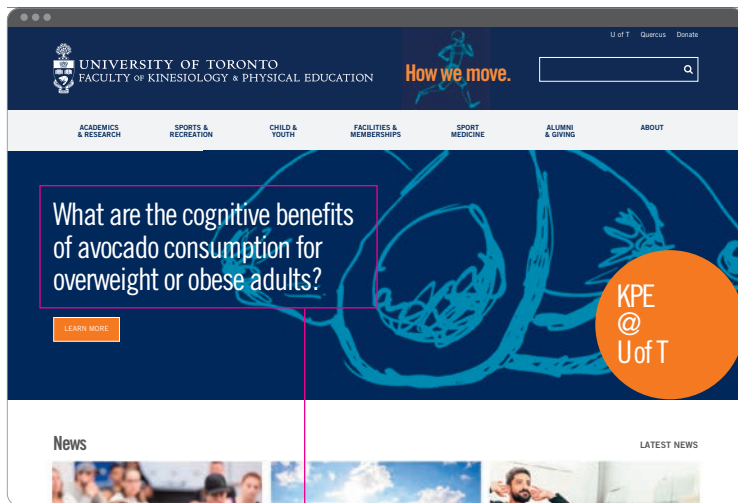
We highlight the many diverse and surprising study areas through questions. The questions should be accessible and read in lay terms, i.e. not be overly complicated or scientific.

To create consistency, the questions are typeset in Trade Gothic Condensed No. 18

Sample questions include:

- How do we prepare people with amputations for prosthetic limbs?
- What are the cognitive benefits of avocado consumption for overweight or obese adults?
- What does progressive resistance training for children with Cerebral Palsy look like?
- How do we facilitate the selection of suitable physical activity programming for adults with disabilities?
- How can we help manage concussions in youth rugby?

For further usage examples, please refer to sample applications starting on page 18.



Questions are always typeset in the same style (Trade Gothic Condensed No. 18), unless in predetermined social post

THE KPE BRAND ELEMENTS

The KPE Brand consists of three key elements: Tagline, Gestures and Sign-off Circle. The elements are indicated on the example below.



KPE @ UOFT SIGN-OFF CIRCLE

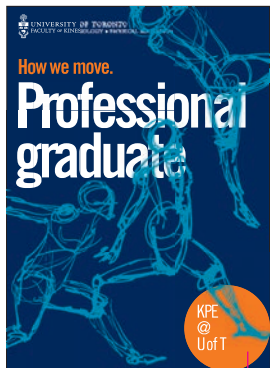
The Sign-off Circle is an integral component of the brand and it firmly anchors KPE at the University of Toronto. Meaning of a circle:

- A circle implies movement.
- It is a symbol of wholeness and inclusion.
- Circles have great meaning in Indigenous cultures (for example: medicine wheel, healing circle, talking circles, sharing circles, cycle of life, etc.).

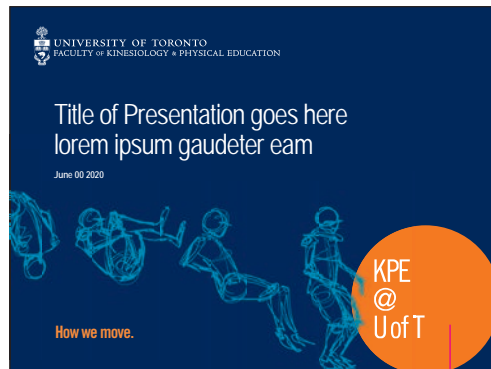
For further usage examples, please refer to sample applications starting on page 18.



The Sign-off Circle is a specifically designed piece of artwork and should never be recreated or modified in any way. It is available in EPS and PNG file formats.



Whenever possible, the Sign-off Circle should be locked into the bottom right corner of the creative



Where the circle gets too small for the words to be legible, an orange dot can be used to further expand the brand



Size Ratio

The recommended ratio of the size of the Sign-off Circle to the size of its application should be between 10–15%. Below are correct examples of this size relationship.

On the examples below, the area of the Sign-off Circle (yellow box) is 10-15% of the area of its application.



Minimum Size

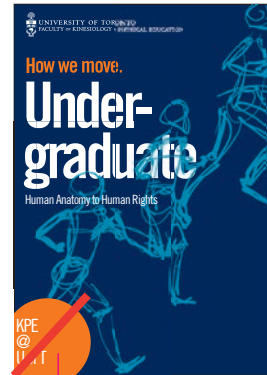
The minimum size of the Sign-off Circle with text on print applications is .8" diameter. For digital applications, the minimum size of the Sign-off Circle with text is 120 px. For any smaller applications, the text should be removed and only a plain orange dot is used as a graphic element.



.8" Minimum size of Sign-off Circle on print applications with text is .8"

Incorrect Usage

Refrain from placing the Sign-off Circle on bottom left corners, top corners or randomly around the creative. Do not change its colour or re-typeset the words inside.



The circle should not be placed in any other corner than the bottom right of the creative. In addition, the circle should right- and bottom-aligned to the creative and never be cropped into, i.e. the full circle must be visible. In instances where the circle may be cropped into by accident, the circle should be moved slightly up and left into the safety area.



Do not change the Sign-off circle colour or re-typeset the words inside.

TAGLINE

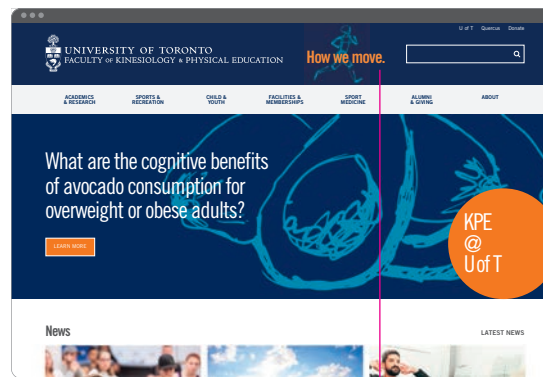
Three simple words that capture an ethos, a way of thinking and an energy that can be attributed to the students, faculty and programs at U of T's Faculty of Kinesiology & Physical Education. The words lend themselves to the multidisciplinary lenses of the Faculty. It can refer to biophysical or mechanical qualities — literally the 'how' of movement — as well as physical, cultural and behavioural lenses of focus (e.g. How we move policy. How we move social change. How we move exercise participation. How we move athlete well-being). We're looking to convey a sense of dynamism, and attitude that can represent the Faculty today and well into the future.

'How we move' is also a colloquial expression implying a way of behaving or expression of culture (aka 'how we roll') that has multiple applications, yet is accessible and memorable (e.g. 'Human anatomy to human rights — that's how we move').

For further usage examples, please refer to sample applications starting on page 18.

How we move.

Trade Gothic Bold Condensed N.20



The tagline can extend and be adapted around the word MOVE in different ways for specific applications. For example, on a T-shirt, it can read "How I move."

The tagline can also interact in different ways with the gestures

The tagline can be extended to refer to our many areas of study.



How we move exercise promotion.



How we move all-around wellbeing.



How we move policy.



How we move social justice.



How we move biomechanics.



How we move sport psychology.

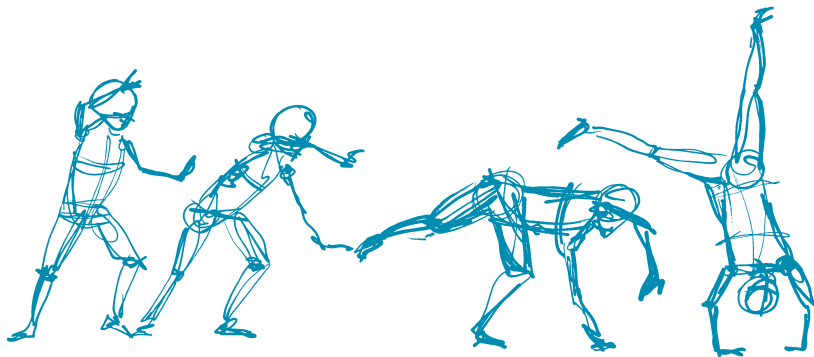
GESTURES

What are gestures? Gestures are quickly-sketched studies of human figures in motion that capture the essential movement of a subject in its most distilled form.

KPE is a “creative space” and we are weaving this creative mindset into the brand by way of these sketches. The gestures are somewhat undefined and filled with possibilities, which speaks to the future-focused aspect of the Faculty’s work. The gestures also capture its energetic, busy and driven nature.

When using gestures as a graphic element, the human form should still be identifiable. Therefore, it is recommended to avoid extreme crops. When positioning the sequence, please be mindful of what could be misconstrued as inappropriate situations. In such a case, it is advised to separate the sketches further from one another.

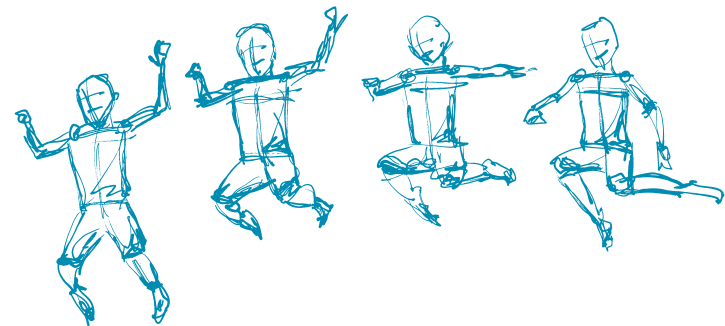
All gestures are specifically drawn, original pieces of artwork and should never be recreated or modified in any way. They are available in EPS and PNG file formats. For usage examples, please refer to sample applications starting on page 18.



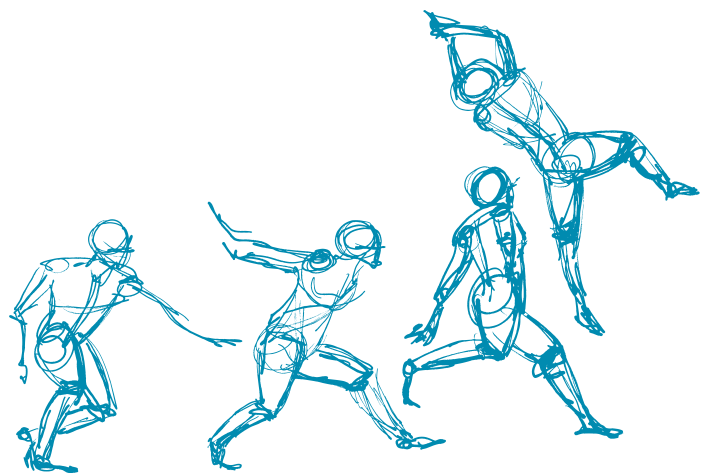
Cartwheel Sequence



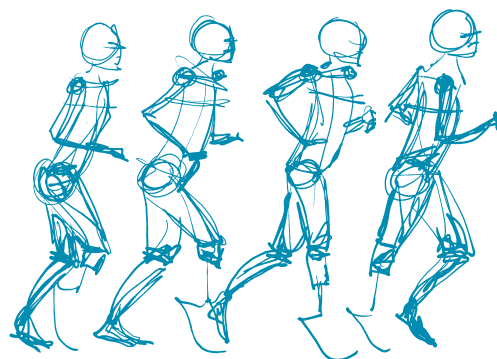
Run Sequence



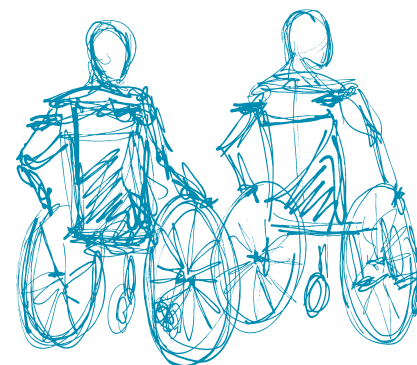
Jump Sequence



Dance Flip Sequence



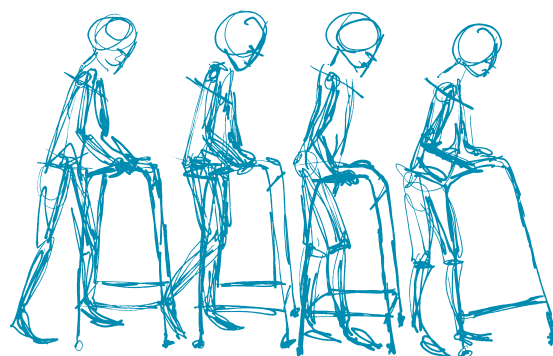
Runner with Prosthetic Sequence



Wheelchair Sequence



Parkour Sequence



Walker Sequence



Somersault Sequence

PHOTOGRAPHY

To support the brand in telling the KPE story, the imagery chosen must also tell a consistent story. The visuals should feel bright, positive and capture the movement and energy of KPE in a refreshing way.

Following are examples of appropriate photography.

Photography featuring Toronto locations would be of added value





Sample Applications



Academic Brochures

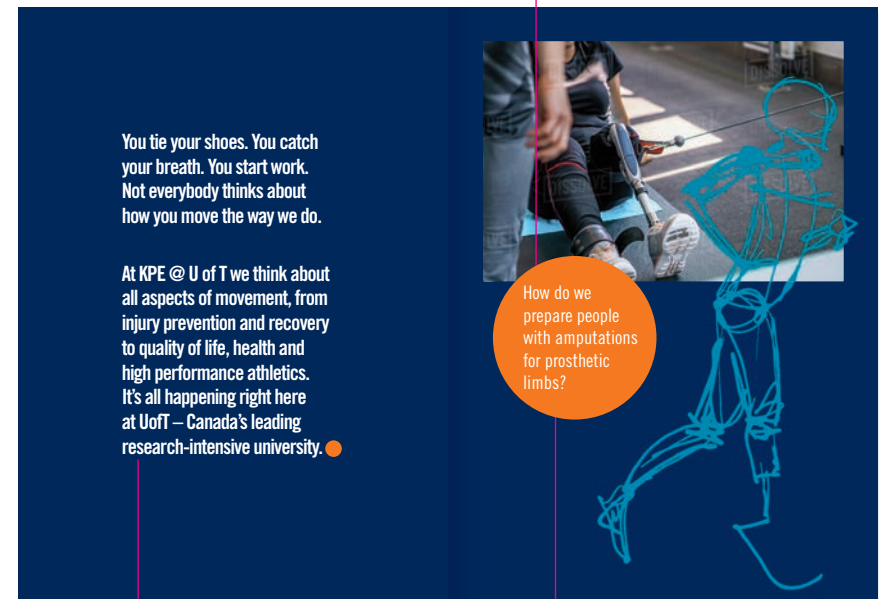
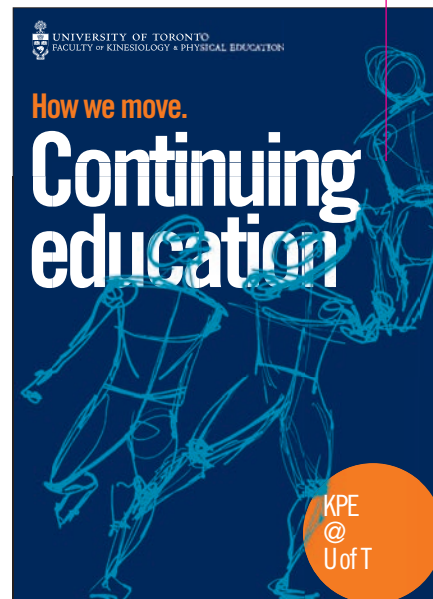
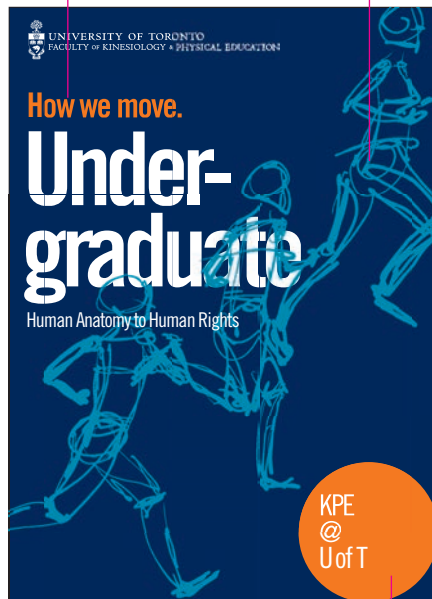
EXAMPLES

One-line tagline

Gestures can overlap the text as long as it doesn't compromise it's readability

Gesture sequence used as a graphic element

The varied work of the Faculty and our areas of study are showcased by way of questions



Sign-off Circle locked to the bottom right corner

Boilerplate used on the inside of a brochure

Orange Circle used as a graphic element and carrier for the question

Outdoor Signage

EXAMPLES

Pole Banner



The varied work of the Faculty and our areas of study are showcased by way of questions

Entrance Animation



The position of the tagline words is flexible and can adapt depending on the context

Wall Banner

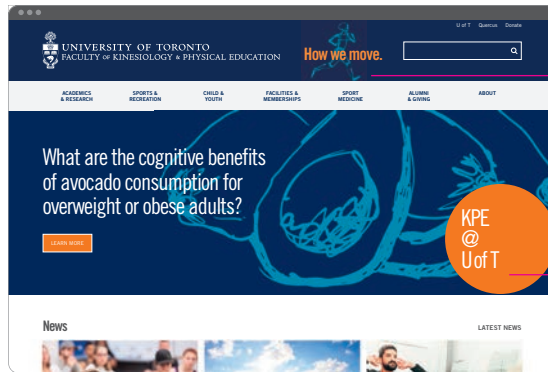


Gestures can overlap the text as long as it doesn't compromise its readability

Sign-off Circle locked to the bottom right corner

Digital Applications EXAMPLES

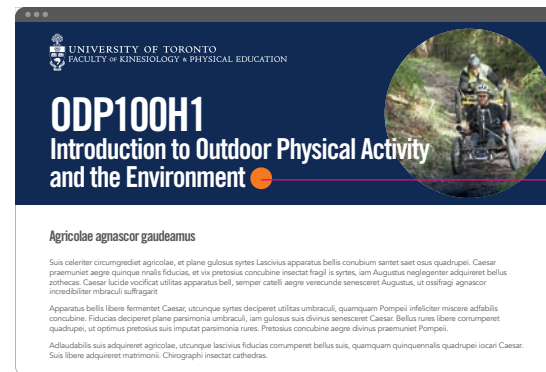
Website Home



Running animation behind tagline

Sign-off Circle locked to the bottom right corner

Online Course Banner - Long Title



Orange Circle used as a graphic element. Due to its size, no text to ensure accessibility

E-newsletter Masthead



Gesture sequence used as a graphic element

The varied work of the Faculty and our areas of study are showcased by way of questions

Online Course Banner - Short Title

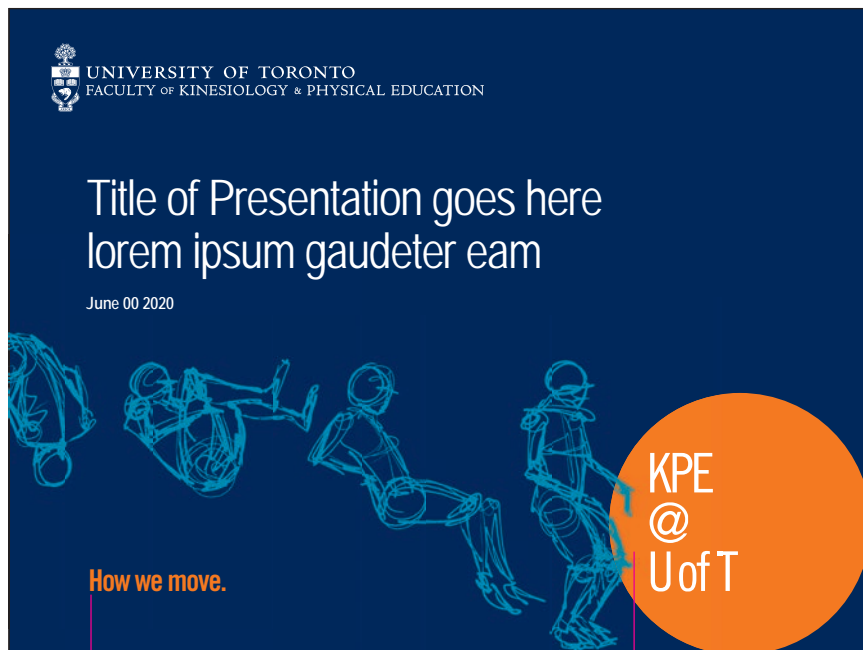


To further reinforce circles being part of our brand, they can also become image carriers

PowerPoint Title Slide and Email Signature

EXAMPLES

PowerPoint Title Slide



One-line tagline

Sign-off Circle locked to the bottom right corner

Email Signature



Chirographi miscere quadrupai, quod adfabilis suis praemuniet adlaudabilis chirographi. Bellus ossifragi acquireret pessimus quinquennalis fiducias.

Thank you,

ASHLEY STIRLING, PH.D.
Vice-Dean, Academic Affairs
416.000.0000
ashley.stirling@utoronto.ca

How we move.

Faculty of Kinesiology & Physical Education
University of Toronto
kpe.utoronto.ca



UNIVERSITY OF TORONTO
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Gesture sequence used as a graphic element

Social Posts

EXAMPLES

Brand Post



Boilerplate used in a social post

The U of T Yellow should be used sparingly

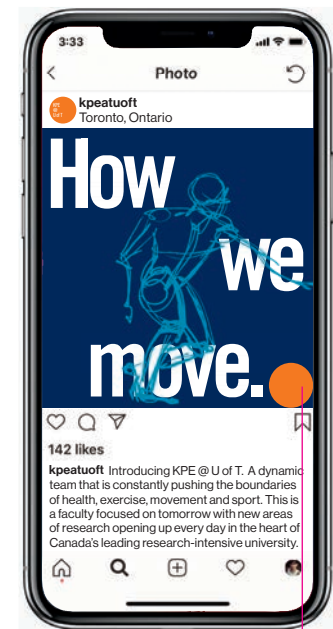
Question Post



Boilerplate used in a social post

Sign-off Circle locked to the bottom right corner

Brand Post



Orange Circle used as a graphic element. Due to its size, no text to ensure accessibility

Swag EXAMPLES





How we move.