

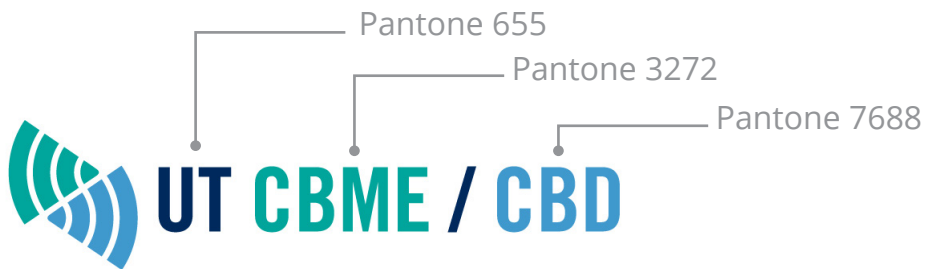


## UT CBME / CBD Style Guide

For use when creating materials for Competency-Based Medical Education or Competency By Design materials.

### Wordmark

Wordmark is available in colour, black on white, and white knockout. It includes both logo and text in Pantone 3272 (medium green), Pantone 7688 (medium blue), and Pantone 655 (U of T corporate blue.)



If colour is not available, for example when using black and white printers only, please use the black on white background version.



Do not place the wordmark on busy backgrounds or images. If printing on a solid dark background such as black or Pantone 655, use the white "knockout" version, below.



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## Clearspace

It is important to leave clearspace around the logo so that other elements do not collide with or detract from it. The minimum clearspace around the wordmark is equivalent to the space between the blue fan and the “U” of UT; see below.



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## Wordmark used with other institutions' branding

The UT CMBE/CBD wordmark may be used with the branding of other institutions with which it is affiliated. If using the Wordmark with University of Toronto workmark, place UT CBME/CBD in the centre, and U of T's wordmark flush left. The Centre for Faculty Development wordmark may be placed flush right (see below.)



Note the alignment and clearspace around each logo, in accordance with each logo's style guide.



## Logo

- Logo may be used alone, for example to tag the bottom of powerpoint slides, or multiple document pages.
- Please use the full Wordmark with text on first slides or first pages of documents; wordmark may be used on the top left or bottom left of a document pages. When using a logo alone, please place the logo on the bottom left side of the page.
- Please use a white background for Powerpoint presentations.
- Note that the favicon used to mark browser tabs, is a solid version of the logos (see below.)

Large Icon



Greyscale




Favicon



**Improving the Culture & Practice of Feedback**

Eight practical, evidence-based messages to support feedback in medical education

Rebecca Dubé, M.D, F.R.C.P.C., M.Sc.  
Susan Glover Takahashi, M.A. (Ed), Ph.D




UT CBME / CBD

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**Why THIS topic?**

- Consistently, repeatedly reported as needed...in others
- Viewpoint that it is an assessor issue
- Viewpoint that it is a learner issue
- New education models ask us to get better at feedback
- So I have been working to understand feedback better, and along the way I learned quite a bit



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## Colour Palette

UT CBME / CBD colour codes are shown below in the following formats: Pantone® (coated), CMYK, RGB, and Hexadecimal. Pantone or CMYK codes are recommended for printwork. RGB and/or Hexadecimal are used for digital and web applications.

The main theme colours of UT CBME / CBD are **Pantone 3272 (medium green)**, **Pantone 7688 (medium blue)** and **Pantone 655 (U of T navy blue)**.

- Use the 40% tints for backgrounds to text (Pantone 3272 (pale green) and Pantone 7688 (pale blue)).
- Large blocks of text should be black. We suggest **Pantone 655 (dark blue)** for **Titles**.
- To highlight words or short messages, use **Pantone 158 (dark orange.)** Use highlighter colour sparingly to preserve its impact.
- Please use white backgrounds for slides and documents. Do not use colours or images behind the logo or wordmark.

	Pantone Coated	CMYK				RGB			Hex
									
 <b>UT CBME/CBD Green</b>	3272 C	100	3	50	0	0	164	154	00A19B
 <b>UT CBME/CBD Blue</b>	7688 C	70	28	1	0	65	151	203	4197CB
 <b>UT CBME/CBD Pale Green</b>	3272 40%	40	1	20	0	150	210	208	95CEC4
 <b>UT CBME/CBD Pale Blue</b>	7688 40%	28	12	1	0	179	204	231	B3CCE7
 <b>UT CBME/CBD Orange</b>	158 C	3	66	99	0	236	118	37	EC7625
 <b>UofT navy blue</b>	655 C	100	89	36	37	0	37	84	002554
 <b>CFD blue</b>	7455 C	90	60	0	0	241	227	187	4060AF



## Fonts:

**Text:** Open Sans; Regular & **Bold**.

Because Powerpoint does not embed the font in a presentation, you may lose your type styles when the presentation is shown elsewhere, or shared. For this reason, we strongly recommend using a “system font” that is likely available on all machines. We suggest a strong sans-serif font that reads well when projected or shown on screen—Open Sans is our preferred choice.

**Page titles/ Main headers:** **Bold**, colour **Pantone 655 (dark “UofT” blue)**

**Subheaders, Section headers:** **Bold**, colour **Pantone 3272 (medium green)**,  
or **Pantone 7688 (medium blue)**

For emphasis, can use **Pantone 158 (orange.)**

This can also be an effective colour to use for arrows, or highlight circles  
— without or without a drop shadow in 50% grey.



## Font size:

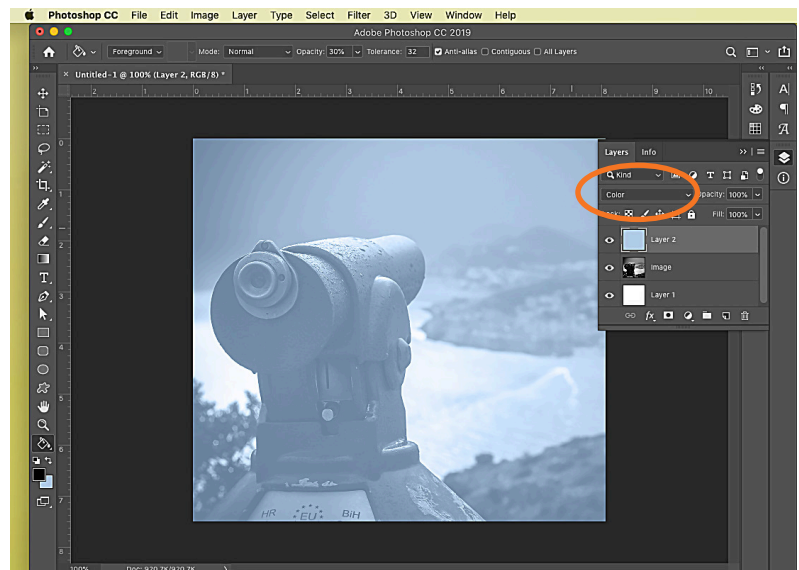
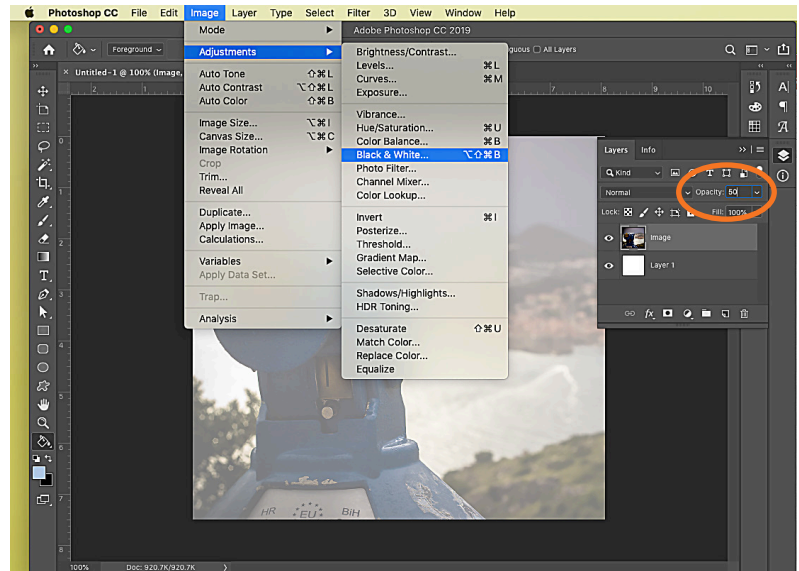
- For print documents, we recommend using type no smaller than 10 or 12 pts. This type is 12 pts.
- For powerpoint presentations, we recommend slide titles be at least 32 pts, and the body copy of the slide should be no smaller than 24 pts.
- For posters, we recommend at least 60 points for titles, 40 points for subheaders, and 32 points for body copy.



## Images:

Images may be colorized for a more harmonious “look and feel” with the colours from this style guide. You can do this in a couple of steps in Photoshop:

1. Create a new layer below the image and fill with white.
2. Convert the image to black and white: Select the image layer, then go to the top menu and select Image > Adjustments > Black & White. Accept the default settings and click OK in the pop-up menu.
3. In the Opacity menu for that layer, set Opacity at 50%.
4. Create a new layer above the image and fill with 40% Pantone 7688 (pale blue) —the Hex code B3CCE7 is a convenient way to select that colour. Set the Layer preferences for that blue layer to “Color.”
5. Save out the jpg or pdf to place in your document.



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## Orange

Here are a few orange samples for you to consider. When making the edits to the sample documents, I opted for #158.



**137**  
**FAA41A**



**144**  
**F18A00**



**158**  
**EE7623**



**172**  
**FF4713**



**715**  
**FF4713**  
**(CFD ORANGE )**

