QANCE MARATHON AT THE UNIVERSITY OF FLORIDA

Branding Guide2015



Introduction

Since its start in 1995, Dance Marathon at the University of Florida has become the most successful student-run philanthropy in the southeastern United States. The 26.2-hour event raises funds and awareness for UF Health Shands Children's Hospital, our local Children's Miracle Network Hospital. In order to continue raising awareness, Dance Marathon must communicate one uniform message to the community.

This Branding Guide contains logos, fonts, colors, terms and messaging for use in all Dance Marathon materials. These guidelines pertain to any material including, but not limited to, ads, programs, merchandise, flyers, brochures and shirts. Please follow all of the guidelines. If you have any additional questions please contact the Art & Layout Overall or the Public Relations Overall.













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Logo Usage

All Dance Marathon material must include the logo that fits best. The following versions are the only ones acceptable for use on Dance Marathon materials. The logo is only acceptable for use on white, orange or blue backgrounds.

Primary Use:



DANCEMARATHON AT THE UNIVERSITY OF FLORIDA

Size:

Do not change the width or the height of the logo; it must remain in the same proportion. The logo should be no smaller than 1 1/2 inches wide and no larger than 5 inches wide.

Logo Usage

Secondary Use:





Not Acceptable Use:









Logo may be altered at the discretion of the Art & Layout Overall, Managers or Advisors

Fonts

Dance Marathon at the University of Florida 2015 materials should only include the fonts listed below.

Header Font

Font: AG Book Rounded

Style: Medium

Do not distort width or height

of font.

Subheadline/Accent Font

Font: Avenir LT Stf Style: 95 Black

Do not distort width or height

of font.

Body Font

Font: Avenir LT Std

Style: 35 Light or 55 Roman Do not distort width or height

of font.

Accent Font

Font: Pacifico Style: Regular

Do not distort width or height

of font.

HEADER FONT -- Aa Ba Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

SUBHEADLINE FONT-Aa Ba Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

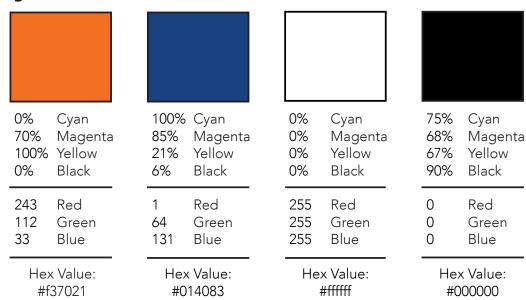
BODY FONT -- Aa Ba Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ACCENT -- AaBaCcDd Ee Ff Gg Hh Ii Jj Khll Mm Nn Oo Pp Qg Rr Ss Tt Uu Vv Um Xx Yy Zz

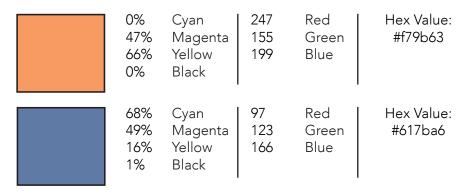
Colors

Backgrounds, Fonts and Style Elements should only be in the following colors. Body text should always be in black or white font.

Primary Colors:



Secondary Colors: (Background Use Only)



Other colors may be used when necessary, but please discuss any additional colors with the Art & Layout Overall, Managers or Advisors

Terminology

Event title:

Use the title: Dance Marathon at the University of Florida
Abbreviation for social media and marketing use: DM at UF

**This abbreviation should mainly be used for social media and marketing
purposes. It may be acceptable in other circumstances, so please use discretion**

NOT ACCEPTABLE: DM UF, UF DM, DM @ UF

Hospital title:

First Reference: UF Health Shands Children's Hospital

Second Reference: UF Health Shands

When writing emails or press releases:

First Reference: Dance Marathon at the University of Florida

Second Reference: Dance Marathon at UF

Third Reference: DM at UF

Motto:

Write out "For the Kids" unless on social media or promotional use. Please use phrase at your own discretion.

When referring to the children and their families:

Miracle Family Miracle Children Miracle Child (0-12) Miracle Teen (13-18) Miracle Gator Nation (19+)

Staff titles:

Overall Directors (i.e. Morale Overall Director, Technology Overall Director)
Captains (i.e. Finance Captain, Morale Captain)
Staff (i.e. Hospitality Staff, Operations Staff)
Dancers
Fundraisers

Messaging

Mission Statement:

Dance Marathon at the University of Florida strives to bring together the campus and community to raise funds and awareness for the kids at UF Health Shands Children's Hospital, our local Children's Miracle Network Hospital.

Elevator Speech:

Dance Marathon at the University of Florida is a yearlong effort that culminates in a 26.2-hour event where over 800 students stay awake and on their feet to symbolize the obstacles faced by children with serious illnesses or injuries. The event raises funds and awareness for UF Health Shands Children's Hospital, our local Children's Miracle Network Hospital, in Gainesville, FL. Our contributions are used where they are needed the most, including, but not limited to, purchasing life-saving medical equipment, funding pediatric research and purchasing diversionary activities for the kids.

<u>Slogan:</u> Making miracles happen, one dollar at a time.

Tagline: For All the Right Reasons

Motto: For the Kids

Do not speak to any media unless given authorization. However, when speaking to the community, use the following phrases:

"Dance Marathon at the University of Florida benefits UF Health Shands Children's Hospital, our local Children's Miracle Network Hospital."

"Dance Marathon at UF is the the most successful student-run philanthropy in the southeastern United States."

"Dancers, Staff, Captains, Fundraisers and Overalls are all volunteers. We do it for the kids."

"The funds raised by Dance Marathon at UF directly benefits UF Health Shands Children's Hospital. Our contributions are used where it is needed the most."

"Families of children have overcome the hurdles of serious illnesses with the help of UF Health Shands Children's Hospital. These Miracle Families visit Dance Marathon to inspire the student dancers with their remarkable stories throughout the year and at the event."

When asking to participate/donate...

"Give back to the children through Dance Marathon."

Facts and Figures

Use the following numbers when referencing any facts and figures regarding Dance Marathon. These numbers are as of August 25, 2014 and Dance Marathon 2014.

Twitter Followers: over 4,200 followers (4,265)

Facebook Fans: over 8,000 fans (8,010) Annual Hits on our website: 220,000+

Largest donation we received:

\$10,000 from an individual donor \$7,500 from IFC Chicken Wing 2014

Amount raised last year: \$1,528,330.16

Total amount raised in past 20 years: over \$8 million (\$8,081,394)

Number of community events: 4 - Bowling, Kickball, FTKarnival & FT5K

Number of Dance Marathon t-shirts:

2,600 Event Shirts 5,200 Check-in Shirts

Number of Dancers last year: 825 dancers (Maximum capacity)

Number of Captains: 263 captains Number of Staff: 1,030 Staff members Number of people that fundraise:

25,768 number of donations on Kintera

4468 fundraisers raised at least \$1













Facts and Figures

Use the following numbers when referencing any facts and figures regarding Dance Marathon. These numbers are as of August 25, 2014 and Dance Marathon 2014.

Number of participants in total, including Overalls, Captains, Dancers

and Staff: 2,111

How many miracle families: 54 families, 44 attended the event

How many sponsors: 107

Most years danced: 11 years, Matt Michel

Year that DM started at UF: 1995

Length of Dance Marathon:

Before 2008: 32 hours After 2008: 26.2 hours

Total hours danced since 1995:

599.4 hours

354,466.2 hours by all of our dancers combined

Where the money goes: All of the funds raised goes to the CMN Hospitals fund. Of these funds, most recently, 48% goes to research, 10% to education, and 42% to patient care.

How much of the money goes to UF Health Shands Children's Hospital: 100% of total rasied







Terms of Use

Any graphic, product or media produced by a Dance Marathon Overall Director, Captain or Staff Member for the purpose of Dance Marathon is the property of Dance Marathon.

Anything created for promotional use, not created by the Art and Layout team internally or externally, should follow all these rules and should be reviewed by a Manager on the Overall team for approval.

Contact Us

Questions? Want more information? Please contact one of the following Overall team members:

Visual Branding Questions:
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