



TEMERTY FACULTY OF MEDICINE
UNIVERSITY OF TORONTO
Continuing Professional Development

CPD STYLE GUIDE

CONDENSED VERSION

CPD OFFICIAL SIGNATURE

We are part of University of Toronto, Faculty of Medicine.
Our official signature reflects this link both for communications
and reputation. It should be used exactly as designed.

Guidelines in this style guide are for graphic materials that
adhere to the U of T Visual Identity Style Guide.

For more information or to discuss any specific CPD applications
and usage, please contact cpdcommunications@utoronto.ca



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SIGNATURE SIZE

In print, the suggested width of the crest is .25" (0.7 cm)
whenever possible. In digital formats, the suggested
height of the crest is 80 pixels.

PRINT

.25" crest width

DIGITAL
80 pixels crest height



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CLEAR SPACE

The suggested clear space around the signature is equal
to 50% of the height of the crest whenever possible.



LAYOUT ALIGNMENT & PLACEMENT

The Official Signature should be aligned with the left margin
of the page whenever possible. The upper left alignment of the
signature is the preferred placement. If this is not an option,
right alignment is recommended as the next best option.

Do not use the signature centred on the page.



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SIGNATURE COLOURS

The CPD Official Signature should be reproduced in Pantone® 655 (Dark Blue) or its CMYK equivalent. It is also available in black for one-colour print applications. To reproduce on a dark background, use the version specifically created for reversed applications. It is highly recommended that the reversed signature appear in white on a dark background: Pantone® 655 (or CMYK equivalent) or black.



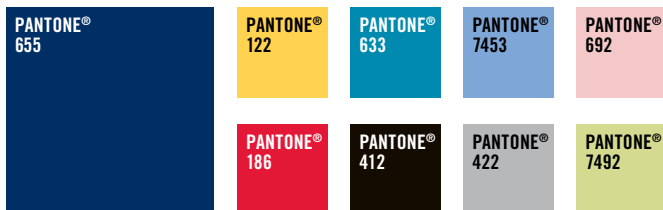
PLEASE NOTE:

The U of T shield is blue in the reversed signature.



COLOURS

CPD's official colour is Pantone® 655 (Dark Blue) and should be the dominant colour whenever possible. The range of colours within the CPD colour palette, depending on usage, complement or contrast Pantone® 655.



PANTONE	C	M	Y	K	R	G	B	WEB
655	100	70	3	56	0	42	92	002A5C
122	0	17	80	0	255	228	152	FFE498
186	0	100	81	4	227	24	55	E31837
633	100	0	10	25	0	139	176	008BB0
412	0	30	66	98	39	17	0	271100
7453	50	26	0	15	123	164	217	7BA4D9
422	0	0	0	33	206	207	203	CECFCB
692	0	23	10	2	234	202	205	EACACD
7492	12	0	50	7	218	229	205	DAE5CD

FONTS

CPD has two core fonts: TRADE GOTHIC CONDENSED, a sans serif font, is recommended for headers and signage. BEMBO, a serif font, is recommended for text.

For Microsoft Office users who do not have access to these fonts, the recommended sans serif font is ARIAL NARROW or HELVETICA MEDIUM CONDENSED. The recommended serif font is TIMES NEW ROMAN.

TRADE GOTHIC CONDENSED

While all typefaces in the Trade Gothic font family may be used, Condensed No. 18 and Bold Condensed No. 20 are the two strongly recommended.

Trade Gothic Condensed No. 18

Trade Gothic Bold Condensed No. 20

BEMBO











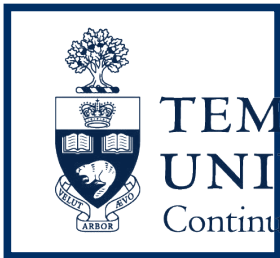

While all typefaces in the Bembo font family may be used, regular, italics, bold and bold italics are recommended.

Bembo Regular
Bembo Italic

Bembo Bold
Bembo Bold Italic

INCORRECT SIGNATURE USAGE

Below are samples of incorrect signature usages.

 <p>Do not distort or stretch the signature disproportionately.</p>	 <p>Do not separate or rearrange the signature elements.</p>	 <p>Do not alter the proportions of the signature elements.</p>
 <p>Do not tilt or rotate the signature.</p>	 <p>Do not alter the signature's colours.</p>	 <p>Do not add effects to the signature.</p>
 <p>Do not add text or slogans to the signature.</p>	 <p>Do not add shapes or graphics to the signature.</p>	 <p>Do not change to white to reverse out. Please use the proper reversed signature.</p>
 <p>Do not place the signature on a busy background or photography.</p>	 <p>Do not truncate.</p>	 <p>Do not use the signature as a pattern or other repeated device.</p>

CO-BRANDING, SPONSORSHIP AND APPLICATIONS

MANY CPD COMMUNICATIONS PIECES HAVE MULTIPLE PRESENTERS AND/OR SPONSORS AND PARTNERS. FOR INTERNAL CO-BRANDED MATERIALS, THERE MUST NEVER BE MORE THAN ONE U of T SIGNATURE BESIDE OR IN CLOSE PROXIMITY ON THE SAME PAGE.

FOLLOWING IS A GENERAL GUIDE ON CO-BRANDING HIERARCHY.

FOR SPECIFIC INSTANCES OR ANY CLARIFICATIONS, PLEASE CONTACT

cpdcommunications@utoronto.ca

INTERNAL CO-BRANDING	EXAMPLE	SIGNATURE
Multiple Departments, TFoM	Surgery + Medical Imaging	TFoM
Multiple Divisions within Department	General Surgery + Vascular Surgery	Department of Surgery
Multiple Divisions, different Departments	Gastroenterology + General Surgery	TFoM
CPD + Department and/or Division	CPD + DFCM	TFoM
TFoM + other Faculties	Medicine + Pharmacy	U of T

EXTERNAL CO-BRANDING	EXAMPLE	SIGNATURE
Hospital Affiliate + U of T	Signature* + Hospital logo	U of T
Professional Societies	Signature* + Society logo	U of T
Multiple Partners	Signature* + Partner logo	U of T

* Signature = appropriate signature as per U of T hierarchy

For a complete guide to U of T signature hierarchy, please see Section 2.1 **Signature Hierarchy and Configurations** on page 7 of the U of T Visual Identity Style Guide at <https://www.cpd.utoronto.ca/reports/CPD-StyleCommGuide.pdf>