KNOWN
VALUED
ADMIRED
CPD STYLE & COMMUNICATIONS GUIDE

IN COLLABORATION WITH U of T OSCER
AND STRATEGIC COMMUNICATIONS & MARKETING
CEPD IS CHANGING ITS NAME TO **CPD: CONTINUING PROFESSIONAL DEVELOPMENT.**

THIS IS TO:

1. Bring our naming convention in line with many other prominent universities globally

2. Signify change and expansion within the portfolio

3. Bring greater focus to ‘professional development’

4. Build on University of Toronto’s reputation and integrate our communications more closely with those of the Faculty of Medicine and the University.

**TOGETHER, OUR GOAL IS TO MAKE CPD KNOWN, VALUED AND ADMIRE**
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This is Version 1.0 of the CPD Style & Communications Guide. It will evolve and be updated over time. For more information or to discuss any specific CPD applications and usage, please contact cpdcommunications@utoronto.ca
VISUAL IDENTITY, COMMUNICATIONS AND REPUTATION

Why is there a style guide to managing our visual identity? Because communication has a strong visual component and the visual impression we create can be as important as the content we are communicating. The manner and style with which we frame our academic, research and professional development content shapes the perception of CPD and can solidify and enhance our reputation.

As well as integrating all communications and strengthening our reputation, a consistent, standardized visual identity program can also save time and effort within CPD and may translate into savings for course directors, faculty and learners.

OUR VISUAL FRAMEWORK

Our purpose in this book is to provide a clear guide to CPD Style and Communications using the University’s Visual ID platform. There are four core elements to the CPD framework:

1. CPD Official Signature
2. U of T Signatures & Hierarchy
3. U of T Brand Basics
4. Application Examples

Our goal is to help all CPD communications fulfill the principles of simplicity and clarity of design, impact in presentation, quality in both content and reproduction and accessibility for all.
OFFICIAL SIGNATURE
AND SIGNATURE HIERARCHY

WE ARE PART OF UNIVERSITY OF TORONTO, FACULTY OF MEDICINE.
OUR OFFICIAL SIGNATURE REFLECTS THIS LINK BOTH FOR
COMMUNICATIONS AND REPUTATION.
CPD OFFICIAL SIGNATURE

These branding elements are often called ‘logos’ but we shall use the term signature. U of T’s signatures consist of a crest and a wordmark (i.e. University of Toronto, Faculty of Medicine, Continuing Professional Development) and are official marks of the University. The signature should be used exactly as designed.
SIGNATURE HIERARCHY

There may be times when certain communications require a decision as to which signatures should or may be used. For a complete guide to U of T signature hierarchy, please see the Appendix: U of T Visual Identity Style Guide. For a detailed guide to CPD co-branding, see Section IV. Co-branding in this guide.

The CPD signature contains 3 levels including the Faculty of Medicine as there are other CPD/CE/CEPD units in other faculties within U of T.
SIGNATURE HIERARCHY AND CONFIGURATIONS: CORE U of T

There are two versions of the signature – left justified and centred stacked. The left justified version should be used for all purposes unless there is sufficient space to accommodate the centred stacked signature (see section 2.5 of the U of T Visual Identity Style Guide in the Appendix).

These formats of signature may only be used for core U of T and may not be replicated by any other entity within U of T (e.g. campus, faculty, academic department, EDU, etc.).

CPD Exceptional Uses:

- Faculty members – for conferences, research posters and external advertising
- HR staff in academic divisions – for external recruitment advertising
- Co-branding for two or more FoM Departments (see Section IV)

For more information or to discuss any specific CPD applications and usage, please contact cpdcommunications@utoronto.ca
SIGNATURE HIERARCHY AND CONFIGURATIONS: U of T FACULTIES

All standard faculty signatures appear as three elements: the crest, University of Toronto one-line wordmark and one line of text containing the faculty name.

This format of signature may only be used for faculties and may not be replicated by any other entity within U of T (e.g. core, campus, academic department, EDU, etc.).
SIGNATURE HIERARCHY
FoM DEPARTMENTS, CPD & EXTERNAL

Many CPD communications may also require decisions to be made based on a hierarchy of signatures for presentation and credit as in the case of CPD courses that have multiple internal Faculty and/or Department sponsors as well as third party external partners. For specific instances, please refer to Section IV.

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

For a more complete set of the signatures of U of T Departments and Faculties often used in or by CPD Communications, please refer to Appendix B
OFFICIAL SIGNATURE APPLICATIONS

Following are some examples of usage for CPD core applications such as letterhead, courses and presentations, plus communications from CPD for other departments or faculties as in the case of courses or conferences.

Our application principles include:

1. Simplicity and clarity
2. Upper left alignment of signatures where possible
3. Preferred use of U of T blue
4. Consistency in font usage
5. Use of single photographs or illustrations for impact
NOTE: Vice Dean business card uses Faculty of Medicine signature as the position itself indicates CPD.
CPD Core Signature
Applications
Stationery

(From bottom left, clockwise) #10 Envelope, Letterhead and Presentation Folder
The principle of simplicity is also applied in the CPD email signature. The information is kept simple and is set in sans serif Helvetica for legibility. Images, including the CPD signature, have not been included because not all email clients will display images and to avoid triggering spam filters.
CPD CORE SIGNATURE APPLICATIONS
BANNERS & POSTERS

17% of Canadians are diagnosed with chronic pain.
37% of visits to Family Practices involve chronic pain issues.
203% increase in opioid prescriptions for pain in 10 years.

And a parallel rise in opioid addiction and double the number of related deaths.
PHYSICIANS CAN SOLVE THIS CRISIS.

17% of Canadians are diagnosed with chronic pain.
37% of visits to Family Practices involve chronic pain issues.
203% increase in opioid prescriptions for pain in 10 years.

SAFE OPIOID PRESCRIBING PROGRAM
MULTIMODAL APPROACH TO CHRONIC PAIN AND OPIOIDS
Assessing Complex Chronic Pain • Prescribing Opioids for Chronic Pain • Addressing Opioid Challenges & Addictions • Skills for Safe Opioid Prescribing
REGISTER NOW FOR MARCH 15TH, 2014

(From left, clockwise) Course Poster/Print, Banner, Course Registration Banner

TRANSFORMING HEALTHCARE IN ONTARIO AND BEYOND

NORTH AMERICAN REFUGEE HEALTH CONFERENCE
Health Means the World to Us

cpd.utoronto.ca
On the CPD website, related subsites or course specific sites, the same signature, style, font and colour palette usage guides should be followed with allowance for the U of T Accessibility Guidelines and Policies (see link in Section V).
CPD often creates communications for other departments within the Faculty of Medicine or for other faculties. For these applications, the same principles of simplicity, clarity, colour, fonts and visual usage apply as well as using only one presenting signature where possible. If and when co-presentation or co-branding are required, please see Section IV. Co-branding of this guide.
UPDATE IN
GENERAL SURGERY
54th ANNUAL COURSE FOR PRACTISING SURGEONS
April 18–19, 2014 | Hiltun Toronto

FACULTY  ACCREDITATION  FEES  MORE  REGISTER

WELCOME
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullam cori nisi ut aliquid ex ea commodi consequuntur. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

SUBHEAD 1
Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullam cori nisi ut aliquid ex ea commodi consequuntur. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est.

SUBHEAD 2
Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullam cori nisi ut aliquid ex ea commodi consequuntur. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est.

Webpage
CPD CORE SIGNATURE
APPLICATIONS
MEDIA BACKDROP

Media Backdrop
CPD POSITIONING STATEMENT

The CPD Positioning Statement is meant to capture both our role and goal as professional educators. It is not just a tag line, but can be used when introducing CPD to those who may not know us, to contextualize CPD content or in certain CPD applications such as our website.

Positioning Support

There are a number of support statements as to why CPD is a transformative unit within the Faculty of Medicine at U of T. They include:

• CPD is the largest provider of accredited Continuing Professional Development courses in Canada

• Over 300 accredited courses and over 30,000 health professionals per annum

• CPD Research is a leading edge group with global impact, with over 250 publications, 144 Research Grants and $45M in funding over the last 5 years

• Faculty of Medicine is ranked 17th in the world (QS)

• U of T is ranked 17th in the world (QS) and 16th in reputation (THES)

These statements and other supports may be used where applicable or impactful in CPD external communications.
BRAND BASICS: USAGE, COLOURS AND FONTS

Technical specifications such as size, spacing, alignment and correct usage of fonts, colours and signatures are essential to clear and consistent communications.
SIGNATURE SIZE

For the Official Signature, 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.
SIGNATURE CLEAR SPACE

For the Official Signature, the suggested clear space around the signature is equal to 50% of the height of the crest whenever possible.
SIGNATURE 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.

PREFERRED ALIGNMENT & PLACEMENT
Left aligned at top corner

Right aligned at top corner

Left aligned at bottom corner

Right aligned at bottom corner
INCORRECT SIGNATURE USAGE

Below are samples of incorrect signature usages.

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

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

The recommended Awards Palette is Bronze (70% of Pantone® 412), Silver (Pantone® 422) and Gold (Pantone® 122). These colours are intended to complement Pantone® 655 which should be the dominant colour.

Awards Palette: Dark Blue (Pantone® 655), Bronze (70% of Pantone® 412), Silver (Pantone® 422) and Gold (Pantone® 122).
**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**
  - `abcdefghijklmnopqrstuvwxyz`
  - `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
  - `1234567890`

- **Trade Gothic Bold Condensed No. 20**
  - `abcdefghijklmnopqrstuvwxyz`
  - `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
  - `1234567890`

---

**BEMBO**

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

- **Bembo Regular**
  - `abcdefghijklmnopqrstuvwxyz`
  - `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
  - `1234567890`

- **Bembo Italic**
  - `abcdefghijklmnopqrstuvwxyz`
  - `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
  - `1234567890`

- **Bembo Bold**
  - `abcdefghijklmnopqrstuvwxyz`
  - `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
  - `1234567890`

- **Bembo Bold Italic**
  - `abcdefghijklmnopqrstuvwxyz`
  - `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
  - `1234567890`
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

<table>
<thead>
<tr>
<th><strong>INTERNAL CO-BRANDING</strong></th>
<th><strong>EXAMPLE</strong></th>
<th><strong>SIGNATURE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple Departments, FoM</td>
<td>Surgery + Medical Imaging</td>
<td>FoM</td>
</tr>
<tr>
<td>Multiple Divisions within Department</td>
<td>General Surgery + Vascular Surgery</td>
<td>Department of Surgery</td>
</tr>
<tr>
<td>Multiple Divisions, different Departments</td>
<td>Gastroenterology + General Surgery</td>
<td>FoM</td>
</tr>
<tr>
<td>CPD + Department and/or Division</td>
<td>CPD + DFCM</td>
<td>FoM</td>
</tr>
<tr>
<td>FoM + other Faculties</td>
<td>Medicine + Pharmacy</td>
<td>U of T</td>
</tr>
</tbody>
</table>

### External Co-Branding

<table>
<thead>
<tr>
<th><strong>EXTERNAL CO-BRANDING</strong></th>
<th><strong>EXAMPLE</strong></th>
<th><strong>SIGNATURE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospital Affiliate + U of T</td>
<td>Signature* + Hospital logo</td>
<td>U of T</td>
</tr>
<tr>
<td>Professional Societies</td>
<td>Signature* + Society logo</td>
<td>U of T</td>
</tr>
<tr>
<td>Multiple Partners</td>
<td>Signature* + Partner logo</td>
<td>U of T</td>
</tr>
</tbody>
</table>

*Signature = appropriate signature as per U of T hierarchy
CO-BRANDING APPLICATIONS

FACULTY LEVEL

As a general guideline, when two or more faculties are co-presenting, the signature hierarchy should be a level up (i.e. core U of T signature). The presenting faculties can be identified in type, if necessary.
CO-BRANDING APPLICATIONS

FACULTY LEVEL

TODAY’S HEALTHCARE SYSTEM IS BECOMING INCREASINGLY COMPLEX—

In the-moment guidance and new information, to the increasing cost of services, to an ever-changing technological frontier, Continuing Education (CE) for healthcare providers has become more important than ever. The Continuing Education Leadership Program (CELP) is a certificate program designed to meet the unique needs of healthcare leaders, including those in hospital management, business management, and leaders in health systems. The program is designed to help participants develop the skills and knowledge necessary to lead and manage organizations for health professionals to create a complex healthcare environment.

By the end of the course, we expect that participants will be able to:

- Identify and discuss how the demand and costs of change in the healthcare environment have created opportunities and challenges to continuing education.
- Apply innovation principles and change processes in health care organizations.
- Support organizations with a diversity of stakeholders in continuing education to enable success.
- Lead and promote transitions in continuing health education for health professionals.

PROGRAM FORMAT

Participants will receive a certificate in the following format:

- Two, one-week classroom sessions, September 29 – October 2, 2015
- Three, one-half day sessions, March 24-30, 2016
- "Innovation Project" conducted at participants' home organizations
- Special sessions will be held to address educational initiatives between institutional sessions
- Parent coaching sessions
- Online community of practice to encourage peer-to-peer support

DISCLOSURE

Speakers have been asked to disclose to the audience any financial or significant nonfinancial relationships that may have a direct bearing on the subject matter of this program.

For all updates on speakers’ disclosures, please refer to the event website at cpd.toronto.ca/celp

HOW TO APPLY

Participants may apply to the Continuing Education Leadership Program (CELP) to build leadership abilities on a foundation of innovative, educational, and management training for healthcare educators.

WHO CAN BENEFIT?

Individuals who are:

- Engaged in continuing education, curriculum development, patient safety, quality improvement, performance improvement initiatives in health policy
- Engaged in a continuous improvement of CHIE learning
- Involved in promoting quality and innovation change, and leadership in continuing education initiatives for healthcare professionals

KEY AREAS

- Continuing Health Educational (CHIE) Learning Principles and Practices
- Best Practices in CHIE Design and Delivery (including considerations with healthcare and IP)
- CHIE in Patient Safety: Quality Improvement, Knowledge Translation
- Nurturing and Sustaining Success: "Wise Leadership"
- Managing CHIE Programs and Offices

APPLICATION PROCESS

To apply to the Continuing Education Leadership Program, please complete the following steps:

1. Application Requirements:
   - Background Information
   - Copy of current CV/Résumé
   - Download the application form (in course website: celp.cpd.toronto.ca)
   - Application Deadline: August 8, 2015

2. Notification of Acceptance:
   - Applicants will be notified by email of their acceptance status.
   - Information on registration and other instructions will be provided by email.

ACCRREDITATION

The Continuing Professional Development (CPD) Faculty of Medicine, University of Toronto, is jointly accredited by the Canadian Medical Association (CMA) and the College of Family Physicians of Canada (CFPC) as a provider of continuing medical education (CME) for physicians. This program is acceptable for Maintenance of Certification (MOC) credit with CMA and CFPC. The program is accredited by the College of Family Physicians of Canada toward certification in Family Medicine.

For more information, please visit the CPD website at cpd.toronto.ca.
CO-BRANDING APPLICATIONS
DEPARTMENT LEVEL

As a general guideline, when two or more departments within the same faculty are co-presenting, the signature hierarchy should be a level up (i.e. faculty signature). The presenting departments can be identified in type, if necessary.
CO-BRANDING APPLICATIONS
PARTNER ORGANIZATIONS

THE UNIVERSITY OF TORONTO
FACULTY OF MEDICINE

HEALTH & WELLBEING IN DEVELOPMENTAL DISABILITIES
Engaging Health Care Professionals

NOV 12-13, 2013 | TORONTO

The conference themes include health, mental health, professional education, policy, and legal issues. Participants will engage in workshops and presentations intended to facilitate the improvement of collaborative health care to persons with a developmental disability across the life span.

Delta Chelsea Hotel
3 Gerrard Street West
Toronto, ON

healthandwellbeingindd.ca

Postcard Front & Back
ACCREDITATION/PRESENTATION OF CPD

An example of generic accreditation text and official CPD signature used on CPD managed course event websites and brochures when formal approval and accreditation through CPD’s peer review process has not yet been received.

ACCREDITATION

Continuing Professional Development (CPD), Faculty of Medicine, University of Toronto, is fully accredited by the Committee on Accreditation of Continuing Medical Education (CACME), a subcommittee of the Committee on Accreditation of Canadian Medical Schools (CACMS). This standard allows CPD to assign credits for educational activities based on the criteria established by The College of Family Physicians of Canada, and the Royal College of Physicians and Surgeons of Canada.

As a result of a reciprocal agreement between the Royal College of Physicians and Surgeons of Canada, The American Medical Association, and The European Union for Medical Specialists, CPD is permitted to assign respective credits.
SPONSORSHIP

SPONSORS

- COVIDIEN
- KCI
- LifeCell
- Baxter
- CHS
- ConMed
- Danaher
- Dover
- Education
- STRYKER
- Olympus
- BAUM

Brochure Exterior & Interior—Sponsors acknowledged on the back, away from any material related to the academic content. Acknowledgement of sponsors in communication materials are bound by guiding principles set by the University. Advertising for commercial products by name or by indication is not permitted. For a complete guide, please see the Policy on Sponsorship in this guide.
SPONSORSHIP

Acknowledgement of sponsors in communication materials are bound by policies set by the Faculty of Medicine and the University (Please see Section V for a link to the policies).

COURSE BROCHURES

Commercial sponsors may not be listed in any part of: the schedule of activities or any material related to the academic content, the list of faculty (including planning committee members and speakers), the course objectives, or on the front of brochures. Educational grants are documented in course brochures under “Acknowledgements”.

POSTERS, FLYERS AND ONE-PAGE BROCHURES

Acknowledgements may be listed at the bottom in a font not larger than the text of the brochure.

WEBSITES AND OTHER ELECTRONIC FORMATS

In a one-page or one-screen format, acknowledgements may be listed in a font not larger than the text of the brochure. In a multi-page or multi-screen format, acknowledgements may not be on the main (home) page, on a list of faculty or with the learning activities.

Advertisements and promotional materials are not permitted on websites for CE programs. “Pop-ups” are not allowed. Links must open a new window, leaving the educational site open in the background.

Links to commercial sponsors’ home pages (but not to pages related to product) may be established, on the acknowledgments page, so long as disclaimers are clearly in place, indicating that the University of Toronto is not responsible for the linked content.

PRINTED CE HANDOUTS OR SYLLABI, ADVERTISEMENTS AND PROMOTIONAL MATERIALS

Advertisement and promotional materials must not be inserted within the pages of the CE content. They may be inserted at the end of the syllabus, not facing any content, and must be clearly marked as advertising or promotional content.

LIVE ACTIVITIES

Commercial displays and materials must be in a separate room from educational activities. Providers may not allow representatives of commercial interests to engage in sales or promotional activities during the accredited program. In acknowledgement of commercial sponsors, e.g. presentation slides or announcements, only the company name may be used. The use of product names is strictly prohibited.

Advertising for commercial products by name or by indication is not permitted. For a complete guide, please see the Policy on Sponsorship in this guide.
CONTACTS, MATERIALS AND LINKS

A. UNIVERSITY OF TORONTO VISUAL IDENTITY STYLE GUIDE
B. FACULTY OF MEDICINE DEPARTMENT & RELATED SIGNATURES
C. POLICY ON SPONSORSHIP
D. UNIVERSITY OF TORONTO ACCESSIBILITY GUIDELINES

For more information or to discuss any specific CPD applications and usage, please contact cpdcommunications@utoronto.ca
UNIVERSITY OF TORONTO
VISUAL IDENTITY
STYLE GUIDE

To see the full U of T Visual Identity Style Guide, please go to:
https://www.cepdtoronto.ca/cpd/utstyleguide.pdf
POLICY ON SPONSORSHIP

To see the full Policy on Sponsorship, please go to:
https://www.cepdtoronto.ca/cpd/policyonsponsorship.pdf
UNIVERSITY OF TORONTO
ACCESSIBILITY
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To see the full U of T Guidelines, please go to:
http://www.aoda.utoronto.ca