

BRANDING & IDENTITY GUIDE

V1 - CURRENT AS OF 05/20

**PREEMINENCE
THROUGH
PEOPLE**



Letter from the **VICE PRESIDENT**

The Office of Human Resource Services' strategic commitment to the university community aligns with the University of Florida's strategic goals. This commitment directly supports UF's aspiration to be a premier university that the state, nation and world look to for leadership as well as UFHR's obligation to help create the conditions needed to achieve preeminence through people.

Keeping a long-term focus while identifying short-term priorities, this road map outlines how we will better meet the needs of the university as we all work together to fulfill the University of Florida's strategic goals for the decade ahead.

We are committed to integrity, responsiveness, valuing people, excellence, and collaboration, and we look forward to working with you.



JODI GENTRY

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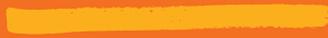
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LOGO



LOGO - MAIN LOGOTYPE

The main UF Human Resources logo follows the standards set by the overarching University of Florida brand.



As such, the logo should be presented in-full wherever possible.

No attempt to crop, stretch, recolor or otherwise edit should be made without prior authorization by HR communications and stakeholders.



LOGO - SPACING REQUIREMENTS

Proper spacing is essential for visual cleanliness and legibility. Padding is the “breathing room” around a logo in which no other elements, colors or backgrounds intersect with the foreground image. All final files for UF HR logos include padding equal to **one half of the height (x) of the logo**.



LOGO - SIZE REQUIREMENTS

As with spacing, proper sizing is key to maintaining a proper, legible logo. When scaled too small, the secondary elements of the mark become difficult to read. In general, a minimum of **1.5 inch for print**, or **100 pixels for web** is the smallest appropriate size.



PRINT:
1.5" MINIMUM

DIGITAL:
100px MINIMUM

LOGO - PROGRESSIVE SCALING & MONOGRAMS

Designing with scalability in mind creates a systematic, planned approach to branding. In most cases, the main UF HR logo will be used.



Department-specific versions should be used selectively, where there is enough space to adequately showcase the department extension (large). Where space is an issue, the square UF seal may be used in its place (small).

LOGO - COLOR VARIATIONS

When it comes to color, consistency matters. To keep all UF HR assets looking their best, three approved color variations are available;

full-color, gator blue and white*

FULL COLOR



UF | Human Resources
UNIVERSITY *of* FLORIDA

GATOR BLUE



UF | Human Resources
UNIVERSITY *of* FLORIDA

WHITE



UF | Human Resources
UNIVERSITY *of* FLORIDA

WHITE - OVERLAY**



UF | Human Resources
UNIVERSITY *of* FLORIDA

* In rare instances, light gray may be used where the logo mark is secondary, such as a footer.

**In instances where a white logo is overlaid on an image, take special care to provide enough contrast between the background and logo elements. The image must be dark, uniform and contain minimal fine detail.

LOGO - DEPARTMENT VARIATIONS

In keeping with University of Florida standards, all department-specific logos use the Palatino extension system.



Using this system, Human Resources is able to quickly add or revise the brand suite to reflect department additions, renamings or consolidations.



BRAND



BRAND - COLOR PALETTE

The UF HR palette is driven largely by the standard UF orange and blue - with a few additions. Secondary accent colors are used to provide contrast with the primary colors, while accent colors are to be used sparingly for features, highlights and elements. In most instances, 75% black should be used in place of full black.

PRIMARY COLORS

HEX #f37021
RGB 243,11,33
CMYK 0,70,100,0

HEX #005496
RGB 0,84,150
CMYK 100,60,0,20

SECONDARY COLORS

HEX #fcaf1d
RGB 252,175,29
CMYK 0,35,98,0

HEX #2091d0
RGB 32,145,208
CMYK 77,31,0,0

ACCENT COLORS

HEX #c34b9b
RGB 195,75,155
CMYK 22,85,0,0

HEX #80be63
RGB 128,190,99
CMYK 54,3,81,0

HEX #a8dcd9
RGB 168,220,217
CMYK 33,0,16,0

GRAYS

HEX #636466
RGB 99,100,102
CMYK 0,0,0,75

HEX #939598
RGB 147,149,152
CMYK 0,0,0,50

HEX #b1b3b6
RGB 177,179,182
CMYK 0,0,0,35

HEX #dcdde
RGB 220,221,222
CMYK 0,0,0,15

BRAND - TYPEFACE

The typeface Gentona is predominantly used for headings, subheadings and body copy with the occasional use of Quadon for specific lists, notes and marks.

HEADINGS - GENTONA BOLD

**AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz**

SUBHEADINGS - GENTONA LIGHT

*AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz*

BODY GENTONA - BOLD/LIGHT

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVv
WwXxYyZz

LIST QUADON - MEDIUM

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVv
WwXxYyZz

BRAND - BUTTONS

While not inherently complex, button structure is incredibly important for visual continuity. In web use, buttons must be clear and legible with proper padding and outline thickness. For print, button styles are used as call-to-action elements.



FIXED HEIGHT
(50px)

REGISTER NOW

LEARN MORE

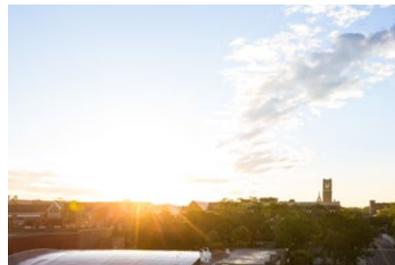
STAFF

WIDTH DEFINED BY TEXT + PADDING

BRAND - IMAGERY

 [DOWNLOAD](#)

Wherever possible, UF Stock should be utilized in HR materials. In all imagery, human-focused subjects should take priority while campus and nature scenes can be used to promote the community and scale of the university.



BRAND - IMAGE FILTERS

The University of Florida provides several image treatments or filters for use. For the sake of simplicity and visual continuity, UF Human Resources limits these image treatments to the following approved versions:

BLUE/DARK BLUE OVERLAY



ORANGE/YELLOW OVERLAY



GRADIENT OVERLY



NO FILTER



NOT APPROVED



ORANGE/BLUE OVERLAY



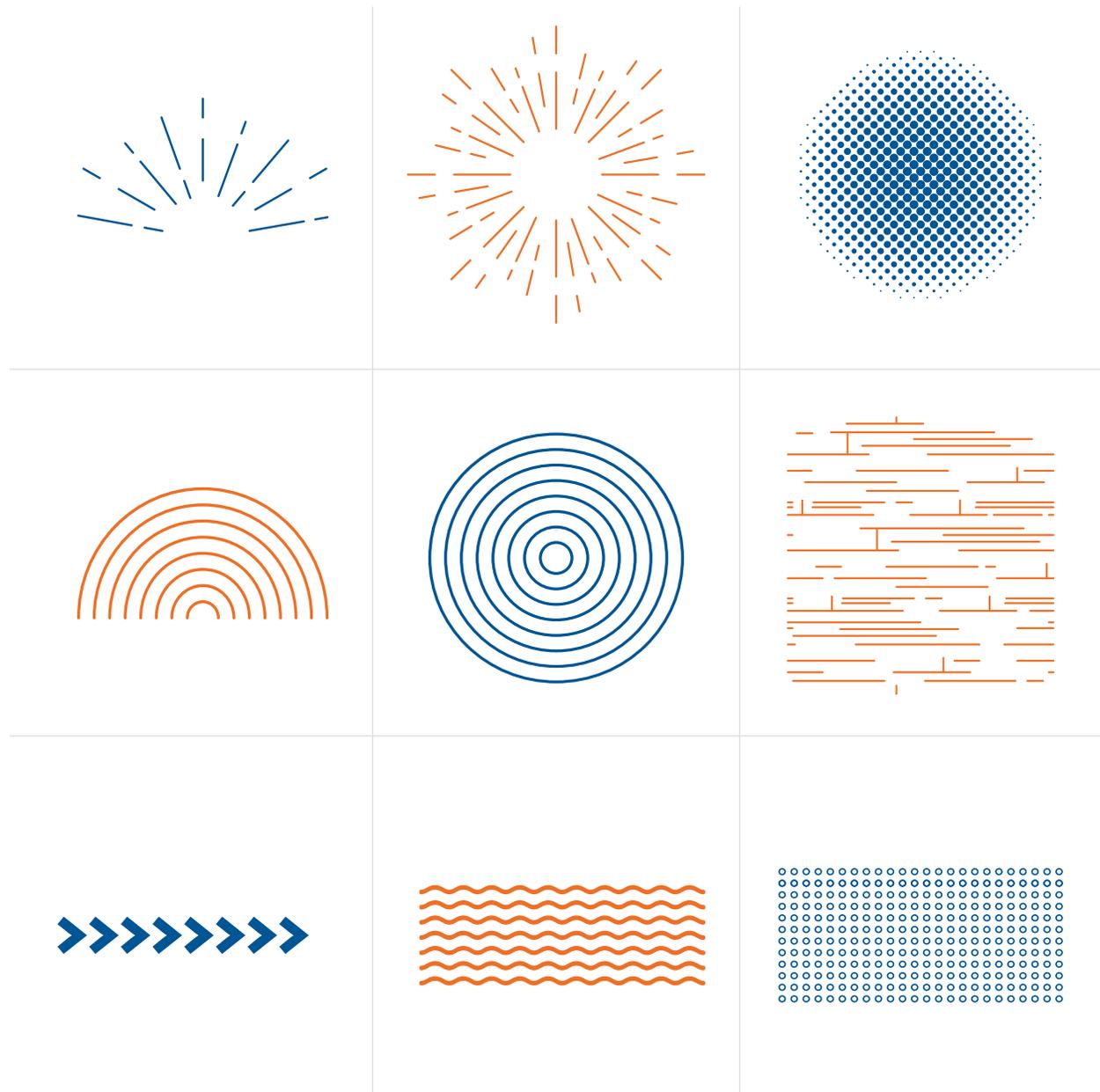
ORANGE/LIGHTBLUE OVERLAY



BLUE/LIGHT BLUE OVERLAY

BRAND - GRAPHIC ELEMENTS

Along with imagery, various graphic elements can be used to convey the HR topline messages, goals and overall air of optimism and unity.



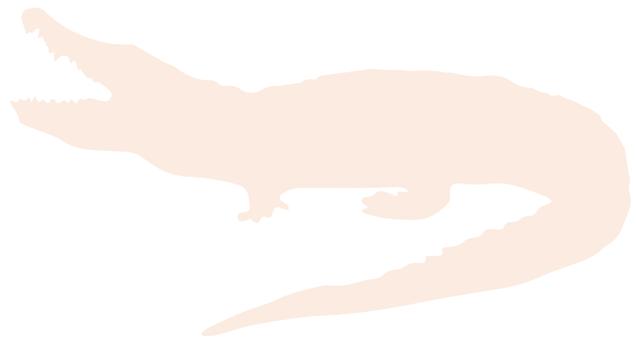
BRAND - ICONOGRAPHY

Where imagery is unavailable or otherwise inappropriate, iconography can convey a visual message in a clean, non-intrusive fashion. Icon styles are linear, outlined and clearly defined. Never use filled icons or overcomplicated subjects.



BRAND - SILHOUETTES

In certain circumstances where imagery is found to be unnecessary, iconography may also be too literal. In this instance, more abstract color-filled silhouettes can be utilized to provide some interest in a more subtle way. These elements should remain subtle, with a 5-15% opacity on white backgrounds.



BRAND - DROP SHADOWS

Drop shadows can be an important component of a layout, especially where text is overlaid on a texture or image. A proper drop shadow separates foreground elements from the backdrop, accentuating graphics and increasing legibility of white text. However, drop shadows should only serve to subtly emphasize and should never distract, muddy or convolute your subject.

To ensure clean, professional drop shadows, use full black at an opacity of no greater than 20% with a healthy blur (no sharp lines) and little to no distance from the element in question. In rare cases, a dark tint of the background color can be used in place of full black.

APPROPRIATE DROP SHADOW

FULL BLACK
5-20% OPACITY
NO DISTANCE



INAPPROPRIATE DROP SHADOW

PURPLE
50% OPACITY
VERY DISTANCED



BRAND - FILTER, TEXTURE & ELEMENTS

Wherever possible, filters and textures should accentuate the subject, not distract from it. Overuse of any element can be messy, therefore a subtle hand is necessary. **Put simply, if there is no direct rationale for the inclusion of an element, don't include it.**



NOT APPROVED



STRONG DROP SHADOW
TOO MUCH TEXTURE
MUDDY GRADIENT

TOO MUCH FILTER

TOO MANY ELEMENTS
IMPROPER USE OF PALETTE

CASE STUDY - PRINT

Below is an example of how the CMYK logos, colors and branded elements work together to create an effective print layout.

4 " x 6 " POSTCARDS



SINGLE COLOR
IMAGE FILTER
LOW-CONTRAST

SUBHEADING:
GENTONA LIGHT

HEADING:
GENTONA BOLD

The body of the postcard contains five numbered steps, each with a small orange gator head icon. Step 1 is titled 'YOUR JOURNEY STARTS HERE' in a white box with orange text. Each step is followed by a paragraph of placeholder text. At the bottom right, the University of Florida logo is displayed.

LIST:
QUADON MEDIUM

SUBTLE GRAPHIC
ELEMENTS

BODY:
GENTONA LIGHT



CASE STUDY - DIGITAL

Below is an example of how the RGB logos, colors and branded elements work together to create an effective digital layout.

EMAIL TEMPLATE

HEADING:
GENTONA BOLD

SUBHEADING:
GENTONA BOLD ITALIC

BODY:
GENTONA LIGHT/BOLD

CONSISTENT BUTTON STYLE

TOP-LINE MESSAGING

CLEAR CALL-TO-ACTION

WELCOME
UNIVERSITY of FLORIDA

TOGETHER, UNSTOPPABLE

We are honored and proud you have chosen to join UF on our journey as we Rise to Five. UF is a place where students, faculty and staff work together to shape the future and define 21st century society.

As members of one of the nation's preeminent institutions, 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. Working together, we achieve preeminence through people.

We invite you to begin to explore all that UF has to offer you as an employee by visiting our online [Welcome Center](#). Here you'll find resources and information to support you at each step as you begin your career with us.

Please note that you have 60 days from your hire date to enroll in UF's health and retirement packages and 90 days to enroll in a retirement plan. You can always make your selections sooner than that so your insurance coverage starts as soon as possible.

We look forward to seeing all that we will accomplish together.

Please click on the position category that applies to you:

FACULTY **STAFF**

Again, welcome to The Gator Nation! **UF** Human Resources
UNIVERSITY of FLORIDA

DOWNLOADS & TEMPLATES



LOGOS & VARIATIONS



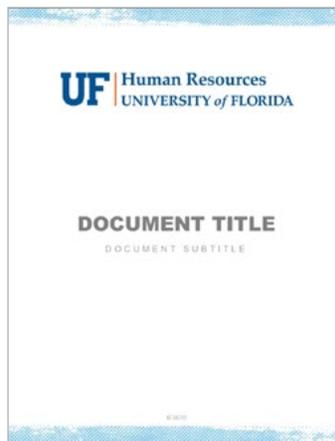
Below is an example of how the RGB logos, colors and branded elements work together to create an effective digital layout.



MICROSOFT WORD TEMPLATES



Below is an example of how the RGB logos, colors and branded elements work together to create an effective digital layout.



POWERPOINT TEMPLATE



Below is an example of how the RGB logos, colors and branded elements work together to create an effective digital layout.



CONTACT US

A thick, horizontal yellow brushstroke underline is positioned directly beneath the text "CONTACT US". The stroke has a slightly irregular, hand-painted appearance with some darker and lighter yellow tones.

SERVICE REQUESTS

Not sure where to begin? No problem.

Whether you're ready to launch a campaign, or just getting started, the Communications & Worklife Team is here to assist with your creative projects from concept to completion. Click below to get started.



CONTACT US

Still have questions? Contact us for more assistance on your marketing, design or web projects

E-MAIL: HRCOMMUNICATIONS@HR.UFL.EDU

PHONE: **(352) 392-2477**

FAX: **(352) 392-1055**

MAIL: **PO BOX 115000, GAINESVILLE, FL 32611**