



Laboratory Medicine & Pathobiology UNIVERSITY OF TORONTO

Whenever a Signature is used, the following rules apply:

- The complete Signature must be used.
- Signatures cannot be altered or distorted in any way.
- The legibility and integrity of the crest is essential and must be maintained in reproduction.
- The Left Justified Signature cannot be smaller than 1.25 inches wide.
- Type and other artwork cannot touch the Signature or be superimposed over it. The safe space around the Signature must be respected.

The safe space is the area immediately surrounding the mark that is intended to allow a clean presentation of the artwork. No visually detracting elements are allowed within the safe space. The safe space is indicated in grey and is measured using the height of the letter “T” in the word Toronto.



U of T Colour Palette

Official Signatures / Word Marks / Letter Marks										
Colour	Swatch	Pantone	C	M	Y	K	R	G	B	Web
Blue		PMS 655	100	68	0	50	6	41	88	#00204E
White			0	0	0	0	0	0	0	#FFFFFF

Athletic Marks / Varsity Blues Signatures / Athletic T										
Colour	Swatch	Pantone	C	M	Y	K	R	G	B	Web
Red		PMS 193	2	100	60	11	187	19	62	#BB133E