

# Verbal Identity

PART ONE

## **Verbal Identity**

This is the verbal and strategic foundation of brand communications.

## **Elevator Pitch**

**A place of becoming—beyond expectations.**

Where some of the greatest discoveries  
come from within.

## **Purpose**

We're feeding communities, healing coastlines,  
exploring space, curing diseases, powering cities,  
building industries and imagining wonders.

## Headline

**Come for a job. Grow a career.  
Gain a community.**

## Taglines

Grow together. Grow greater.

Come advance with us.

Be ready to go beyond.

Come join us—let's grow greater.

## Body & Post Copy

At the University of Florida, you'll enjoy stability and support with opportunities for advancement and career growth that only UF can offer.

People come to UF for the diversity of job opportunities. They stay because they can grow their careers and gain a community.

### To Faculty:

As a UF faculty member, you'll enjoy engaging students, benefit from robust research opportunities, and collaborate with an interdisciplinary community.

### To Staff:

As staff member at UF, you'll enjoy stability and support with opportunities for advancement and growth that only UF can offer.

## Hashtag

**#growgreater**



**Grow together.  
Grow greater.**

Brand Guide made with love and gratitude by Parisleaf. | (352) 377-5560 | [info@parisleaf.com](mailto:info@parisleaf.com)

**Parisleaf [ ]**