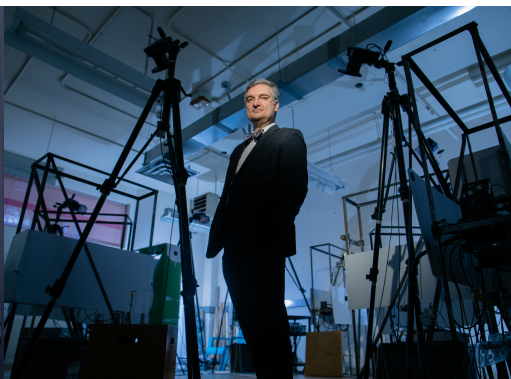




# Brand Guidelines



This document has been developed to provide specific guidelines for successfully implementing the KITE Research Institute visual identity across all forms of communication, including webpages, research publications, newsletters, marketing materials, social media posts, etc.

Adherence to this brand standards document will ensure a consistent, effective visual presentation of the brand to both internal and external audiences.

**Table of Contents**

*About the KITE Research Institute.....3*

*Brand Positioning.....3*

*Tagline .....4*

*Naming and Language.....4*

    Website .....4

*Institutional Hierarchy .....4*

*Logo Versions.....5*

    Primary Corporate Logo .....5

*Primary Corporate Logo Usages .....5*

    Secondary Corporate Logo .....5

    Tertiary Corporate Logos.....5

*Incorrect Logo Usage .....7*

*Clear space.....8*

    Minimum Size .....8

*Brand Fonts.....9*

*Brand Colour Palette.....10*

*Core Corporate Documents .....11*

    Letterheads.....11

*Institute Poster Template .....12*

*Institute Presentations.....13*

*Photography.....14*

    Effective photographic Style .....14

## About the KITE Research Institute

---

KITE is the research arm of the Toronto Rehabilitation Institute and one of the principal research enterprises at the University Health Network (UHN), Canada's largest medical research hospital. KITE is a world leader in the field of the complex rehabilitation research, with scientists and staff dedicated to improving the lives of people living with the effects of disability, illness and aging. At KITE, our mission is to be a trailblazer in research, education, knowledge translation and clinical application.

## Brand Positioning

---

The KITE Research Institute is a sub-brand of UHN, Canada's largest research hospital, and the research arm of the Toronto Rehabilitation Institute. Together, KITE and UHN are committed to transforming lives and the communities we serve through excellence in care, discovery and learning, while helping to build A Healthier World.

KITE is an acronym for "Knowledge, Innovation, Talent, Everywhere." These core values are embedded into everything we do. They help fuel our mission, which is to improve the lives of people living with the effects of disability, illness and aging. They serve to inspire our diverse roster of scientists, trainees and support staff, who work together to ensure we achieve and exceed this goal. As a world leader in complex rehabilitation science, at KITE, we aim to redefine rehab.

Our visual identity is a component to the UHN Brand and guarantees the clarity, memorability and impact of the brand. It is the visual evidence of our reputation and speaks to who we are. Our visual identity assures a unified brand message in all graphic communications from our component institutions, programs and staff. It is imperative that anyone who is involved in communicating the KITE brand adhere to this program. You will help communicate our brand in a positive, consistent manner by following these guidelines for usage, applications, colours, fonts and sizes. Should you require further information or guidance please contact the public affairs team at KITE or UHN's Vice President of Public Affairs and Communications, Gillian Howard.

## Tagline

---

KNOWLEDGE  
INNOVATION  
TALENT  
EVERYWHERE

Knowledge Innovation Talent Everywhere reflects the institute's international success in helping improve the lives of people living with the effects of disability, illness and aging.

## Naming and Language

---

In all communications, when referring to the Institute for the first time, the full name, 'The KITE Research Institute at UHN' should be used. Any subsequent references within the same document may be shortened to 'KITE' or 'the Institute'.

### Website

The Institute's website is [www.kite-uhn.com](http://www.kite-uhn.com). It should be included in electronic and print signatures, as well as marketing and other promotional materials.

## Institutional Hierarchy

---

The following is the approved approach for the institutional hierarchy for the submission of research for peer review, grants and/or other official Institute communication.

Researcher Name and Credentials  
The KITE Research Institute  
University Health Network  
Affiliated with the University of Toronto



## Logo Versions

---

KITE is a sub-brand of the University Health Network. The UHN logo must be included at all times on first reference.

There are three versions of The KITE Research Institute logo. They are all available in original and negative versions. It is important to use the correct version of the logo to ensure legibility. For the primary and secondary logos, there are full-colour, black and white, and 1-colour versions. The tertiary logos are available in full-colour and 1-colour versions.

### Primary Corporate Logo



\*Black background box is for presentation purposes only.  
Negative versions of logos do not include a box.

### Primary Corporate Logo Usages

- Stationery
- Web templates
- Collateral
- Research papers, toolkits, information packages
- Marketing material
- Ads
- Banners
- Newsletters
- Posters

### Secondary Corporate Logo



The KITE Research Institute  **UHN**

\*Black background box is for presentation purposes only.  
Negative versions of logos do not include a box.

## Tertiary Corporate Logos



\*Black background box is for presentation purposes only.  
Negative versions of logos do not include a box.

**kite**

**kite**

\*Black background box is for presentation purposes only.  
Negative versions of logos do not include a

## Incorrect Logo Usage

---



Do not squeeze or stretch the logo vertically or horizontally in any way.

---



Do not change the opacity of the logo.

---



Do not rotate the logo.

---



Do not use the logo smaller than the minimum size outlined on page 8.

---



Do not change any part of the logo.  
(Including colour and text)

## Clear space

To ensure our signature stands out clearly, it is used within a framed area of unobstructed clear space, whenever possible. No other visuals, graphics or typography can be used within the clearspace. The clear space guidelines outlined here apply to all logo versions, with and without tagline.



## Minimum Size



## Brand Fonts

---

### Mrs. Eaves

Aa

Mrs. Eaves Roman

*Mrs. Eaves Italic*

**Mrs. Eaves Bold**

### Codec Cold

Aa

**Codec Cold Extra Bold**

## Brand Colour Palette

---

The signature must be reproduced using UHN Blue (Pantone 660) and UHN Gold (Pantone 4515). For 4-colour printing, please use the CMYK equivalent. When only one colour is available, reproduce in UHN Blue, UHN Gold or black.



UHN Blue  
(Pantone 660)

**C:92 M:47 Y:0 K:0**  
**R:42 G:110 B: 187**

#2a6ebb



UHN Gold  
(Pantone 4515)

**C:26 M:29 Y:61 K:9**  
**R: 183 G: 166 B: 109**

#b7a66d



## Core Corporate Documents

---

### Letterheads

The KITE letterheads (in both colour and black and white) are available for download [here](#).



# Institute Poster Template

The KITE poster template is available to all scientists, trainees and other researchers at the institute. [Download it here.](#)

## Designing a 2021 Toronto Rehab Poster (90 pt)

Noah Jackson<sup>1</sup>, Milos Popovic<sup>1,2</sup> (72pt)

<sup>1</sup>KITE - Toronto Rehabilitation Institute - University Health Network, <sup>2</sup>Institute of Biomaterials and Biomedical Engineering, University of Toronto (36pt)

kite UHN



### Introduction (Header) (60pt)

This poster is a template for a Toronto Rehab Research Day poster. The purpose of a research poster is to draw people towards it, then support the story of your work. If people do not visit your poster, they will not learn about your fantastic work.



vs.



Your introduction sets the stage: Why are you motivated to do this work? What is the problem? What is the opportunity? (All body text is 48pt)

### Objectives (60pt)

The objective may have something to do with preventing, restoring, enabling, or optimizing. It may not. The objectives of this poster are:

1. Present my work at Research Day 2018
2. Have my poster displayed at Toronto Rehab in 2019



3. Describe my work from the Research Day booklet
4. Advertise and promote my work with a poster that translates well into a smaller version (6.5" x 10")

### Methods (60pt)

There are many options for poster format, including:



Figure 1: Find a layout that works for you. You could try (a) three columns, (b) two columns, (c) six boxes of info, (d), graphics with supporting text, or something else entirely. The figure caption should not be too long. (36pt)

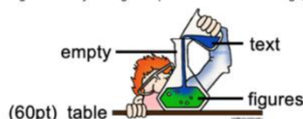


Figure 2: Good research posters find a nice balance between text, figures, tables, and empty space. Figures should be 600 dpi. (36pt)

$$height(eq) = \frac{\min(48pt)}{\lim_{l \rightarrow 0} (me)} \sum (eq) \leq 3$$

Prepare a draft of your research poster as early as you can, and have it reviewed by peers you respect. Authors on the poster should approve before it is submitted.

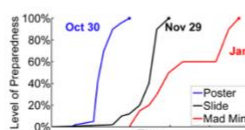


Figure 3: Trajectory of an organized trainee preparing for Research Day 2018. Test the font size on your plot axes, legends, and labels. It should be at least as big as this 36pt font.

### Results (60pt)

Methods describes what you did. In the results section, list the measurements that you made, the data that you collected, and the outcomes after doing the analysis that you described in your methods section. Leave any and all interpretation for the Discussion section.

2018 Research Day Poster Characteristic	Count	%
Number of posters displayed	89	100
Used UHN Logo properly	50	56
Used correct dimensions 36" tall x 56" wide	47	53
Poster review team eye test: a "good" poster	44	49
Posters with "not-enough" information	0	0
Would be accepted without revision in 2018	19	21

Table 1: After the event, we analyzed 2018 Research Day posters while preparing to display the best ones in TRI research areas. "Good" posters allowed educated non-subject experts to view and understand the high-level project goals within about 30s. The posters receiving highest marks from judges paired a "good" poster with a professional discussion.

### Discussion (60pt)

These new poster guidelines represent a paradigm shift for TRI research. If you agree with this shift – great. If not, then we are asking you to please bear with us, follow our guidelines, and suspend judgement until after our 13<sup>th</sup> Research Day 2018. (48pt)

### References (max 3, 1 line each, abbrevs)

1. Jones, S, et al., *J Short Refs*, 1(1), 34-39, 2017. 36pt.
2. FYI, UHN RGB colours are Blue = [15 109 198] & Gold = [220 199 120]
3. Popovic, MP, et al., *J Badass PES*, 4(3), 105-114, 2018. 36 pt.

Contact: [TRI-ResearchDay@uhn.ca](mailto:TRI-ResearchDay@uhn.ca)



600 dpi logos

@TRI\_UHN

## Institute Presentations

---

The KITE presentation template is available online. [Download it here.](#)

### *Event*

**Title, Title, Title, Title, Title, Title,  
Title, Title**

**Presenters' Names**



## Photography

If possible, original photography that features actual KITE researchers should be used in communications. Stock photography, especially that which looks obviously posed or clichéd, should be avoided.

Subjects should always appear natural, rather than staged or posed. For individual portraits, subjects engaging the camera with confidence can be very effective. For group photos, subjects should be interacting in a realistic way or immersed in their work. It is always preferred to show people in their appropriate work environments.

### Effective photographic Style

