

**POLICY NUMBER 2014-01-02**  
**POLICY ON BRANDING**  
**UNIVERSITY OF TORONTO ENGINEERING SOCIETY**

ADOPTED: Jan 26, 2014



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## POLICY ON BRANDING

### 0. General

0.1. Purpose: To ensure consistent imagery for all of the Societies documents and presentations.

### 1. The Engineering Society Logo

1.1. The Engineering Society logo must be used in all matters of governance and official business documents including (but not limited to) letterheads, sponsorship documents and stationery used in communication with the University, the Faculty and other external bodies.

1.2. Affiliated clubs and organizations may only display the Engineering Society logo in promotional materials if:

- a. The club or organization receives sponsorship from the Engineering Society;
- b. Usage of the logo is limited to displaying the Engineering Society as a sponsor; and
- c. The promotional material does not give the indication that the club or organization is a part of the Engineering Society and does not create the impression that an event or service is run by the Engineering Society unless such is the case.

1.3. The Engineering Society reserves the right to prohibit clubs and organizations from using the logo.

### 2. The Skule™ Logo

2.1. The Skule™ logo is to be used for the promotion of student life in the University of Toronto undergraduate engineering community and events and services that support it.

2.2. Usage of the Skule™ logo is limited to events and services provided by the Engineering Society. Affiliated clubs and organizations are prohibited from displaying the Skule™ logo in promotional materials.

2.3. The term “Skule” is a trademark of the Engineering Society. Thus, all uses of the term must be followed by the trademark symbol (™).



## APPENDIX A – ENGINEERING SOCIETY LOGO

### 0. General

The Engineering Society logo consists of two parts:

1. The graphic element
2. The text element

The complete Engineering Society logo is shown below.



UNIVERSITY OF TORONTO  
ENGINEERING SOCIETY

### 1. Graphic Element

The graphic element of the Engineering Society logo consists of the Engineering Society crest as shown below.



Older incarnations of the Engineering Society crests are recognized by the Engineering Society but are less preferable than the above crest. Acceptable variants of the crest are shown below.



### 2. Text Element

The text element of the Engineering Society logo consists of the text “University of Toronto Engineering Society”.

The following are characteristics that define the proper text element of the Engineering Society logo:



1. The text should be written using the font *Arno Pro Caption* with every letter capitalized and not bolded, italicized or underlined.
2. The text should be divided into two lines with the text “University of Toronto” displayed above the text “Engineering Society” as shown below.

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The Engineering Society logo is monochromatic. The colours black, dark blue and white are preferable although other colours are acceptable where appropriate.

### **3. Acceptable Variants**

The inclusion of the text element is optional where it is apparent that the crest represents the University of Toronto Engineering Society.



## APPENDIX B – THE SKULE™ LOGO

### 0. General

The Skule™ logo consists of a graphic element as shown below.



### 1. Graphical Element

The following are characteristics that define the proper Skule™ logo:

1. The letters “S”, “K”, “L” and “E” should be rendered using the font *Flareserif821 BT* with every letter capitalized and not bolded, italicized or underlined.
2. The letter “U” should be a modification of the capitalized letter “U” of the font *Flareserif821 BT*.
3. The word “Skule” should be followed by a trademark symbol (™).
4. The letter “T” should be coloured white and outlined with the same colour as the word “SKULE”.
5. The maple leaf should be coloured red.

### 2. Acceptable Variants

The following aspects of the Skule™ logo are optional:

1. The exclusion of a blue background as shown below.



2. Provided that the standard yellow letterings are illegible on a light-coloured background, the usage of an alternative colour scheme in which the all letters are coloured or outlined in blue as shown below.



3. A monochromatic rendering of the logo as shown below.



The colours black, dark blue and white are preferable although other colours are acceptable where appropriate.