

Answers and Information

For answers to Graphic Standards questions

Online: universitymarketing.ucf.edu

E-mail: graphics@mail.ucf.edu

Athletics marks

407-823-4257

ucfathletics.com

News & Information

407-823-5007

news.ucf.edu

Printing Services

407-823-2277

printing.ucf.edu

UCF merchandise, vendors and suppliers

Business Services

407-823-4506

businessservices.ucf.edu

UCF Marketing

407-823-2504

universitymarketing.ucf.edu

graphics@mail.ucf.edu

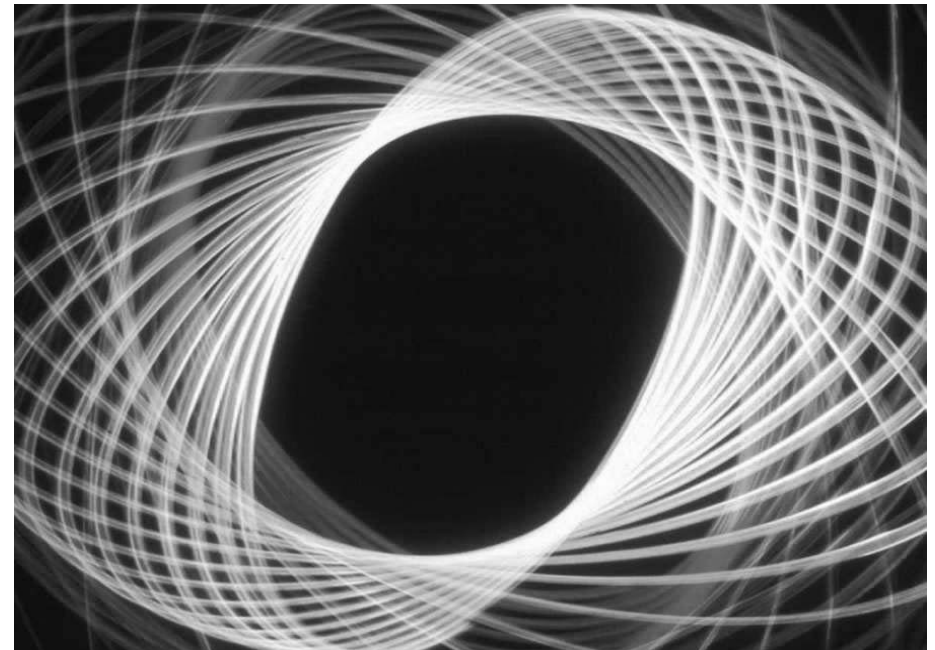
For answers to Brand Management questions

UCF Marketing

407-823-2504

universitymarketing.ucf.edu

graphics@mail.ucf.edu



The Graphic Standards & Brand Book



The Graphic Standards & Brand Book

This booklet offers guidance to those producing communication materials, print or electronic, for the University of Central Florida. By providing clear boundaries to work within, we ensure a consistent message, graphic identity and high level of quality that makes telling the UCF story easier. Far from hindering creativity, *The Graphic Standards & Brand Book* highlights the importance of creativity as a strategic communication tool.

At UCF, our goal is to do the job right, and do it better the next time. The UCF creed enshrines these values in two points that are particularly relevant to those responsible for disseminating the UCF story:

UCF CREED

INTEGRITY

I will practice and defend academic and personal honesty.

SCHOLARSHIP

I will cherish and honor learning as a fundamental purpose of my membership in the UCF community.

COMMUNITY

I will promote an open and supportive campus environment by respecting the rights and contributions of every individual.

CREATIVITY

I will use my talents to enrich the human experience.

EXCELLENCE

I will strive toward the highest standards of performance in any endeavor I undertake.

Easy Reference: The Quick 6

This quick reference covers the majority of graphic standard situations. For more detailed guidelines, see pages 8-14.



Respect. Don't write over the Pegasus or bleed it off the page.



The logo is flat. Don't add computer "effects" (distress, shadows, glows, "embosses," etc.).



The Pegasus should be separate and distinct. Don't make the Pegasus part of a larger graphic or illustration.



Use the Pegasus to identify, not as a pattern, in multiples or as decoration.



The logo looks a certain way. Please don't flip or squish it.



The logo should be black, gold or white.

The Brand

What is Brand?

The word brand has several competing definitions. Some simply refer to the symbols and graphics unique to a corporation or institution, others treat the term more expansively, as in advertising great Walter Landor's definition, "Simply put, a brand is a promise." For our purposes we are using the broader definition. Brand is everything we say and do and how we say and do it.

.....

Why brand UCF?

If UCF does not define itself, it will be defined by others. Taking an active role in our own brand definition is motivated by five basic reasons:

1

To be visible. UCF chooses to be more visible, not less. To be perceived as responsible, not irresponsible. To be understood, not misunderstood. This communication initiative requires us to consolidate, coordinate and clarify our many messages, an obligation we owe to all of our constituents.

2

To gain greater recognition and respect; to ensure we get the credit for all of our actions and activities.

3

To build greater public awareness of UCF as a value-generator. UCF helps individuals and organizations in all stages of their development. From brainstorming and business plans to intellectual property and licensing, UCF is here to attract, retain and grow your next business venture.

4

To gain greater financial support.

5

To attract new, talented students, student-athletes, faculty, staff, donors and more.

Graphic Standards

Why Graphic Standards?

Graphic Standards provide details to faculty and staff responsible for creating materials that incorporate UCF's name and trademarks. These standards provide guidance to members of the university community to design consistent collateral pieces ranging from brochures, flyers and signs to videos, Web pages and multimedia presentations. They also assist printers, graphic designers, sign makers, advertising agencies and others who work with academic and administrative units.

Consistently applied and thoughtfully executed, Graphic Standards help "brand" the university as well as its academic and administrative units. Each flyer, video and Web site sends a message — and each communication piece, no matter how simple, contributes to the reputation of UCF.

Are Graphic Standards the "brand"?

No. Graphic Standards assist in forming a consistent impression of the university, but graphics are not in and of themselves the brand. They *refer* to our promise to our stakeholders, but they are not the promise.

Whose Responsibility are Graphic Standards?

Everyone's. Though UCF Marketing is tasked with establishing standards, maintaining brand consistency is the responsibility of the entire UCF community. We all benefit from speaking in one voice.

I understand others must comply with Graphic Standards, but do I?

Yes.

Are there exceptions to Graphic Standards?

Almost never. On occasion, production issues, unusual formats or very unique circumstances require a deviation from Graphic Standards, but that is extremely rare and must be approved by UCF Marketing.



What is UCF's brand?

UCF has evolved into the nation's 7th-largest university by implementing innovative growth strategies wrapped around a simple principle: listening to and responding to the region's needs.

We are more than higher ed. We are a whole new category. We innovate. We incubate. We develop skilled labor. We assist businesses. We improve lives. We save lives.

UCF is in the business of creating opportunities.

More formally, our core concept can be summed up in UCF's Brand Value Proposition:

UCF is the university that seeks opportunities, creates opportunities, and brings them to fruition. The university's culture of opportunity is driven by the diverse people it attracts, its Orlando environment, its history of entrepreneurship, and its youth, relevance, and energy.

This proposition is anchored by 6 core concepts:

1

PREPARATION

Respond to the preference for practical learning, and demonstrate that UCF is fulfilling the single most important value Americans hold for public universities—that they prepare students for careers.



2

PEOPLE

Depict the university as a conglomeration of talented individuals, rather than as a set of buildings and degree programs; this positions UCF as relevant, energetic, and alive compared to the "institutional" face of older universities.



3

PLACE

Claim a position that could only emerge from UCF's distinct location in the center of a booming metropolitan area; this enables a focus on opportunities linked to Orlando's growth and development.



4

PARTNERS

Break down the Ivory Tower divide between "thinkers" and "doers" common at older institutions, and invite business and community partners into the center of the "family."



5

PLAN

Assert that UCF has a plan for the future, countering some perceptions that the University is simply responding to demographic and economic forces.



6

PERSONALITY

Claim a past and a legacy, countering perceptions of being untested and undeveloped. By building on UCF's energy and youth, we can evoke our open, spirited, and engaged personality.



The six core concepts should inform all UCF communication materials, though obviously not every concept can or need be addressed in every piece.

The Basics: Trademarks

A trademark is a distinctive sign (conventionally, a name, word, phrase, logo, symbol, design, image, or a combination of these elements) used by an organization to uniquely identify itself, and to distinguish the organization from other organizations. Major UCF trademarks include:

Our name

We are known as UCF or University of Central Florida, never just CENTRAL FLORIDA, so when stacked, 'University of' should be at least 70% of the size of 'Central Florida.' This also emphasizes UCF as a university, not a region. It should appear near the Pegasus.



Our logo

Our logo is the Pegasus. It is our badge, our emblem, it represents us in the public sphere, internally and externally. The logo creates, promotes and protects the integrity of the UCF message. It should be used to identify all UCF communication materials.

Other marks

Seal The seal is used at formal, university-wide academic functions. Use is restricted to UCF Board of Trustees, Office of the President, Office of the Provost, Office of the General Counsel.



**The seal variation without the university motto, "Reach for the Stars," should only be used when the seal is being printed at a very small size, making the motto unreadable.*

WHERE DOES THE PEGASUS COME FROM?

THE PEGASUS is the winged horse of Greek mythology. It carried heroes on to great adventures and earned a place in the stars as a constellation. The logo was officially unveiled by President Charles Millican on April 5, 1968, from a design by Jim Shattuck and Norman VanMeter. Over 50 proposals were considered during the process. The Pegasus was chosen for its distinctiveness and symbolizes the university's vision of limitless possibilities.

Formal logos

University Identifier



UNIVERSITY OF CENTRAL FLORIDA

Wordmark



Monogram *



Unit Identifier (sample)

Unit IDs are always secondary to the University mark. Unit IDs cannot be used together with the primary University mark.



Stands For Opportunity Campaign logos

In 2005, UCF launched its Stands For Opportunity brand campaign in order to maximize UCF's visibility and spread the UCF message. This sans serif text treatment allows bolder, clearer use of the UCF monogram on promotional materials and advertising. It cannot be customized (for example, as a Unit ID).

Campaign Monogram *



Campaign Monogram with tag *



Stands For Opportunity

Campaign Monogram with tag (horizontal) *



* Select trademarks are available as downloadable files at www.umark.ucf.edu/logos

NOTE: UCF owns numerous other trademarks aside from the ones listed here. For additional information on other UCF trademarks (and other questions related to trademarks) please contact the UCF General Counsel's Office at (407) 823-2482 or gcounsel@mail.ucf.edu.

The Basics: How to use UCF Trademarks

UCF Trademark Guidelines

UCF trademark files are only available through UCF Marketing.

Who can use UCF trademarks without prior approval from UCF Marketing?

- UCF Board of Trustees, UCF colleges, departments and units, UCF faculty and staff for official university-related business
- UCF Student Government Association (SGA) for official university-related business
- UCF Direct Support Organizations for official university-related business

All of the above shall hereafter be referred to as "Authorized UCF Trademark Users." All others not listed in the section above must secure permission from University Marketing in writing prior to using UCF trademarks – this includes but is not limited to students and student clubs and/or student organizations registered through the Office of Student Involvement (OSI).

When using UCF Trademarks on official UCF Print Materials (including Print Ads), Authorized UCF Trademark Users shall use the trademarks as follows:

- On the front and/or back cover of a multipage printed piece
- On a single-page, printed piece
- In a print ad (including employment ads)
- On a memo or notepad
- When the Pegasus is the only identifier used, the words "University of Central Florida" or "UCF" must also be present.

When producing or showing official UCF Television, Video and Multimedia, Authorized UCF Trademark Users shall use the trademarks as follows:

- In a prominent position on the last frame
- Must remain stationary on screen for a minimum of three seconds
- No transitional or other effects applied to the trademarks other than a dissolve or similar modest transitions.

When using UCF Trademarks on official UCF Signage, Authorized UCF Trademark Users shall use the trademarks as follows:

- All signage, including posters, banners, table cards, table skirts and directional signs, must include one of the following: Wordmark, Monogram, University Identifier, Unit Identifier, or Regional Identifier.

Use of UCF Trademarks by outside parties

UCF requires that its marks be used in a manner that is consistent with the goals of the University and the University's legal responsibilities as a trademark owner, and that UCF is properly compensated for the use of University marks in conjunction with authorized use of the marks. All items produced using the trademarks of the university and for resale are subject to the royalty payment requirements as set forth in approved licensing agreements. Only with prior written approval by the appropriate UCF department may UCF Trademarks be used to promote events with UCF partners with an official relationship with the university. Outside parties may only use UCF Trademarks if prior written approval has been obtained from UCF Marketing, UCF's General Counsel's Office, UCF Athletics and/or University Business Services, as appropriate. For use of UCF Trademarks by outside parties in conjunction with the production or sale of merchandise, please refer to page 16.

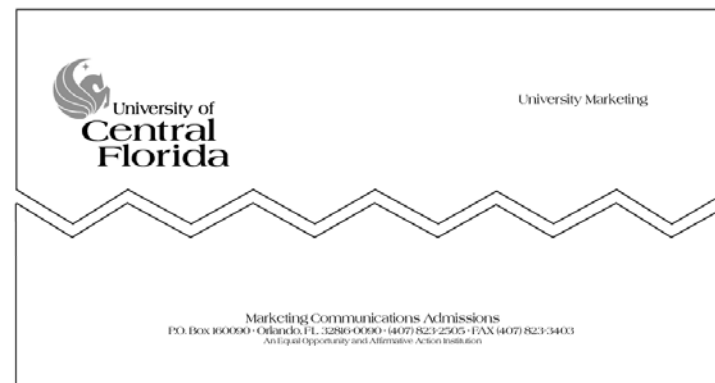
UCF Trademarks CANNOT BE:

- recreated or modified in any way
- used as elements within a design or with design treatments, such as borders or shadow effects
- used as printed background with other elements covering it—including text
- used in conjunction with other trademarks, except for the purpose of indicating a collaboration or sponsorship, provided that any use in conjunction with such a collaboration or sponsorship must be approved in advance in writing by UCF Marketing.

Official UCF Stationary

All academic and administrative units must use the official UCF business card, letterhead, envelope and FAX cover sheet. There is also an official namebadge.

Stationary and business cards are handled by Printing Services (call 407-823-2277 for details), while namebadges are handled by UCF Office Plus (407-823-2780).



Unofficial UCF Unit Graphics

Unit graphics are NOT official UCF trademarks. UCF strongly discourages units from developing these separate identifying graphics ("logos"), outside of official unit identifiers. Competing graphics tend to dilute the equity of a singular UCF brand in the public mind.

These graphics CANNOT:

- be more prominent in size or position than the Pegasus, Wordmark, Monogram, University Identifiers, Unit Identifiers or Regional Identifiers
- appear on any single-page, printed piece or the front cover of any multipage printed piece
- appear in any print ad or employment ad
- appear in the header of the home page of a Web site
- include the Pegasus
- appear on signage including banners
- appear on UCF official business card, letterhead, envelope, namebadge, FAX cover sheet, and memo pad
- appear on the first or last slide of an electronic slide presentation or on the first or last frame of a video or other multimedia presentation

Design Information

Color

The official colors of UCF—black and gold—are as much a part of our identity as the Pegasus. Color management is a key component of any successful brand, but precise color management is difficult across varying media. The color gold can be particularly difficult to translate with consistency.



PMS 874, UCF metallic gold, has a reflective sheen meant to mimic the look of metal and reproduces most accurately on coated (or “glossy”) paper. Metallic inks are made of varnish, pigments, and metal dust or flakes. An overprint of gloss varnish or aqueous coating is also generally recommended to protect the metal flakes from flaking off of pieces that will be used and re-used. In fact, because the metallic effect cannot be reproduced on uncoated (or “dull”) paper, cannot be matched in effect or hue in process (CMYK) form, and increases printing costs, a non-metallic alternative is available.

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PMS 7406 works best where visibility, contrast and budget are priorities. PMS 7406 is not significantly affected by paper choice, as

other options may be, and is also very similar to its process equivalent (100Y 21M). It reproduces well in newsprint and magazines and is highly visible on billboards and the Web. PMS 7406 is not appropriate for Presidential materials, prestige pieces, letterhead and business cards, or formal announcements. PMS 7406 should only be used in situations appropriate to the content, context, budget and intended use of a piece.

Typography

The typeface in the primary UCF marks is Americana (UCF owns a university-wide license, contact UCF Marketing for a copy of the font). It is not necessary nor recommended to use Americana for supporting type and copy. In fact it is generally preferable to use contrasting styles.

For the Stands For Opportunity campaign, UCF Marketing uses Gotham (available at www.typography.com) and Caslon (available at Adobe.com), though any easy to read and appropriate font is acceptable.

Americana
HTF Gotham
Adobe Caslon

Specifications

Print:

- Gold: PMS 874 (metallic gold), gold foil or C: 30%, M: 40%, Y: 60%, K: 25%

NOTE: Metallic effect is only produced on coated stock. CMYK conversion will not match spot color, can look brown or greenish.

- Gold: PMS 7406 (non-metallic gold), or C: 0%, M: 21%, Y: 100%, K: 0%

Great for newsprint, billboards, or anywhere maximum visibility and contrast are desired.

- Black: PANTONE or process black

Web, Video, Television, Multimedia and Electronic Slide Presentations:

- Gold: CC9900 or FFC904 Hex or R: 204, G: 153, B: 0
- Black: 000000 Hex or R: 0, G: 0, B: 0

Embroidered Merchandise:

- Gold: Madeira thread #1255 or #1070 (alternate)
- Black: Madeira thread #1001
- White: Madeira thread #1000

Pegasus:

- Preferred color: Gold
- Options: Black or White (not off-white)
- Can be blind embossed or embossed with gold foil with permission from University Marketing
- No color modifications
- Do not use color options on a similar background (such as gold Pegasus on goldenrod paper stock).

Design Considerations:

- Although black and gold are the university’s official colors, communication products can be designed in any color appropriate for the concept.
- During the design process, be aware that certain color combinations (such as orange and blue) are the official colors of other state universities.
- Any appropriate font can be used in communication products (with the exception of official UCF designs).
- Avoid placing the logo on textured or patterned backgrounds.
- Provide sufficient empty space around and between trademarks and other design elements on a page. The recommended minimum distance is approximately half the width of the trademark. UCF trademarks should appear as distinct units independent from other design elements on a page.
- For proper printing, images should be at at least 300 dpi at 100% size. Images taken from the web are 72dpi and are not appropriate for printing.

File Formats

All desktop publishing programs, including Adobe InDesign, Adobe Illustrator, Adobe Pagemaker, Corel Draw, Microsoft Excel, Microsoft Publisher, Microsoft Word, and QuarkXPress are able to open a particular group of file formats. The following is a list of software programs and graphic formats that reproduce UCF trademarks at the highest quality level possible.

PRINT USE

Adobe InDesign

- Preferred: EPS, AI
- Other: TIF, GIF, JPG

Adobe Illustrator

- Preferred: EPS, AI
- Other: TIF, GIF, JPG

Microsoft Excel

- Preferred: TIF, GIF
- Other: JPG

Microsoft Publisher**

- Preferred: EPS
- Other: TIF, GIF, JPG

Microsoft Word**

- Preferred: TIF, GIF
- Other: JPG

Corel Draw

- Preferred: TIF, GIF
- Other: JPG

QuarkXPress

- Preferred: EPS, AI
- Other: TIF, GIF, JPG

*** Microsoft Word & Publisher are not generally used for professional printing*

ELECTRONIC USE

- Preferred: TIF, GIF
- Other: JPG

WEB USE

- Graphics: GIF
- Picture: JPG
- Other: PNG
- Do not use: TIF, EPS

The Basics: What Not To Do



1.

There are several Graphic Standards violations on this page, beginning with this text (Don't write over the Pegasus). See how many you can find...

2.

Don't mix the Pegasus with the Athletic marks.



3.

Don't flip the Pegasus.

4.

Don't bleed the Pegasus off the page.



5.

Don't add computer glows or "embosses" to the Pegasus.



6.

Don't squish the Pegasus.



7.

Don't make the Pegasus part of a larger illustration or graphic.



8.

Don't use the Pegasus as a decorative border.



Frequently Asked Questions

Why can't I have my own logo?

The university has one logo, the Pegasus. After 40 years it has accrued substantial equity in the region (people recognize it and associate it with UCF). When colleges, units and departments develop their own marks, the overall impact of both symbols is diluted as they now compete with each other.

Often clients will suggest they are merely attempting to differentiate themselves from other departments on campus, but this is a misreading of how graphic identity works. In the public mind, UCF is one entity, in competition with other universities like UF, Rollins, USF, etc., for resources and allegiance. Asking the public to associate UCF not only with the Pegasus, but with several additional marks as well, only serves to confuse our audience. The net effect of competing UCF "logos" is weaker overall visual identification, not stronger. One logo means we all receive positive benefits when one unit succeeds.

How do I differentiate my group?

Through design and good copy writing. The Pegasus merely connects your group to the larger shared advantage and value of the UCF brand. But the consistent application of solid design principles to your group's unique communication materials will distinguish you from the competition in your audience's eyes. The key is identifying that audience and competition correctly so your materials are hitting their mark. For examples of how this can be done, visit www.umark.ucf.edu.

Can I use the Pegasus to promote my business or group?

Use of the Pegasus is limited to the university and those entities with formal partnership with UCF, and the latter only with prior written approval by UCF Marketing, as determined on a case by case basis. We obviously have a great interest in where and how the Pegasus is used, as it implies the endorsement by UCF.



Design for action, not decoration.

Good graphic design can be a difference-maker. But have a purpose. And measure it. Your materials do not need to look the same, but they must feel the same: high quality, and professional.

Design 101

Good design is hard work. Having the latest graphic design program no more makes one a designer than having a typewriter makes one William Faulkner. Recognize when you need professional assistance.

If there is a cardinal commandment for design it is:

Thou Shalt Not Bore.

Also be careful not to confuse adherence to Graphic Standards with good design. Before beginning a project, ask yourself 'Who is my audience?' The most common design mistake among clients is confusing audience tastes and perspectives with one's own. That is rarely the case. Who are you competing with? Your audience faces more choices and have busier lives than ever before. Cutting through the clutter is essential, and good design does that.

Most Important Brand Communication Vehicles

- Word-of-mouth
- Web and interactive
- Customer service
- Public relations
- Print advertising
- Internal communications
- Corporate communications
- Promotional events
- Co-marketing
- Community and affinity groups
- Direct mail
- Sponsorships
- Broadcast advertising
- Packaging and point-of-purchase displays
- Outdoor advertising

Other Issues

UCF Intercollegiate Athletics Trademarks

Use of UCF Athletics trademarks is restricted to UCF Athletics.

- Cannot be used to represent UCF as a university
- Cannot be used to represent an academic or administrative unit
- Cannot be used in conjunction with the Pegasus, Wordmark, Monogram, University Identifiers, Unit Identifiers, or Regional Identifiers

Authorized UCF Trademark Users May Use UCF Intercollegiate Athletics Trademarks if they:

- Secure permission from UCF Athletics in writing prior to using the UCF Athletics trademarks in official UCF print or electronic media.
- UCF Athletics trademarks cannot be used for personal business.

How to Obtain UCF Intercollegiate Athletics Trademarks

UCF Athletics trademarks can be obtained for approved purposes by contacting Athletics at 407-823-4257.

UCF Merchandise

Permission to produce or sell clothing or other merchandise that incorporates UCF's name, trademark(s) or logo(s) must be secured in advance in writing from each of the following departments:

- University trademarks: both Business Services and UCF Marketing
- Athletics trademarks: both Business Services and UCF Athletics

UCF retains all rights to all articles of clothing and other merchandise that represent or promote the university or a unit of the university. Only UCF approved vendors can produce or sell such merchandise (Contact Business Services for the current list of approved merchandise vendors). Individuals and companies producing or selling UCF clothing or merchandise without permission are subject to prosecution.

Freelancers

It is the responsibility of each authorized UCF employee contracting with printers, designers, graphic artists, photographers, merchandisers and Web designers to inform them of the university's Graphic Standards and to make certain that the standards are applied to the materials being produced.

UCF Marketing

What We Do

UCF Marketing is a full-service integrated communications and marketing department whose staff is composed of award-winning graphic design and copywriting professionals with more than 100 years of combined experience.

Objectives

- Manage UCF's brand identity
- Improve the quality and consistency of marketing initiatives
- Consolidate, clarify and coordinate university-wide marketing efforts
- Increase visibility and reputation by expanding and promoting UCF's strengths
- Upgrade research and intelligence-gathering sources and methods

Scope of Work

- Consultation, marketing strategy and planning
- Project planning, estimating and coordination
- Concept development and graphic design
- Support brand identity incorporation and consistency
- Web site design and development
- Writing and editorial services
- Print production, planning, print and media buying
- Mailing and fulfillment

Types of Work

Advertising, Brochures, Events, Publications, Promotions, Research, Catalogs, Trade Shows, Direct Mail, Web sites, e-blasts, Presentation Materials and more.

universitymarketing.ucf.edu