

# Visual Identity



PART TWO

## Visual Identity

The visual language of our brand flows from the established verbal language.

# Visual Identity

- Introduction
- Primary Logo Lockups
- Logo
- Logo Clearspace & Sizing
- Logomark
- Logo Placement
- Favicons
- Logo Usage on Backgrounds
- Logo Misuse
- Tagline
- Color Palette
- Colorways: Preferred Pairings
- Typography
- Fonts
- Graphic Elements
- Grow Greater Seal
- Imagery Approach
- Photography
- Iconography
- Error Styles
- Icon Styles
- Button Styles
- Brand One-Sheet

# A place of becoming— beyond expectations.

Where some of the greatest discoveries come from within.

The people behind UF are feeding communities, healing coastlines, exploring space, curing diseases, powering cities, building industries, and imagining wonders.

Their stories are what fuel the impact UF is currently making on the world. No matter what position they hold, their contribution to the UF community allows UF to grow together, greater.

The UF HR brand is inspired by the people of UF and the stories they tell. We want people to see UF HR as a warm and inviting workplace that encourages work life balance.



UF Employer Brand Primary Logo Lockups

These primary logo lockups are to be used for brand communications.

*UF Human Resources* (Long Form) and *UF HR* (Short Form) is for general/casual use such a welcome letter or other materials that speak to a more formal but casual tone.

*UF Careers* is recruitment focused speaking to prospective faculty and staff.

*UF At Work* is retention focused speaking to existing faculty and staff.

Use of the University Departmental Unit logo, shown below, is to be used formally for official needs.

Formal Usage — For Official Needs



Casual Usage — Long Form



Casual Usage — Short Form



Outward Facing for Prospective Faculty & Staff / Recruiting Focus



Inward Facing for Existing Faculty & Staff / Retention Focus

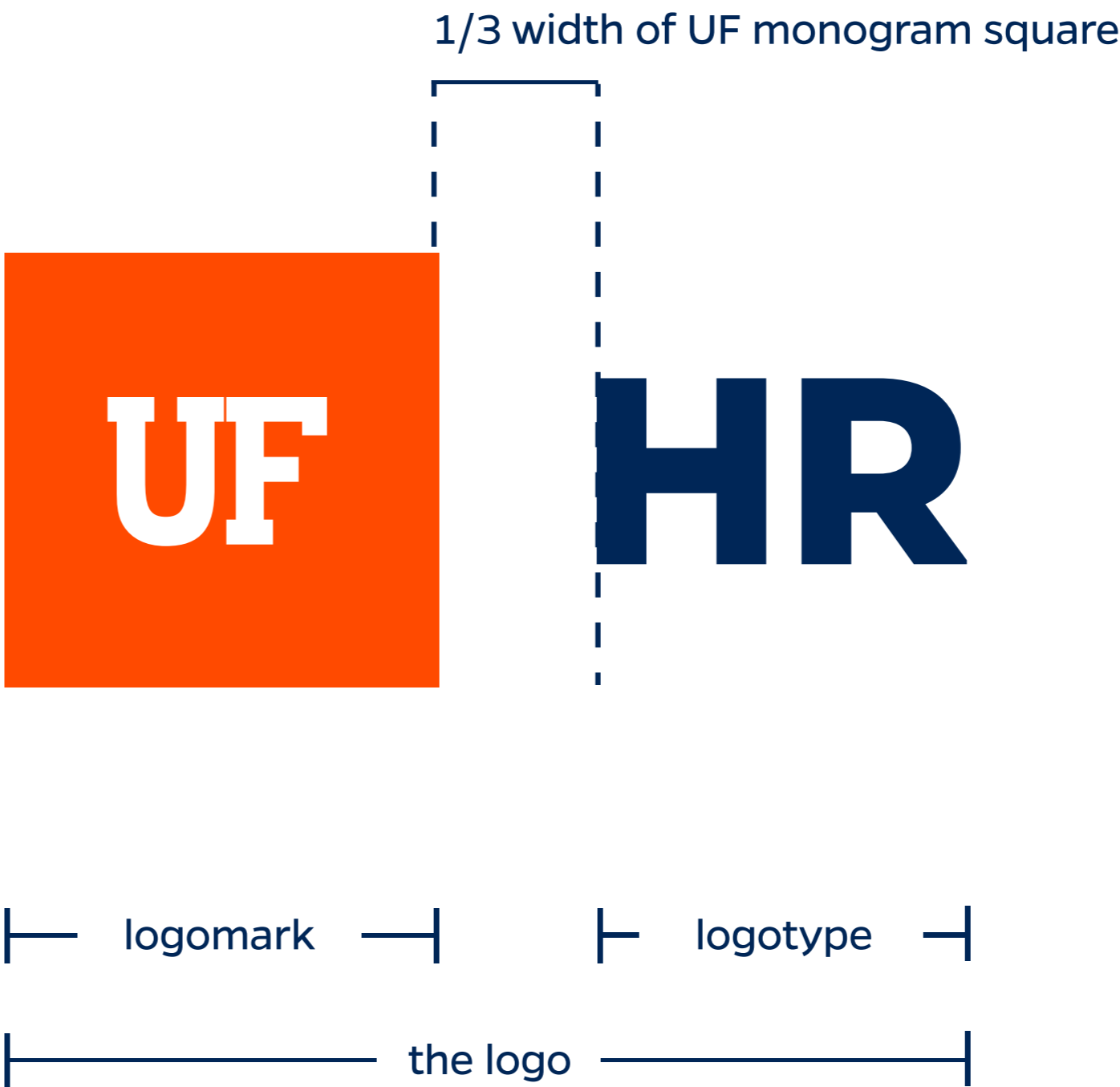


The UF HR Logo

This is the UF HR logo.

The UF HR logo consists of a logomark and a logotype. The logomark and the logotype is to be used together for brand recognition.

The space between the logomark and logotype is equal to one third the width of the UF monogram square.



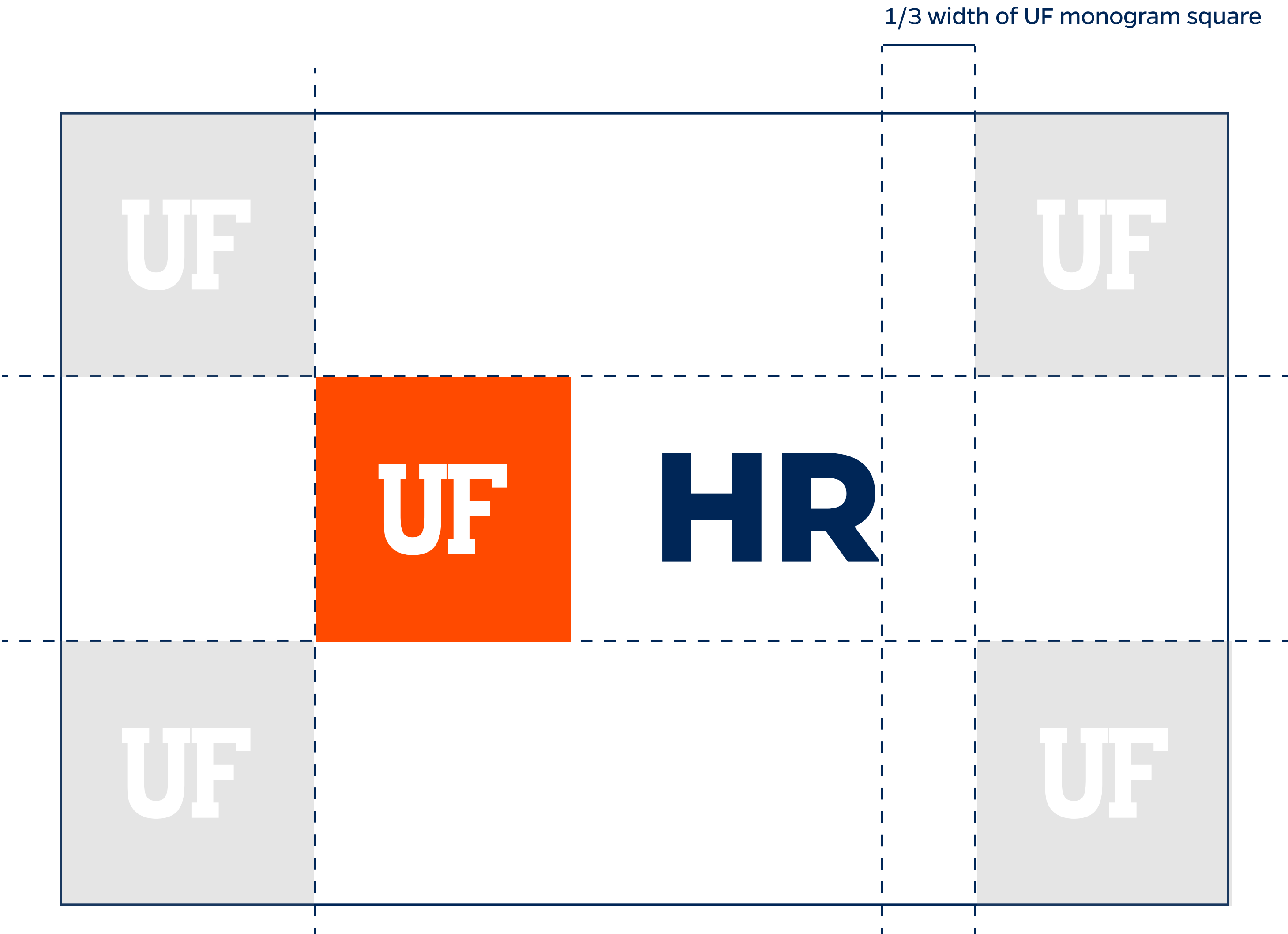
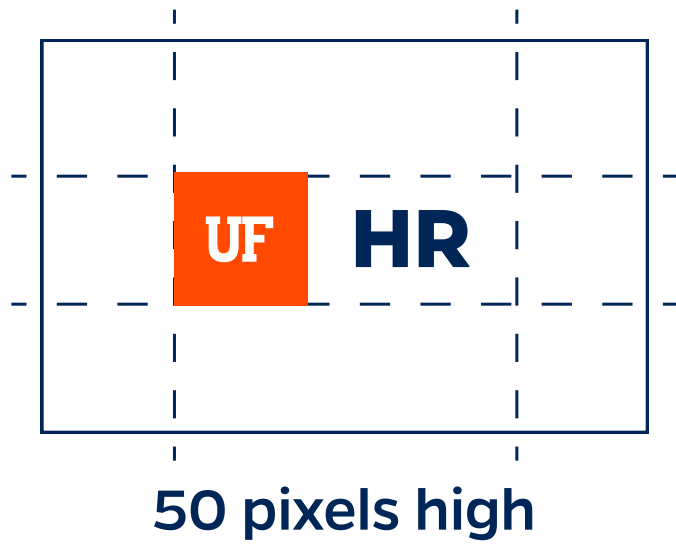
Logo Clearspace & Sizing

The logo’s clearspace is the distance between the logo and any graphic element it is next to. Use the height from the square of the monogram as a reference for the appropriate clearspace.

Clearspace around the logo is equal to the cap height of the UF monogram.

To ensure legibility of the UF HR logo we’ve created minimum size guidelines. Anything smaller than 50 pixels wide when used digitally or .5 inch wide in print limits readability and loses legibility. Minimum logo size recommendations:

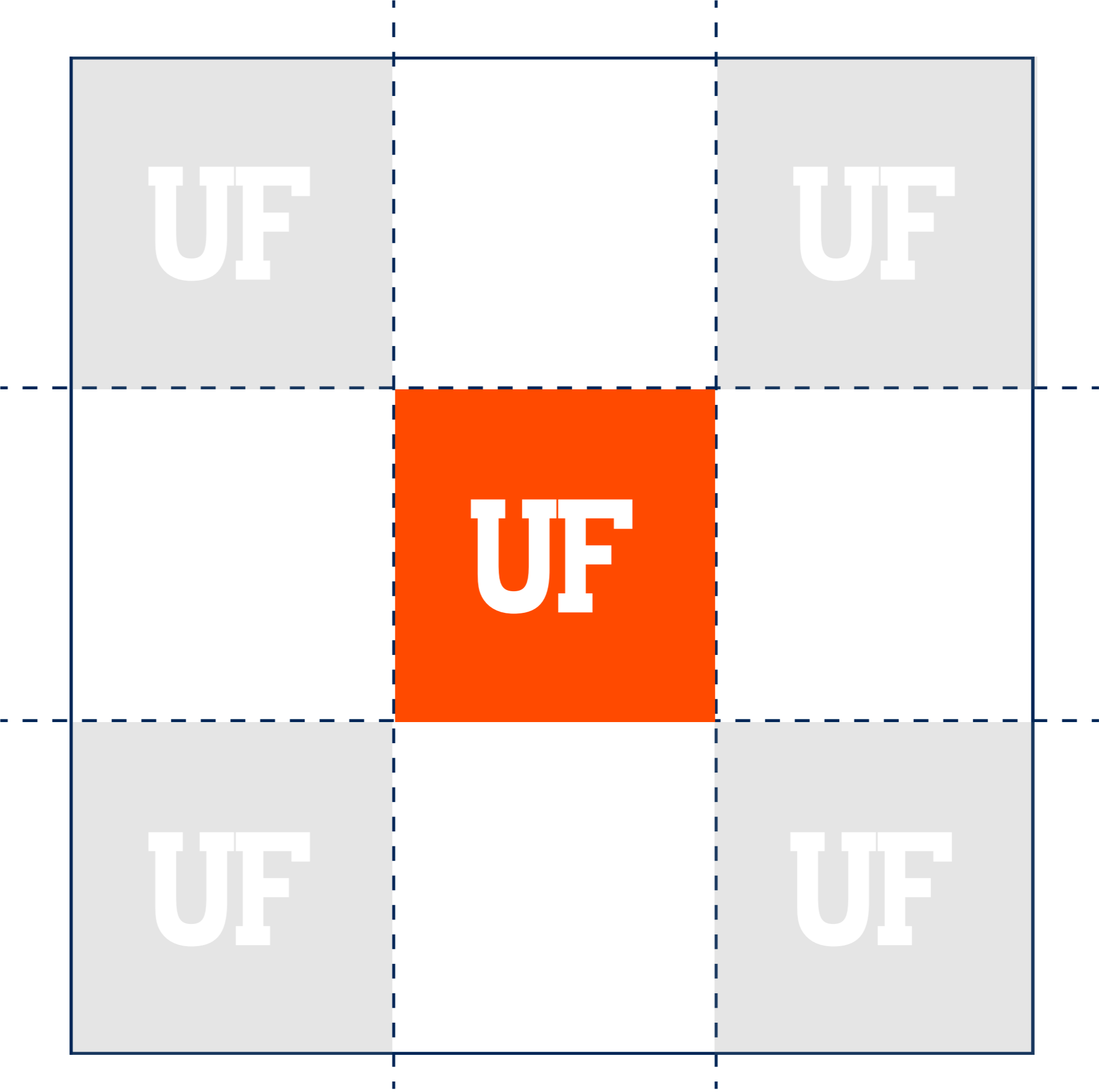
Digital: 50 pixels high  
Print: .5 inch high



Logomark

This is the UF HR logomark, or otherwise known as the UF monogram.

The logomark’s clearspace is the distance between the logomark and any graphic element it is next to. Use the square monogram shape in the logomark as a reference for the appropriate clearspace.



Logo Placement

Logos must appear on the initial view of all communications, including print, digital, and video, so that it serves as an introduction to the brand.

Logo placement is preferred at the top left corner to achieve recognition and recall.

When the official University of Florida logo is needed with the employer brand, place the official logo in an opposing corner from the employer brand logo as needed.



Avatar, App & Favicons

Recommended treatment for favicon and social media icons are to use the UF monogram.

The preferred color usage is the *Core Orange* background with the white UF monogram.

The monogram should not touch the edge of the space.

The monogram should always be visually centered to the space.

Rectangular: 256px



96px



64px



48px



24px



16px



Round: 256px



96px



64px



48px



24px



16px



Logo Usage on Backgrounds

Full-color logos should be used only on *white* or *dark blue* colored backgrounds.

The logotype of the logo should only be either *white* or *dark blue*.

Avoid using full-color logos on photographs unless the logo sits on a light or white area of the image.



## Logo Misuse

1. Do not adjust the spacing of the logo type segments.
2. Do not apply colors that are not specified for the logo.
3. Do not move a single part of the logo.
4. Do not stretch or alter the proportions of the logo.
5. Do not change the arrangement of the logo.
6. Do not apply gradients, shadows, or other effects to the logo.



Tagline

The tagline is intended to leave a lasting effect after even the shortest encounters. It offers information that can be easily remembered by an audience and helps them understand what UF HR stands for.

*Grow together* captures our sense of belonging in the UF community and is outward facing for prospective faculty and staff. This is to be used as a recruitment focus.

*Grow greater* captures our sense of becoming a top-tier university and is inward facing for existing faculty and staff. This is to be used as a retention focus.

Use the “Grow together. Grow greater.” together as a tagline for promotional materials.

Outward Facing for Prospective Faculty & Staff / Recruiting Focus

Grow together.

Inward Facing for Existing Faculty & Staff / Retention Focus

Grow greater.

Applied More Broadly / Acceptable for General Use

Grow together. Grow greater.

Color Palette

*Dark Blue* is the foundational color and should always be present.

*White* acts as a supporting color to the *Dark Blue* and provides a clean contrast. We recommend using *white* as background for text-heavy content. Carefully articulated white space should prevail across all branded communications.

*Core Orange* should be used selectively in order to draw attention to important buttons or text when applicable.

*Almond*, *Cool Grey*, *Platinum*, and *Gator* are to be used minimally to help lift the primary colors in this palette.

Note: Use *Pantone® inks* when available, especially for *Core Orange* since the color loses vibrancy when translated to CMYK process colors.

<div><div>Dark Blue</div><div>#002657 PMS 655 100   73   0   61</div></div>		<div><div>Core Orange</div><div>#FF4616 PMS 172 0   73   87   0</div></div>	
		<div><div>White</div><div>#FFFFFF PMS White 0   0   0   0</div></div>	
<div><div>Almond</div><div>#ECDDC8 PMS 4685 CMYK 3   16   24   0</div></div>	<div><div>Cool Grey</div><div>#C7C9C8 PMS Cool Gray 3 8   5   7   16</div></div>	<div><div>Platinum</div><div>#EAECEB PMS 663 CMYK 9   7   7   0</div></div>	<div><div>Gator</div><div>#22884C PMS 7731 78   3   84   22</div></div>

Colorways: Preferred Pairings

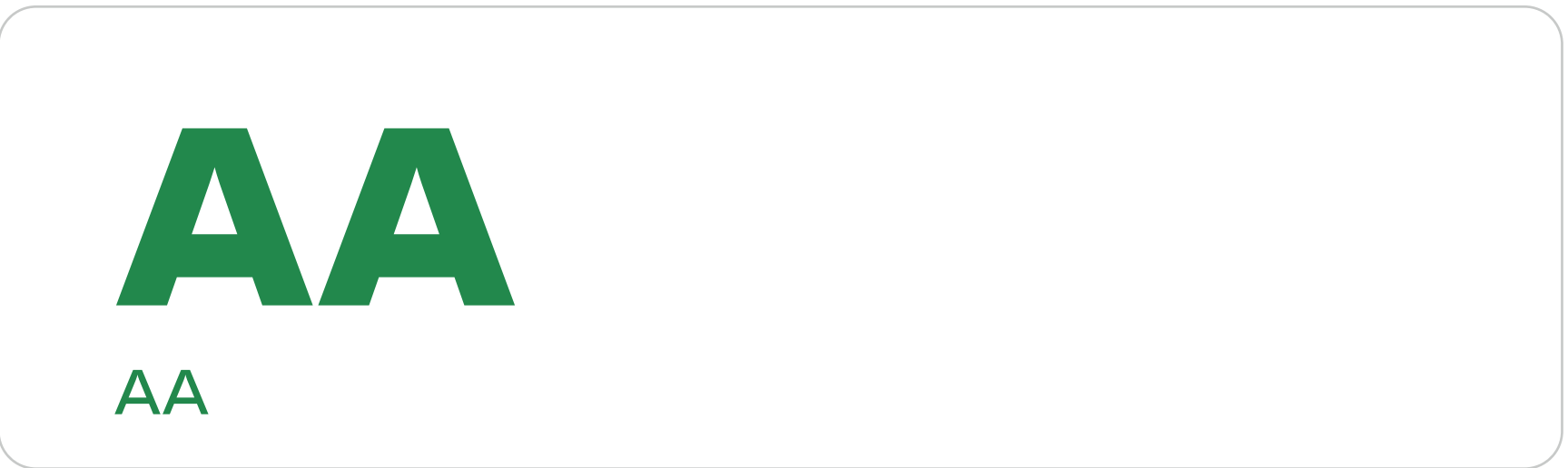
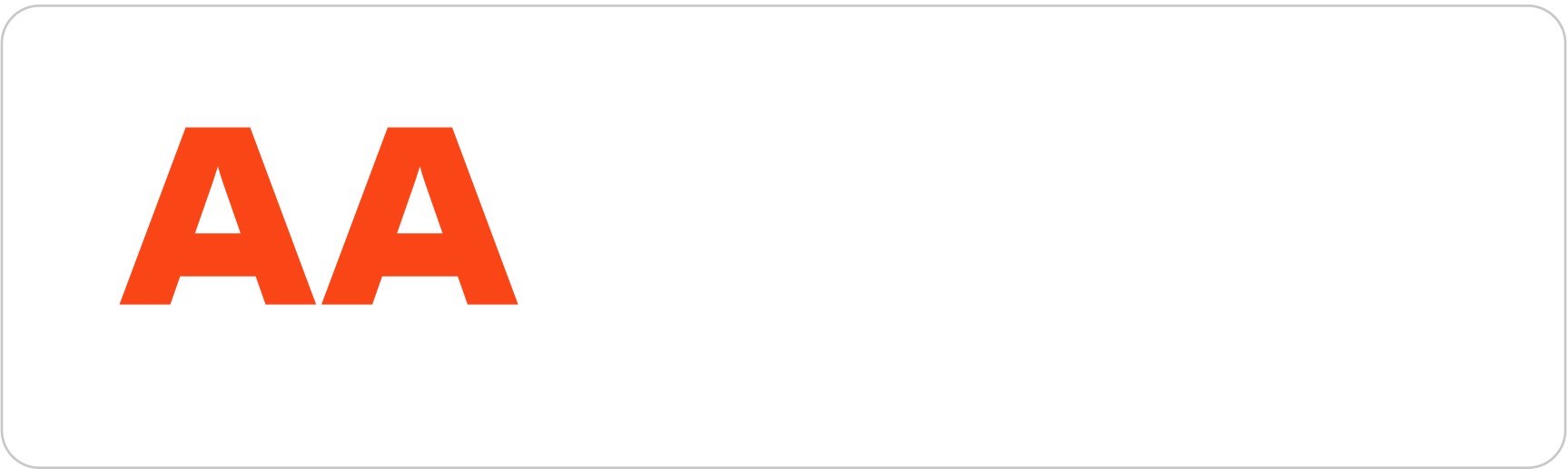
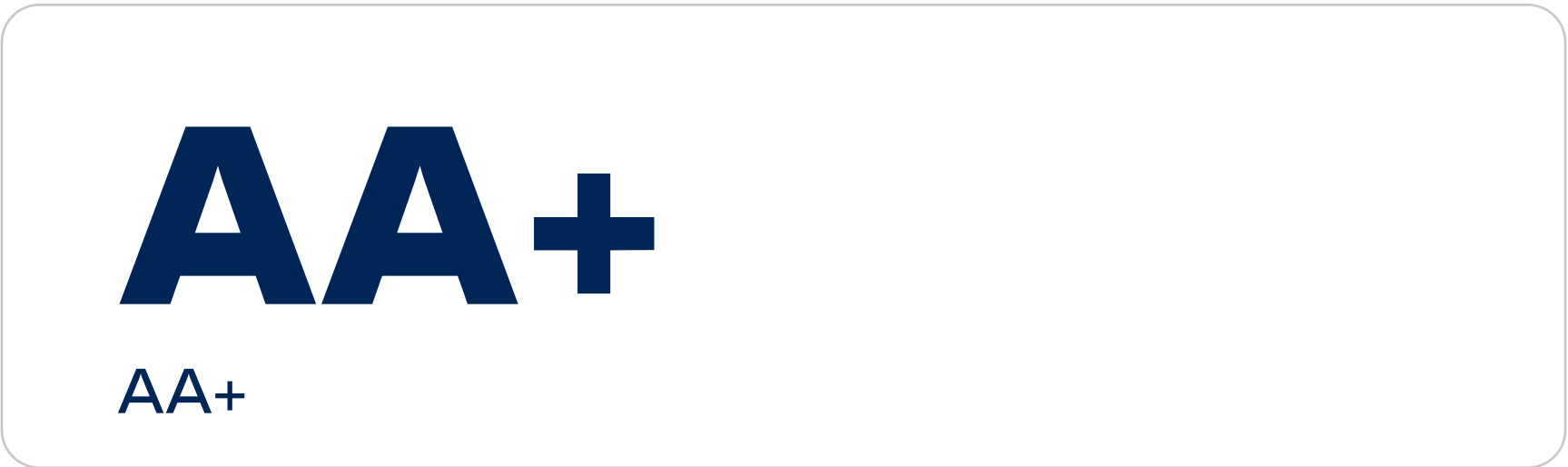
Using color is an easy way to evoke our messaging within our communications. The use of these color pairings is not required, but illustrates proportional adjustments throughout a designed piece. Reference these sample combinations that demonstrate consistent use of primary colors and white space as well as restrained use of secondary colors for balance emphasis.



Colorways: Foregrounds & Backgrounds

These recommended foreground/  
background color pairings have been  
WCAG tested and confirmed for meeting  
AA+ contrast standards for large text (3.0  
above 18pt).

Note: The Core Orange color does *not* pass  
normal text contrast testing - anything  
below 18pt.



Typography

Display

Use *Gentona* display fonts when using large text such as headings and statistics—anywhere the type needs to capture attention.

Body

Use *Gentona* body fonts for paragraphs and long-form detail—anywhere focused reading is intended.

DISPLAY

GENTONA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&

BODY

GENTONA BOOK + ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&

GENTONA MEDIUM + ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&

GENTONA BOLD+ ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&

Display Fonts

Gentona is our font family. It has been consistently used throughout and identifies the past, present and the future of UF HR.

UF Brand Center

Additional, typography guidelines can be found at *UF’s Brand Center*.

[brandcenter.ufl.edu/typography/](https://brandcenter.ufl.edu/typography/)

Download

Fonts available for download at *UF’s Brand Center*.

[brandcenter.ufl.edu/fonts/](https://brandcenter.ufl.edu/fonts/)

FAMILY

Gentona

GLYPHS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789&

WEIGHTS

Bold

Body Fonts

Gentona is our font family. It has been consistently used throughout and identifies the past, present and the future of UF HR.

It is recommended to use *Medium* weight when type is on a dark background.

UF Brand Center

Additional, typography guidelines can be found at *UF’s Brand Center*.

[brandcenter.ufl.edu/typography/](https://brandcenter.ufl.edu/typography/)

Download

Fonts available for download at *UF’s Brand Center*.

[brandcenter.ufl.edu/fonts/](https://brandcenter.ufl.edu/fonts/)

FAMILY

Gentona

GLYPHS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789&

WEIGHTS

Book, *Book Italic*, Medium, *Medium Italic*, **Bold**, ***Bold Italic***

## Graphic Elements

Our graphic elements are inspired by the UF's "Momentum" brand with nods to the "Go Greater" campaign. Structured and expressive, these visual elements move us upward and onward to growing together individually and as a community.

We see the “growth line” as an expression of collaboration, as we strive for greatness as an institution that brings out the best in each individual.

The growth line can be used as a divider line between text or as an element to create a striking visual representation of our forward momentum.

To keep imagery consistent throughout this brand, it is recommended to keep angles to 15, 30, 45 and 60 degree increments.

## Growth Line



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



Grow together. Grow greater.



**Grow Greater Seal**

The grow greater seal brings the UF HR tagline to the forefront without being a headline.

It is to be used selectively, as an embellishment, in order to achieve visual hierarchy when needed.

It is recommended to use the seal in the *Dark Blue* color on lighter colored images.



Imagery Approach

The lives of UF faculty and staff are multifaceted. Our goal is to speak to where the humans behind UF live, work, and play. Images of UF faculty and staff are at the forefront of this brand with supporting images that tell the remaining part of their story as to what they do at UF.

The spotlight photo should portray authenticity and that will connect with our audience. We want our viewers to see themselves in the photographs.

Supporting images, behind the spotlight photos, help narrate the story and should complement the silhouette image of UF faculty and staff. Supporting images should not veer attention away from the person being spotlighted.

When using images of UF faculty and staff, include their name, position and department they work in. Omit this description for applying to stock photography.

To keep imagery consistent throughout this brand, it is recommended to keep angles to 15, 30, 45 and 60 degree increments.

Spotlight Photo



Background Image



Foreground Image



Composed



Photography

Our goal is to evoke a sense of belonging with viewers seeing themselves in the photography.

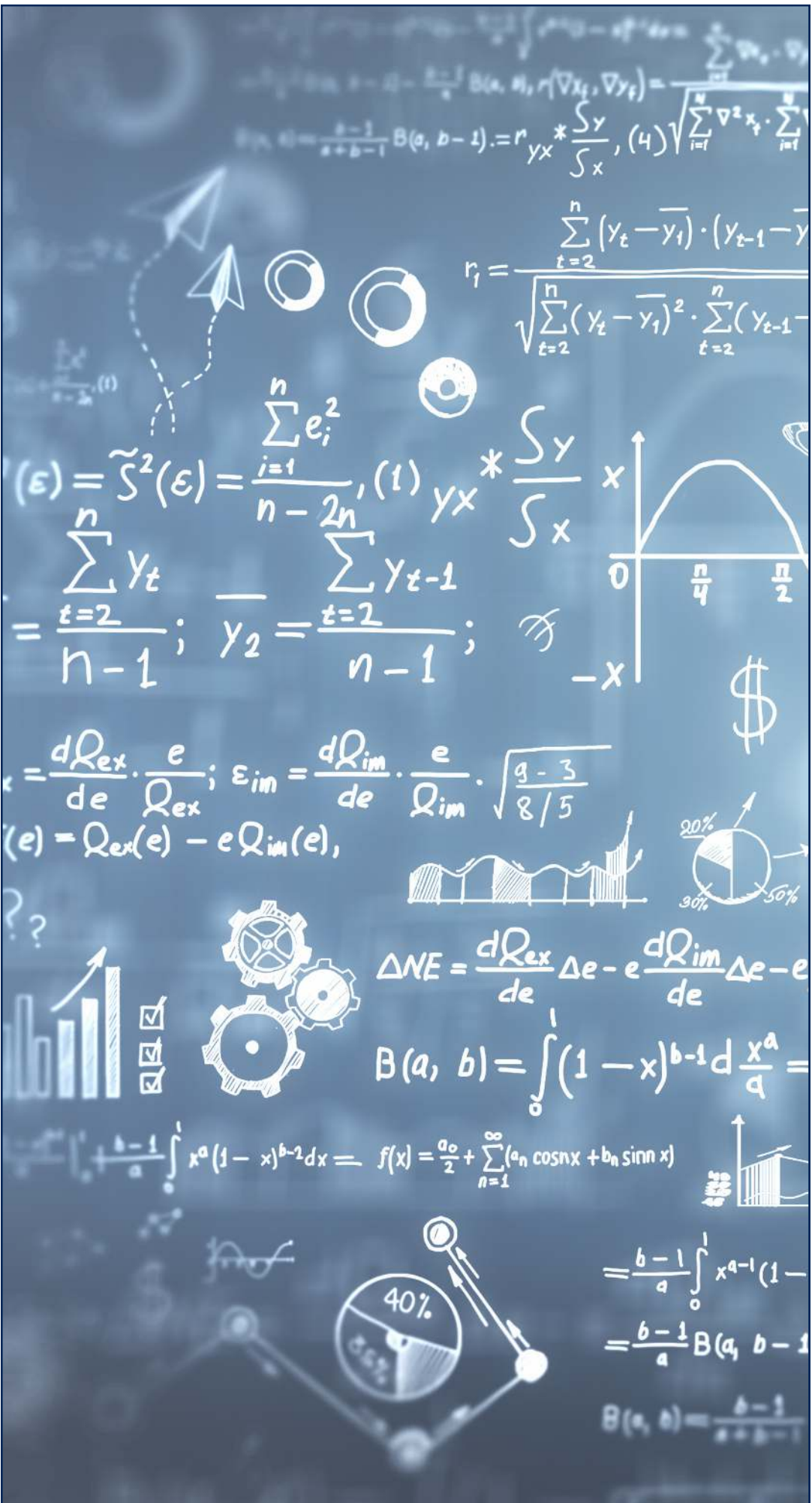
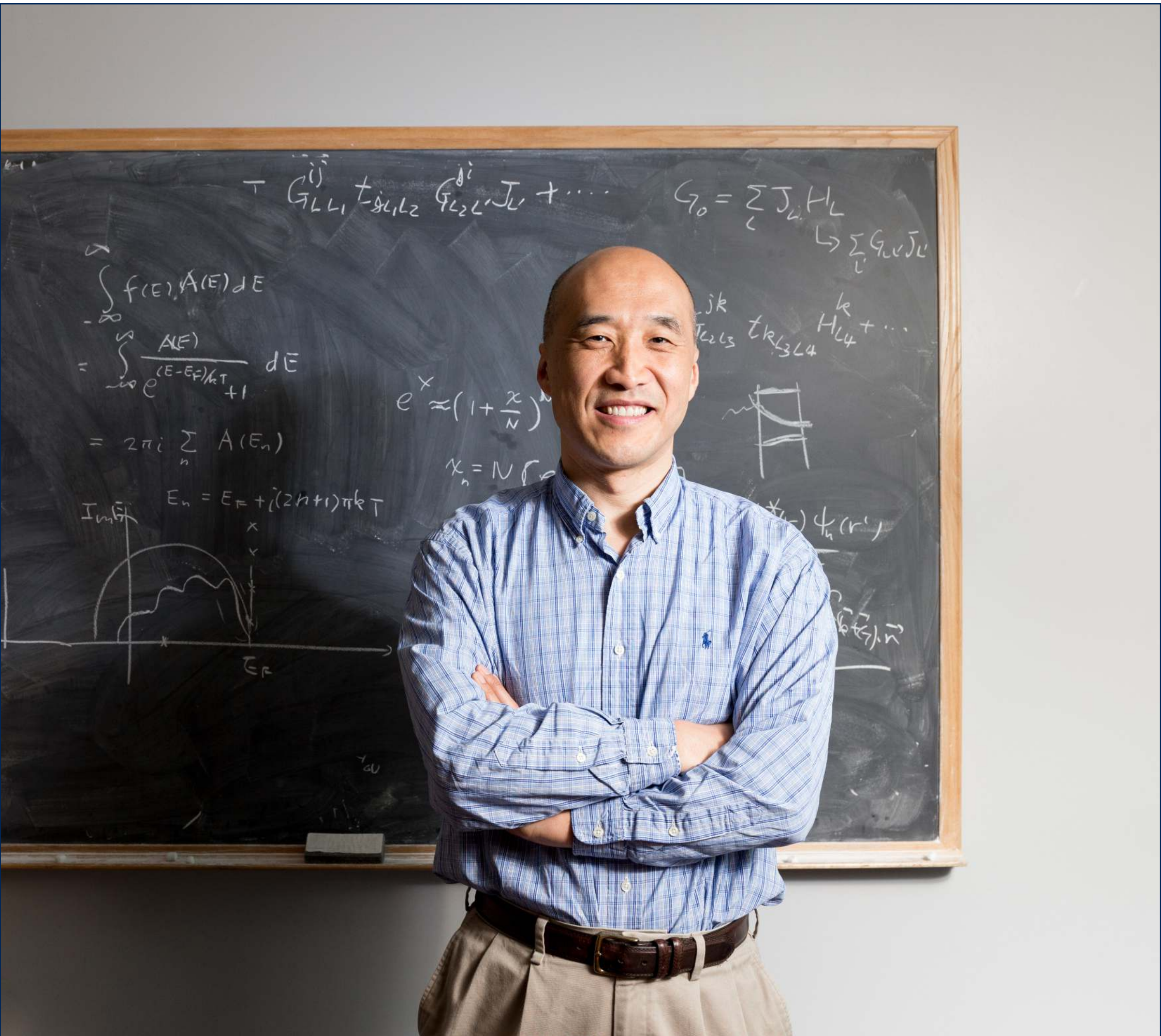
Photography direction should be relatable and aspirational. It should allude to the collaborative nature UF offers within the community (the subject is a part of something bigger).

**Portraits:** Relatable, human, warm, mature, and personable.

**Supporting Imagery:** Attainable, clear, concise, human, demonstrates the subject’s work life balance, simple, not overly complex.

When photo stock is necessary you can use the below keywords:

*Research, Teamwork, Collaboration, Community, Advance, Diversity, Discovery, and Innovation*



Iconography

If iconography is needed, we recommend two approaches.

For Utility Needs

Utility usage means that icons are small (e.g. 16x16px, 32x32px, etc.) in size and usually meant to accompany a button or link. Used in this way, they are meant to draw attention to a label and assist with comprehension. For these needs, solid icon styling is recommended.

For Illustrative Needs

Conversely, there may be times when an icon or illustration is needed to draw attention to content. In these cases, you’ll want to use larger sizes (e.g., 64x64px, 128x128px, etc.). For these we recommend, outline style iconography for a more elegant appearance at larger sizes.

Font Awesome Solid

Use solid icon styling for small utility needs (e.g., see Error Styling)



SOLID

Great for small sizes and bringing contrast to text.

Free for use.  
Source: [fontawesome.com/search?s=solid](https://fontawesome.com/search?s=solid)

Font Awesome Thin

Use line icon styling for more attention-grabbing needs (e.g., see Icon Styling)



THIN

Fits in with the latest super-light designs.

Requires licensing.  
Source: [fontawesome.com/search?s=light](https://fontawesome.com/search?s=light)

Error Styles

This example shows how utility iconography and color can be used to indicate system alerts. Use small, solid icons and meaningful colors for quick comprehension.

i

Info

User status pending

×

!

Warning

User has to be admin

×

×

Error

Internal server error

×

✓

Success

Updated user status

×

- Cyan Blue

#3AB0FB
- Alachua Yellow

#F2A900
- Bottlebrush Red

#D32737
- Gator Green

#22884C

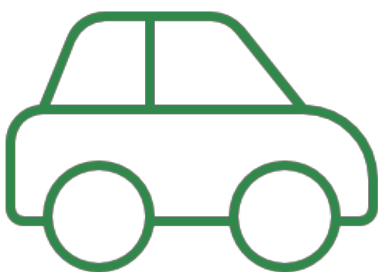
Icon Styles

This example shows how illustrative iconography can be used to help draw attention to lists and blocks of text. If an icon can't be found in a library, it's ok to create your own using a similar line art approach.



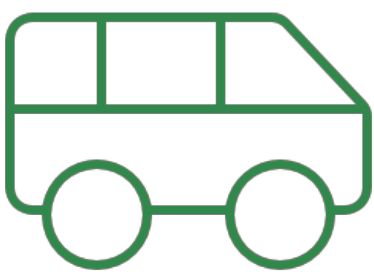
**Bike**

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit.



**Car**

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit.



**Van**

Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit.

Button Styles

Buttons invoke and communicate an action that will occur. Use primary buttons for actions to complete a task or to move forward in a process. There is only one primary action per major page selection. Use secondary buttons as an alternative to give users access to the primary action.

**Large Buttons:** Text size should be 18px and bold to meet AA Large standards for *White* text on *Core Orange* backgrounds.

Button height: 48px  
Button width: 178px  
Button text left and right padding: 28px

**Small Buttons:** Text size should be 14px and medium.

Button height: 38px  
Button width: 144px  
Button text left and right padding: 28px

Large (light background)

Normal	Hover	Select
<div>Primary</div>	<div>Primary</div>	<div>Primary</div>
<div>Secondary</div>	<div>Secondary</div>	<div>Secondary</div>

Small (light background)

Normal	Hover	Select
<div>Primary</div>	<div>Primary</div>	<div>Primary</div>
<div>Secondary</div>	<div>Secondary</div>	<div>Secondary</div>

Large (dark background)

Normal	Hover	Select
<div>Primary</div>	<div>Primary</div>	<div>Primary</div>
<div>Secondary</div>	<div>Secondary</div>	<div>Secondary</div>

Small (dark background)

Normal	Hover	Select
<div>Primary</div>	<div>Primary</div>	<div>Primary</div>
<div>Secondary</div>	<div>Secondary</div>	<div>Secondary</div>

Primary Logos

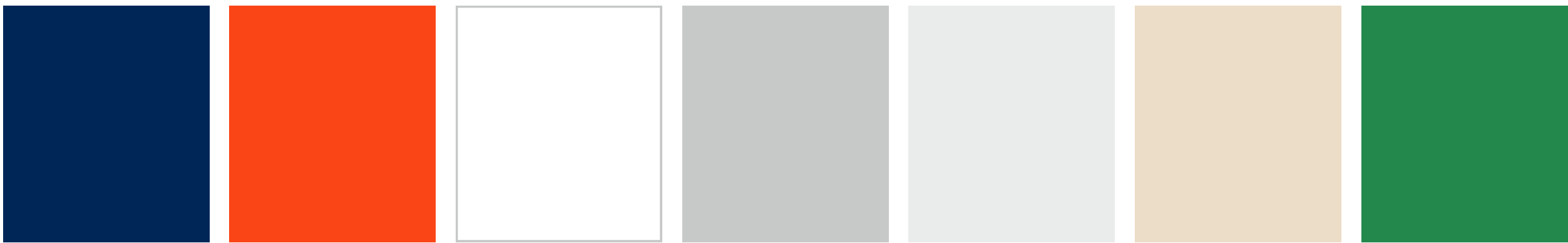


Typography

**Gentona**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789&**

Book, *Book Italic*, Medium, *Medium Italic*, **Bold**, ***Bold Italic***

Primary Color Palette



Graphic Element



Seal



Imagery





## PART THREE

# In Use Examples

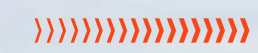
These are examples of how your brand can be applied to a variety of uses.

## In Use Examples

- Poster
- Recruitment Website
- Web Advertisement
- Booth
- Pen/Notebook & Mug Swag
- Tote Bag
- UF HR Landing Page
- Email
- Social Media
- Internal Page
- Miscellaneous Graphics
- Letter
- Polo Shirts
- Window Cling
- Zoom Background

**UF** Careers

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



[JOBS.UFL.EDU](https://jobs.ufl.edu)



**Elisabeth Barton, PH.D.**

Professor, Associate Dean  
Department Of Applied  
Physiology & Kinesiology

UF

Careers

BENEFITS

GROW

PLAY

RESOURCES

Search Jobs

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

Search Jobs

SUBSCRIBE FOR UNLIMITED ACCESS

THE CHRONICLE OF HIGHER EDUCATION

SUBSCRIBE

Sign In

NEWS | ADVICE | THE REVIEW | DATA | CURRENT ISSUE | VIRTUAL EVENTS | STORE | JOBS |


ADVERTISEMENT

UF Careers


Come advance with us.

Grow together. Grow greater.

Learn More



News



SPORTS AND MONEY

'There's So Many Questions': Sports-Realignment Shocker Could Mean a Sea Change for Higher Ed

By Brianna Hatch | July 1, 2022

The sudden conference defections of the Universities of California at Los Angeles and Southern California could pose big questions for other colleges that play big-time sports.

ADVERTISEMENT

UF Careers

Come advance with us.

Grow together. Grow greater.

QUESTIONABLE DATA

# Come advance with us.

Grow together. Grow greater.

**Elisabeth Barton, PH.D.**

Professor, Associate Dean  
Department Of Applied  
Physiology & Kinesiology

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

Grow together.  
Grow greater.

**Xiaoguang Zhang PH.D.**  
Professor, Department Of Physics  
Quantum Theory Project

Pen/Notebook & Mug Swag



GROW TOGETHER  
GROW GREATER



## Tote Bag



UF

At Work

WORKING AT UF


BENEFITS

LEARN & GROW

MANAGER RESOURCES

ABOUT US

Quick Links



# News & Resources

Access resources to empower your best work.

Pictured: Drew Landis, Education Program Manager Hastings Agricultural Extension Center

## Grow together. Grow greater.

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

Learn More

NEWS & EVENTS

### Hurricane Seasons Is Here - Keep Current To Stay Current

With hurricane season just around the corner, we want to remind you of helpful resources available to support you in case of a tropical storm.

### Survey Aims To Assess Faculty & Staff Well Being At UF And

ADDITIONAL RESOURCES

### Employee Assitance Program

Your UF Employee Assistance Program offers someone to talk to and resources to consult whenever and wherever you need them.

### Gatorperks

UF

At Work

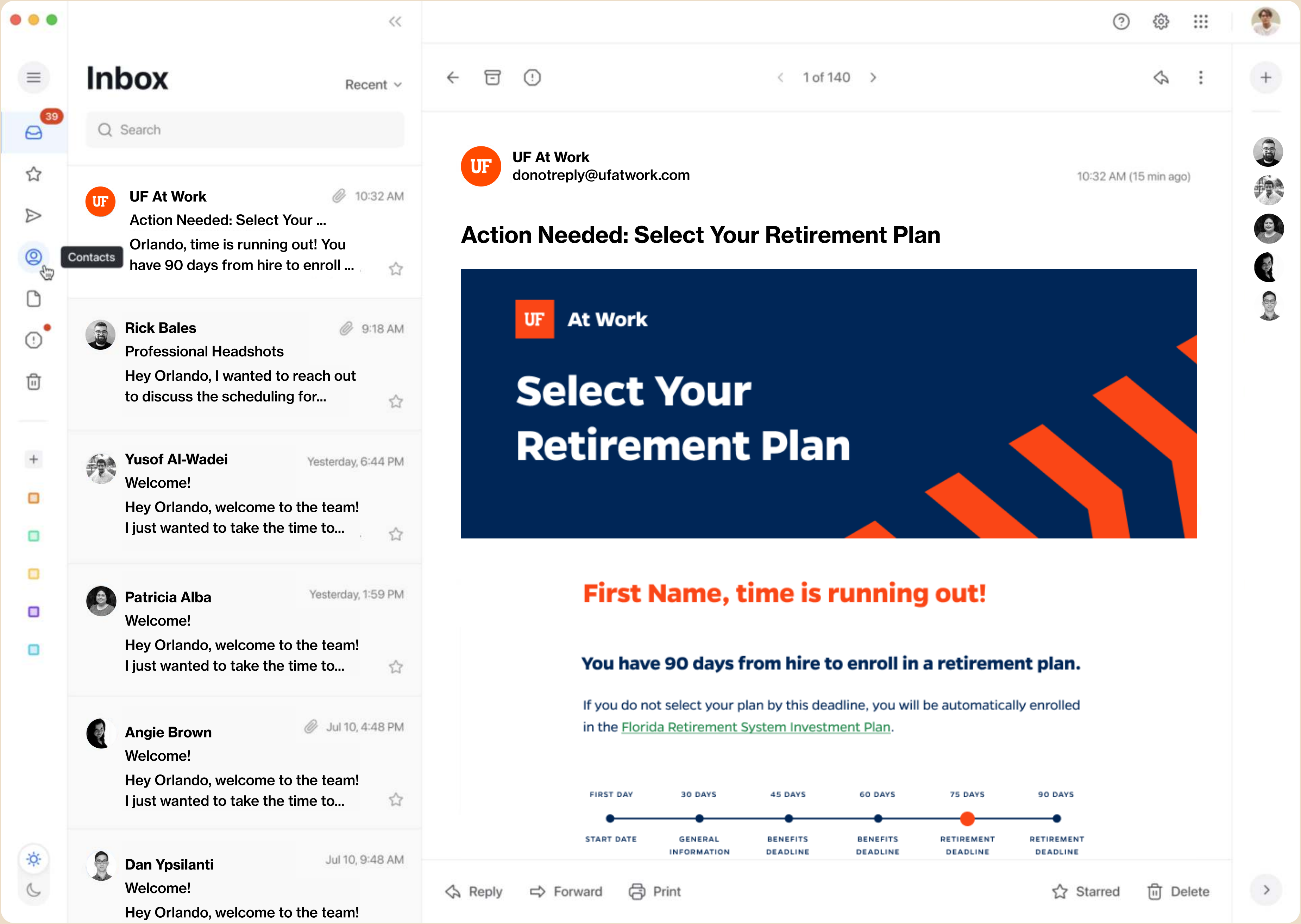
# News & Resources

Access resources to empower your best work.

Grow together.  
Grow greater.

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

Learn More




facebook

Email or phonePasswordLog InForgot Account?

UF At Work

Grow together. Grow greater.



UF

UF At Work

@UFatWork · College & university

Learn more

news.hr.ufl.edu

ReviewsAboutMore

See all

University of Florida faculty

ke this

llow this

.ufl.edu/

tions@hr.ufl.edu

iversity

See all

Pinned post

UF



UF At Work

April 20 ·

University of Florida faculty and staff, grab your cameras and get ready for our #UFatPlay summer photo contest!

Whether you're staycationing or embarking on a journey across the world, send us your photographs between May 1 and Aug. 18 for a chance to win some great prizes.

Check out some of the images we received last year and visit our website for guidelines 🖱️ <https://go.ufl.edu/65ro9qe>



Instagram

Search

UF

uf\_atwork

MessageFollow

339 posts1,015 followers117 following

UF At Work

College & university

The official Instagram for @uflorida faculty and staff news 🌿

linktr.ee/UFatWork

Followed by ufcjonline, curiaonthedrag, wildlifeventures +11 more

Campus Life

Wallpapers

Perk Up

POSTS

VIDEOS

TAGGED

UF At Work

You're Running Out of Time

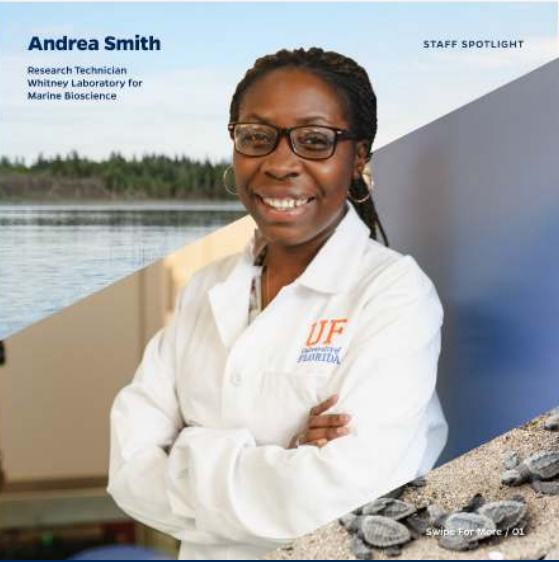
OPEN ENROLLMENT

October 11-29

Andrea Smith

Research Technician

Marine Biology



STAFF SPOTLIGHT

UF At Work

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

Grow together. Grow greater.

UF HR Brand Guide

2022

UF

At Work

MY BENEFITS

HEALTH

RETIREMENT


TIME AWAY

LIFE EVENTS

GATORPERKS

CONTACT

Quick Links

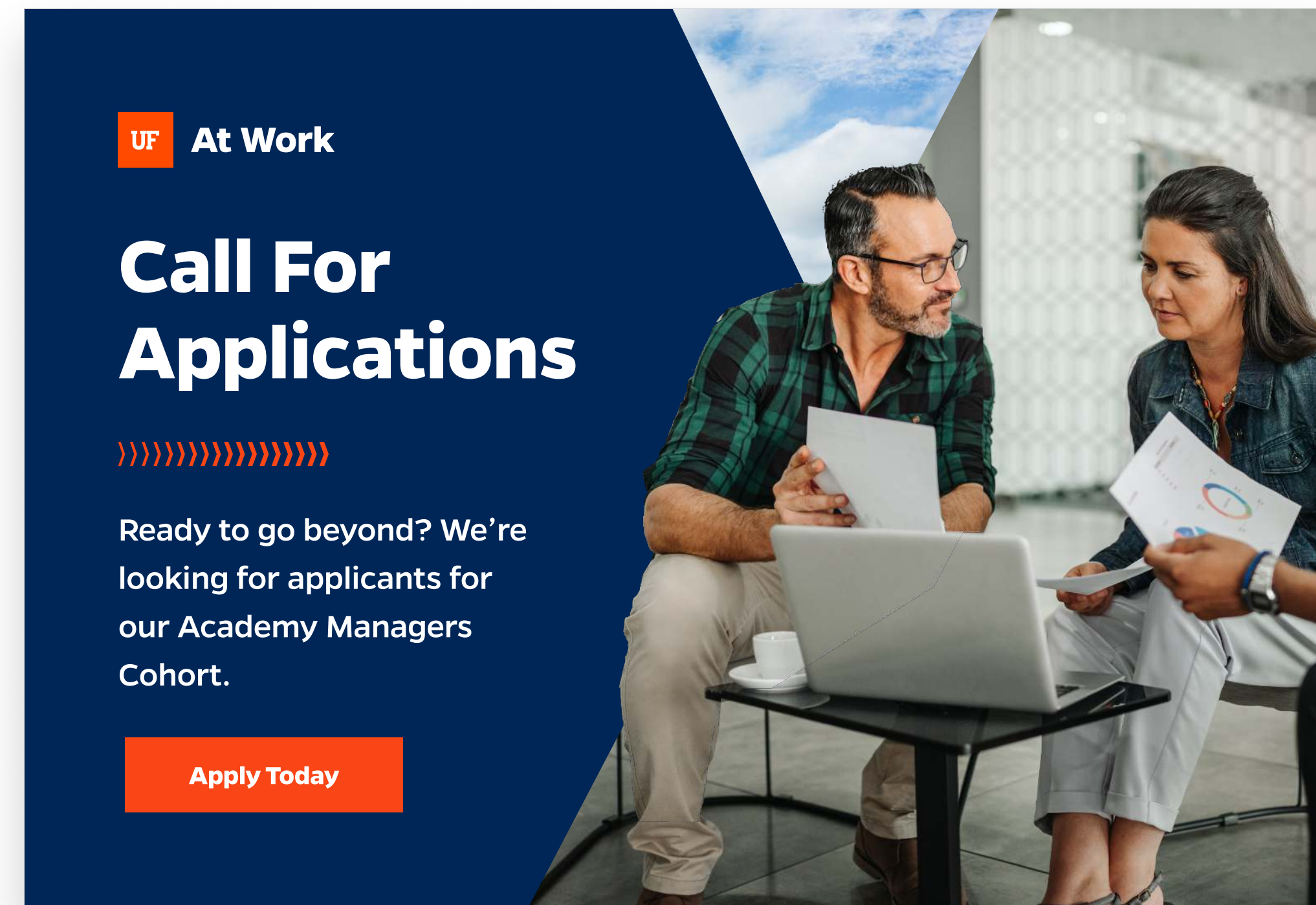
A photograph of two women, one with dark curly hair and purple lipstick, the other with long brown hair and glasses, both looking intently at a silver laptop. The woman on the right is wearing a bright yellow jacket. The background is a bright, slightly cloudy sky.

# Benefits

A university on the rise deserves a suite of benefits that rises to the occasion.

We are dedicated to elevating our benefits offerings to support you and your family's needs.

Explore Benefits



# Welcome.

Dear Alexandra,

We are excited to welcome you to our team!

As agreed, your start date is July 27, 2022. We expect you to be in our offices by 9am and our dress code is business casual.

At UF At Work, we care about giving our employees everything they need to perform their best. As you will soon see, we have prepared your workstation with all necessary equipment. Our team will help you setup your computer, software, and online accounts on your first day.

We've planned your first days to help you settle in properly. You can find more details in the enclosed agenda. As you will see, you'll have plenty of time to read and complete your employment paperwork. You will also meet with your hiring manager to discuss your first steps.

Our team is excited to meet you and look forward to introducing themselves to you during our welcome meeting with you.

If you have any questions prior to your arrival, please feel free to email or call me and I'll be more than happy to help you.

We are looking forward to working with you and seeing you achieve great things.

Best regards,

*Angie Brown*

Angie Brown, Director  
Communications & Worklife  
Office of Human Resources  
University of Florida



**Angie Brown**  
Communications & Worklife Director  
Office of Human Resources  
University of Florida

352-392-2477  
aabrown@ufl.edu  
worklife.hr.ufl.edu  
  
PO Box 115000  
Gainesville, FL 32611

At Work

**Grow together.  
Grow greater.**

At Work

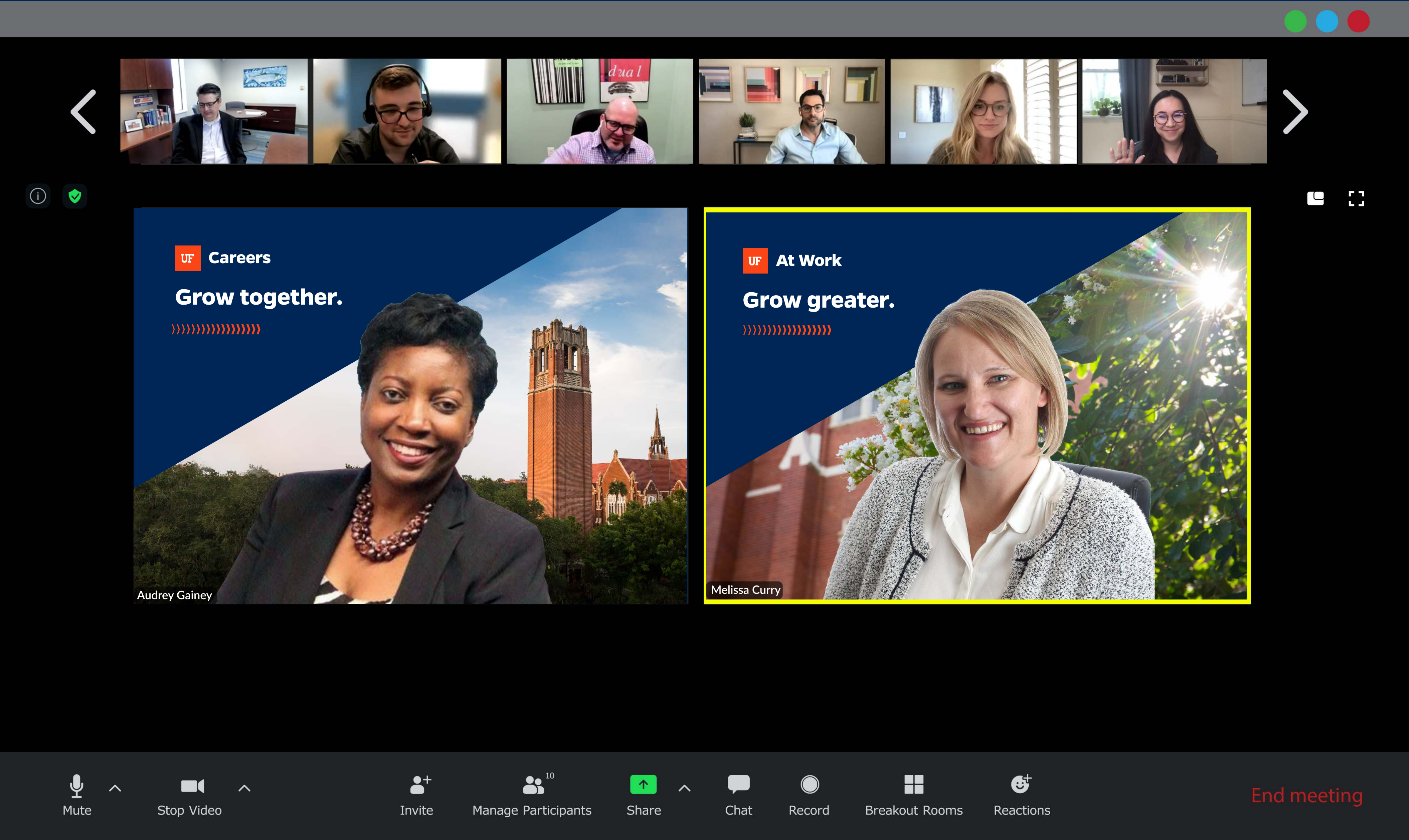
Polo Shirts



Window Cling



Zoom Background





# Grow together. Grow greater.

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

**Parisleaf [ ]**