

Identity and Signature System

July 2006

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you have the most recent version.

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The elements contained in this manual are copyrighted and are for official University use only. These elements are not to be used on non-university publications and websites.



Dear Colleagues:

I am very excited to introduce the University of Florida's new signature (logo) and identity standards. The new signature brings to mind the history and tradition of the University while introducing a strong and vibrant look for the future.

During the next year, it's our goal to see the signature in use everywhere you might experience the University of Florida; from university stationery, publications and marketing materials to university building and vehicle signage.

The new logo will add to the momentum of the communications campaign we started last year, *University of Florida, The Foundation for the Gator Nation*. Just as that effort was the result of research and input from UF students, faculty and staff, this new look is based on the collaboration of many groups within the university.

As you look through this guide, you will notice a new UF "monogram" and will see that the UF wordmark has been refreshed. We have also developed a new design system for visual communications as well as graphic standards to support institutional unity. This manual establishes standards for consistency and ensures the integrity of UF's identity program.

The identity and signature system standards are effective today. Keeping in mind our sustainability initiative, I encourage you to use existing supplies of materials until they are depleted or within 12 months. I know that you, like I, will use our new identity and graphic standards with pride and enthusiasm.

Your participation is appreciated as we work together to advance the University of Florida.

Go Gators!

A handwritten signature in black ink that reads "Bernie". The signature is written in a cursive, flowing style.

J. Bernard Machen

Setting a New Standard

The University of Florida is one of the nation's largest, most comprehensive institutions. By many measures, Florida is ranked among the best universities and among the most complex. For these reasons, it is important that all parts of the university project one clear image through a coordinated identification program. A clear message and visual image highlight the fact that the University of Florida is a multifaceted, but unified organization. The university signature (UF monogram and wordmark) is also the one unifying visual image for all the colleges, divisions, centers, institutes and other organizational parts of the university.

Graphic identity is the sum of all the visual impressions associated with the University of Florida name. With dozens of incompatible logos in use, our graphic identity needs consolidation and consistency. Every college and unit of the university has developed a reputation for superior scholarship and service. However, as our reputation has grown, so has our variety of logos, graphic identities and other marks. We all make up a single institution, and the whole is only as strong as the sum of its parts. The purpose of these graphic standards is to highlight the unique identity of each college and unit while reinforcing that the University of Florida stands behind each of them. The goal is for campus communicators to have more consistency in identifying the university and its parts, while preserving the flexibility demanded by a decentralized university culture.

The current seal and wordmark combination will be retired in August 2006. The seal will remain an official symbol of the university and will be reserved for formal applications. The current logo is being refreshed with several versions of the UF signature to answer differing design needs and to create a signature system. This new system is designed to be flexible so it will work in many formats, configurations, sizes and media. All new projects and reorders should incorporate the new signature system. Existing supplies can be used until August 2007.

The success of this program depends upon the contributions and cooperation of the entire campus community. Everything we do creates an impression; and every impression changes the way people think about the University of Florida.

Questions can be directed to the Office of University Relations at 352-846-3903, Publications Group at 352-392-0186 or e-mailed to identity@admin.ufl.edu.

The University of Florida Signature System

UF Signature

The University of Florida has several variations of the signature to meet differing design needs. Together they comprise the university's signature system. The University of Florida signature is the official logo for use on all university communications. The signature consists of two elements: a typographic rendition of the monogram "UF" and the words "University of Florida." These two elements work together to create a graphic identity representation of the University of Florida.

The UF signature represents the evolution of the previous seal and wordmark while providing a bold new iconic direction for the university. The "UF" monogram and "FLORIDA" wordmark dominate the signature because they are the one-word identifiers that distinguish the University of Florida from other universities. The wordmark combined with the university monogram form the official mark. A vertical rule serves as a connector between the monogram and wordmark. It is also used to connect primary and secondary areas of the signature. The signature is the most identifiable image that the university uses. It consistently represents the university in all of its communications.

The signature, monogram and wordmark artwork is available for download in several file formats and colors at www.identity.ufl.edu.

Do not alter the signature artwork, aspect ratio or colors.

horizontal signature



vertical signature



Variations of the University of Florida Signature

UF Signature with Themeline

The university's themeline is to *University of Florida, The Foundation for The Gator Nation*. The themeline appears under the full length of the signature to increase its visibility and reinforce the overall layout. It acts as a foundation, both in word and function.

The themeline is used with the UF signature whenever possible on publications and other external and internal communications. The themeline may be used independently of the UF signature. The type font must be maintained.

Vertical Signature

The vertical signature variation can be used when space is limited or when the signature must be placed in a grouping of other logos, for example, sponsorship or partnership listings.

UF Wordmark

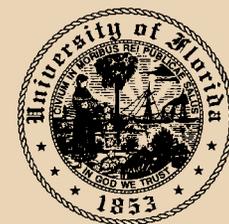
When the complete signature is unable to be used for design reasons this version of the signature is included for limited use on publications.

UF Monogram

The UF monogram alone has a very visible presence for apparel and promotional items. On occasion this may be used alone but should never be combined with other logos, graphics or titles.

University Seal

The university seal is a registered trademark and is reserved for official and ceremonial uses only, as determined by the Office of the President. Examples include diplomas, legal documents, commencement programs, policy manuals, formal invitations and certificates/awards. The official seal symbolizes the formal authority vested in the university, and its use will be at the discretion of the Office of the President. It will no longer be used in conjunction with the wordmark. For permission to use the seal call 352-846-3903 or identity@admin.ufl.edu.



General Usage Summary

The following guidelines govern the use of the university signature, wordmark, monogram and seal in all forms of communication, including but not limited to print and electronic media. More detailed guidelines are stated throughout this manual.

- The signature, wordmark and monogram are essential means of visual communication.
- The signature, wordmark or monogram must be used as a prominent graphic element in all publications — print and electronic — affiliated with the university.
- The signature, wordmark and monogram should not be used in conjunction with any other logo.
- The signature, wordmark and monogram should not be modified in any manner. These symbols may be reproduced only from original master copies at www.identity.ufl.edu. If you do not find the signature you need, contact the University Relations Publications Group at 352-392-0186 or identity@admin.ufl.edu.
- The signature is the primary identifier of the university and can be used in a horizontal or vertical format as described in this manual. The wordmark and monogram are secondary identifiers; the seal is reserved for formal, legal or academic uses.
- Any associations or affiliates of the university wishing to use a specific identifier other than the university signature, wordmark or monogram must have prior approval and must use it in accordance with the guidelines in this manual.
- Placing the university's themeline, "The Foundation for The Gator Nation," under the signature or wordmark is preferred.

Secondary Signatures

These versions of the signature have been developed for use by colleges, units, departments, schools, administration, centers, institutes and extended campus units. By replacing the University of Florida with the unit name, the unit name receives prominence while retaining an overall university identity. **The secondary signatures are not to be used on publication cover designs, stationery or business cards.**

The Office of University Relations will be responsible for generating each original college, school, department and unit signatures. An EPS version of your college/unit/department signature is provided at MyUFL. If you do not find your signature please contact the University Relations Publications Group at 352-392-0186 or identity@admin.ufl.edu to have one created.

Unique college, school, department and other unit seals, logos or wordmarks may no longer be used as a dominant graphic element on any university communication and no new logos may be developed.

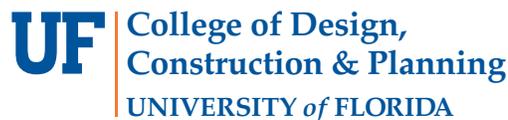
The University of Florida
as the primary identifier:



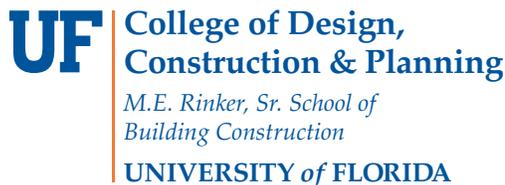
The UF signature system allows for up to three levels of academic colleges and units to be represented.

- First level: College or professional school (bold)
- Second level: Schools and departments (italic, not bold)
- Third level: Centers, institutes, programs that fall within a second level entity (italic, not bold)
- University of Florida (bold)

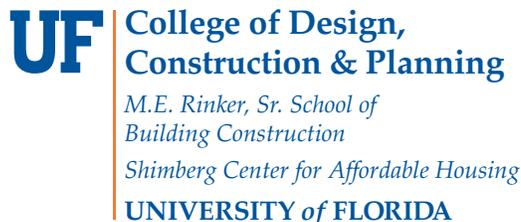
One Level Unit:



Two Level Unit:



Three Level Unit with
Supervising Unit:



Administrative offices

First level: Major division (bold)
Second level: Department or sub-division (italic, not bold)
Third level: Office or service within a second level entity (italic, not bold)
University of Florida (bold)

Two Level Unit:

UF | **Department of
Housing and
Residence Education**
Division of Student Affairs
UNIVERSITY of FLORIDA

Consumer or public units

First level: Major division (bold)
Second level: Location name, sub-unit or program (italic, not bold)
University of Florida (bold)

One Level Unit:

UF | **Harn Museum of Art**
UNIVERSITY of FLORIDA

Two Level Unit:

UF | **George A. Smathers Libraries**
Marston Science Library
UNIVERSITY of FLORIDA

Athletic Marks

The University of Florida athletic logo, trademark, mascot and name are reserved for use by the University Athletic Association and its entities. The “Gator Head” logo should never appear with or replace the university signature.

Publications: Approval to use the athletic logo in addition to the UF logo in special publications that promote spirit may be given by the Office of University Relations at 352-846-3903 or identity@admin.ufl.edu.

Advertising: Use of the University of Florida athletic logo, trademarks, mascot or name is prohibited in advertising that promotes non-athletic activities and entities.

Licensed Products: The athletic logo is available to organizations that have signed an agreement with the university. For more information, contact the UF Licensing Department at 352-375-4683 or debbieg@gators.uaa.ufl.edu



Unique Logos and Graphic Elements

In the past, some colleges, departments, programs, institutes or centers have requested a unique logo design that is different from the University of Florida's identity, to convey an emotion or message about their research or specialty area. While we understand the desire for unique logos, we know that having a single visual element resonates with our many audiences and provides quick, easy and consistent recognition of entities within the University of Florida system. Therefore, no logo, graphic or visual elements designed outside of the parameters identified in this manual will be endorsed by the University of Florida. However, approvals may be considered for a graphic element to be used on specialty promotional items, clothing and certain collateral material, as long as there is a clear visual separation and delineation between the UF signature and the graphic element. The graphic element cannot be grouped with the signature logo in any way as to appear as a larger composite piece.

Graphic elements may never be used on letterhead, business cards or forms.

The UF signature must always be a dominant element of any advertising for the university and its colleges and units.

Using the Graphic Identities

Use

The preferred use of the UF signature is in its full signature format.

Orange and Blue
2 color version



Blue
PMS 287



Black



White (reversed)



The themeline should be incorporated whenever possible.

Orange and Blue
2 color version



Clear Zones

The signature must be surrounded on all sides by clear space. The clear space should be no less than one-half the height of the “UF” monogram. Do not print graphics, rules, typography or other elements in this area.



X = Height of the
UF Monogram

1/2 X

Size

For the greatest impact and readability, a minimum logo size has been established. The size of the UF signature should not be less than one and one-half inch in length, and proportions should not be altered.



minimum size 1 1/2 inch

Colors

Orange and blue are one of the most distinguishable elements of the university's identity. The two-color signature is always preferred. Both black and white may be used as a substitute if the official colors do not work or are not available.

Official colors are Pantone 172 (orange) and Pantone 287 (blue).



PANTONE 172



PANTONE 287

	PMS	RGB	CMYK	HEX
UF Blue	287	0, 33, 165	C100, M60, Y0, K20	#0021A5
UF Orange	172	255, 74, 0	C0, M70, Y100, K0	#FF4A00

The University of Florida color palette (PMS, CMYK, Web) should be used whenever possible. The traditional orange and blue will remain a dominant design element enhanced by a palette of complementary and accent colors

Primary Color Palette



PANTONE 172
Spot



PANTONE 287
Spot



PANTONE 49-1
CMYK



PANTONE 205-1
CMYK

To assist designers with color decisions, the below secondary color palette is offered. This palette is meant to be a guide for publications and products and to complement the primary palette.

Neutral Color Palette



PANTONE 30-6
CMYK



PANTONE 292-9
CMYK



PANTONE 18-8
CMYK



35% BLACK
CMYK

Bright Color Palette



PANTONE 293-2
CMYK



PANTONE 175-2
CMYK



PANTONE 18-1
CMYK



PANTONE 87-1
CMYK

Muted Color Palette



PANTONE 216-5
CMYK



PANTONE 46-3
CMYK

Unacceptable Variations

Maintaining the integrity of the university signature is important. It must be presented in a clear, consistent, and effective manner.



Do not rearrange the signature



Do not change typefaces



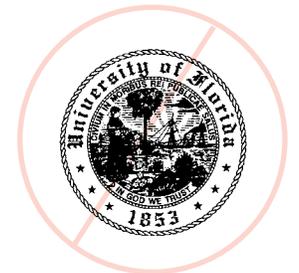
Do not distort original proportion



Do not use unapproved color combinations



Do not re-space parts of the signature



Do not use the university seal without approval



Do not use the UF signature with other logos



Do not use the athletic logo for academic or institutional purposes



Do not use discontinued logos

Always use original digital art downloaded from www.identity.ufl.edu.
The signature cannot be redrawn, re-proportioned or modified in any way.

Stationery System

A simple guide to purchasing stationery easily, at the best price, with quick delivery can be found at www.identity.ufl.edu. All university letterhead, envelopes and business cards are to be standardized to provide consistent institutional identity and to reduce design and printing costs. A desktop template of letterhead is available online at www.identity.ufl.edu for electronically generated communication.

Letterhead 8.5 x 11"



College of Liberal Arts & Sciences
Department of History

025 Keene-Flint Hall
PO Box 117320
Gainesville, FL 32611-7320
352-392-0271
352-392-6927 Fax

#10 Envelope 9.5 x 4.125"



College of Liberal Arts & Sciences
Department of History
PO Box 117320
Gainesville FL 32611-7320

Business Card 3.5 x 2"



John Z. Smith

Title / Position
College / Unit Name

226 Tigert Hall
PO Box 113150
Gainesville, FL 32611-0810

352-392-1311
352-392-9506 Fax
jzsmith@ufl.edu

The Foundation for The Gator Nation
An Equal Opportunity Institution

Letterhead

Color and paper: Orange and blue laser-compatible ink on an uncoated, smooth, white laser-compatible paper. 20 or 24 lb. standard #1 bond is acceptable, but quality cannot exceed 25% rag. Recycled paper should be given consideration when cost is not prohibitive and when quality is assured for use in laser and other high-speed office printers.

Typeface: Palatino

Printing method: Offset lithography

Signature: The university signature is to be reproduced from an authorized original. The monogram and wordmark together are 15 picas long (2.5 inches) and the words are 2.75 picas (.45 inch) high. Margin at left of signature is 2.75 picas (.45 inch).

Margins: Left margin is 7.5 picas (1.25 inch) and right margin is 3.75 picas (.625 inch). Top margin is 3.75 picas (.625 inch) to top of signature .

Office, address and phone information: The primary purpose of printed information on stationery and envelopes is to provide information for responses. That information, in its minimum form, should include the university's name, the unit name, box number and/or room number and building, city, state and 5 plus 4 zip code on the envelope. The stationery should also include the general office telephone numbers with area code. No more than three unit names (office, center, department, college) should be used (College of Liberal Arts & Sciences, Department of History, for example). The unit name(s) are flush left with a 7.5 picas (1.25 inch) left margin and should align with the word "FLORIDA" in the signature and the baseline should be 8.5 picas (1.4 inches) from the top of the page. The remaining address and telephone information are flush left with the longest line extending to the 3.75 (5/8 inch) right margin. The address should include the post office box number being assigned by the campus post office and the 5 plus 4 zip code. Fax numbers, E-mail addresses, BITNET, Internet, Telex or VAX may be added if departmental (not personal).

Type sizes: The primary unit division, department, center or other name (unit sending letter) is 10 point bold with 12 point leading. All other address information is 10 point regular or Roman (not bold) with 12 point leading.

Names and titles: With the exception of the president of the university, printed stationery is not to be personalized. Business cards are the appropriate place for such personalized information.

Themeline: Place "The Foundation for The Gator Nation" themeline so that the baseline is 2.5 picas (.4 inch) from the bottom of the stationery, flush left and set in 12 point Palatino Italic type with a 7.5 pica (1.25 inch) left margin.

EEO Statement: Place "An Equal Opportunity Institution" statement so that the baseline is 1.5 picas (.25 inch) from the bottom of the stationery, flush left and set in 7 point Palatino normal or Roman type with a 7.5 pica (1.25 inch) left margin.

Watermarks, Embossing, Engraving: There is no requirement for a university watermark. Engraved or embossed stationery requires permission from the Office of University Relations.

Note: Measurements are provided in standard printing terms (followed by close approximation in inches).



College of Liberal Arts & Sciences
Department of History

Begin
letter
2.5
inches
from
top of
page

025 Keene-Flint Hall
PO Box 117320
Gainesville, FL 32611-7320
352-392-0271
352-392-6927 Fax

Date

Addressee Name
Company Name
Address
City, State, Zip

Salutation,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Dereud facilis est er expedit distinct. Nam liber te conscient to factor tum poen legum odioque civiuda. Et tam neque pecun modut est neque nonor et imper ned libidig met, consectetur adipiscing elit. Nam liber te conscient to factor tum poen legum odioque civiuda. Et tam neque pecun modutg elit.

At vver eos et accusam dignissum qui blandit est praesent luptatum delenit aigue excepteur sint occae. Et harumd dereud facilis est er expedit distinct. Nam libe soluta nobis eligent optio est congue nihil impedit doming id Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore et dolore magna aliquam. Ut enim ad minim veniam, quis nostrud exerc. Irure dolor in reprehend incididunt ut labore et dolore magna aliqua.

Nam liber te conscient to factor tum poen legum odioque civiuda et tam. Neque pecun modut est neque honor et imper ned libidig met, consectetur adipiscing elit, sed ut labore et dolore magna aliquam is nostrud exercitation ullam mmodo consequet. Duis aute in voluptate velit esse cillum dolore eu fugiat nulla pariatur. At vver eos et accusam dignissum qui blandit est praesent.

Closing,

Name
Title
CC/cc

Left margin is
1.25 inch

Right
margin
is 5/8
inch
(.625)

Allow at least a
1 inch margin at
bottom of page

The Foundation for The Gator Nation
An Equal Opportunity Institution

Letterhead 8.5 x 11"

For typing letters, the block style is preferred with a 7.5 pica (1.25 inch) left margin and a 3.75 pica (.625 inch) right margin. Begin body of letter at least 15 picas (2.5 inches) from the top of the page and allow at least a 6 pica (1 inch) margin at the bottom. Left justification is preferred. Preferred typestyle for the body of letters is Palatino or Times Roman, when available.

Monarch size: For more informal correspondence, a monarch-size stationery has been approved. The paper size is 7.25 by 10.5 inches. All other specifications are the same as the standard office stationery except that the top margin is 3.5 picas (9/16 inch) to top of signature.

Envelopes

The standards for envelopes with the return address printed are largely dictated by requirements from the U.S. Postal Service. Mechanical limitations of optical scanning equipment are the primary factors for some restrictions, such as the last two lines of the return address must be the post office box number (being assigned by the university's post office) followed by the city, state (official postal abbreviation) and 9-digit zip code on the last line. It is important that no comma or other punctuation be used in the last two lines. The return address cannot be printed past half the length of the envelope or lower than 16.5 picas (2 3/4 inches) from the bottom of the envelope followed by the city, state (official 2-letter postal abbreviation) and 9-digit zip code on the last line.

Color and paper: The same as the letterhead with orange and blue laser-compatible ink on a white, laser-compatible paper. Standard wove 20 lb. or 24 lb. (quality cannot exceed 25% rag). Recycled paper should be given consideration when cost is not prohibitive and when quality is assured for use in laser and other high speed office printers.

Typeface: Palatino

Printing method: Offset lithography

Signature: The university signature is to be reproduced from an authorized original and the size of the signature should be 2 picas (.375 inch) high and 11 picas (1.8 inches) wide. The signature goes in the upper left-hand corner of the envelope.

Margins: Top and left margins are 2 picas (.375 inch). The address cannot extend beyond half the length of the envelope and not lower than 16.5 picas (2.75 inches) from the bottom. These are postal requirements.

Type sizes: The unit name and address will be 9 point regular or Roman with 11 point leading and the top of the first line of type will be one pica (3/16 inch) from the baseline of the signature. Type should align with the word "FLORIDA" in the signature.

Names and titles: The names and titles of individuals are not to be printed on envelopes.

Embossing, Engraving: Envelopes are not to be engraved or embossed.

Monarch size: For more informal correspondence, monarch-size envelopes have been approved. The standard envelope size is 7.5 inches. Specifications are the same as the standard office envelopes.

Large envelopes: For envelopes larger than the standard #10 business envelope, the size of the university signature and the return address may be increased but with consideration for the postal regulations.

Business Cards

Color and paper: Orange and blue ink on 80 lb. uncoated cover, smooth white, recycled card stock, 3.5 inches by 2 inches.

Typeface: Palatino

Margin: 1 pica (3/16 inch) on all sides.

Signature: The signature is to be reproduced from an authorized original with the size of the signature 10.5 picas (1.75 inches) in length. The signature goes in the upper left hand corner of the card. The 1 point vertical orange rule extends from the signature to one pica (3/16 inch) from the bottom of the card.

Type placement and sizes: Mailing address information is flush left and builds from the bottom up in 6 to 7 point type on 7 to 8 point leading and aligns with the word “FLORIDA” in the signature. Phone, Fax and E-mail information are flush left with the longest line extending to the 1 pica (3/16 inch) right margin and builds from the bottom of the card up in 6 to 7 point type on 7 to 8 point leading. The new postal format should be used for the address, with abbreviations and without punctuation. Between the signature and the address, the name and title should be visually balanced with the name in a minimum size of 10 point bold on 12 point leading or a maximum size of 12 point bold on 16 point leading. The title size is 8 point on 9 point leading (not bold). Both the name and title should be flush left and should aligns with the word “FLORIDA” in the signature. Contact information can include office phone, cell phone, office fax and UF e-mail address.



Publications

The university and its many colleges, schools, departments, offices and institutes issue hundreds of publications every year. Brochures, bulletins, posters, newsletters, magazines, Web sites, video and other forms of communication should create a favorable, long-lasting impression, generating interest and support for the university. An effective publication — whether printed or in an electronic form — is one that is written clearly, well designed and produced with an attention to quality. Individually and collectively, these publications create an impression. To provide a consistent visual image that every publication is related, it is important that each publication appear as a member of a family, sharing common graphic elements. The identity and graphics standards which have been developed provide this visual consistency while also giving creative freedom for those designing individual publications.

- An approved university signature must be clearly and prominently displayed on the front cover of all university publications.
- No other logo or icon affiliated with the University of Florida may appear on the cover of primary publications. Some exceptions to this standard may be allowed for secondary publications targeting limited and/or internal audiences.
- Units of the university that have long-standing graphic identifiers can use such marks only on inside pages or back cover of printed materials. No secondary logos are allowed on the front cover of publications or in proximity of the University of Florida signature. In the case of one-sided printed materials, the secondary logo can be used if necessary, but must be reserved to the lower third of the page.
- In magazines, the signature, wordmark or monogram must also appear in the masthead and on the back cover. When and where appropriate, the words “University of Florida” are to be used in page folios.
- The signature, wordmark and monogram may be printed over a photograph, texture or other image, provided they remain a prominent visual element.
- Likewise, all licensed or promotional products displaying established college or department logos or icons are acceptable providing they are not used in conjunction with the university signature, wordmark, monogram or seal.
- Logos of non-UF partner institutions, such as funding or research partners, may be included on covers with the University of Florida signature, as long as there is sufficient distance maintained.

Diversity

UF is committed to diversity of people, thought and opinion, inclusiveness and equal opportunity. Campus communicators are encouraged to reflect diversity in imagery and in text by using gender neutral language and picturing the broadest possible diversity of age, racial and ethnic groups, gender and ability.

Collateral Materials

Fliers, Announcements, Advertisements, Posters, Banners, etc.

Print advertising and other collateral materials may vary greatly in design, but accurate application of the identity standards will ensure a consistent representation of the UF image.

The UF signature must be used in all advertising and appear prominently in the layout. When used with a partner logo, the second logo should appear at a bottom corner.

Occasionally, there will be opportunities to display the UF signature that are not described. When appropriate, the UF signature should be used only in the university's colors and typeface. These applications may include banners, exhibits, displays, plaques, clothing and specialty items. Do not use the UF signature in conjunction with other logos without permission from the Office of University Relations. 352-846-3903 or identity@admin.ufl.edu.

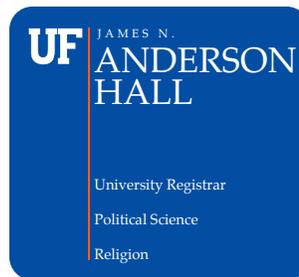
Audio and Video

All radio, video and film produced for the university requires a "University of Florida" reference in the completed published or aired version.

Signage

Building signage is part of the University of Florida identity program. While consideration is given to such factors as donor recognition, special applications, architectural environment and landscape, a signage program has been adopted and is being gradually updated throughout the university, including on-and off-campus sites. Consistency is maintained with the university's identity program by using the university signature and official university colors with blue being the dominant color.

A low cost sign replacement is available through Physical Plant/Facilities. Contact 392-2855 or lsolt@ufl.edu.



Vehicles

All University of Florida vehicles that display a logo or other signage must conform to the university's graphic standards program. Vehicles include, but are not limited to, trucks, cars, vans, boats and motorized carts. The University Police Department and University Athletic Association are exempt from these standards. These standards apply to all newly acquired vehicles that display a logo. They are optional for those units who wish to apply the new identification to existing vehicles.

The preferred vehicle color is white or medium to dark blue. To have the UF signature installed on a vehicle contact the University Physical Plant Division, Work Management Center at 352-392-1121. The exact location and configuration of the UF signature and unit name will be determined by the University Physical Plant based on vehicle type and style.

Considerations include:

- UF Signature and unit name should be displayed on the front door panel of a car, van or truck using the seven-inch sizing.
- The placement and spacing of the signature will follow spacing relationships established in earlier sections of the graphic standards manual.
- When the unit name is to be included with the UF Signature, the unit name should be upper and lower case letters positioned under the signature. The unit name will be left or right justified based on the size and shape of the door panel. The unit name cannot be longer than 2 lines and should not be larger than three inches high.
- If the vehicle is light in color, the UF Signature and unit name will be the official blue color (PMS 287).
If the vehicle is dark in color, the UF Signature and unit name will be bright white.
- The UF Signature and unit name will not be used in conjunction with other logos on vehicles.



Advice, Approvals and Licensing

These standards have been developed as a resource for anyone responsible for the creation or implementation of communication materials. Should you need a custom signature, additional information or interpretation, please contact:

Office of University Relations
Marketing
352-846-3903 or identity@admin.ufl.edu

Office of University Relations
Publications Group
352-392-0186 or sharonla@ufl.edu

IFAS Communication Services
Institute of Food and Agricultural Sciences
352- 392-2411 or zwill@ifas.ufl.edu

Health Science Center Office of News and Communications
352- 273-5810 or amithkim@vpha.health.ufl.edu

The name, marks and image of the University of Florida cannot be used to imply or suggest endorsement of any product or service not provided by the university. The university's signature, seal and other marks are registered and protected by law. Colleges, schools, departments, offices, centers and other units of the university do not need approval to use the university's registered marks for official use. Individuals and organizations outside the university who wish to use any of the official marks must first obtain written permission for use by contacting the Office of University Relations at 352- 846-3903 or identity@admin.ufl.edu. Inquiries regarding use of the Gator Head and other Athletic Association licensed logos should contact the Athletic Association Licensing Manager at 352-375-4683 or debbieg@gators.uaa.ufl.edu.

A trademark licensing program gives the university control over its logos and marks, thus ensuring the quality and consistency of all uses and merchandise. Anyone wishing to use the signatures, logos, and symbols of the university must obtain a license. A license can be obtained by contacting:

The Collegiate Licensing Company
290 Interstate North, suite 200
Atlanta, GA 30339
770-956-0520

Identity Platform

The marketing and communications plan is designed to be the internal and external communications road map that guides how well we tell the UF story. It follows the simple steps of determining key goals and objectives, targeting audiences that are most important to reach, pinpointing key messages and highlighting faculty research and unique selling points all of the UF community can buy into and use internally and externally. We need all entities in the UF community to echo these key messages and illustrate in a way that is unique and special to their college, center, department, etc.

Objective

- Bring the University of Florida vision to life in a way that is meaningful, compelling and motivating to all audiences.
- Introduce a sustainable communications effort designed to create consistency of both identity (University of Florida and The Gator Nation) and product (colleges, departments, centers, etc.) in the marketplace.
- Create a unified force of community, with energy and synergy among the various audiences, UF and The Gator Nation.
- Gain meaningful national recognition for the university and its academic excellence.

University of Florida Mission

Providing an unparalleled experience where the very best create and share knowledge to serve the people of Florida and the world.

University of Florida Values

At the University of Florida, we:

- are curious—we explore, create and discover
- have the courage to shape the future
- believe in diversity of people, thought and opinion
- build community (*The Gator Nation*)
- pursue excellence
- enhance lives

University of Florida Vision

Defining by example how a public research university can best serve the global community.

Theme Position

University of Florida, the Foundation for The Gator Nation.

Theme Personality

The Gator Nation: strong bond, inclusive, access, acclaimed reputation, no boundaries, service-driven, innovative, leading research, multi-disciplined, global outreach, unique university experience, exceptional faculty and students, asset to the state and beyond.

Current Key Audiences

Faculty, staff, students, prospective faculty, staff and graduate students, alumni and friends, donors and potential donors, business, government and professional leaders, peer institution leaders, funding agencies, Floridians, city and county community and key media (local, state, national).

Key Messages

Research and Discoveries

Educational Excellence

Sustainability Leader

Service Mission

Tradition, History and Culture

The University of Florida is in Gainesville. The Gator Nation is everywhere.

Resources and Services

All units should consult with on-campus service centers before using outside vendors for work including, design, production, printing, art, photography and video production. Working with university service centers and adhering to visual standards are intended to help the University of Florida achieve an effective, efficient and cost-conscious communications program.

An online version of this manual can also be found at MyUFL in the Communications Network Community.

Office of University Relations

101 Tigert Hall, ph: 352-846-3903

141 Stadium, ph: 352-392-9092

1. Design/Publications
<http://www.napa.ufl.edu/design.html>
2. Photography
<http://www.napa.ufl.edu/photography.html>
3. Public Relations & Marketing Communications Consulting
<http://www.urel.ufl.edu>
4. Print News
<http://www.napa.ufl.edu/news.html>
5. Broadcast
<http://www.napa.ufl.edu/broadcast.html>

Office of Academic Technology

1012 Turlington Hall, ph: 352-392-0365

C3-03 Communicore (Health Center), ph: 352-273-5044

1. Graphics and Photography
 - a. Graphics
<http://www.at.ufl.edu/graphics-photography/graphics/>
 - b. Photography & Film Processing
<http://www.at.ufl.edu/graphics-photography/photo/>
 - c. Television Production & Video Duplication
<http://www.at.ufl.edu/graphics-photography/television/>
2. Center for Instructional Technology and Training (<http://citt.ufl.edu/>)
 - a. Web & Multimedia Development
 - b. Video Editing & Digitization
 - c. Audio Recording
 - d. Virtual Reality
 - e. Scanning
3. Video & Collaboration Services
 - a. Production
<http://video.ufl.edu/production.html>
 - b. Streaming
<http://video.ufl.edu/streaming.html>
 - c. Videoconferencing
<http://video.ufl.edu/conferencing.html>
 - d. Campus Cable
<http://video.ufl.edu/cctv.html>
 - e. Satellite Downlink
<http://video.ufl.edu/satellite.html>

Mail & Document Services

Bldg. 715 Radio Road, ph: 352-392-1134
MG009 Health Science Center, ph: 352-392-3605

1. Design
<http://www.bsd.ufl.edu/maildocserv/design.html>
2. Copying & Printing
<http://www.bsd.ufl.edu/maildocserv/copy.html>
3. Mail
<http://www.bsd.ufl.edu/maildocserv/mail.html>

Digital Worlds Institute

(<http://www.digitalworlds.ufl.edu/services/default.htm>)
102 Fine Arts Building, ph: 352- 294-2020

1. 2D and 3D animation
2. Image design
3. Concept development
4. Media-rich web design
5. Interactive kiosks
6. Image compositing
7. Audio recording and mastering
8. Video editing
9. Storyboard and pre-visualization
10. DVD authoring

IFAS Communication Services

(<http://ics.ifas.ufl.edu/services.html>)
Bldg. 116 Annex Mowry Road, ph: 352-392-2411

1. CD-DVD duplication
2. Communication campaign
3. Graphic and web design
4. Instructional design
5. Identity products
6. Photography
7. Poster printing
8. Printing/copying
9. News & media
10. Publications consulting
11. Video

Unit Services

College of Agricultural and Life Sciences

(IFAS Communication Services)
Bldg. 116 Annex Mowry Road, ph: 352-392-2411
<http://ics.ifas.ufl.edu/services.html>

College of Business Administration Publications

115 Bryan Hall, ph: 352-392-2397 x1222
<http://www.cba.ufl.edu/publications/>

College of Design, Construction & Planning Information & Publication Services

360 Architecture, ph: 352-392-4836 x 221
<http://www.dcp.ufl.edu/news>

College of Education News & Publications

G416 Normal Hall, ph: 352-392-0728
<http://education.ufl.edu/web/?pid=53>

College of Dentistry Office of Communications

Dental Science Building, ph: 352-273-5782
<http://www.dental.ufl.edu/News/>

College of Engineering News & Information

349 Weil Hall, ph: 352-392-0984
<http://www.eng.ufl.edu/newsroom/index.php>

College of Fine Arts Information & Publications

101 Fine Arts Building A, ph: 352-392-0207 x 235
<http://www.arts.ufl.edu/publications/publications.asp>

College of Journalism and Communications Publications

2096 Weimer Hall, ph: 352-392-0466
<http://www.jou.ufl.edu/pubs/default.asp>

Levin College of Law News and Publications

287 Holland, ph: 352-273-0650
<http://www.law.ufl.edu/news/publications.shtml>

College of Liberal Arts and Sciences News and Publications

2008 Turlington Hall, ph: 352-846-2032
<http://clasnews.clas.ufl.edu/>

College of Medicine News and Communications

C3-25 Health Center, ph: 352-273-5810
<http://www.med.ufl.edu/about/events.shtml>

College of Nursing Public Relations and Communications

4211 HPNP, ph: 352-273-6421
<http://con.ufl.edu/news/news.asp?ID=1>

College of Pharmacy Information and Publications

2209 NW 13th St., ph: 352-392-2137 x 231

College of Public Health and Health Professions

4181 HPNP, ph: 352-273-5816
<http://www.phhp.ufl.edu/aboutthecollege/phhpnews/>

College of Veterinary Medicine Public Relations

VAB1-136, ph: 352-392-4700 ext 5206
<http://www.vetmed.ufl.edu/pr/>