

PILLAR SPONSORSHIP LOGO GUIDE 2021

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2021 V1



PILLAR SPONSORSHIP LOGO GUIDE 2021

SPONSOR LOGO LOCKUP

Proudly sponsored by U of T affinity partners:



Discover the benefits of affinity products!

- Ensure clearance between and around each logo:
- Hyperlink all logos to: <http://affinity.utoronto.ca>
- Order from left to right is typically alphabetical.



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SPONSOR LOGO LOCKUP – ALT FOR PRINT

Proudly sponsored by U of T affinity partners:



Discover the benefits of affinity products: affinity.utoronto.ca

- In print, show the affinity URL to help people find the preferred-rate product offers.

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SPONSOR LOGO LOCKUP – ALT FOR SINGLE SPONSOR

Proudly sponsored by U of T affinity partner:



Discover the benefits of affinity products!

- Hyperlink logo to: <http://affinity.utoronto.ca>

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MANULIFE

Logo colour must be: Manulife Green, Black or White

Clearance should be equal to the height/width of the Manulife Block

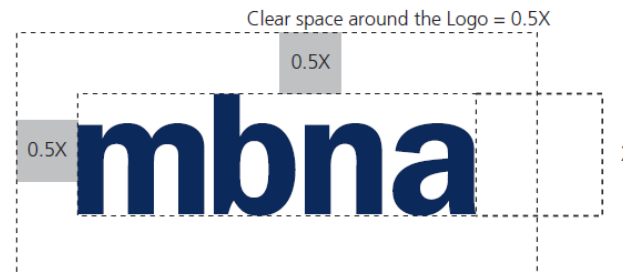


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MBNA

The minimum clear space around the Logo is defined by 0.5X of the Logo height.

To ensure the Brand's maximum clarity and distinction, the mbna logo should not be represented in a size less than 20mm (0.787") in width.



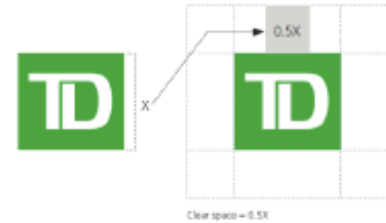
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TD INSURANCE

Clear Space

The TD Shield has a pre-determined amount of clear space around it. No text, image or graphic may infringe on this defined clear space.

Minimum Clear Space: 0.5x of the height of the Shield.



Minimum Size

To ensure the legibility and clarity for smaller sizes of the TD Shield and TDI logo, minimum size recommendations below. Please keep in mind that these are minimum sizes, not optimal sizes for brand visibility. Where possible, size all elements larger than the minimum size.

Minimum Size for Print: 8.5mm (0.3346") in height.

Minimum Size for Web: 22 pixels in height.



Note: An online/web version of the TD Shield is available. It is optimized for use in small spaces and provides better readability of the TD mark in these environments.

A mockup of all TD Shield and/or TD Insurance logo use must be approved by TDI prior to publication

Photographic Backgrounds

Only the TD Shield can be placed on a photographic background noting the photo should be high in contrast to the TD Shield — either very dark or very light — to ensure the TD Shield has clarity and visibility.

Do not use busy or complex photos — the TD Shield could get lost in the image.

TD Insurance logo is not appropriate for photographic or colour backgrounds. To ensure clarity and visibility, use TD Shield

TD Shield + copy

Where a clarification to the type of sponsorship, or further context to the sponsorship is required, and/or if the allotted space is more square than horizontal.



LOGO USE APPROVALS

For all partner logo use approvals, please send draft or final design to:

Benjamin Goss
Manager, Alumni Services and Affinity Products
pillar.sponsorship@utoronto.ca