

THE UNIVERSITY OF FLORIDA

BRAND GUIDELINES

ver 1.0

**UF** | UNIVERSITY *of*  
FLORIDA

## 2 Table of Contents

### Brand Basics

WHAT IS A BRAND? ..... 3

WHY BRAND BASICS ARE IMPORTANT ..... 4

### UF Brand Positioning

USP ..... 5

TONE WORDS ..... 6

RATIONALE ..... 7

AUDIENCES ..... 8

### Tone

COPY TONE OVERALL ..... 10

COPY TONE AUDIENCE VARIATION ..... 11

HEADLINE TONE ..... 12

### Typography

GENTONA ..... 13

QUADON ..... 14

ACTIVATED TYPEFACES ..... 15

ACTIVATED TYPEFACE USAGE ..... 17

### UF Identity

UF SIGNATURE ..... 19

GATOR NATION. GATORS. ALWAYS. ..... 20

PRIMARY COLOR PALETTE ..... 21

COLOR USAGE ..... 22

### Photography

PEOPLE ..... 23

STUDENT LIFE ..... 24

CAMPUS ..... 25

LANDSCAPE ..... 26

PHOTOGRAPHY USAGE ..... 27

PERIPHERAL TREATMENT ..... 28

ACTIVATED TREATMENT ..... 29

PHOTO TREATMENT USAGE ..... 30

### Graphic Elements

DIRECTIONAL ..... 31

BOX ..... 32

CIRCULAR ..... 33

TEXTURAL ..... 34

GRAPHIC TYPE TREATMENT ..... 35

ELEMENTS USAGE ..... 36

### Practical Examples

UNDERGRADUATE ..... 37

GRADUATE ..... 39

DONOR ..... 40

PEERS ..... 41

### Contact

## 3 Brand Basics

### WHAT IS A BRAND?

The more impossible a challenge seems, the harder a Gator will work to overcome it. Whether it's curing blindness, advancing treatments for juvenile diabetes or protecting the orange crop, we approach every day with a singular purpose. One that's bigger than ourselves. Because we are Gators. Always. And we'll pull together, inspire each other and move the whole world forward.

It's more than a sunny disposition. It's the foundation of the University of Florida's brand. As UF continues to gain national preeminence, the new look, feel and tone contained in these brand standards reflect our mission to rise up the rankings of public institutions, while influencing a brighter future.

Our brand is what students, faculty, alumni, corporations, peers and outside observers all think, feel and respond to when they hear the University of Florida Gators mentioned.

## 4 Brand Basics

### WHY BRAND BASICS ARE IMPORTANT

Our university has a tremendous reputation for excellence. Both academically and athletically. By developing a robust brand, we can continue to shape the way people perceive the University of Florida.

This document is intended for those responsible for creating communication materials for UF, from faculty recruitment pieces and Foundation brochures to student information packets and department newsletters. By using these established brand standards, our look and feel remain consistent. So our brand is not diluted or misconstrued, but has a strong, unified voice. **ALWAYS.**

INCLUDED IN TOOLKIT



To ensure proper usage of certain elements, we have developed a brand guide toolkit. Here you'll find color swatches, typography, graphic elements, photography treatments and more. Throughout this guide you will see INCLUDED IN TOOLKIT on some of the pages. To obtain the toolkit, please contact Jim Harrison, Director, Creative Services: [jim.harrison@ufl.edu](mailto:jim.harrison@ufl.edu) | 352.846.3903

## 5 UF Brand Positioning

### USP

Starting from a place of truth is a powerful way to position a brand. Just ask Nike, Coca-Cola and Apple, who look at their own company values to establish tight bonds with their consumers. The same relationship applies to university brands like UF. So what's true about us? UF has:

MEANINGFUL BREADTH AND DEPTH



SPIRIT OF COLLABORATION



UNRELENTING WORK ETHIC



Combine these three truths and we have our Unique Selling Proposition (USP).

The USP should serve as an internal code, not for external messaging.



**TOGETHER, UNSTOPPABLE**

## 6 UF Brand Positioning

### TONE WORDS

We've established a set of tone words that embody Together, Unstoppable. Keeping them in mind will help when developing communications for the brand. When speaking to different audiences, certain tone words will be emphasized or understated depending upon whom you're addressing.

**PROUD**                    **BOLD**  
**GRITTY**                    **PURPOSEFUL**  
**ENERGETIC**                **APPROACHABLE**  
**PREMIER**                   **CREATIVE**

## 7 UF Brand Positioning

### RATIONALE

Our brand rationale is a mission statement that defines who we are as a university. It's a good idea to read through the rationale several times. The more familiar you are with what it means to be a Gator, the easier it will be to create truthful and compelling messages.

**We come to UF as individuals with big dreams, ambitious goals and a deep desire to be a Gator. But that's only the beginning. As Gators, our purpose is greater. We are a family—one that is forever loyal. That's why there is no such thing as a former Gator. Our legacy is greater than a mascot. Or a logo. It's more than titles and awards. It is the reason that UF stands as one of the nation's preeminent institutions. It's why we push each other every day, not only to make a positive impact in our community and our state, but to move the whole world forward.**

## 8 UF Brand Positioning

### AUDIENCES

While our brand has one clear voice, the people who interact with it are wide and varied. To help understand who they are, and how to reach them, we have placed them into five categories.

#### USERS

These people are seeking out the opportunities, educational or otherwise, available at UF. They could be prospective students, current students, guidance counselors, prospective parents or current parents.

#### PROVIDERS

This group includes prospective faculty, staff and administration, as well as current faculty, staff and administration.

#### ADVOCATES

These are the alumni and donors who bleed orange and blue, and passionately support UF.

#### OPINION MAKERS

This category includes our peers (other universities), legislators and members of the media that influence how UF is perceived.

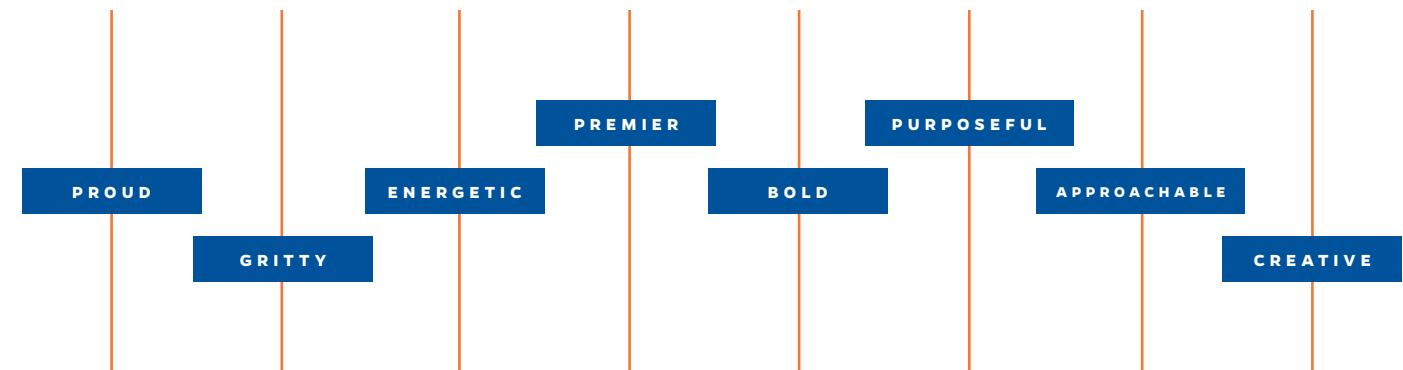
#### BELIEVERS

The believers are passionate Gator fans living around the country.

## 9 UF Brand Positioning

### AUDIENCES

While the brand should contain the characteristics of the tone words outlined above, the degree to which the audiences feel them should vary. Think about putting these personality traits or tone words on an equalizer that allows you to dial up or dial down certain elements.



Throughout this guide we offer examples on how to reach specific audiences from a tone, typography, color, photography and graphic element perspective.

## 10 Tone

### COPY TONE OVERALL

Some people dream about making the world a better place. Gators are out there doing it. Every day. Because it's not just about receiving a 4.0. Or publishing a research paper. Or cutting the ribbon on a new building. It's much greater than that. And everyone here knows it. Through intellect and effort, Gators are moving the world forward.

The tone of both the body copy and headlines should reflect this selfless attitude of working hard and working together, toward a bigger purpose. Our words should inspire others, just as those on campus motivate one another to aim higher and achieve more.



## 11 Tone

### COPY TONE AUDIENCE VARIATION

Within the consistency of our brand voice, flexibility is allowed to speak to different audiences. After all, you wouldn't talk to a 17-year-old high school senior the same way you'd talk to a high-level university donor. This is where our tone words, used to varying degrees, are helpful in crafting copy. Think of them as knobs on a stereo. You can turn the volume up or down depending on the audience.

For example, when writing for an undergraduate audience, the tone and style should convey enthusiasm (**ENERGETIC**) and determination (**GRITTY**). When speaking to a university donor, the tone and style should be more mature (**PROUD**) and informed (**PURPOSEFUL**).

#### UNDERGRADUATE EXAMPLE

Before “Win from within.” Before Michael Jordan sponsorships. Before it helped the football team come back to beat LSU. Someone asked a question. Assistant football coach Dwayne Douglas asked why his players lost so much weight during games. That simple question led to Gatorade and the creation of a multi-billion dollar sports drink industry. But it also created something much bigger—a culture of innovation where questions and connections across disciplines are encouraged. A culture that established UF’s Office of Technology Licensing and more than 140 startups. Companies that are bringing millions in revenue back to Florida, and seeding future innovations to come. Why put our profits back into research? Because as Gators, we know new ideas are what fuel a stronger tomorrow.

#### DONOR EXAMPLE

Being Gators isn’t something we turn off. It’s not something we’d ever deny. It is who we are. It makes us proud. And pushes us to always do more. Together we contribute to something much greater than ourselves. Together we are an unstoppable force. And now, as we’ve come so close to becoming a top 10 public university, we sincerely thank you. Because your commitment has brought us to this point, and will continue to always push us further. We know that your giving means more than money. It means giving yourself. That’s what makes us who we are. And always will be.

## 12 Tone

### HEADLINE TONE

Your headline is your best, and perhaps only, opportunity to grab the reader's divided attention and get them to commit to the rest of the story. So it needs to be intriguing, interesting and simple. Don't cram too much information into it. Don't make it obtuse and confusing. Be focused, yet be creative.

### EXAMPLES

**IN OUR LABS INCREDIBLE THINGS GROW.  
LIKE THE U.S. ECONOMY.**

Here we are talking about how UF is responsible for launching startup companies at five times the national average. But instead of stating that fact straight out, and risking losing the reader, we use the benefit of startups, fueling the economy, to catch their interest.

**THEIR RESEARCH INFLUENCES OUR WORLD.  
BUT THEIR WORLD REVOLVES AROUND YOU.**

Here we are talking to undergraduate students about the opportunities they have to work side by side with UF's top researchers. Initially the line focuses on the world-leading researcher, but uses a clever twist to personally involve the student. Making it more likely they'll continue reading to get the rest of our message.

## 13 Typography

### TYPEFACES

In keeping with the collaborative nature of UF, our brand uses two typefaces, Gentona and Quadon, that work well together to deliver our messages effectively.

As the primary typeface, Gentona is often used in headlines or emphasized in the first line of body copy, but can also be used throughout. It is a modern, clean, sans serif with slightly offset angles that add a touch of humanity. And its varying weights, from thin to thick, solid to outlined, provide dynamic variations to grab the attention of different audiences.

#### GENTONA

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

*Thin Thin Italic*

*Extra Light Extra Light Italic*

*Light Light Italic*

*Book Book Italic*

*Medium Medium Italic*

*Semibold Semibold Italic*

***Bold Bold Italic***

***Extra Bold Extra Bold Italic***

***Heavy Heavy Italic***

#### BOLD OUTLINED

NOTE: Outlined should be used with the Bold weight only

## 14 Typography

### TYPEFACES

The sleek serif Quadon balances the primary typeface quite well and should be used in tandem with Gentona where possible. While its main use is in body copy, Quadon can also be part of a headline or a subhead. Again, it's most effective when combined with Gentona.

### QUADON

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

Thin  
Medium  
**Bold**

## 15 Typography

In addition to basic Gentona and Quadon, we have commissioned customized versions for use in headline treatments. Not just attention-grabbing for the sake of grabbing attention, these activated typefaces are meant to convey a sense of movement, energy and even unification. All qualities at the heart of the UF brand. For more information on obtaining and using activated typefaces contact Jim Harrison, Director, Creative Services: [jim.harrison@ufl.edu](mailto:jim.harrison@ufl.edu) | 352.846.3903

### ACTIVATED GENTONA - ANGULAR

Starting with the bolded outlined version of Gentona, we added angled lines that appear to break and ascend upward through the typeface. The activated angular treatment is representative of moving in a bold direction to push the world forward.

INCLUDED IN TOOLKIT



EACH LETTER HAS THREE VERSIONS TO PROVIDE VARIATION THROUGHOUT A HEADLINE

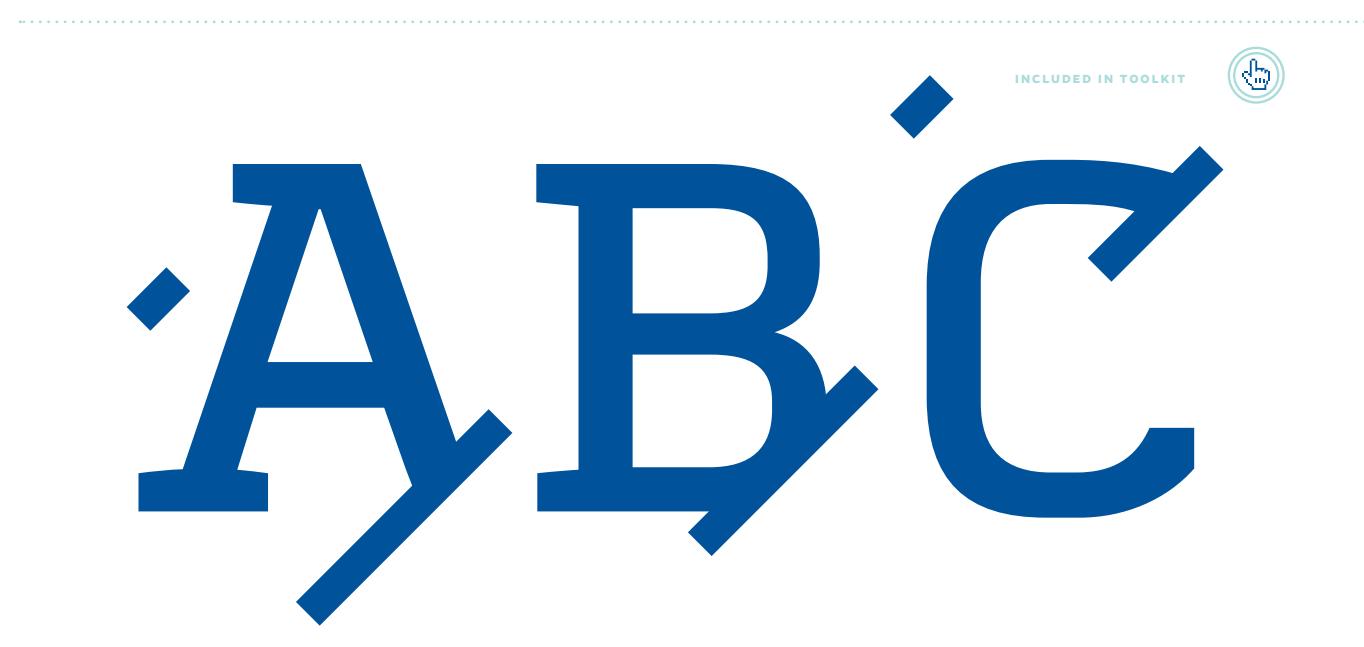
AÄA BBB CĆĆ  
ĐĐĐ EĒĒ FFFF  
GĞĞ HHH İİİ  
JĴĴ KKK ŁŁŁ  
Mℳℳ NNN ØØØ  
PƤƤƤ QQQ RRR

SŞŞ TTT UŲŲ  
WՎՎ WՎՎ  
X>X YYY ZZZ  
122 33.44 55.  
6677 8899 00  
Ł,Ł

## 16 Typography

## ACTIVATED QUADON - ANGULAR

The same treatment applied to our primary typeface is also used for Quadon. Angled lines altering the typeface as they ascend give a sense of momentum while maintaining readability. This typeface is best used in conjunction with Activated Gentona, often as the last words of the headline, or where you wish to add emphasis.



Á B́ Ć D́ É F́ Ǵ 1 22 33 44 55 ll mm nn oo pp  
H́ Í J́ Ḱ Ĺ Ḿ Ń 66 77 88 99 ÓÓ qq rr ss tt uu  
ÓÓ Ṕ Q́ Ŕ Ś T́ ÚÚ aa bb cc dd ee vv ww xx yy  
v́ ẃ x́ ý ź ff gg hh í j́ kk zz !?..

# 17 Typography

## ACTIVATED TYPEFACE USAGE

## EXAMPLE



18 Typography

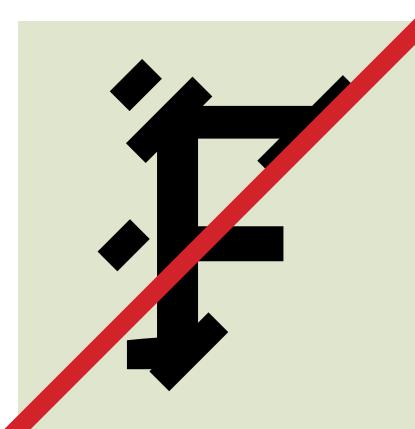
ACTIVATED TYPEFACE USAGE



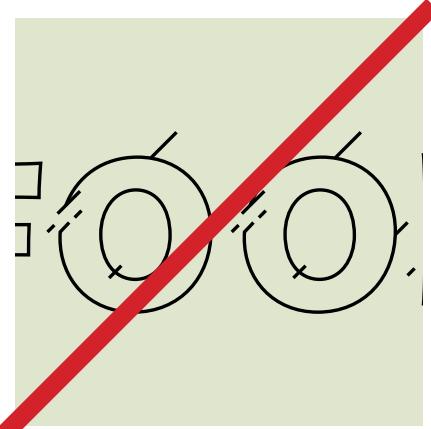
AVOID MIXING ACTIVATED AND SOLID LETTERFORMS



AVOID USING ACTIVATED TYPEFACES AT SMALL SIZES OR IN BODY COPY



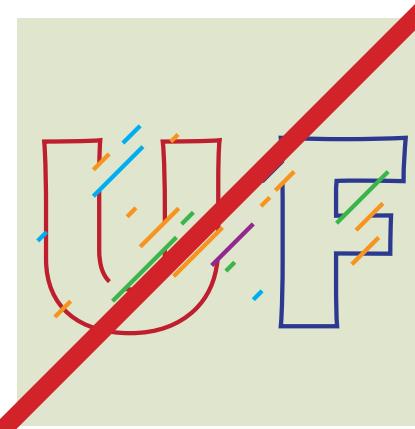
AVOID ALTERING THE EXISTING ACTIVATED LETTERFORMS



AVOID DUPLICATING CHARACTERS WITHIN A SINGLE WORD WHEN POSSIBLE



AVOID ALTERING THE WEIGHTS OF ACTIVATED TYPEFACES



AVOID USING MULTIPLE COLORS IN THE ANGLED TYPEFACES



AVOID USING ACTIVATED QUODON IN ALL CAPS

19 UF Identity

UF SIGNATURE

There is a significant amount of equity in the current University of Florida signature. Our brand will continue to use it in all communications. For proper application of the signature, please visit:

[HTTP://WWW.IDENTITY.UFL.EDU/POLICIES-GUIDELINES/SIGNATURE-USAGE/](http://www.identity.ufl.edu/policies-guidelines/signature-usage/)

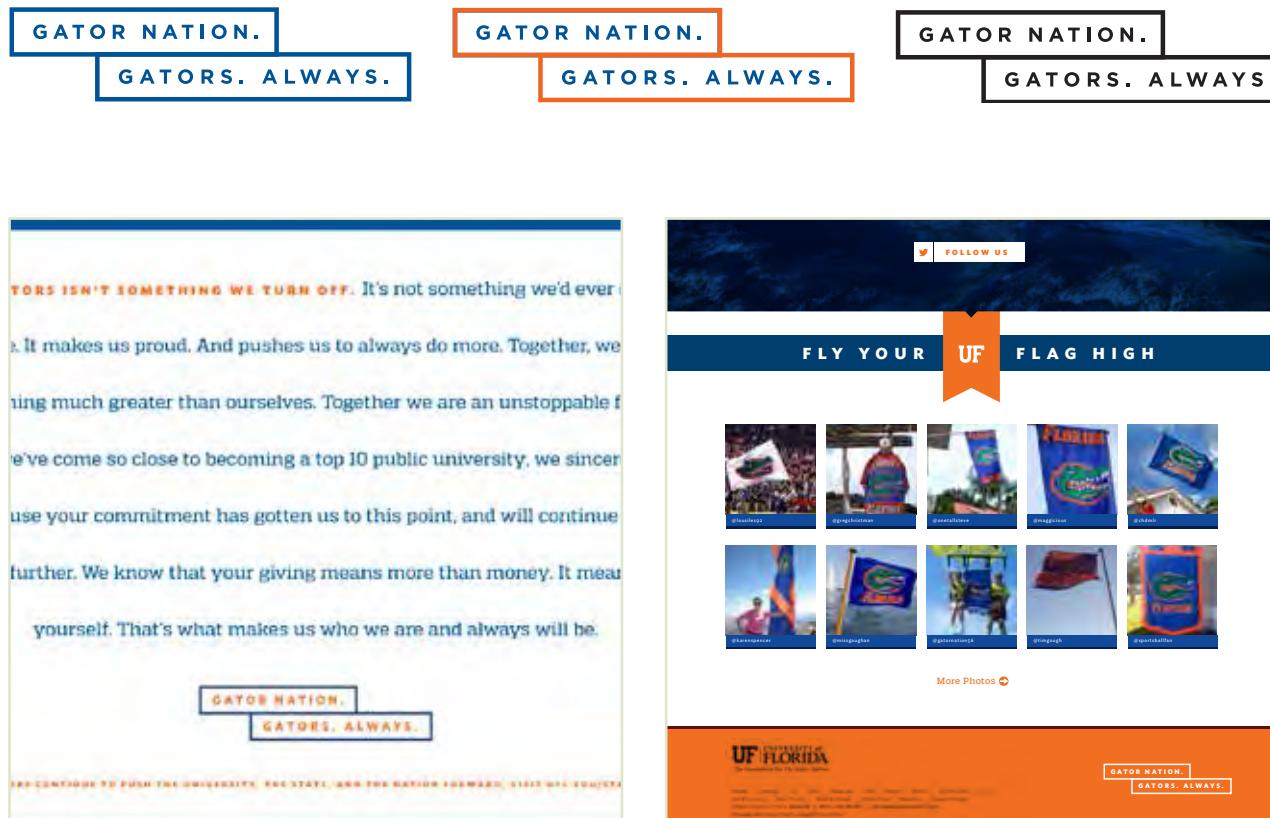


## 20 UF Identity

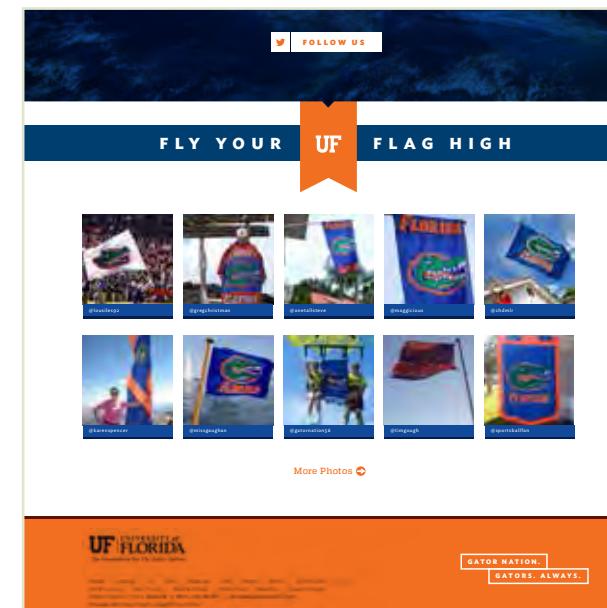
### GATOR NATION. GATORS. ALWAYS.

The term Gator Nation also has a substantial amount of equity institution-wide. We have created a lockup that represents the philosophy of the Gator Nation, while adding some depth and definition.

**This is not a signature and should not be used to replace the UF signature.** It is not a tagline or a campaign sign-off and should be used sparingly, and only on pieces that relate to the broader mission of the university.



**TORS ISN'T SOMETHING WE TURN OFF.** It's not something we'd ever turn off. It makes us proud. And pushes us to always do more. Together, we're creating something much greater than ourselves. Together we are an unstoppable force. We've come so close to becoming a top 10 public university, we sincerely thank you for your commitment. Your commitment has gotten us to this point, and will continue to take us further. We know that your giving means more than money. It means giving back to yourself. That's what makes us who we are and always will be.



Using this lockup requires approval for each and every usage. For all files and approvals, please contact

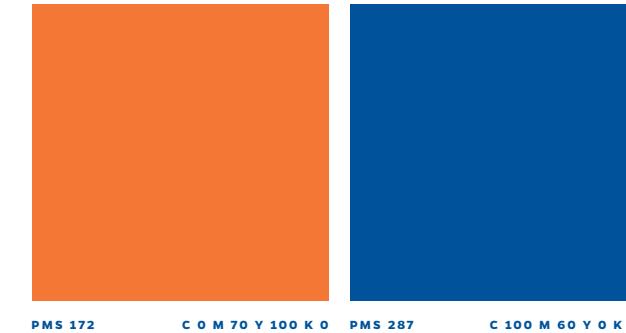
Jim Harrison, Director, Creative Services: [jim.harrison@ufl.edu](mailto:jim.harrison@ufl.edu) | 352.846.3903

## 21 UF Identity

### PRIMARY COLOR PALETTE

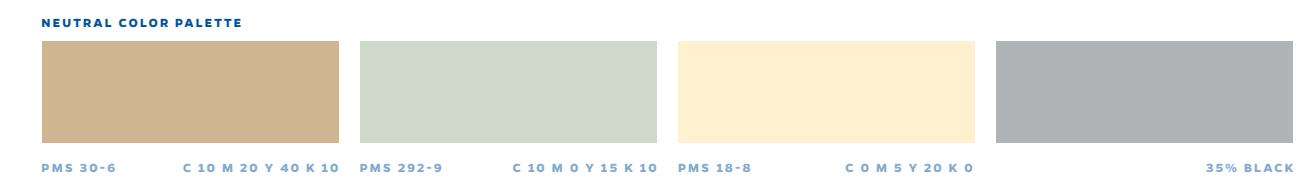
Mention the University of Florida and, naturally, the colors orange and blue immediately come to mind.

They are deeply rooted within our DNA and therefore comprise our primary color palette. While all communications should use these two hero colors, we offer a range of other palettes to complement them.



### SECONDARY COLOR PALETTES

INCLUDED IN TOOLKIT



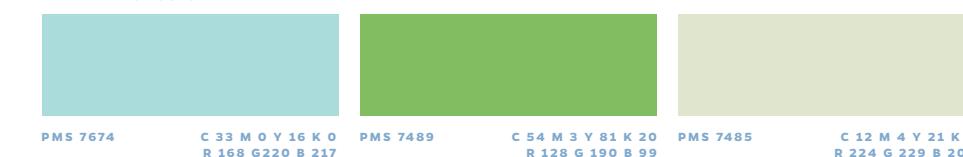
#### BRIGHT COLOR PALETTE



#### MUTED COLOR PALETTE



#### PREEMINENCE COLOR PALETTE



## 22 UF Identity

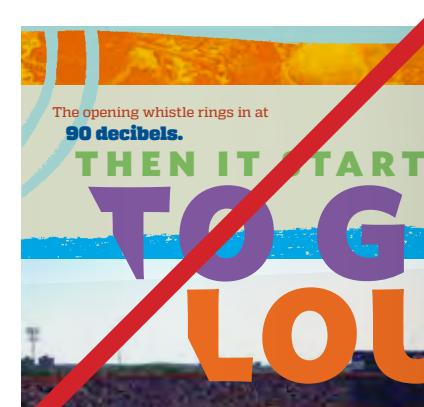
### COLOR USAGE

When pulling in colors from the other palettes to enhance the UF orange and blue, use your best judgment in terms of color amounts. A good rule of thumb: don't go overboard. See the examples and guidelines below for color usage.

EXAMPLES



AVOID MINIMIZING THE PRESENCE OF THE PRIMARY COLORS



AVOID MIXING TOO MANY COLORS FROM THE PALETTES IN A SINGLE LAYOUT



AVOID DARK AND OVERLY BLACK LAYOUTS

## 23 Photography

Photography is used to convey a sense of energy and warmth—whether it's human personality or Florida sunshine—to the viewer. Radiating outdoor light and active people basking or working in it, are essential components of our photography.

### PEOPLE

It's people – students, faculty and alumni – that make UF what it is. And they deserve to be shown in the best light. So try to use photos that have real, candid moments. A natural smile is always better than a forced one. When selecting images with multiple people, keep diversity of age, race, gender and ability in mind.

EXAMPLES



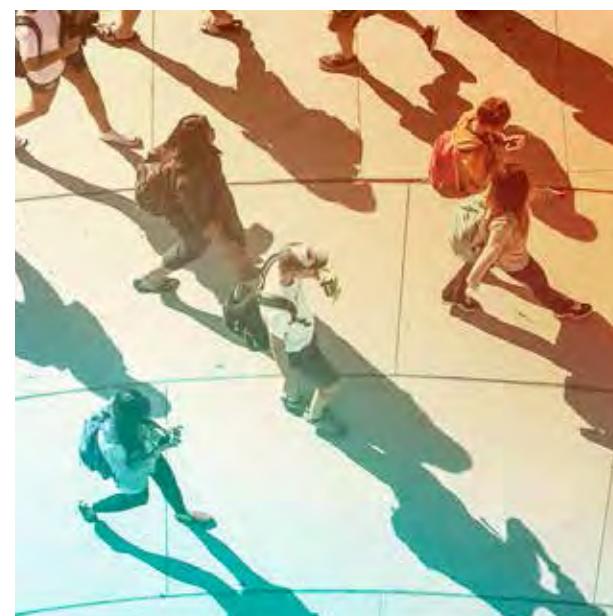
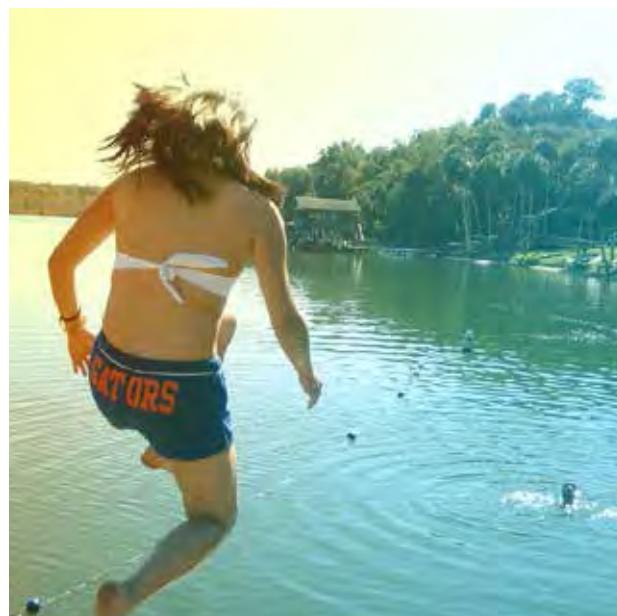
## 24 Photography

### STUDENT LIFE

The Florida weather and the social life it breeds are extremely appealing to prospective UF students.

Showing students gathered in groups, working or playing, often make the most genuine moments. UF is academically driven, but it's also a very fun place to be. And photos of student life should tell that story.

#### EXAMPLES



## 25 Photography

### CAMPUS

UF is blessed with historic residence halls, year-round green foliage, large sporting venues and photogenic people. When selecting shots of campus, look for images with angles that slightly point up to convey the feeling that UF is focused on what's ahead. Also, try to find shots of campus with people, even if they are in the background, to add life to the photography.

#### EXAMPLES

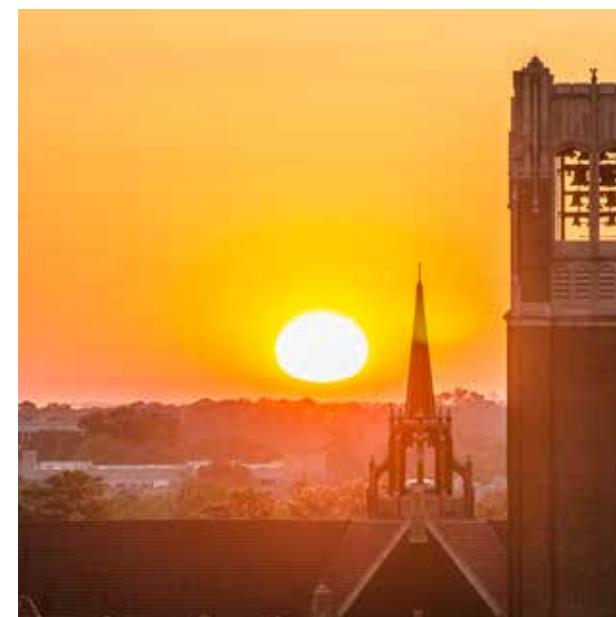
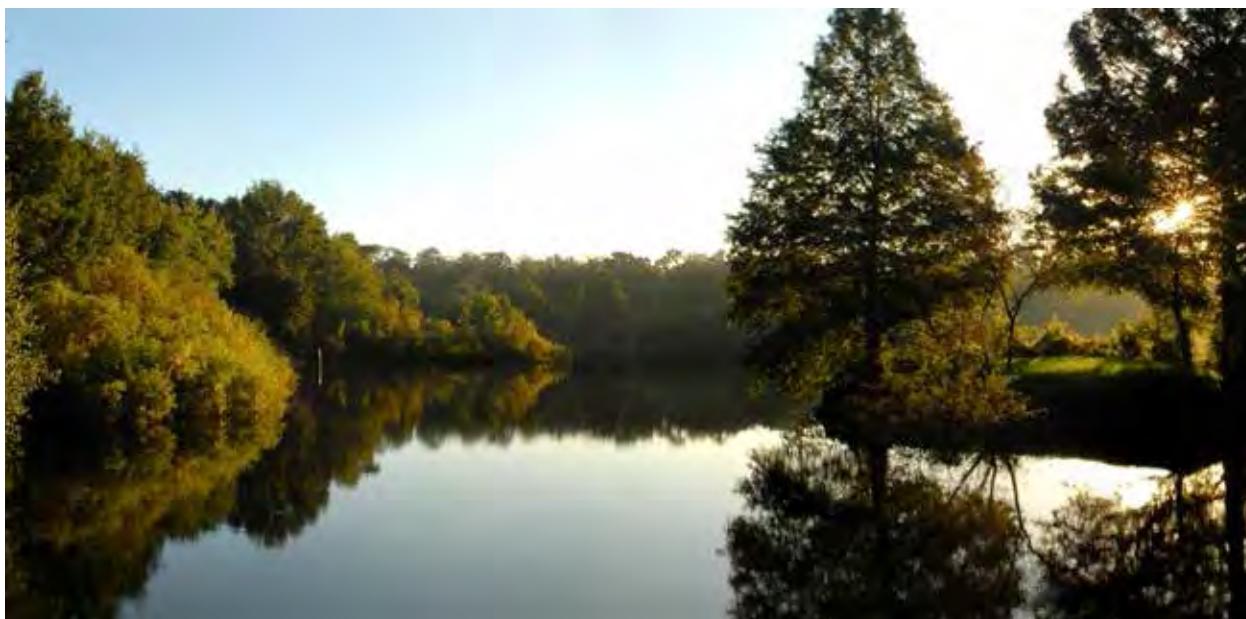


## 26 Photography

### LANDSCAPE

Landscape photography is essential when highlighting our land grant university mission and heritage. When using a landscape photo, wider shots with large amounts of sky work best. We're in the Sunshine State, so try to make warm, natural light a part of landscape images.

#### EXAMPLES



## 27 Photography

### PHOTOGRAPHY USAGE



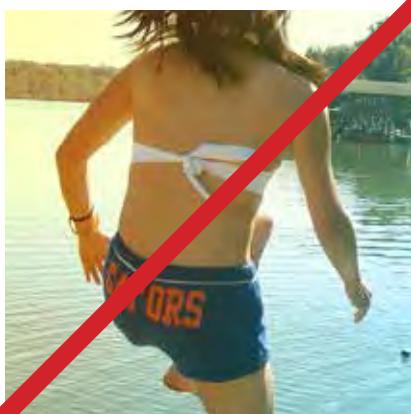
AVOID STATIC PORTRAITURE WHEN PROFILING FACULTY, STAFF OR STUDENTS IN STORIES



AVOID PHOTOGRAPHY WITH POOR FOLIAGE



AVOID PHOTOGRAPHY THAT APPEARS INDISTINCT



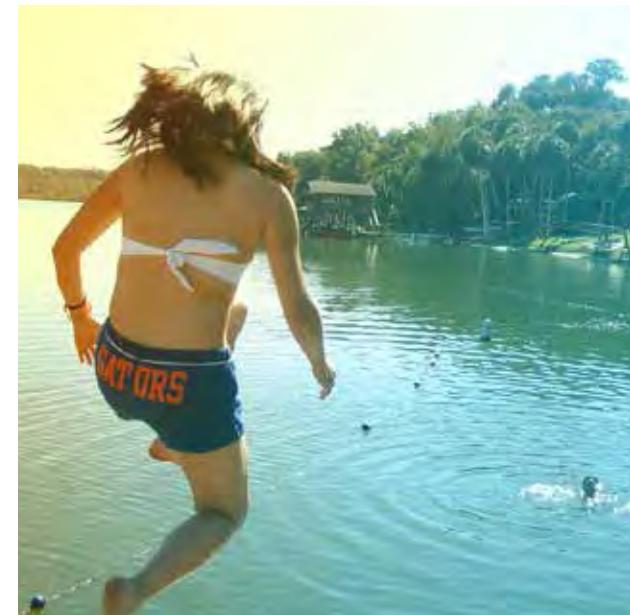
AVOID CROPPING AN IMAGE SO SEVERELY THAT THE SUBJECT AND THE EMOTION OF THE PHOTOGRAPH ARE COMPROMISED

## 28 Photography

### PERIPHERAL TREATMENT

Some photos may not perfectly fit the Florida image. That's okay. Overlays can be applied to give photographs a sunnier look and feel. See the examples below.

#### EXAMPLES

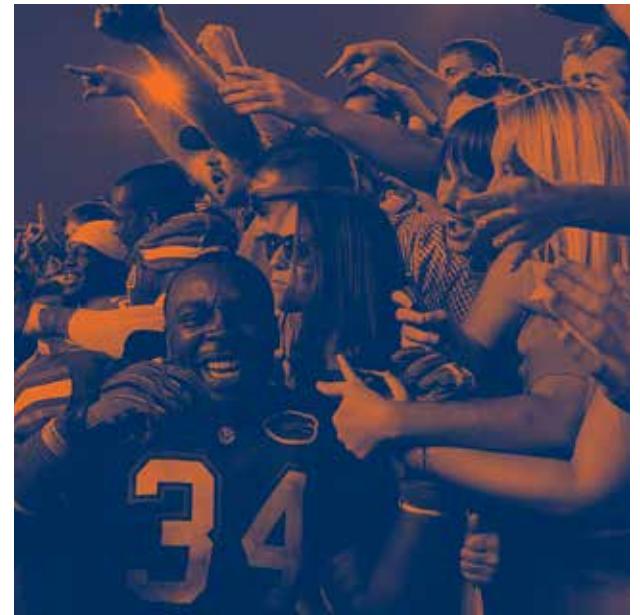
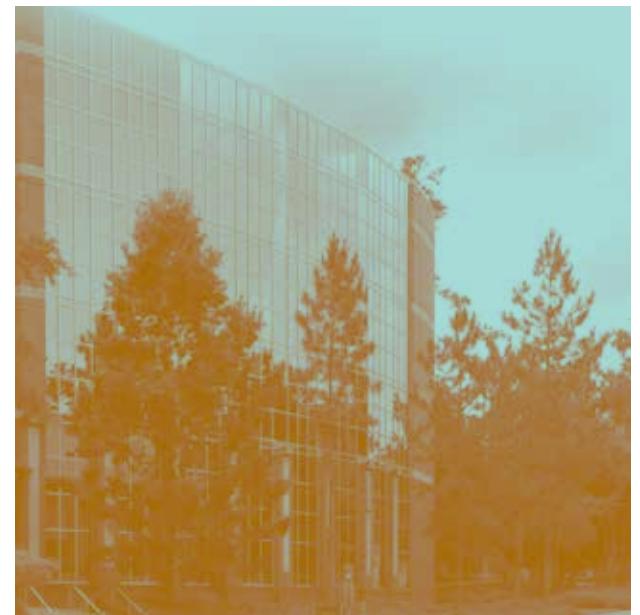
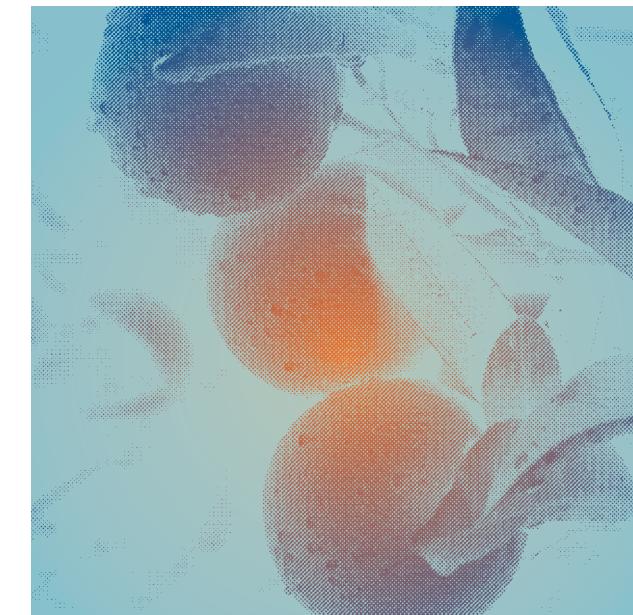


## 29 Photography

### ACTIVATED TREATMENT

Activated photography involves taking a common picture and filtering it to produce a graphic backdrop for headlines and body copy. This approach works best for materials that are copy heavy or information driven.

#### EXAMPLES



#### INCLUDED IN TOOLKIT

## 30 Photography

### PHOTO TREATMENT USAGE



AVOID APPLYING A TREATMENT SO HEAVILY THAT IT OBSCURES THE SUBJECT



AVOID USING AN ACTIVATED TREATMENT THAT OBSCURES THE SUBJECT



AVOID USING NON-UF COLORS IN AN OVERLAY



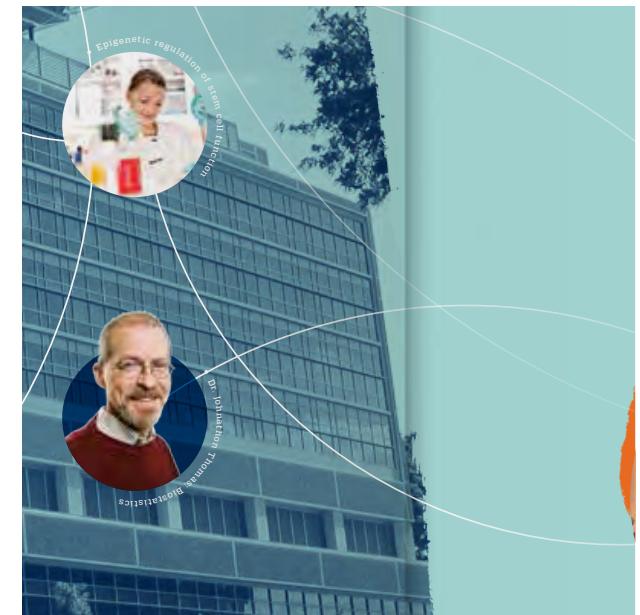
AVOID MIXING TREATMENTS

## 31 Graphic Elements

### DIRECTIONAL

Curved lines with arrows provide the reader with a pathway through the communication, while conveying a sense of movement that relates to the broader UF mission. The directional element can be used to link headlines to subheads, subheads to body copy or callouts to their corresponding copy.

#### EXAMPLES

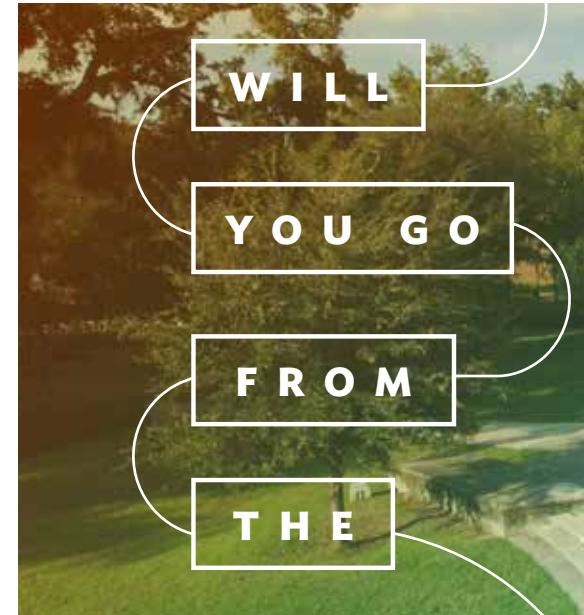
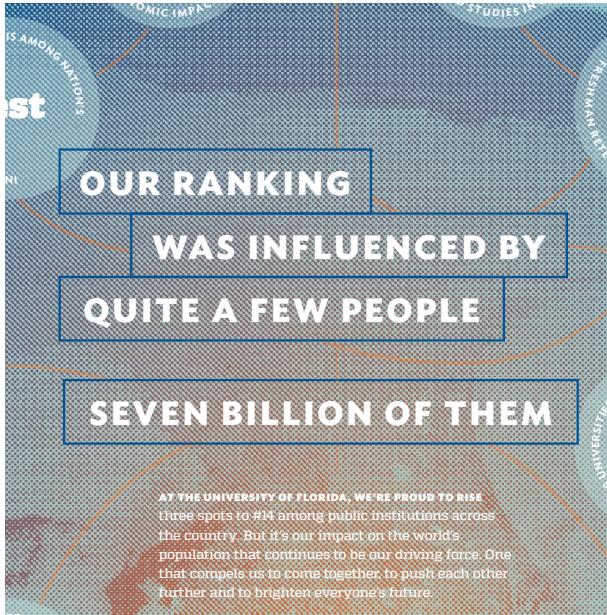
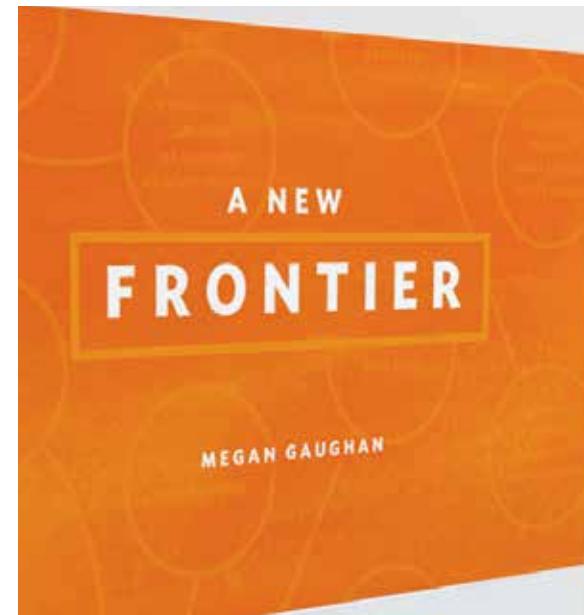


## 32 Graphic Elements

### BOX

Much like the directional element, the box provides guidance for the reader, not only helping them quickly identify key words or phrases, but also allowing them to flow through the communication. Boxes can be used for part or all of a headline, as well as to highlight important callouts in the body copy.

#### EXAMPLES

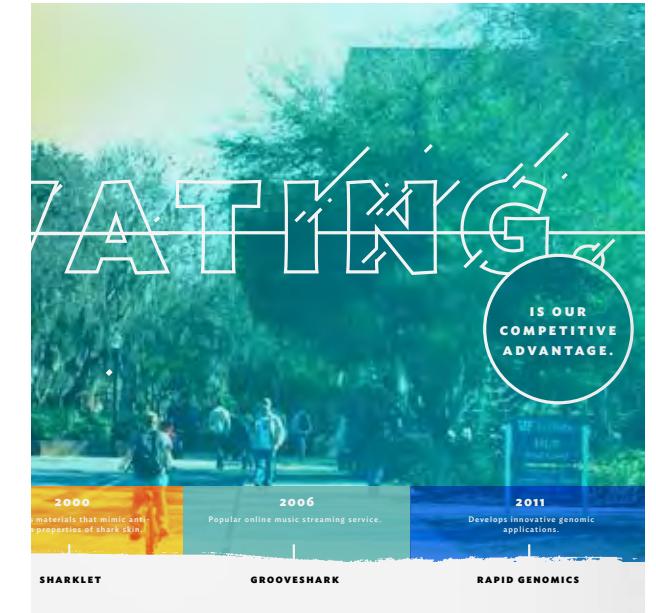


## 33 Graphic Elements

### CIRCULAR

The circular element—symbolic of how UF comes together and is unified to make the world a better place—is used to highlight text, image or even graphic elements within the communication.

#### EXAMPLES



**TEXTURAL**

Through hard work and intense effort, the people of UF have lifted our university to great heights. Representing this labor of love is the textual element that has a very human and handcrafted quality to it. This element can be used in a straight line to underscore headlines or key parts of copy, or it can be used as a circle to convey movement and activity.

**EXAMPLES**

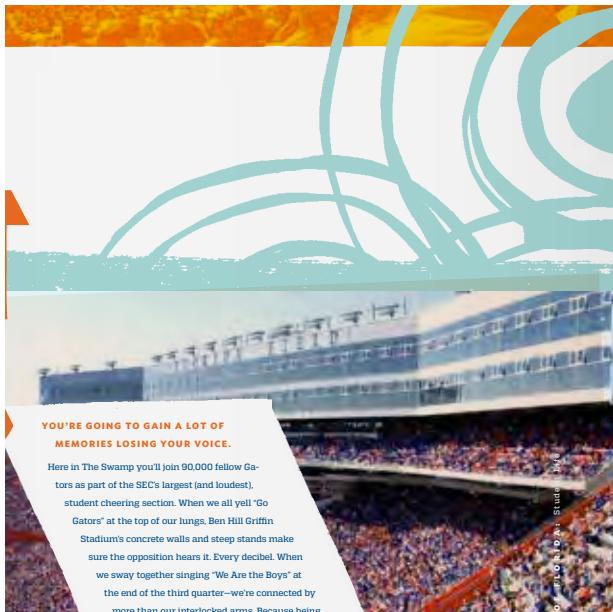
**I men take a second look at the University of Florida.**

The research at UF IFAS is protecting crops from disease by developing new varieties with greater shelf lives, resistance to pests, and longer growing seasons.

Whenever you see the UF IFAS label on your produce, it means that the University of Florida had a hand in putting the fruit or vegetable in yours. It's an example of how we're committed to doing the work that makes an impact across the state.

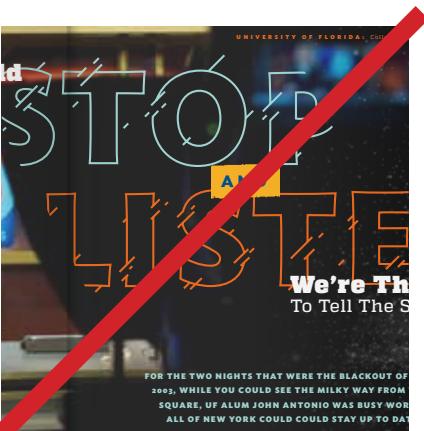
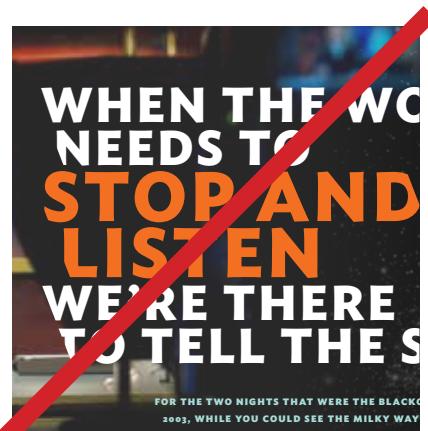
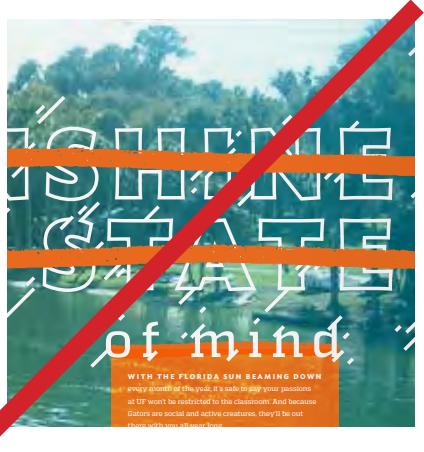
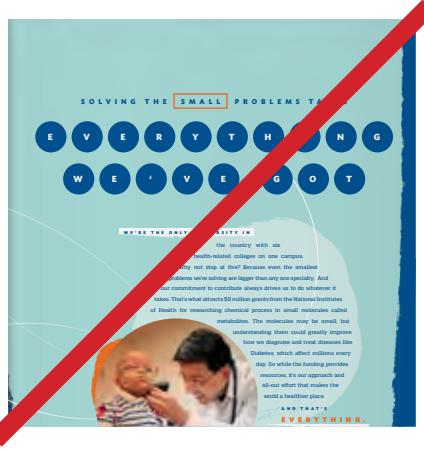
**Always.**

[UFL.EDU/FLO](http://UFL.EDU/FLO)

**GRAPHIC TYPE TREATMENT**

Type can also receive a graphic treatment to add visual interest and to further convey movement and energy, which are in line with our brand. One example is adding an angled cut to the headline type. See other examples below and Elements Usage on the next page for guidelines on type treatment.

**EXAMPLES**

**ELEMENTS USAGE**

As a student here you can get an edge that will give you an edge with an interview. We have two TV stations, two music radio stations and public radio stations in the city.

**UNDERGRADUATE**

The undergraduate audience gives you license to create materials that are vibrant, youthful and fun.

Here's a sample undergraduate layout that uses several elements within the new brand.

**EXAMPLE**

**HEADLINE  
TREATMENT**

**COLOR USE**

**COPY TONE &  
TYPE USE**

**TEXTURE**

**PHOTO  
TREATMENT**

## 38 Practical Examples

### UNDERGRADUATE

Here's another sample undergraduate layout that uses other brand elements, photographic and type treatment, to connect with a younger audience.

EXAMPLE



CIRCULAR ELEMENT

PHOTO TREATMENT

ACTIVATED TYPE TREATMENT

TEXTURE ELEMENT

## 39 Practical Examples

### GRADUATE

While still active and engaging, materials to graduate students will have a look and feel that is more mature compared to undergraduates. Notice how the brand elements accomplish this below.

EXAMPLE



CIRCULAR & DIRECTIONAL ELEMENTS

COLOR USE

PHOTO TREATMENT

TYPE USE

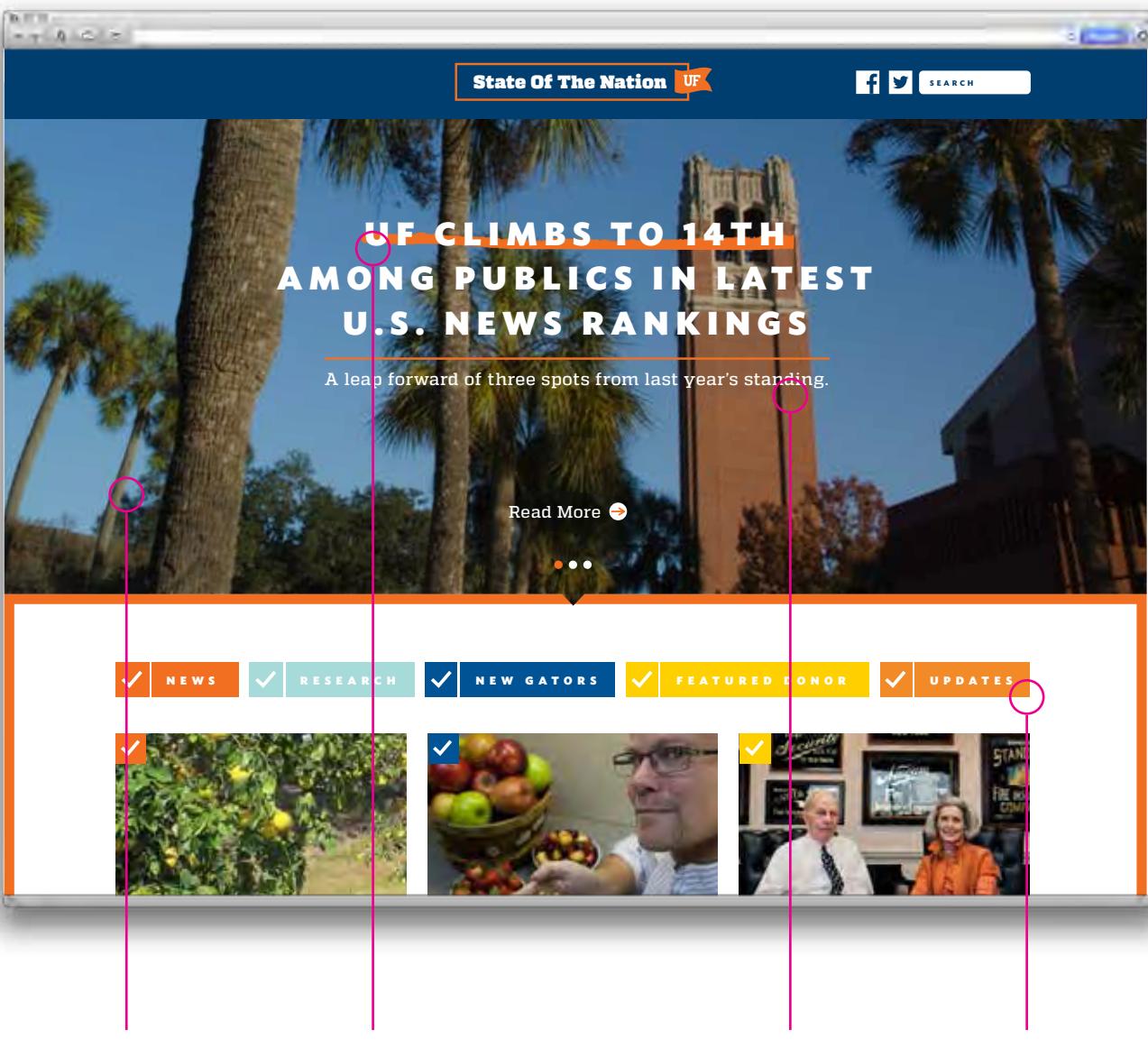
TEXTURE

## 40 Practical Examples

### DONOR

Here the brand can flex to a more sophisticated level by using graphic elements in a reserved way and by keeping our primary orange and blue colors front and center. Proud and purposeful are some tone words to remember when creating materials for this audience.

EXAMPLE

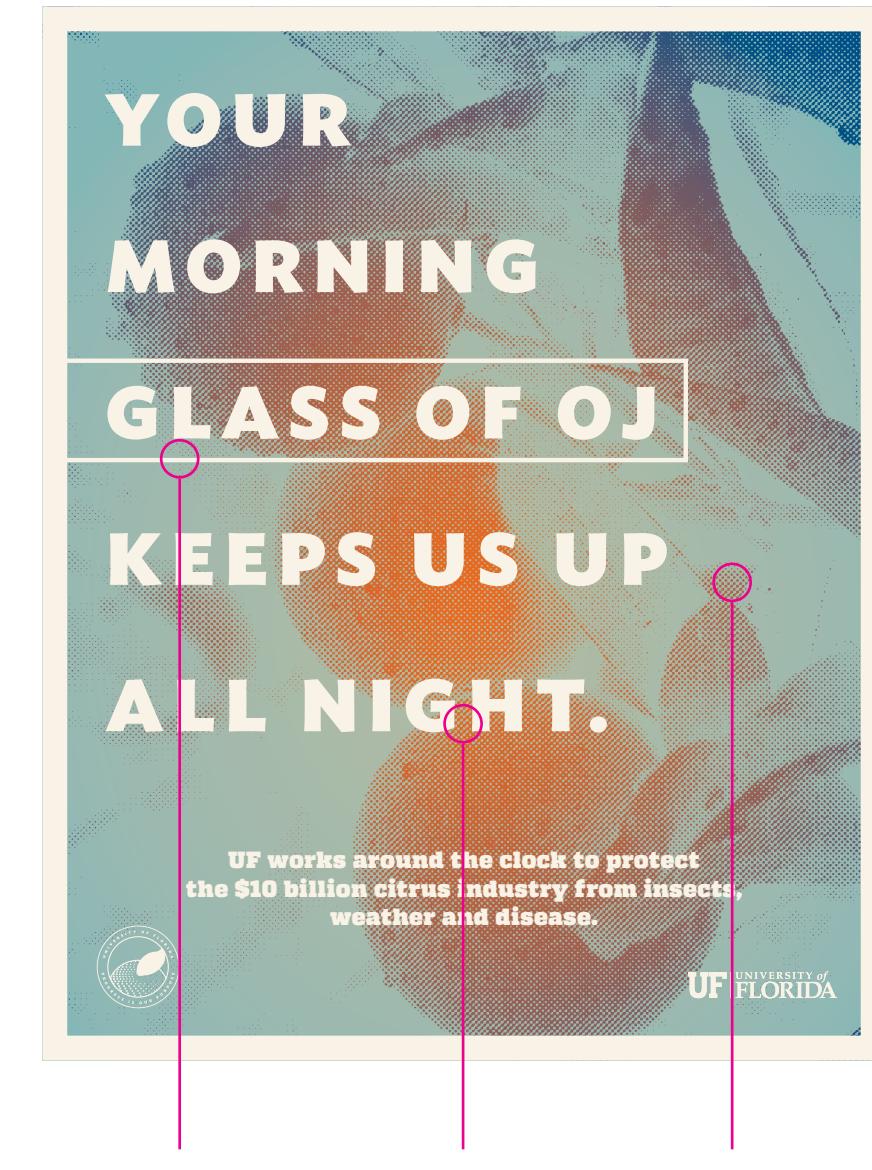


## 41 Practical Examples

### PEERS

We're very proud of all we've accomplished at UF. And sometimes we need to tell our peers how we are moving the world forward. Notice how the photograph and graphic elements are treated to allow the message to come through clearly.

EXAMPLE



**FOR INFORMATION REGARDING THIS DOCUMENT, PLEASE CONTACT:**

Dan Williams | Assistant Vice President

University Relations

352.846.3903

[danwill@ufl.edu](mailto:danwill@ufl.edu)

**THE UNIVERSITY OF FLORIDA**

**BRAND GUIDELINES**

ver1.0