
Typography Guidelines

Rotman

Avenir Next Pro is the typeface for all non-digital communications from Rotman.

Avenir was designed by Adrian Frutiger in 1988. The name Avenir is French for future, and takes inspiration from the typeface Futura, designed by Paul Renner in 1927.

Futura was the original typeface used for Rotman communications. Avenir was designed to be a more organic, humanist, and highly legible interpretation of Futura.

In 2004, Frutiger, with Akira Kobayashi, Linotype's in-house font designer, reworked and expanded the Avenir family and created Avenir Next Pro which includes small caps, true italics, old style figures, subscripts, superscripts, and ligatures.

Avenir Next Pro works across the range of print and digital applications.

**This is Avenir Next
Pro Bold.**

**This weight of Avenir
best exemplifies the
voice of Rotman.**

Primary typography

Avenir Next Pro

Avenir Next Pro comes in a wide range of weights. With its extensive communications needs, Rotman will use many of these weights, with the exception of the weights shown at bottom.

Italics

Where italics are required, use the proper italic. Never slant the type.

Italics are to be used where grammatically correct and are not to be used as a typographic style or design detail.

Avenir Next Pro Light

Avenir Next Pro Light has limited usage and may be used on small captions. Never use the light weight for headlines or body copy.

Never use Avenir Next Pro Light if type is being knocked out of images.

Avenir Next Pro Bold
Avenir Next Demi
Avenir Next Pro Medium
Avenir Next Pro Regular
Avenir Next Pro Light

Avenir Next Pro Bold
best expresses
the voice of Rotman.

~~**Avenir Next Pro Heavy Condensed**
Avenir Next Pro Heavy
Avenir Next Pro Ultra Light
Avenir Next Pro Condensed
Avenir Next Pro Ultra Light Condensed~~

Primary typography

- Type is flush left, with rare exceptions
- Body copy is always black, white or grey
- Headline copy uses very tight leading, typically the same pt size leading as font point size, and sometimes even tighter
- Bold and medium weights have a tracking of -10
- Use metric kerning for all typesetting
- Headline copy may use any colour within the Rotman palette
- Body copy has comfortable leading
- Headlines are always in sentence case
- Create clear typographic hierarchies and do not take baby steps: make sure there is a dynamic contrast between headlines and body copy
- Pay close attention to line ragging and how it affects reading
- Create jagged line rags, as opposed to rags that create a visual shape
- Avoid "ski slope" line rags that create a diagonal
- Create short lines with a nice rag for headlines and primary messaging
- Body copy should under no circumstances (even web or newsletters) have a line length longer than 61 characters

Setting type

This is a headline set in Avenir Next Pro Bold.

This is a sample of body copy typesetting. Berrorped ernam rem net que pellatur seque vitatur, officium ut ernatempelandist east, sunt, volora core, od utam eosapis nam, nis iuscidus et, sequam aut officim se sum rem quiaspi enisci dolorum adita velit aut untiate nienima ionsequi dolenim enduciet fuga. Omnit eos volorissimus aut am lati iur sequasus il in cum vendunt otatusam qui as re, cus, cum ad ea excea con consecepedi re, incidereum ut arum nis que quiam aut lam quiam receria splendimimus.

Headline:
Avenir Next Pro Bold
19pt/19pt leading
track -10

Body copy:
Avenir Next Pro Regular
8pt/9.5pt leading
track 0

Typesetting examples

Welcome To Rotman

Gain a competitive edge in your career. Earn your MBA before your work day begins, from 7:00-8:59am, or after work in the evenings from 6:30-8:59pm, twice a week.

#1 University in Canada

#25 Universities in the World

#3 in the World for Faculty Research

Real-World Impact
Rotman is the Rotman School of Management. Itan increasingly complex and interconnected world. How has never been a greater need for leadership in solving the biggest business and societal challenges of our time. It is the opportunity to put this knowledge to work that motivates the about our work here at the Rotman School.

The emphasis on making an impact is a key priority at the School, and a particular strength of the Morning and Evening MBA programs. As a working professional you will be able to take what you learn and immediately put it to work. In the same way, you will be building the fundamental insights and leadership skills to accelerate your career.

The year the Rotman working professional programs mark an exciting milestone in the work environment of the Rotman MBA program. For a decade, we have helped busy professionals gain the knowledge and skills that are essential to their full career potential.

The program continues. The Rotman School of Management at the University of Toronto is a dynamic and inclusive community of faculty, faculty and staff that is committed to leadership, strategic collaboration and impact. In the coming years, we will continue to make an impact through our students and faculty, so that we can make a positive difference in the world.

Earning your MBA while you work to advance and rewarding because your current insights, experiences, your career and passion yourself for future success.

Tiff Macklem
Dean, Rotman School of Management

Program brochure

The challenges we tackle must be relevant.

Helping tech startups scale up in the Creative Destruction Lab. Illuminating equity issues at the Institute for Gender and the Economy. Analyzing how people make choices at BEAR: Behavioural Economics in Action at Rotman. Leveraging the power of design thinking at Rotman DesignWorks. Exploring applications of everything from machine learning to blockchain at Rotman FinHub: the Financial Innovation Hub in Advanced Analytics. These are just some of the initiatives spearheaded by faculty and students in response to a fast-changing business environment and its broader social context.

Healthy outlook
The Rotman family has extended its legacy of generous support, committing \$6 million to create The Sandra Rotman Centre for Health Sector Strategy. The gift will allow the Centre to expand its work, advancing research and leadership development to benefit health systems, institutions – and ultimately patients.

Healthcare is the world's largest industry, driving 10% of a nation's activity. It's a complex, multi-faceted industry, and the Institute for Health Sector Strategy (IHSS) is committed to advancing research and leadership development to benefit health systems, institutions – and ultimately patients.

Through a series of generous gifts, the Rotman family has extended its legacy of generous support, committing \$6 million to create the Sandra Rotman Centre for Health Sector Strategy. The gift will allow the Centre to expand its work, advancing research and leadership development to benefit health systems, institutions – and ultimately patients.

In the past year, the Rotman family extended its commitment with a \$6 million gift to create the Sandra Rotman Centre for Health Sector Strategy. The gift will allow the Centre to expand its work, advancing research and leadership development to benefit health systems, institutions – and ultimately patients.

For Sandra Rotman, President of the Sandra Rotman Foundation, these gifts are a testament to her commitment to the Rotman family and the Rotman School of Management. She is proud to support the Rotman family's commitment to the advancement of a new Global Education.

Annual report

Primary typography

Old style figures

Proportional old style figures should be used in all Rotman communications. Old style figures blend in with copy and do not draw attention to themselves. They are elegant, considered, and subtly reinforce the level of detail and rigour synonymous with Rotman.

Exceptions

You may use the default font figures rather than old style figures for charts, graphs, tables and large graphic elements.

Small caps

Use proper small caps when typesetting acronyms, attributions and degrees in body copy and ads.

Set a character style for track +20 for small caps.

Exceptions

Do not use small caps for program names, such as Full-Time MBA, Master of Finance, etc.

All caps

All caps may be used as a typographic detail for small pieces of information such as "New." Never use all caps for headlines or emphasis.

If using all caps or small caps in this way, they should always be smaller than text surrounding them.

Typographic details

Old style figures: standard usage

1234567890
1234567890
1234567890
1234567890

Default style figures: exceptions

1234567890
1234567890
1234567890
1234567890

Small caps

Jane Smith, EMBA '06
Joan Smith, MBA '06
John Smith, PHD, University of Toronto, '15

Set tracking to +20 for small caps

Exception: do not use small caps for program names

Morning
MBA

Executive
MBA

All caps

NEW
Executive
MBA

Web and internal typography

Internal Communications

Arial is a cross-platform system typeface resident on most computers and is the typeface that should be used on letterhead, mailing labels, PowerPoint presentations and all internal Rotman documents and communications.

Web Typography

Arial is used for body copy on the Rotman website.

Arial should also be used on Rotman websites not within the www.rotman.utoronto.ca domain, such as those on WordPress and other intranet sites.

Arial is the recommended typeface used throughout these sites for all body copy, captions and all small, informational type.

Arial

Arial Bold Arial Regular

Sample typesetting with Arial

Sample headline using Arial Bold

Arial Regular is the typeface used throughout the site for all body copy, captions and all small, informational type.