

# A QUICK GUIDE TO THE UF/IFAS BRAND

**1.** UF/IFAS' branding initiative is designed to market UF/IFAS throughout the state and to support all the great work our faculty and staff does every day. Building a unified image requires commitment—people need to be exposed to consistent messages over time so that they develop a clear understanding of who we are and what we stand for, and that requires a consistent identity and presence.

**Having a consistent identity and unified presence will make the UF/IFAS brand strong and recognizable. It will link us to our greatest strength, the University of Florida, and we can easily leverage this connection to communicate important messages about our organization.**

In this guide, you'll learn about the UF/IFAS wordmark and identity standards, including how to say our name and how to use the logo. You'll also learn how you can help to market UF/IFAS.

It is important that all members of the UF/IFAS family understand their role in living out the brand. There is great power when many share a consistent voice, **so each UF/IFAS faculty and staff member is critical to communicating and marketing our brand.**

## **2.** UF/IFAS Brand Basics Key Messages to Communicate

- UF/IFAS embodies the teaching, research and service elements of the UF mission in its daily work and direct interaction with key audiences — students, stakeholders and residents.
- Florida's issues need holistic and integrated solutions. With research, teaching and outreach working together, UF/IFAS creates a system of problem-solving that generates realistic and relevant responses to our state, national and global problems.
- UF/IFAS brings the vast resources of UF directly to every community across the state.
- From developing the blueberry varieties that established and built an \$60.4 million industry in Florida, to helping Florida's most vulnerable audiences learn life-saving ways to eat better and live healthy lifestyles, to preparing future leaders to respond to local problems with a global perspective, to helping foster nearly 200,000 plus youth in the UF/IFAS Extension Florida 4-H Youth Development Program, UF/IFAS brings the University of Florida's resources to residents across the state.

### How We Want to Present Ourselves

- UF/IFAS is a **dynamic, responsive** and **results-oriented** organization **committed to leading** our academic and state communities in finding **pragmatic solutions** to the world's most challenging problems.
- We are **finding** real **answers** for real problems.
- We are seen as a **trusted, good steward** of public investment.
- The desired perception for the future is to be seen as a **valued partner** with new audiences beyond the agricultural community and specifically as a **leader in advancing** natural resources issues and food and health issues across the state.

### Applying the Brand

- 1.** Introduce yourself: *"Hello, my name is [\_\_\_\_\_], and I work for UF/IFAS."*
- 2.** Deliver your message: *"We provide practical education you can trust, to help people, businesses and communities solve problems, develop skills and build a better future."*
- 3.** Payoff with our slogan: *"The Science of Better Living."*

## **3.** UF/IFAS : What's in a Name?

The name for our organization is UF/IFAS. Use the following structure to identify UF/IFAS offices:

UF/IFAS [insert department/center name]

For example: *UF/IFAS Citrus Research and Education Center*  
*UF/IFAS Department of Animal Sciences*

### UF/IFAS' Logo

According to University of Florida regulations, the UF/IFAS logo **must appear** on any UF/IFAS publication, website, etc.

**UF | IFAS** **Maintaining the integrity of the**  
UNIVERSITY of FLORIDA **UF/IFAS logo is important. It must be**  
**presented in a clear, consistent and**  
**effective manner.** Always use original digital art. The logo cannot be redrawn, re-proportioned or modified in any way.

### Using UF/IFAS Logo with a Partnered Institution

In these instances, the UF/IFAS logo **must be** placed **above** or to the **left** of any other logo unless permission from the UF/IFAS Communications office has been given.



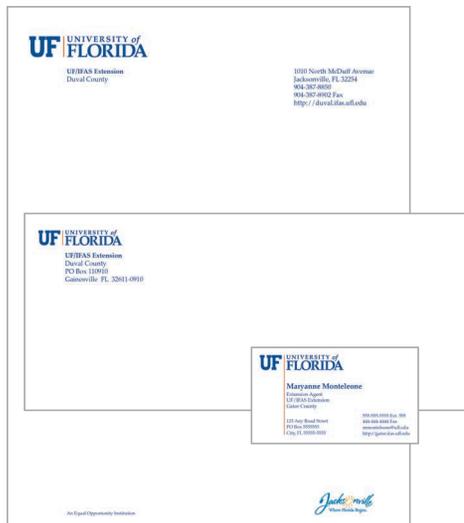
### Where Can I Download the UF/IFAS Logos?

The logo is available on the UF/IFAS Communications website at <http://branding.ifas.ufl.edu/logos/>. It is available in .eps, .png or .tiff format. If you need another format, contact UF/IFAS Communications at (352) 392-2411.

## 10 Ways You Can Market UF/IFAS

1. Introduce yourself as a part of UF/IFAS and include your department/center name— For example, “Hi, my name is John Smith, and I work for UF/IFAS Citrus Research and Education Center.”
2. Wear your official name tag and a UF/IFAS shirt whenever you are leading a workshop or field day, helping the public, or representing UF/IFAS.
3. Be consistent. When you answer the phone, say, “Good afternoon. Thank you for calling UF/IFAS [department/center name].”
4. Make sure your email signature contains the UF/IFAS logo and identify yourself as an employee of UF/IFAS.
5. Use the UF/IFAS logo on everything you distribute and share with both internal and external audiences.
6. Make sure your website is up to date with current content and the proper logos, headers, and footers.
7. Contact UF/IFAS Communications if you have a story worthy of a press release.
8. Promote your department/center in different ways (use flyers, brochures, social media, press releases, etc.)
9. Follow the brand guidelines. Use the UF/IFAS name and logo correctly. Having a consistent, unified presence will allow our brand to be strong and recognizable.
10. Remember to use UF/IFAS Communications’ services (We can help you promote your programs and follow the branding guidelines. Submit project requests through Workfront at <https://ufifas.my.workfront.com> (login with your Gatorlink credentials).

## Stationery System



A letterhead Word template is available at: [http://branding.ifas.ufl.edu/media/brandingifasufledu/UF\\_Letterhead.dotx.zip](http://branding.ifas.ufl.edu/media/brandingifasufledu/UF_Letterhead.dotx.zip)

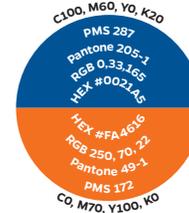
**Only the UF logo** can be used on letterhead, envelopes, and business cards. Do not use any of the UF/IFAS logos on these items.

Personal information, such as names and personal email addresses, should not appear at the top of the letterhead with unit contact information.

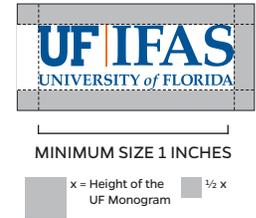
Special printing prices for letterhead, business cards and envelopes can be found at <http://branding.ifas.ufl.edu/stationery-and-forms/>.

## Other Things to Know

### Primary Color Palette Clear Zones



The logo must be surrounded on all sides by clear space (grey area). The clear space should be no less than one-half the height of the “UF” monogram. Do not print graphics, rules, typography, or other elements in this area.



### Logo Size

For the greatest impact and readability, a minimum logo size has been established for each UF/IFAS logo.

The size of the UF/IFAS logo should not be less than **one inch** in length, and proportions should not be altered.

The UF/IFAS CALS, UF/IFAS , and UF/IFAS Research logo size should not be less than **one and half inches** in length, and the proportions should not be altered.

## Promoting UF/IFAS in Your Email Signature

Another way you can help to introduce yourself and promote UF/IFAS is by correctly using the UF/IFAS logo in your email signature and including the short equal employment opportunity (EEO) statement (It is optional to use the EEO statement in your signature.). In general, an email signature should be set up as shown to the right:

Name  
 Title  
 UF/IFAS Department Name  
 Address  
 City, State Zip  
 Phone number | Fax number  
 website.address.ufl.edu



An Equal Opportunity Institution

## For More Information

If you have any questions about this “Quick Guide” or want to learn more, contact UF/IFAS Communications at 352-392-2411. Also, consult the UF/IFAS Branding portal and the UF/IFAS Branding Guide for more information:

<http://branding.ifas.ufl.edu/brand-guidelines/>.

Submit communications project requests through Workfront at <https://ufifas.my.workfront.com> (login with your Gatorlink credentials).