

UCF BRAND TOOLKIT | UNIT IDENTITY LOCKUP FILE FORMAT GUIDE

Use this guide to select the appropriate file format for your project.

Two Formats Available



**Your Unit
Identity Name**

The **Unit Identity Lockup (Internal)** should be used when communicating to audiences familiar with the UCF brand.



**Your Unit
Identity Name**

UNIVERSITY OF CENTRAL FLORIDA

The **Unit Identity Lockup (External)** should be used when communicating to audiences that may not know the letters UCF stand for the “University of Central Florida.”

File Naming Convention: UIExternal_ColorCode_UnitName.ext

Colors and File Formats Provided

Color Code	Description	File Formats Provided	
K	black only	PDF	EPS
KG7406	black + bright gold (Pantone 7406)	PDF	EPS
KGcmyk	black + bright gold (CMYK)	PDF	EPS
KGrgb	black + bright gold (RGB)		PNG
KGmetallic	black + metallic gold (Pantone 10121)	PDF	EPS
W	white only	PDF	EPS
WG7406	white + bright gold (Pantone 7406)	PDF	EPS
WGcmyk	white + bright gold (CMYK)	PDF	EPS
WGrgb	white + bright gold (RGB)		PNG
WGmetallic	white + metallic gold (Pantone 10121)	PDF	EPS

File Formats and Uses

PDF Portable Document Format (.pdf)

Uses: PDFs can be imported as a picture file into Microsoft Word and PowerPoint documents.
Features:

- Viewable and printable in a wide range of software products
- Fonts can be embedded (distilled) into PDF files, negating the need to install fonts

EPS Encapsulated Postscript (.eps)

Uses: This format is recommended for printed projects.
Features:

- A vector format file that can be printed at any scale without loss of image quality
- Backgrounds are typically transparent, so art can be placed over an image or color
- Vector files are typically smaller (in kilobytes) than raster image files

PNG Portable Network Graphic (.png)

Uses: These files are intended to be viewed on websites and digital displays.
Features:

- Optimized to maintain image quality while minimizing file size
- Backgrounds are typically transparent, so art can be placed over an image or color
- A PNG file is a raster format that cannot be enlarged without loss of image resolution
- Files are created in RGB color space and colors will not render properly on CMYK printing devices