Brand Standards

Directions for the Build Toronto Brand

BUILD TORONTO

Brand Essence

Our Brand Promise

Build Toronto uses its real estate expertise to create value for and support the City of Toronto while improving the livability of our City.

Our Brand Positioning

Build Toronto creates value for the City of Toronto by helping it make the most of its underutilized real estate while working to improve the livability of our City for those who live and work here.

We draw on our private sector skill set and knowledge of the real estate market to attract commercial development, create desirable jobs and bring the City's surplus real estate properties through the development cycle.

We do so while supporting important City-Building initiatives through our focus on five Strategic Priorities:

Build Toronto

Drives Development

Contributes to City-Building

Delivers Returns

City-Building	Engagement
Livable Neighbourhoods	Sustainability
Employment	Transit-Oriented Development

Our Personality

Build Toronto is a company of professionals with extensive business and real estate expertise. We are also passionate about our City and committed to working with our stakeholders to ensure the long-term sustainability of our projects. The Build Toronto brand should be a reflection of our character and personality.

Professional

We are business-focused and take our responsibility to our Shareholder and partners seriously. As a for-profit organization, we are focused on delivering bottom-line results for the City, yet we do so in a manner that is respectful and sensitive to the needs of our communities.

Collaborative

We work as a team and in the spirit of collaboration we support City Councillors, City staff, our communities and the citizens of Toronto.

Creative

We are problem-solvers, using our expertise and creative thinking to help move projects through the development cycle and to come up with innovative solutions to often complex challenges.

Approachable

We are friendly and approachable in all of our interactions and are open and transparent in the work that we do.

Tone and Manner

Build Toronto communications should always be written with the needs and interests of our audience in mind. While it is important that we tell our story and communicate the value of the work we do, for the message to resonate, we need to clearly demonstrate the benefit we deliver to our stakeholders. Here are some other tips to keep in mind when communicating in the Build Toronto voice.

Use Plain Language

While our tone should always be professional, it also needs to be clear. We work to explain complex messages in a simplified and approachable way that our audiences can understand and relate to.

Don't Ignore the Business Focus

At the end of the day, we are a for-profit business. So while it is important to frame our messages around the context of community benefits, we must also not downplay the business focus of the work we do. The key is to articulate these messages without resorting to jargon or "business-speak".

Get to the Heart of the Story

We try to offer insight into the benefits or importance of a development project. What makes the development special? What is the history of the land? How did we shepherd the project through any complex obstacles? What are the City-Building benefits of the project?

Core Elements

1.0 Logo

Positive Logo
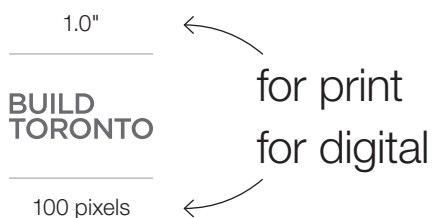
BUILD TORONTO

Reverse Logo

BUILD TORONTO

The Build Toronto logo is composed of characters from a unique typeface and has been carefully letter-spaced and line-spaced. These letterforms relate to one another in fixed proportions and exist as a single unit. They must never be altered in any way or manually reproduced.

1.1 Minimum Size

1.0"

BUILD TORONTO

100 pixels

for print
for digital

In order to ensure legibility, the Build Toronto logo should never be reproduced smaller than 1.0 inches in width for print media or 100 pixels in width for non-print (digital) media.

1.2 Clear Space

X

X   X

BUILD TORONTO

X   X

Be kind, don't crowd the logo.

To ensure the greatest visual impact, the logo must always be framed within a zone of minimum protected clear space. The clear space is equal to or greater than X – the cap height of the letterforms. No other graphic element (e.g., photography, typography, illustration, graphic patterns etc.) should appear in this space.

1.3 Application

Follow these logo application rules to ensure that the brand will always make a strong impact.

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Manually recreating the logo is a bad idea.

Official logos can be downloaded at **buildtoronto.ca/ business-resources**

BUILD TORONTO

Always ensure the logo is reversing out of a colour that has enough contrast. When in doubt use official Build Toronto brand colours.
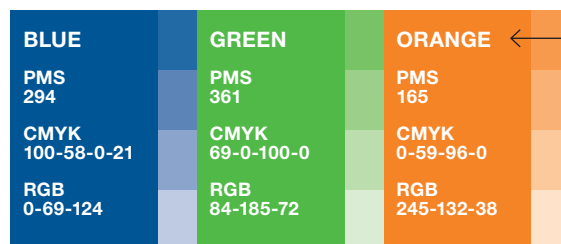
BUILD TORONTO

When placing the logo on the Build Toronto map pattern or other graphic, ensure there is strong contrast between the logo and the background.

2.0 Corporate Colours

Primary Corporate Colour

GREY
PMS Cool Grey 11
CMYK 0-2-0-70
RGB 113-112-116

Secondary Corporate Colours

BLUE	GREEN	ORANGE
PMS 294	PMS 361	PMS 165
CMYK 100-58-0-21	CMYK 69-0-100-0	CMYK 0-59-96-0
RGB 0-69-124	RGB 84-185-72	RGB 245-132-38

Build Toronto's corporate colour palette includes a range of bold and dynamic colours that reflect the personality of our organization. The prominent use of our colour palette helps to reinforce our visual identity.

The palette consists of one primary colour, Build Toronto Grey, and three secondary (accent) colours, Build Toronto Blue, Green and Orange. Build Toronto Grey should be used prominently in all applications.

When indicating the state of a project in our Projects Portfolio, use the following Build Toronto colours:

Available
Sold
Active

2.1 City-Building Colours

Main City-Building Colour

CITY-BUILDING GREEN
CMYK 69-0-100-0
RGB 84-185-72

City-Building Strategic Priority Colours

ENGAGEMENT GREY	CMYK 54-45-42-8 RGB 123-124-128	ENGAGEMENT LIGHT GREY (20% TINT)	CMYK 11-9-8-2 RGB 219-218-219
LIVABLE NEIGHBOURHOODS ORANGE	CMYK 2-80-78-0 RGB 234-90-67	LIVABLE NEIGHBOURHOODS LIGHT ORANGE (20% TINT)	CMYK 1-16-16-0 RGB 251-218-204
SUSTAINABILITY GREEN	CMYK 77-0-80-0 RGB 31-180-106	SUSTAINABILITY LIGHT GREEN (20% TINT)	CMYK 15-0-16-0 RGB 215-236-219
EMPLOYMENT ORANGE	CMYK 2-27-90-0 RGB 248-188-53	EMPLOYMENT LIGHT ORANGE (20% TINT)	CMYK 1-5-18-0 RGB 254-238-210
TRANSIT-ORIENTED DEVELOPMENT BLUE	CMYK 66-7-0-0 RGB 46-183-234	TRANSIT-ORIENTED DEVELOPMENT LIGHT BLUE (20% TINT)	CMYK 13-2-0-0 RGB 216-236-249

To identify City-Building and each of Build Toronto's five Strategic Priorities, a separate set of colours has been developed for use in communications material.

3.0 Marketing and Communications Fonts

Helvetica
Big Caslon

Display Type	Heads/subheads	Introduction Text	Body Text	Captions/Small Type	Callouts
✓	✓	✓	✓	✓	✓
✓	✓	✓	✗	✗	✓

Build Toronto's corporate typefaces for marketing and communications are Helvetica Neue and Big Caslon. These fonts are readily available for purchasing and downloading from the web in OpenType format.
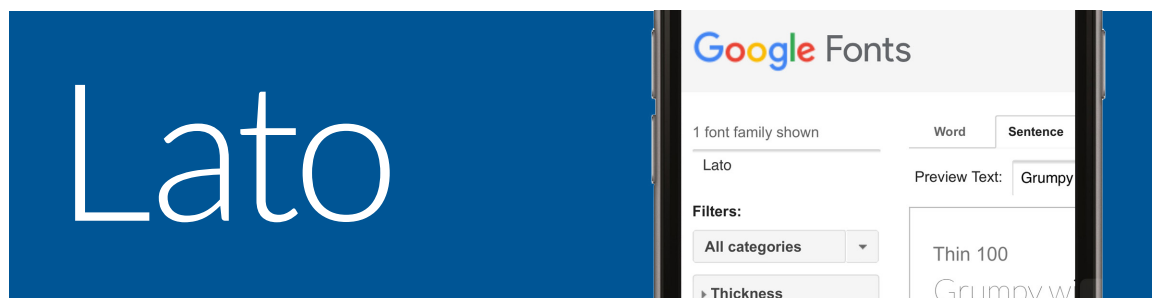
3.1 Correspondance and Submissions Font

Arial

If Helvetica is not available, Arial can be used in its place.

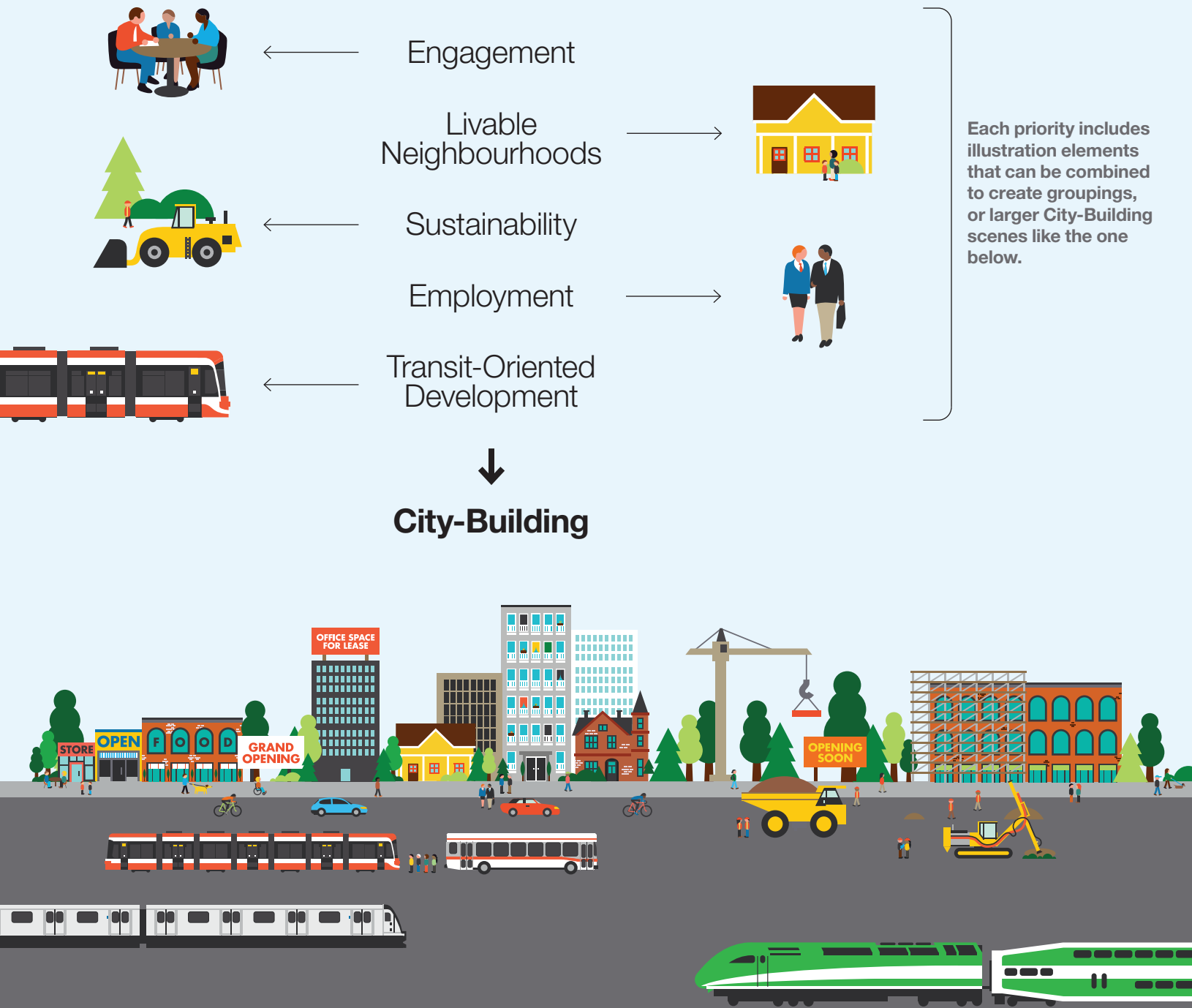If Helvetica is not available, Arial can be used in its place.

3.2 Web Font

Lato

Google Fonts

1 font family shown | Word | **Sentence**

Lato

Preview Text: | Grumpy

Filters:

All categories

▸ **Thickness**

Thin 100

Grumpy w

Free font download

Lato is a web-safe font and is available for free download at **google.com/fonts**.

Lato is the official font for our website.

4.0 City-Building Illustrations

We believe a city is more than the sum of its buildings. It's where we live. Where we work. Where we build connections and relationships. Where we strive to build a stronger future. We define our approach to City-Building through the following five strategic priorities:

Engagement ⟵

Livable
Neighbourhoods ⟶

Sustainability ⟵

Employment ⟶

Transit-Oriented
Development ⟵

Each priority includes illustration elements that can be combined to create groupings, or larger City-Building scenes like the one below.
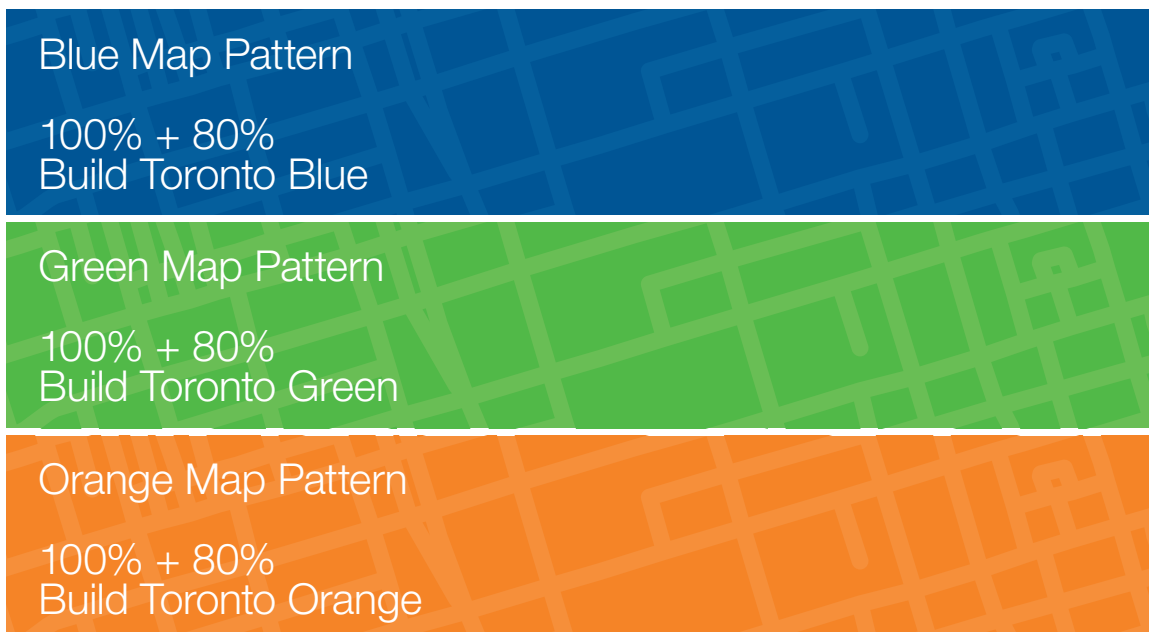
⬇

City-Building

4.1 Map Pattern

A map pattern is available to help bring visual interest to communications and marketing materials. It provides context and supports our mandate of unlocking value from the city's real estate assets. The map pattern should be applied as a background image only. For simplicity avoid using the map pattern with the City-Building illustrations.

Dark Grey
Map Pattern

85% + 80%
Black

Light Grey
Map Pattern

100% + 80%
Build Toronto Grey
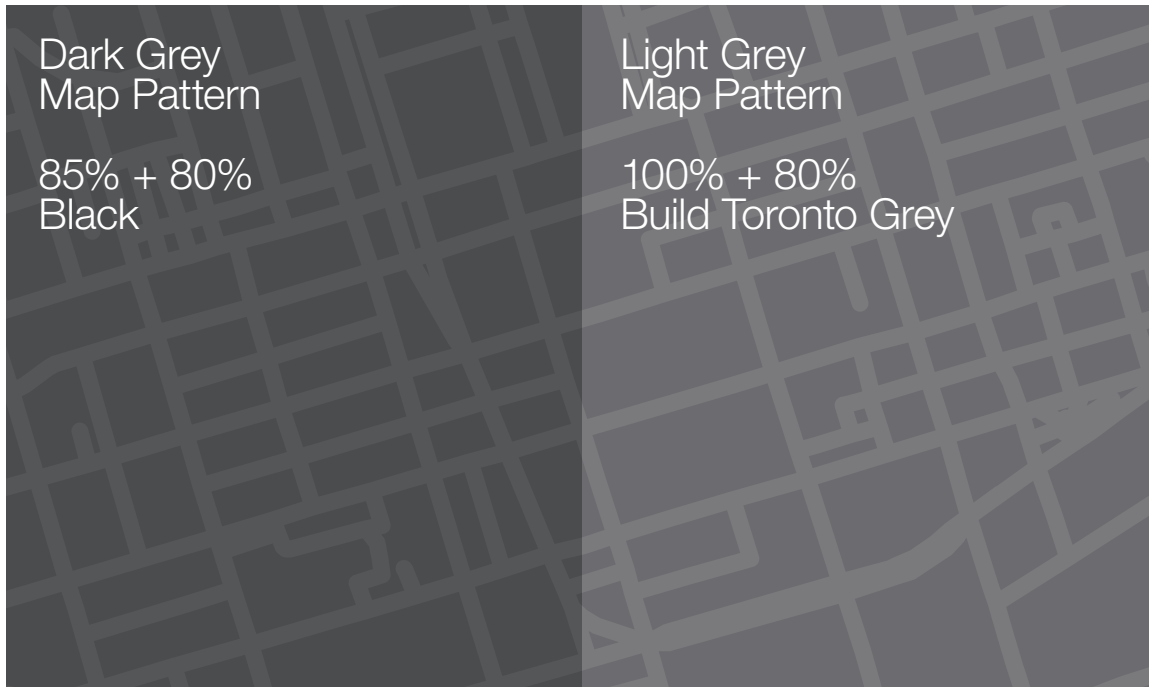
Dial it up, or down.

Use the dark grey map pattern when you want more contrast. When you want to be subtle, use the light grey version.

Blue Map Pattern

100% + 80%
Build Toronto Blue

Green Map Pattern

100% + 80%
Build Toronto Green

Orange Map Pattern

100% + 80%
Build Toronto Orange

In general, Build Toronto Grey should be the main map pattern colour choice. But for visual interest, you can also use the approved secondary colours.

4.2 Projects Portfolio Icons

The projects portfolio icons are used to classify the type of Build Toronto project. They have been custom drawn to visually align with our City-Building illustrations. Do not attempt to create your own versions of the icons.

There are 6 project portfolio icon types:

Mixed Use   **Residential**   **Office**

Industrial   **Retail**   **Institutional**

All 6 project portfolio icons can be displayed in both

Sold
and
Active
colours.

[SOLD] 60 ATLANTIC AVENUE

Site Area (acres): 0.9
Past Use: Heritage*
Proposed Use: Mixed Use
View Project >

[SOLD] 4750 EGLINTON AVE WEST

Site Area (acres): 3.6
Past Use: Vacant
Proposed Use: Residential
View Project >

1035 SHEPPARD AVE WEST

Site Area (acres): 57
Current Use: Transit*
Proposed Use: Mixed Use
View Project >

301 ROCKCLIFFE BOULEVARD

Site Area (acres): 14
Past Use: Former Land Fill*
Proposed Use: Industrial
View Project >

75 BILLY BISHOP WAY

For Lease
Site Area (acres): 4.5
Current Use: TTC Lot*
Proposed Use: Retail

4600 EGLINTON AVE WEST

Site Area (acres): 0.92
Current Use: Vacant
Proposed Use: Retail
View Project >