



BRANDING GUIDE



CONTENTS

Colour

Which colours to use
and their codes

Typography

The right fonts to use

Logo Usage

How to use the logo and
where to place it

COLOURS

Colour Codes

These are the proper colours by code that should be used in all documents pertaining to RISE 2014



C: 100 R: 38
M: 100 G: 34
Y: 25 B: 98
K: 25



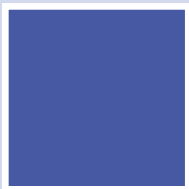
C: 0 R: 109
M: 0 G: 110
Y: 0 B: 113
K: 70



C: 100 R: 43
M: 95 G: 57
Y: 5 B: 144
K: 0



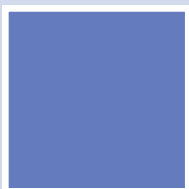
C: 0 R: 167
M: 0 G: 169
Y: 0 B: 172
K: 40



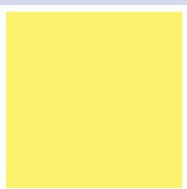
C: 80 R: 72
M: 70 G: 89
Y: 0 B: 162
K: 5



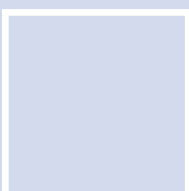
C: 0 R: 251
M: 35 G: 176
Y: 85 B: 64
K: 0



C: 65 R: 101
M: 50 G: 124
Y: 0 B: 189
K: 0



C: 2 R: 251
M: 0 G: 176
Y: 70 B: 64
K: 0



C: 15 R: 212
M: 10 G: 218
Y: 0 B: 239
K: 0

TYPOGRAPHY

Fonts

These are the official
fonts of RISE 2014

Geometria Light - Headings

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Gravity Bold - Subheadings

ABCDEFGHIJKLMN **abcdefghijklmno**
OPQRSTUVWXYZ **pqrstuvwxyz**
0123456789

Gravity Book - Subheadings

ABCDEFGHIJKLMN abcdefghijklmno
OPQRSTUVWXYZ pqrstuvwxyz
0123456789

Gravity Light - Body Text

ABCDEFGHIJKLMN abcdefghijklmno
OPQRSTUVWXYZ pqrstuvwxyz
0123456789

LOGO USE

Colours & Positioning in Print Documents

Colour on White

The colour logo is only to be used on documents with white backgrounds.



White on Dark

This logo should be used on dark backgrounds to create high contrast.



Black on Bright

This logo should be used where the colour logo would blend too much.



QUESTIONS?

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