

Verbal Identity

Toolkit v1.1



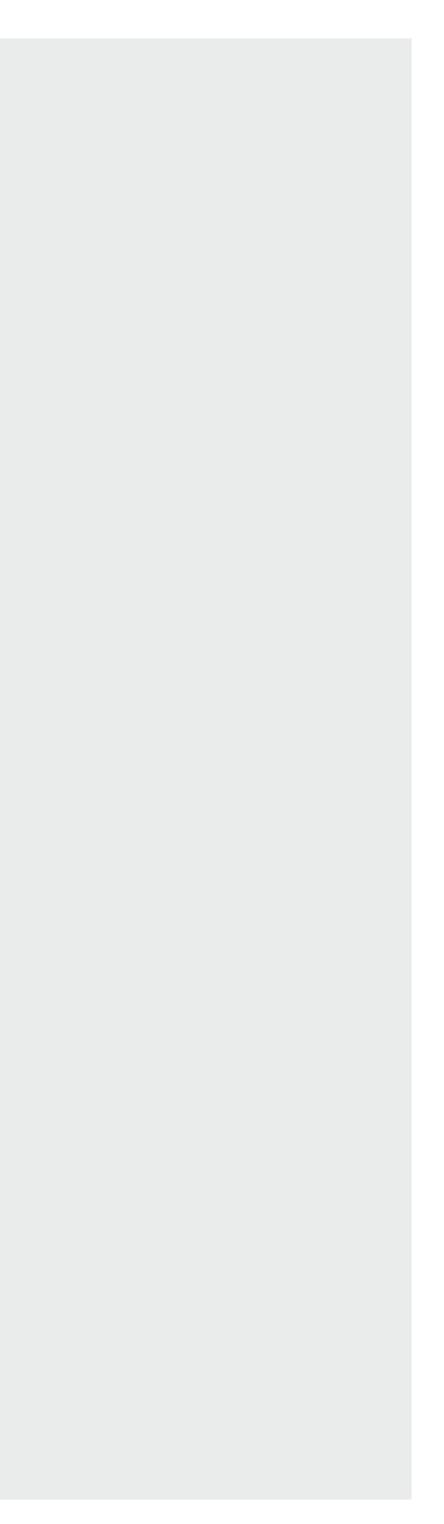
UF FLORIDA



PART ONE

Verbal Identity

This is the verbal and strategic foundation of brand communications.



Elevator Pitch



UF HR Brand Guide

A place of becoming—beyond expectations.

Where some of the greatest discoveries come from within.

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





Taglines

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

Grow together. Grow greater.

Come advance with us.

Be ready to go beyond.

Come join us—let's grow greater.



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

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

culty:

JF faculty member, you'll enjoy engaging students, benefit from robust rch opportunities, and collaborate with an interdisciplinary community.

aff:

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

#growgreater

Grow together. Grow greater.

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