Visual Identity

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

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Introduction

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 as 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.

Casual Usage — Long Form

Human Resources

Casual Usage — Short Form

HR

Outward Facing for Prospective Faculty & Staff / Recruiting Focus

Inward Facing for Existing Faculty & Staff / Retention Focus

Formal Usage — For Official Needs

Human Resources

UNIVERSITY of FLORIDA

At Work
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 clear space 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 clear space.

Clear space 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 clear space 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 clear space.
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.
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.
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.

<table>
<thead>
<tr>
<th>DISPLAY</th>
<th>BODY</th>
</tr>
</thead>
<tbody>
<tr>
<td>GENTONA BOLD</td>
<td>GENTONA BOOK + ITALIC</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789&amp;</td>
<td>0123456789&amp;</td>
</tr>
<tr>
<td>GENTONA MEDIUM + ITALIC</td>
<td>GENTONA BOLD + ITALIC</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789&amp;</td>
<td>0123456789&amp;</td>
</tr>
</tbody>
</table>
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.

Download

Fonts available for download at UF’s Brand Center.

View at brandcenter.ufl.edu/typography/

View at 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.

Download

Fonts available for download at UF’s Brand Center.

brandcenter.ufl.edu/typography/

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.
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.
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)

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

Free for use.
Source: fontawesome.com/search?q=solid

Requires licensing.
Source: fontawesome.com/search?q=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.

- **Info**
  - Icon: 🔴
  - Color: Cyan Blue
  - Hex: #3AB0FB
  - Text: User status pending

- **Warning**
  - Icon: 🚨
  - Color: Alachua Yellow
  - Hex: #F2A900
  - Text: User has to be admin

- **Error**
  - Icon: ✗
  - Color: Bottlebrush Red
  - Hex: #D32737
  - Text: Internal server error

- **Success**
  - Icon: ✔️
  - Color: Gator Green
  - Hex: #22884C
  - Text: Updated user status
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
Brand One-Sheet

Primary Logos

Human Resources
HR
Careers
At Work

Primary Color Palette

Graphic Element

Seal

Typography

Gentona
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz
0123456789&

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

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

Search Jobs
Come advance with us.

Grow together. Grow greater.

Elisabeth Barton, PH.D.
Professor, Associate Dean
Department of Applied Physiology & Kinesiology
Grow together.
Grow greater.
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.

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 and checklists to support you in case of a tropical storm.

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

ADDITIONAL RESOURCES

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

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.
Action Needed: Select Your Retirement Plan

First Name, time is running out!

You have 90 days from hire to enroll in a retirement plan.

If you do not select your plan by this deadline, you will be automatically enrolled in the Florida Retirement System Investment Plan.
Social Media

Growing together. Grow greater.

At Work
@UFAtWork - College & university

Learn more

University of Florida faculty

You're Running Out of Time

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

Grow together. Grow greater.

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
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 Alexander,

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 then 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 set up your computer, software, and online accounts on your first day.

We’ve planned your first day(s) 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
Director
Communications & Worklife
Office of Human Resources
University of Florida
Window Cling
Grow together.  
Grow greater.