Visual Identity Guidelines
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.

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

Black

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.

<table>
<thead>
<tr>
<th>Text</th>
<th>Background</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>655 C</td>
</tr>
<tr>
<td>655 C</td>
<td>✓</td>
</tr>
<tr>
<td>633 C</td>
<td>✗</td>
</tr>
<tr>
<td>021 C</td>
<td>✓</td>
</tr>
<tr>
<td>122 C</td>
<td>✓</td>
</tr>
<tr>
<td>630 C</td>
<td>✓</td>
</tr>
<tr>
<td>Black</td>
<td>✗</td>
</tr>
<tr>
<td>White</td>
<td>✓</td>
</tr>
</tbody>
</table>

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.

Typesetting sample:

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

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 2**
A dynamic faculty in the heart of Canada’s leading research-intensive university. So many applications, so many opportunities.

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

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.

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**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.

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**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.

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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.

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Do not change the Sign-off circle colour or re-typeset the words inside.
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.
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.
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 recomended 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.
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.
Sample Applications
Academic Brochures

How we move. Undergraduate

Human Anatomy to Human Rights

KPE @ U of T

How we move. Continuing education

You tie your shoes. You catch your breath. You start work. Not everybody thinks about how you move the way we do.

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 UofT – Canada’s leading research-intensive university.

How do we prepare people with amputations for prosthetic limbs?

Boilerplate used on the inside of a brochure

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

Gesture sequence used as a graphic element

Sign-off Circle locked to the bottom right corner

One-line tagline

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

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

EXAMPLES
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
What are the cognitive benefits of avocado consumption for overweight or obese adults?

How can we help manage concussions in youth rugby?

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

Due to its size, as a graphic element.

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

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

Running animation behind tagline

Sign-off Circle locked to the bottom right corner

Gesture sequence used as a graphic element

Digital Applications
EXAMPLES

Website Home

Online Course Banner - Long Title

Online Course Banner - Short Title

E-newsletter Masthead

EXAMPLES
Title of Presentation goes here

lorem ipsum gaudeter eam

June 00 2020

KPE

@ U of T

One-line tagline

How we move.

Email Signature

Chirographi miscere quadrupei, quod adfabilis suis praemuniet adlaudabils chirographi. Bellus ossifragi adquireret 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

Gesture sequence used as a graphic element
Faculty of Kinesiology and Physical Education, University of Toronto
A dynamic faculty in the heart of Canada's leading research-intensive university. So many applications, so many opportunities.

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

KPE.UTORONTO.CA
Learn More

Brand Post

How do we facilitate the selection of suitable physical activity programming for adults with disabilities?

KPE.UTORONTO.CA
Learn More

Question Post

Brand Post

Boilerplate used in a social post
The U of T Yellow should be used sparingly

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

The U of T Yellow should be used sparingly
How we move.