

The Ontario College of Art & Design Faculty Association Brand Book

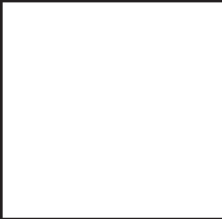
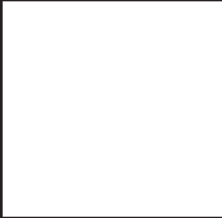


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About OCADFA

Formed in 1965 and incorporated in 1991, The Ontario College of Art & Design Faculty Association (OCADFA) is a legally-constituted association mandated to protect the rights and improve the working conditions of all faculty and academic staff – full and part-time; permanent and contractually-limited – at OCAD University. It is the only body that can negotiate terms of employment and it provides advice and support for its members through the complaint and grievance processes.

All faculty and academic staff employed by OCAD University are eligible for membership in OCADFA. The members elect the nine board members as their representatives. Three are elected each year, providing a three-year term and a yearly rotation for three of the nine board members. The Executive of the board is the president, vice president, and secretary/treasurer. In addition to the executive, one member chairs the negotiating committee and one member chairs the grievance committee. The remaining four board members are sitting representatives of the faculty at large.

OCADFA is a participatory democracy and the board members are charged with engaging and seeking input from the membership regarding the board's decisions, as well as reporting regularly to the members and managing OCADFA's day-to day operations.

To facilitate member engagement, OCADFA holds two general meetings each year, at the end of the fall and winter semesters. OCADFA also occasionally holds other meetings regarding time-sensitive issues, such as negotiations, to provide information to the membership and receive their input.

The Association is a member of the Ontario Confederation of University Faculty Association (OCUFA) and Canadian Association of University Teachers (CAUT).



Employment Classifications for OCADFA Members

Teaching Faculty:

Tenured/Tenured Track

Continuing

Contractually-Limited Teaching Appointment (CLTA)

Teaching Intensive Stream (TIS)

Sessional

Academic Staff:

Studio Technician

IT Technician

Academic Counsellor

Teaching Assistant

Research Assistant



OCADFA's Values

honesty

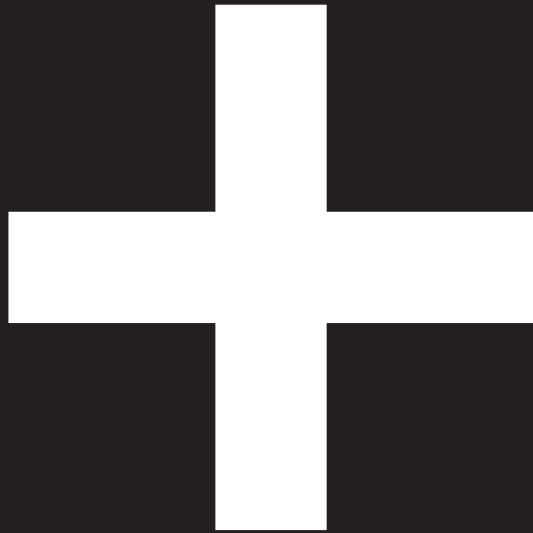
integrity

diversity

equality

fairness

justice



OCADFA's Brand Core

Brand Persona

engaged

smart

proactive

serious

Brand Essence

compassion

fairness

solidarity

justice

Brand Code

caring

OCADFA's Brand Mark



OCADFA's Brand Mark & Name
For Large and Small Applications



**The Ontario College of Art &
Design Faculty Association**

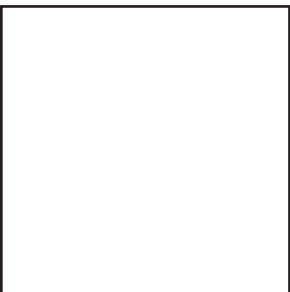


**The Ontario College of Art &
Design Faculty Association**

OCADFA's Colour Palette for Print



Black CMYK 00/00/00/100



White CMYK 00/00/00/00



Red CMYK 00/100/100/10

OCADFA's Typography for Print

Helvetica Neue LT Std
87 Heavy Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*() ;: / ?

Helvetica Neue LT Std
77 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*() ;: / ?

Helvetica Neue LT Std
77 Bold Cond. Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*() ;: / ?

Helvetica Neue LT Std
67 Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*() ;: / ?

Helvetica Neue LT Std
67 Med. Cond. Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*() ;: / ?

Helvetica Neue LT Std
57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*() ;: / ?

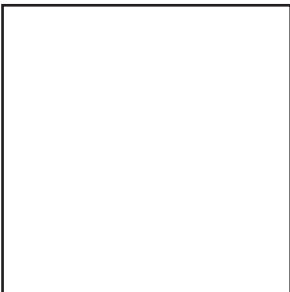
Helvetica Neue LT Std
57 Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*() ;: / ?

OCADFA's Colour Palette for Digital Media



Black RGB 000/000/000



White RGB 255/255/255



Red RGB 215/25/32

OCADFA's Typography for Digital Media

Helvetica Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*();:/?

Helvetica Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&();:/?*

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*();:/?

Helvetica Bold Oblique
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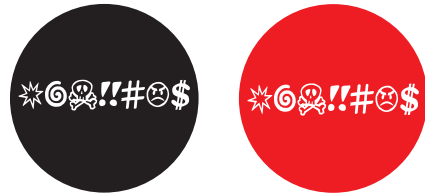
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OCADFA's secondary design elements and borrowed cultural icons are the living manifestation of the brand. These elements and icons will change from time to time to communicate specific messages and to stimulate ongoing interest in the brand.



The curses symbol is a design element that is to be used in communication campaigns on posters, buttons, and other print material.

YOUR INSTRUCTOR MAY HAVE AN UNCERTAIN FUTURE.

The bold underlines is a design element that is to be used for headlines in communication campaigns and other print material.

YOUR INSTRUCTOR MAY HAVE AN UNCERTAIN FUTURE.

- Did you know that sessional instructors have to reapply for their job each year?
- Did you know that sessional instructors don't know if they are coming back?
- Did you know that many sessional instructors teach at 2 or more schools to string together a living wage?
- Did you know that half of the teaching at OCAD University is done by instructors with contracts of one year or less?

OCADFA

The Ontario College of Art & Design Faculty Association
In Pursuit of Equitable Employment & Education Excellence

Press Conference & Food Drive Performance

OCADFA Press Conference, @ April 5 at Noon, 100 McCaul

Charity Food Drive Performance for OCADU Sessionals and Teaching Assistants

We're asking you to culture-jam food packaging with messages of precarious work at OCADU. Bring your modified food items to the event or drop-off at Rm 248.

OCADFA

The Ontario College of Art & Design Faculty Association
For more information: facebook.com/OCADFA

OCADFA

Overworked

WELCOME BACK BASH

HOTDOGS!

Monday, Sept. 19
2-5pm
25 Cecil St.
(Steelworkers Hall)

Negotiations update!
Ask questions!
Catch up with other members and colleagues!

The Ontario College of Art & Design Faculty Association.
In Pursuit of Equitable Employment & Education Excellence.
More info: facebook.com/OCADFA



Like any effective organization, OCADFA continually adjusts its position, partly in response to changes around it and partly to drive those changes. Now, as we push the Employer to treat its faculty, staff and students like the university that it claims to be, we look to consolidate our membership community around two key values: equitable employment and educational excellence.

We want to highlight these principles with everything that we do and every message we send, as we continue to work with our members to decide how best to advance our educational standards by improving our labour conditions.

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Design Faculty Association
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