

# Brand Guidelines

March, 2023  
Version 2



**RTO** Foundation  
**ERO** Fondation



## **Vision**

We envision a society in which all seniors live with dignity and respect.

## **Mission**

We invest in programs, research and training to support healthy, active aging for all Canadians. Our activities aim to improve seniors' health care, end social isolation and combat ageism.

## **What we do**

The RTOERO Foundation is one of the only charitable foundations in Canada focused on the health and well-being of older adults. We focus on building and supporting creative, results-based initiatives to improve seniors' health care and promote social engagement.

## **Who we are**

The RTOERO Foundation was established in 2011 to raise funds for the creation of an endowed Chair in Geriatric Medicine at the University of Toronto. The position is currently held by Dr. Paula Rochon, Senior Scientist at the Women's College Research Institute in Toronto. Our mandate was expanded in 2015 to include the annual granting program, which remains the core of our work today.

We are the philanthropic partner of RTOERO; an association of 83,000 members across Canada and the largest national provider of group health benefits for education-sector retirees.



## BRAND COLOURS

Given the vast range of print and digital applications of the RTOERO Foundation logo, it is imperative to achieve the most accurate colour match possible to maintain the integrity of the brand. Below are specified colour breakdowns for print and web applications. Whenever possible, the Burgundy should be used as the lead colour to represent the Foundation brand in print and digital.



Burgundy

**PMS 222 C**  
**PMS 221 U**

**CMYK 40, 100, 40, 20**  
**RGB 137, 28, 86**  
**HEX #891C56**



Rose

**PMS 2037 C**  
**PMS 2037 U**

**CMYK 0, 55, 0, 0**  
**RGB 243, 145, 188**  
**HEX #F391BC**



Mint

**PMS 345 C**  
**PMS 344 U**

**CMYK 45, 0, 45, 0**  
**RGB 143, 206, 165**  
**HEX #8FCEA5**



Grey

**PMS 425 C**  
**PMS 433 U**

**CMYK 0, 0, 0, 90**  
**RGB 65, 65, 65**  
**HEX #414141**

## FOUNDATION LOGO

### Primary Foundation Logo

#### Horizontal Versions (Positive and Negative)



## FOUNDATION LOGO

### Secondary Logo (use in special circumstances)

The secondary or the “outlined” version of the logo was created to accommodate scenarios where full colour printing may not be possible (e.g., in a black-and-white ad, single colour printing etc.), hence it should only be used as an alternative to the primary logo.

