

## VISUAL IDENTITY GUIDE



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## USING THIS VISUAL IDENTITY GUIDE

This guide serves as an aid for third parties such as designers, agencies, printers, specialty companies, and others producing communication materials for the University of Florida Alumni Association (UFAA).

As the UFAA assumes its place among our nation's most prestigious university associations, we reinforce our reputation and our messages with a visual identity that conveys our excellence, energy, and growing influence.

**Consistent use of the UFAA's brand in all forms is key to achieving our strategic goals.**

This guide will help you use the UFAA's visual identity easily and accurately. Your careful attention to these specifications will ensure consistent quality.

File formats are provided for use in commercial printing, desktop publishing, electronic presentations and online communication. For more information contact the UFAA at (352) 392-1905.

## LOGO USAGE OVERVIEW

All print, online, event, and collateral communications should clearly be identified as originating from UFAA through the use of the logo(s), typography, colors, and other guidelines discussed in this guide.

The UFAA and its associated logos (Student Members, Cicerones) must be reproduced from these authorized graphics and cannot be redrawn, re-proportioned, embellished or modified in any way.

On brochures, post cards, direct mail, newsletters and other printed pieces, an official logo must appear on the outside of the piece, either front or back.



*For the Gator in You*

## BRAND TONE

**Our communication should convey these brand attributes:**

- **POWERFUL** – We are confident and strong in who we are, and reflect the power of the Gator Nation.
- **POSITIVE** – We say things in an upbeat way.
- **PROGRESSIVE** – We reinforce that the UFAA is forward-thinking – by not sounding stodgy, by speaking to our goals, and delivering on them.
- **PHILANTHROPIC** – We are generous and eager to help our fellow Gators, and proud to communicate this tradition. We convey gratitude for those who are generous with their time, talent, and giving.
- **PARTNERING** – We are collaborative, and are good team players, and let people know we are interested in working together for the good of the Gator Nation.
- **PANACHE** – We say and do things with style, with Gator swagger, with a mix of class and fun.



## TERMINOLOGY

### Visual Identity Program

A system of graphics, color and typography, coordinated in such a manner that an audience can easily identify the organization, its constituent parts, and its messages.

### Symbol

A graphic identifier that reflects the organization's spirit and philosophy and promotes immediate identification by the intended audience.

### Logo

Often referred to as the “signature,” the logo is the official graphic combination of the symbol and wordmark.

### Resolution

Refers to the number of pixels in an inch of a digital image. A high-resolution image, 300 dpi or greater, is recommended for all printed material. 72 dpi is acceptable for most Web and video applications.

### Vector Artwork

Artwork created using mathematically plotted points instead of pixels, allowing it to be scaled and reproduced at any size without distorting the image.

### Pantone Matching System (PMS)

Specific color-match inks.

### CMYK

Acronym for the four colors used in the printing process. Cyan, magenta, yellow, and black ink are combined to create other colors.

### RGB

The color scale used in web and interactive design. Red, green, and blue light is added together to reproduce a broad array of colors on the screen.

### Compatible Typography

Typefaces that complement the signature used for supplementary copy, such as address blocks, signage and advertisements.



## VISUAL ELEMENTS

### The University of Florida Alumni Association Logo

The logo consists of two elements: the UFAA typography and the Gator head graphic. The primary mark appears in orange, blue and grey with the blue Gator emerging from the orange UFAA typography.

The logo is a custom piece of artwork. The proportion and arrangement of the logo and tagline have been specifically determined and should not be altered.

- The logo should never be typeset, recreated or altered, which could cause inconsistencies that dilute the impact of the brand's power.
- The logo may be used without the tagline.
- The UFAA logo with the Gator head cannot be used without the word "Alumni" or "Association."



## SECONDARY LOGOS

In alternate versions, the logo can be used reversed, with the “UF” in orange and all other elements in white.

- When space does not allow for the horizontal configuration of the logo, use the round or “seal” version.
- The preferred usage is to include the Gator head with the logo. However, if space does not permit, then it is acceptable to use the typographic version of the logo.
- It is not acceptable to only use the letters “UF” without also using “Alumni Association,” as this would infringe on the University of Florida’s identity.
- As with the UFAA logo, always maintain an uncluttered clearance space around it in all uses. The minimum clear space should be maintained as the logo is proportionally enlarged or reduced in size.



The secondary UFAA elements may be used as shown.



UF ALUMNI ASSOCIATION

## COLOR USAGE

In the University of Florida tradition, blue is the traditional color signifying alumni, while orange represents students.

### Color Palette

In keeping with university-wide color preferences, traditional orange and blue remain a dominant design element, enhanced by a palette of complementary and accent colors.

The proportion or ratio of color used in the design of alumni association materials, as seen in the example below, uses this palette effectively and distinguishes the brand.

- The gold in the palette can also be used in a metallic finish to communicate prestige, pride, and quality.



Recommended ratio of colors

287 100,68,0,12	172 0,68,88,0	70k 0,0,0,70	100k 0,0,0,100	White 0,0,0,0
287 50% 50,34,0,6	1375 0,40,90,0	35k 0,0,0,35	1225 0,31,100,0	
520 60,34,0,35	1945 0,100,70,15	Red 032 0,98,100,0	7490 65,22,100,5	

Colors by Pantone® number  
cmyk build color formulas





## PRINTING RECOMMENDATIONS

Overall, it's important to remember the fresh energy, clean, clear, upscale look and feel of the UFAA brand. It is best to strive for a high level of print quality when it comes to choosing paper and other surfaces.

- Please refer to the recommended ratio of colors on previous page.
- When printing the logo on light backgrounds, use the main logo artwork. When reversing out of dark backgrounds, an alternate version of the logo can be used.

### Reproduction in two colors

The logo may be used in orange and blue on a white background. It may be used in two colors as orange and white on a blue background.

The logo may be used on other colored backgrounds, as long as the background color is appropriate to the brand. See color palettes on page 7.

### Specialized Reproduction Requirements

Certain items which use the logo will require specialized printing processes. Work with a qualified vendor and feel free to consult the UFAA at (352) 392-1905.



F Book Cover design, which represents great color proportion

### REPRODUCTION

The UFAA logo should be reproduced from digital files provided by the alumni association office.

### MINIMUM SIZE

The UFAA logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced in print too small, it is no longer legible and its impact is diminished. The minimum size of the logo for print is determined by the width of the UFAA logo, which should not be reproduced in a size smaller than 1.75" in width, as illustrated.

### CLEAR SPACE

To preserve the UFAA logo's integrity, always maintain an uncluttered clearance space around it in all uses. At a glance at any size, this measures roughly the width of the Gator's snout. The minimum clear space should be maintained as the logo is proportionally enlarged or reduced in size.



### INCORRECT USAGE

The following examples are things you should NOT DO with the logo.

The following applies to all of the UFAA logos. Please refer to page 7 for approved color options for the logo.

- The logo, although based on a typeface, has been customized and handset. Do not use any other typeface to spell out Alumni Association.
- Do not substitute the logo with the name of a group or event.
- The size and relationship of the elements should not be changed.
- Do not combine the UFAA logo with other logos or marks.
- Do not alter the colors or use an outline of the logo.
- Do not screen back the logo.
- Do not blur, skew or distort the logo.
- Do not apply effects, including drop shadow or glow.

## TYPOGRAPHY

### Primary

The Neutraface font family was chosen for its fresh energy, and its clear, clean look and feel. This is the preferred typeface for headlines and subheads, and an optional typeface for body copy. Neutraface Text in bold, demi, book, and light weights are acceptable options to be used for all marketing materials.

(Neutraface font family displayed at right)

### Secondary

Palatino is the UFAA tagline typeface (used in bold italic).\*

The plain text version of this typeface is a good choice for body copy, especially when extensive copy is needed, as it is a highly readable font. It is also the main typeface for the University of Florida – which conveys cohesiveness between the UFAA and its parent brand.

Palatino  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

\*The italic version of any of these fonts may be used in subheads and text. However, for optimum readability, we recommend using italics sparingly.

Neutraface Text - Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Neutraface Text - Demi  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Neutraface Text - Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Neutraface Text - Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## STATIONERY APPLICATIONS

Below are printing specifications for UFAA stationery items.

### Letterhead & Envelopes

- 4 color (digital) no bleed, 1 side
- Cougar Opaque 70 pound text
- Bright white smooth finish
- Letterhead standard 8.5 x 11 inches
- Converted number 10 envelopes

### Business Cards

- 4 color (digital) full bleed, 2 sides
- Cougar Opaque 120 pound cover
- Bright white smooth finish

### Additional Items:

- Nametags, Invitations, Note Cards

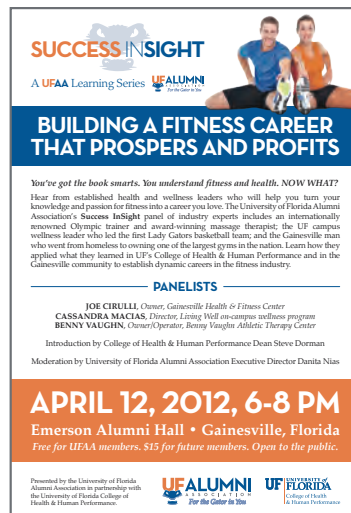
These are established templates that are managed by the internal UFAA team. They should not require alterations. However, if there are questions, please contact the UFAA at (352) 392-1905.



## THE UFAA LOGO IN PUBLICATIONS

The primary logo should appear prominently on all Alumni Association communications in a size appropriate to the overall piece.

In addition, the logo should be placed on the back of all communications and it is required when using a publication as a self-mailer. The logo and address block must be placed in the upper left-hand corner on the mailing address side.



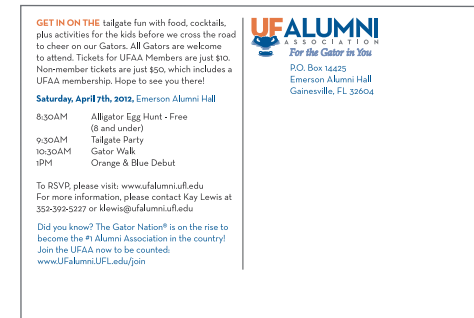
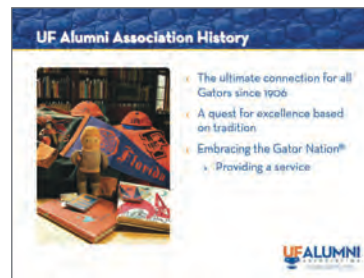
## THE UFAA LOGO IN ADVERTISEMENTS

The logo should be displayed in all public advertisements promoting Alumni Association-sponsored programs and events. Care should be taken to leave adequate clear space surrounding the logo.

## LOGO USAGE EXAMPLES



PowerPoint template



Postcard mailer



Electronic invite



LOGO USAGE EXAMPLES



Promotional items

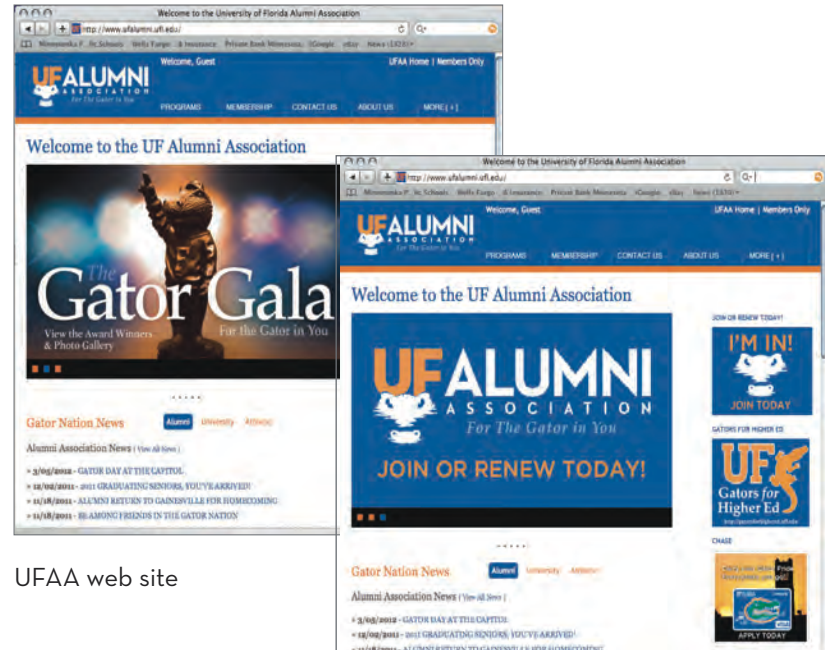
## ELECTRONIC USAGE

All logo standards apply to electronic usage.

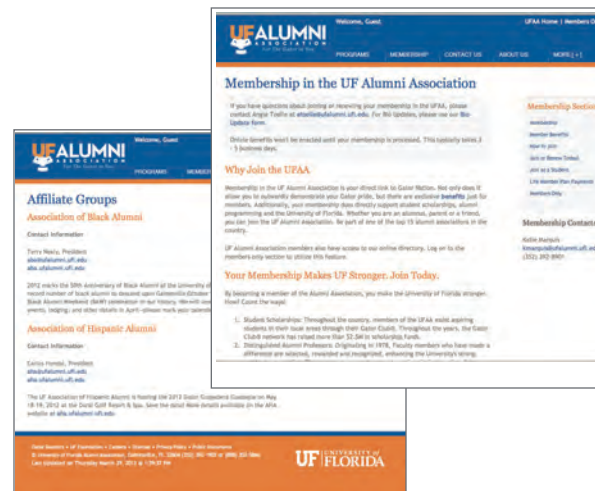
Online media interfaces change regularly. The key is to be sure the UFAA logo is prominently placed, and that the graphical user interface (GUI) and user experience delivers on the established brand attributes – especially regarding a sense of fresh energy, and a clear, clean look and feel.



UFAA Facebook Site



UFAA web site





### STUDENT MEMBER ALUMNI ASSOCIATION LOGO

The UFAA offers student membership to enhance the college experience and provide opportunities for personal growth, while interacting with UF alumni. Student members receive many of the same benefits and services offered to UF alumni. The UFAA Student Member organization is the largest student organization on UF's campus, and one of the largest student alumni association membership organizations in the country.

The color orange is traditionally used to denote "student" status at the University of Florida. Therefore, the color orange can be more prominent in UFAA Student Member branding than the blue.





Secondary Logo

## CICERONES LOGOS

The Florida Cicerones are the official student ambassadors to the University of Florida. Cicerones are considered the link between the past, present and future Gators, and represent the university at various functions throughout the year. The Cicerones office is located in Emerson Alumni Hall, as the Florida Cicerones work directly with the Alumni Association to create meaningful interaction between alumni and current students.

Because the color orange is affiliated more with students, this color can be more prominent in Cicerones branding. The logo also uses a lighter gold-orange as its main color.



Primary Logo



### **GUIDELINES FOR VENDORS**

Contents of this manual are protected by copyright. All restrictions apply. Design or color alterations to the specifications in this manual are prohibited without the consent of the alumni office. The UFAA reserves the right to reject delivery of materials containing unauthorized or incorrect use of the enclosed guidelines. For more information about the identity program, or to receive reproductive artwork and digital files, or for copyright, trademark and licensing information, contact the UFAA at (352) 392-1905.

### **ELECTRONIC FILES**

The UFAA's logo files and other tools (including the PowerPoint template) can be accessed on the UFAA's website at [www.ufalumni.ufl.edu/identity](http://www.ufalumni.ufl.edu/identity)

### **CONTACT**

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