

Logo



The TD Shield is our most recognizable asset and is used to clearly denote our master brand strategy.

As our key brand asset, its consistent and correct usage enhances marketplace recognition and is essential in unifying all of our businesses.

[Overview](#)[Our Logo, The TD Shield](#)[Trademarks and Attribution](#)

Our Logo, The TD Shield



The TD Shield is the primary master brand element and should have visual prominence in all communication materials.

Find all logo files in [Downloads \(/downloads\)](#)

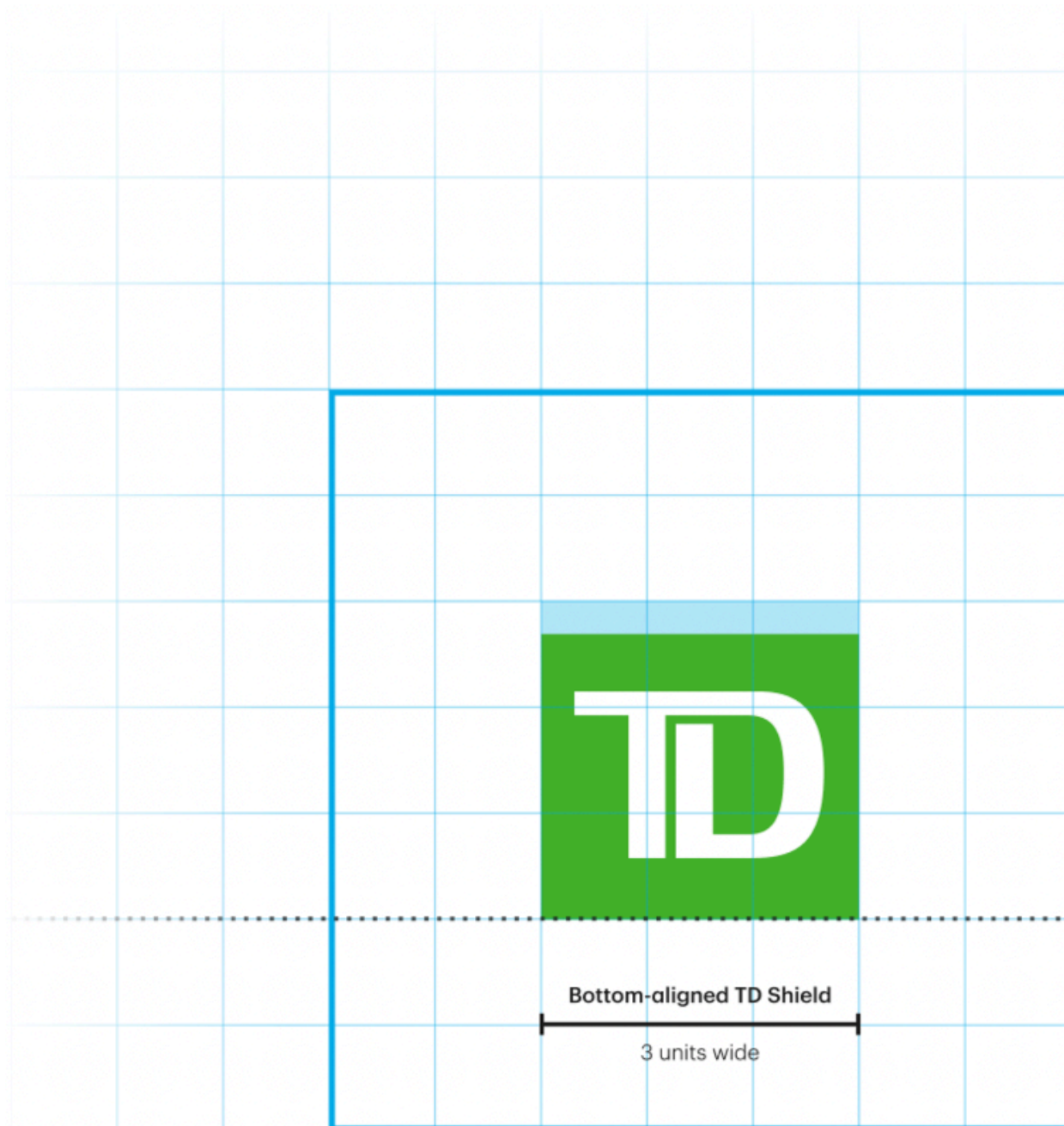


Application Principles

- Emphasis should be placed on the TD Shield versus any sub-brand.
- Only use one TD Shield per application.
- As other logos compete with the TD Shield, avoid creating any new logos, whether they will be used internally or externally.
- The TD Shield can be placed on a photographic background as long as there is sufficient contrast and visibility of the logo.
- The TD Shield should never be placed on the TD Chair.
- The TD Shield should always be in TD Green. Black and white versions of the TD Shield may be used in select circumstances. To inquire about an exception to use a black or white TD Shield please contact [Brand Queries](#).

Clear Space

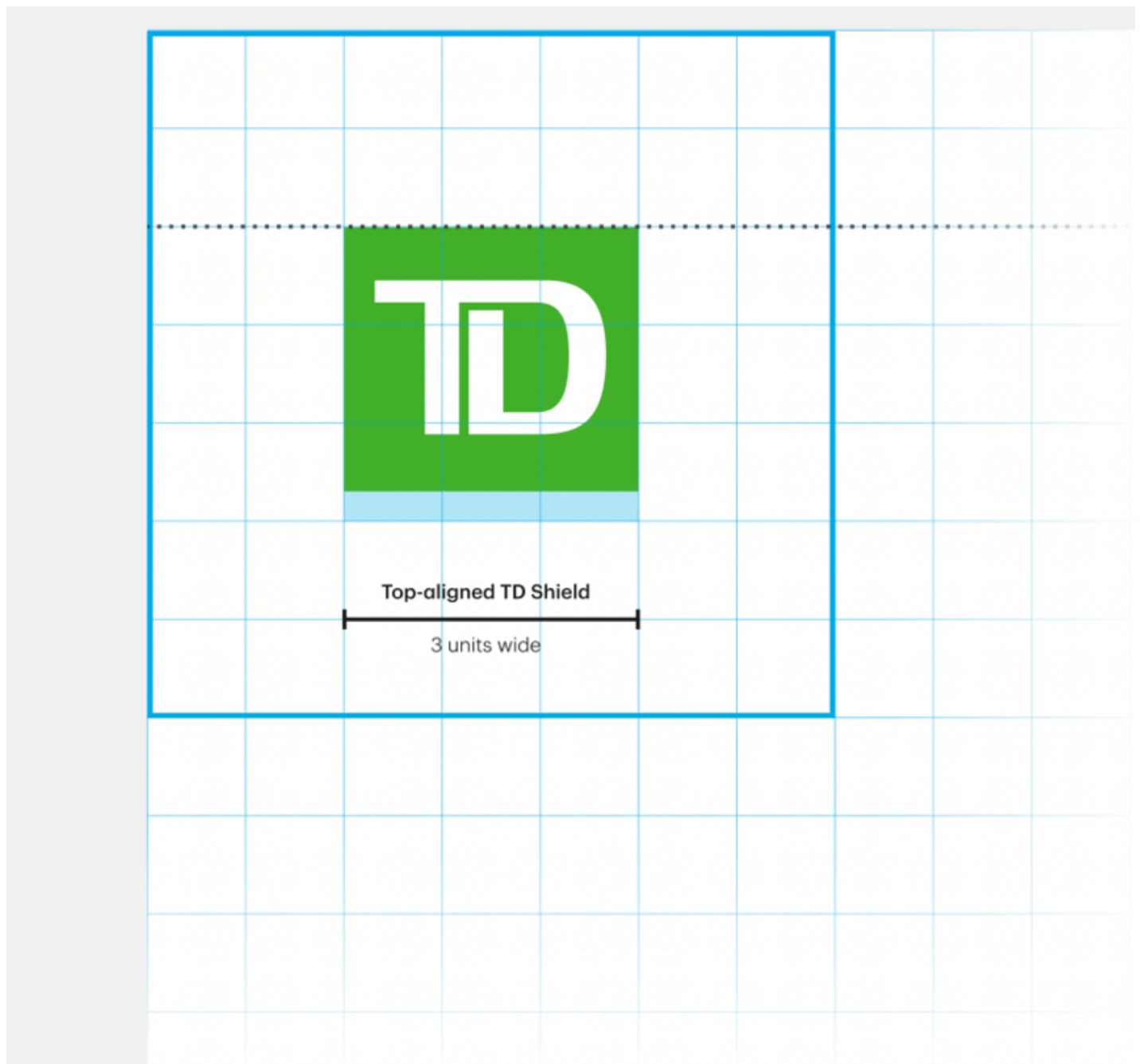
The clear space ensures that the TD Shield has enough room to shine without becoming a magnet for other elements.



3 units = Width of the TD Shield

TD Shield is always three units wide with **two full units of clear space on all sides**. As the TD Shield is not a square it is either top- or bottom-aligned to the grid based on which edge is closer.

— Clearspace — Grid



Minimum Size

In print materials, the minimum size for the TD Shield is 8.5mm (0.3346") in height. In digital or online materials, the minimum size is 22 pixels in height.

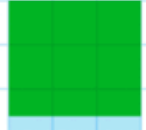
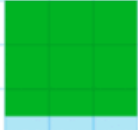


Logo Placement

The logo should be anchored in one of the four corners whenever possible. This allows the system to be flexible across different formats, while remaining consistent.

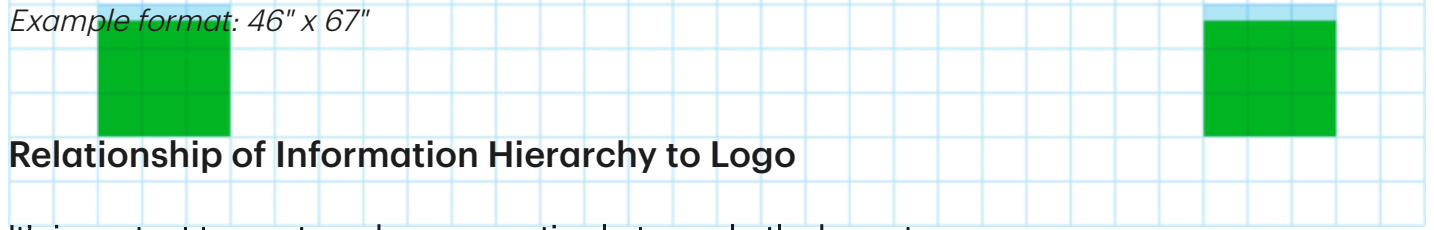
This makes the TD Shield the beacon of our brand by decoupling sub-brands, taglines, and the chair, and providing guidance around clear space and positioning for communications.

This is **NOT** guidance for web or mobile platforms, although an overarching approach for sub-brands should be considered.



**The TD Shield
should be anchored
in one of the four
corners.**

Example format: 46" x 67"



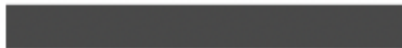
Relationship of Information Hierarchy to Logo

It's important to create a clear connection between both elements.

Logo and information hierarchy should be aligned on the same axis (vertical or horizontal) to create a clear relationship. Logo and sub-brand should not be aligned diagonally on opposite corners. When placing the information hierarchy on the top right, contact/url and legal copy are excluded.



TD Shield



Info hierarchy (90% black)



Logo Top Left

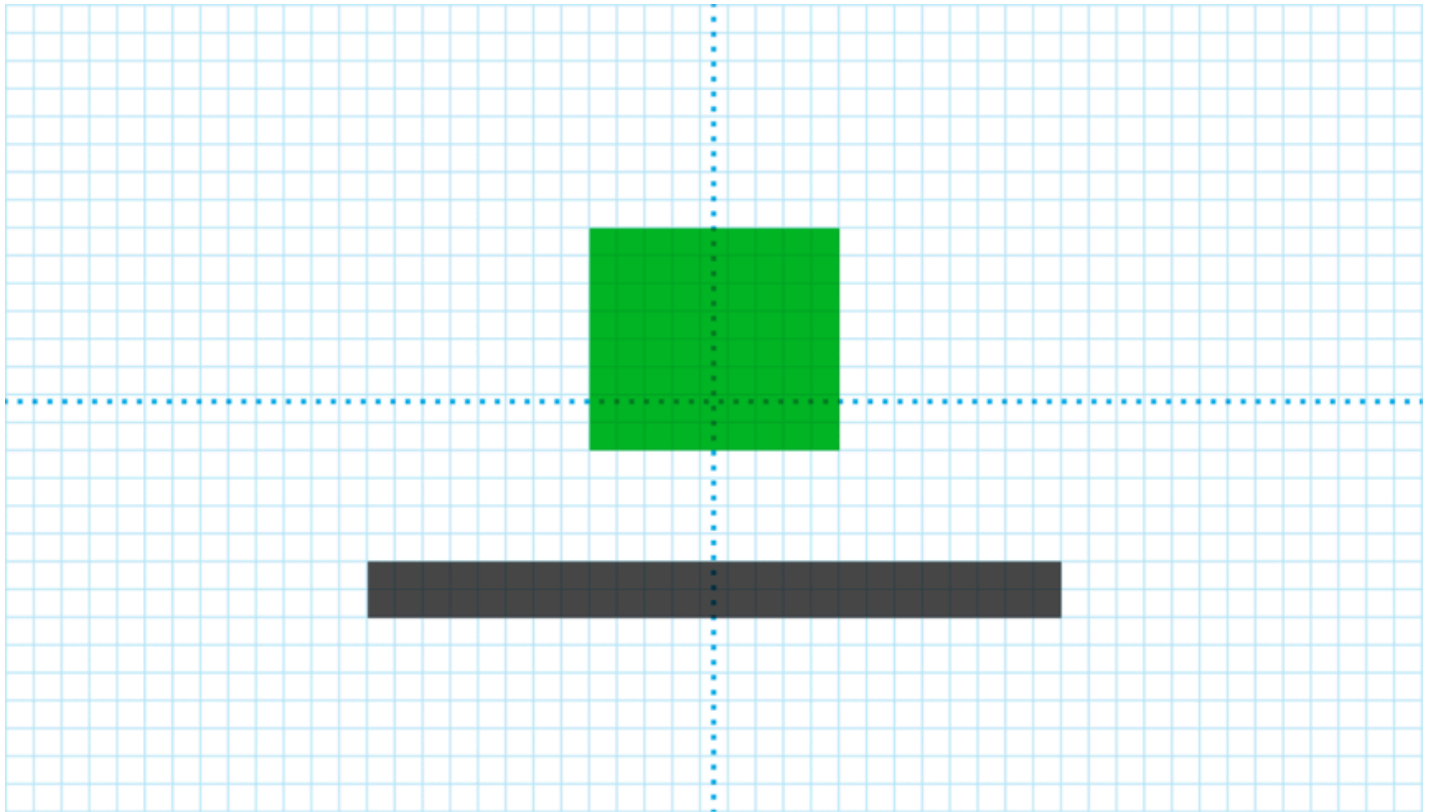
Also known as leading with the logo. In this case, the information hierarchy should axis, either sharing the top edge (horizontal) or left edge (vertical).



Centered End-Frame Placement and Size

For the unique case of end frames, the size and placement relationships of the logo and info hierarchy are enlarged.

The TD Shield is 300% larger at 9 units wide and the base aligns centered on the second gridline below the horizontal center axis. The info hierarchy is 200% larger at 2 units tall and sits 6 units below the TD Shield.

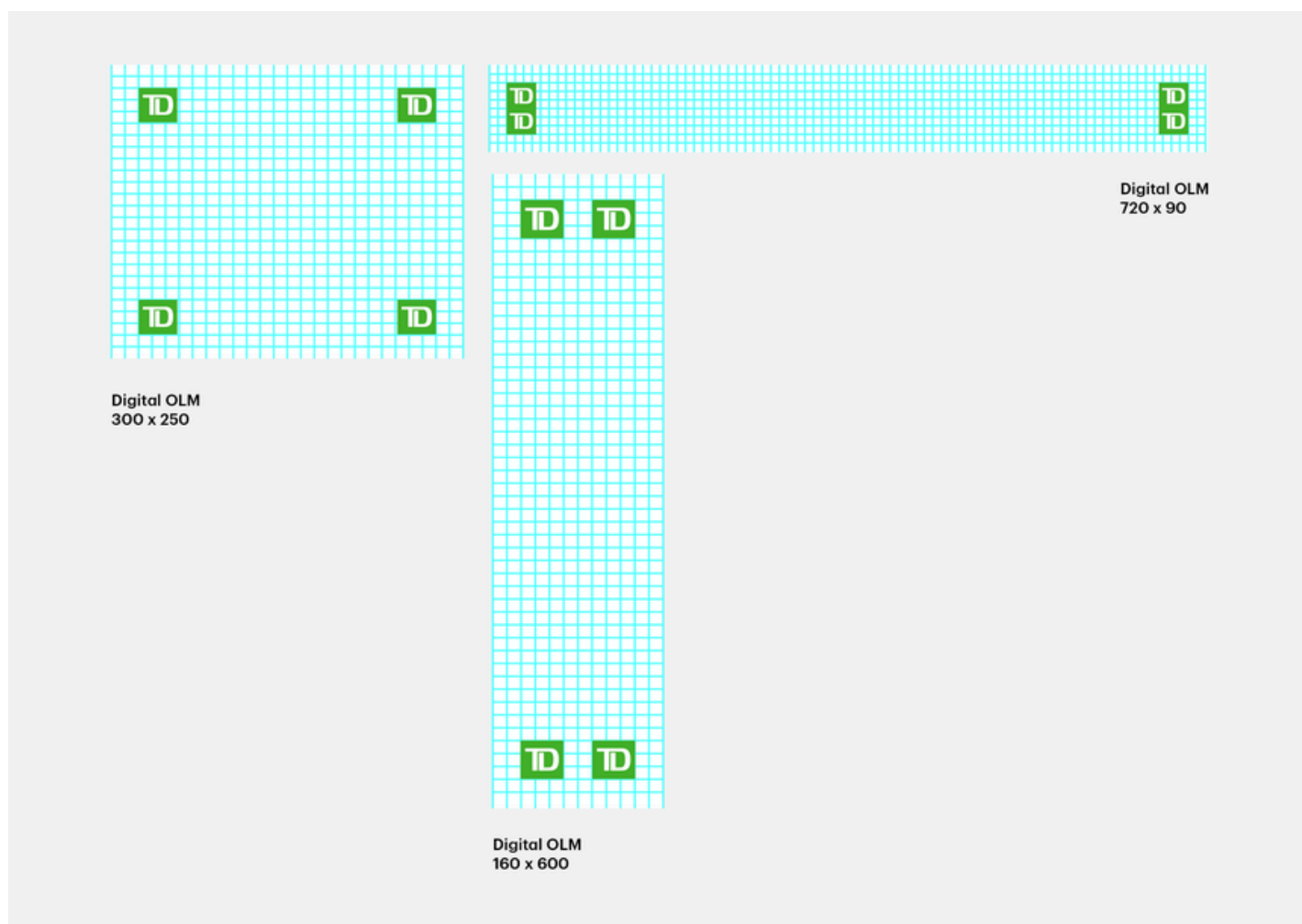


Example format: 1920 x 1080

Digital Sizing (small format)

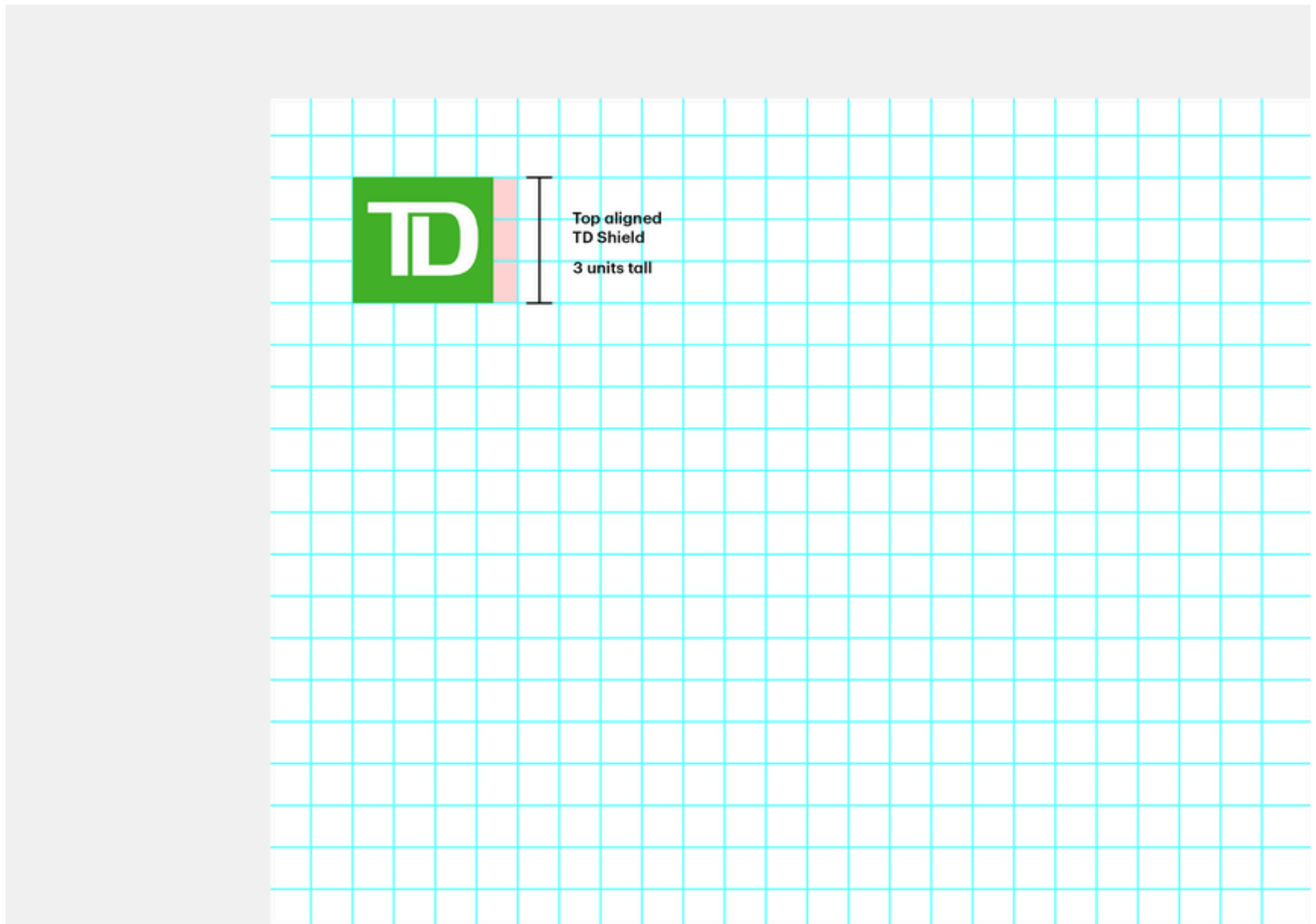
To improve legibility in digital applications, we have revised the TD Shield sizing in the grid. This grid revision is for digital layouts less than 1000px in height and/or width

Examples are not exhaustive

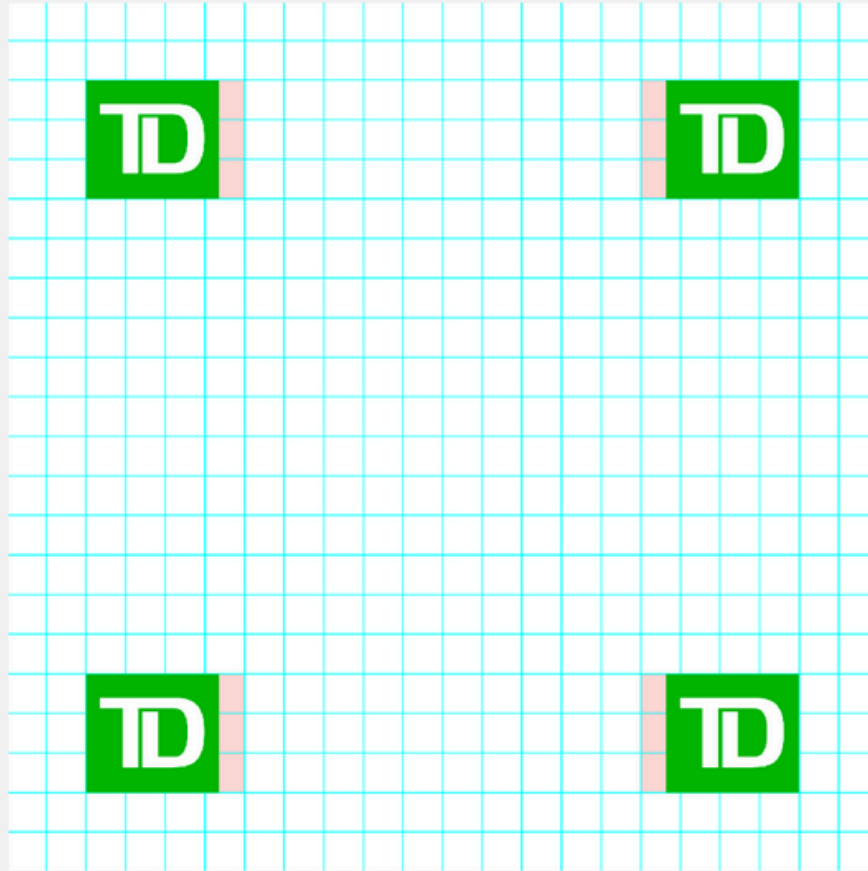


In all small-size digital layouts, the TD Shield should be three units tall with two full units of clear space. For digital or online materials, the minimum size for the TD Shield is 22 pixels in height.

The TD Shield should always be left- or right-aligned to the grid based on which edge of the page is closer.



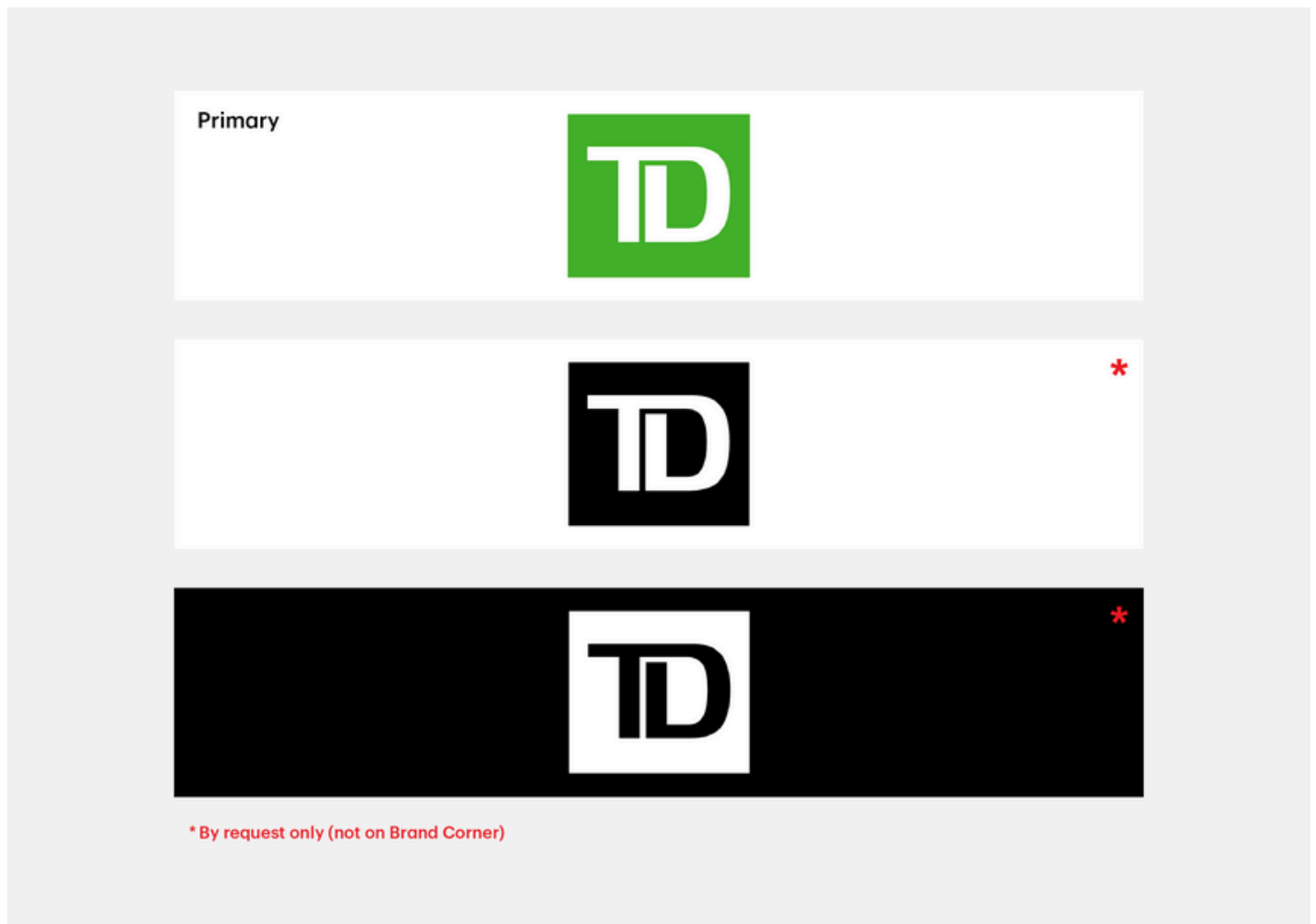
The TD Shield can be placed in any corner of a layout given that there is enough room in the composition. To the right shows the three units tall TD Shield application in small format digital layouts.



Logo creative samples

TD Shield application

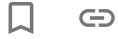
The TD shield must appear in TD Shield Green unless approved by Brand Management. The primary TD Shield is in TD Shield Green. The TD Shield should never be recreated, redesigned or manipulated. Approved colour variations for TD (Canada) found below:



To access the colour variation please contact td.brandqueries@td.com.

Channel Tactics, Sponsorship & Partnership

Trademarks and Attribution



The TD standard trademark attribution statement should be included on almost every piece of work that bears the TD Shield, with a few exceptions - the attribution line isn't required on web banners that link to TD.com, or social media content coming from a TD-owned channel. The statement below must be used in full:

® The TD logo and other TD trademarks are the property of The Toronto-Dominion Bank or its subsidiaries.

Please note that these guidelines are applicable to Canada only. US guidance coming soon.

[Read More](#)

Summary

Consider clarity and consistency with our most

recognizable asset.