



UF/IFAS *Branding*



RESEARCH • CALS • EXTENSION





Placing a Communications Project Request in Workfront

Communications projects can be requested through our online project management and intake system called Workfront. Log in and place requests through one of the easy-to-use online forms found here:

ufifas.my.workfront.com

1. Log in with your GatorLink user name and password.
2. Click the Request tab at the top
3. Choose a request type in the drop-down menu.
4. Fill out the form.
5. Click Submit Request button.
6. The request will be routed to the person responsible for the type of project request you have submitted.

Introduction

What is a brand?

The word “brand” has its roots in agriculture — the cattle industry, to be specific. In the early days, a rancher would use a hot iron to place a mark on cattle to let everyone know who they belonged to. The mark was easily identifiable so that there was no mistaking ownership if they ever escaped. The word may have evolved through the years, but that early image gives a good idea of what a brand is and does.

Today when we talk about brands, we often associate the word with products and their effective marketing and advertising. One aspect of a **brand** is the name, design, logo or other feature that marks one product as distinct from other products. But there is much more to an organization’s brand than that. A brand is the total emotional and intellectual experience that one has with an organization, be it a company selling a product or a university providing a service.

The goal is to make that brand different from other brands, so that it is unique and easily identifiable. Nike, McDonald’s, Google and Apple are examples of brands whose products you know as soon as they are mentioned. When you hear Nike, you probably think of sneakers or the memorable slogan, “Just do it.” When you hear Apple, you probably envision the iPad or iPhone. But, most importantly, you think of creativity and innovation and associate them with the corporation.

Why is a consistent identity important to a brand?

Every good brand is immediately recognizable because it has a consistent and unified identity. A business such as McDonald’s is recognizable because each of its stores looks the same, sells the same products, and has the famous Golden Arches so that you can easily see and identify the restaurant. The McDonald’s restaurants in local areas do not try to mark themselves as different from other McDonald’s. You know it is a McDonald’s because each restaurant follows the same branding identity — the McDonald’s brand wouldn’t be the same if restaurants started changing the logo or calling the Big Mac a different name because they wanted to be unique from other McDonald’s.

If a brand lacks a consistent identity, people become confused about what a brand is and what it means. You can communicate as much as you want about that brand, but if its identity is inconsistent, those communications will not relay the value and relevance of your organization or business.

Having a consistent, unified presence will allow the UF/IFAS brand to be strong and recognizable.

What makes a brand strong and recognizable?

A brand is strong and recognizable if it has the same visual identity and uses consistent, repetitive messages and language. A brand needs to have an identifiable logo, a unified color scheme, and a slogan or selling point that is memorable for the public. It also needs to have consistent messages that can be communicated both visually and in narrative.

Building a unified brand takes time — people need to be introduced to the brand and then have the messaging repeated so that the brand creates a mark on their memories. With a unified identity, the brand has more impact and a better chance of becoming easily recognized, creating one voice — rather than multiple messages that create confusion.

Using this guide

This guide is organized into eight sections to make what you are looking for easy to find. The sections cover:

- Defining the UF/IFAS brand
- Using the current UF/IFAS logos appropriately
- Answering the phone and talking with a news reporter
- Branding your website
- Using social media
- Communicating the brand in writing
- Producing video and photography for UF/IFAS
- Promoting UF/IFAS on clothing, displays, banners and giveaways

Branding goes beyond a consistent, identifiable logo. It is the people in UF/IFAS — world-renowned, award-winning faculty, friendly and knowledgeable Extension agents, dedicated staff working day in and day out — who help make UF/IFAS the great organization that it is.

Contact UF/IFAS Communications to learn more

For more information contact UF/IFAS Communications at 352-392-2411.

Terms

Here is a quick look at keywords used in this guide:

Brand. The complete experience associated with a product, service or organization. It can include a name, term, design, symbol or any other feature that identifies one product or entity as distinct from others; a well-known or highly regarded name and the products associated with that name.

Brand Ambassador. A person in an organization who promotes its products and services and embodies the brand's values, appearance and personality.

Brand Communication. What is promised about a brand in communications; what is said about a brand and the value it delivers.

Brand Identity. The outward expression of a brand, including its name, communications and visual look.

Brand Meaning. The value that a brand delivers to its audience; the consumer's perceptions and understanding of a brand.

Brand Personality. A set of human characteristics attributed to a brand.

Brand Promise. A statement summarizing the value that a brand delivers to its audience.

Brand Story. A statement that tells the vision, goals and promise of a brand in the form of a short narrative.

Logo. A graphic mark or emblem, often combined with the name, used by organizations to aid and promote public recognition.

Marketing. The process or technique of promoting the value of a good or service in order to sell that good or service.

Promotional Logo. A secondary graphic identifier for a program or other unit in UF/IFAS; must always be used with a UF/IFAS primary logo.

Public Relations. The management function that identifies, creates and nurtures mutually beneficial relationships with key stakeholders critical to the organization's ongoing success. Public relations uses techniques and tactics such as media relations, publications, social media, events, etc., to achieve an organization's strategic goals.

Reputation. The opinion the public holds about an organization, business or other entity.

Slogan. A memorable motto or phrase used as a repetitive expression of a purpose.

Tagline. A branding slogan used in conjunction with a brand's logo; a memorable phrase meant to sum up the tone of the brand, helping to reinforce the brand in the audience's memory.

Visual Identity. The coordinated outward expression of a brand by its logo, use of colors, fonts and images.

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Defining the UF/IFAS brand

UF/IFAS is a federal-state-county partnership throughout Florida, dedicated to improving lives by sharing information about agriculture, natural resources and life sciences.

While the University of Florida traces its roots to 1853 and the establishment of the state-funded East Florida Seminary, UF/IFAS traces its roots to the Morrill Act of 1862, which established the land-grant university system. On July 2, 1862, President Abraham Lincoln signed into law what is generally referred to as the Land-Grant Act. The new piece of legislation introduced by U.S. Rep. Justin Smith Morrill of Vermont granted to each state 30,000 acres of public land for each senator and representative under apportionment based on the 1860 census. Proceeds from the sale of these lands were to be invested in a perpetual endowment fund that would provide support for colleges of agriculture and mechanical arts in each of the states. The establishment of Florida Agricultural College at Lake City in 1884 under the Morrill Act marked the beginning of what became the College of Agriculture of the University of Florida in 1906.

Today, UF/IFAS truly is the sum of its integrated parts as the teaching, research and Extension functions provide a comprehensive service to Florida stakeholders, students, residents and industry.

UF/IFAS brand value proposition: Key message concepts to communicate

- UF/IFAS is leading the way in innovative approaches to solve complex agricultural and natural resources challenges.
- UF/IFAS faculty embrace creative, unusual and new ways to solve problems.
- UF/IFAS reflects the spirit of Florida in its quest for discovery of new knowledge, reflects the values of Florida residents in its responsible use of public resources and is a faithful steward of the public's trust.

UF/IFAS brand personality: 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.

Messages

- The UF/IFAS Message Map prioritizes the most important messages for telling our story, and it illustrates the relationship between attributes and benefits. View the message map in Appendix A.
- 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 Extension 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 the University of Florida directly to every community across the state.
- From developing the blueberry varieties that established and built an \$80 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 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.

UF/IFAS is working for Florida through programs in:

- Water management, quality and allocation
- Plant, animal and human protection from pests and diseases
- Management of urban, rural and human impacts on natural and coastal ecosystems and resources
- Emerging agricultural and natural resources products focusing on global competitiveness
- Food technologies involving safety, nutrition, product development and innovative packaging
- Human resource development for families, children and communities
- Education that produces society-ready college graduates in the agricultural and life sciences and natural and renewable resources
- Agricultural and natural resources public policy issues

UF/IFAS benefits Floridians with programs that:

- Ensure they continue to enjoy a safe, abundant food supply at the lowest possible cost
- Effectively manage urban wildlife, ecotourism and sustainability
- Minimize the need for pesticides and fertilizers through environmentally-friendly best management practices
- Help reclaim our natural landscapes from invasive pests

UF/IFAS BRANDING

UF/IFAS Research brand: Specific messages

The UF/IFAS Research brand is synonymous with the UF/IFAS brand. Below are some specific UF/IFAS Research messages to advance:

- UF/IFAS provides research and development in support of Florida's agriculture, natural resources and related food industries, which supported \$316 billion in sales revenue throughout Florida's economy in 2019.
- UF/IFAS Research is about building agricultural systems research that is effective in preserving the diversity, building the strength and ensuring the development and economic sustainability of Florida's agriculture.
- Priorities include facilitating research within UF/IFAS that focuses on natural resources and environmental systems and emphasizes stewardship of the land and diversity in ecological systems.
- Additional priorities are focusing on human systems research, agriculture's impact on society and human behavioral issues related to food, natural resources, the environment and agriculture.

By seeking ways to enable the success of individual faculty and empowering multidisciplinary teams, we will achieve these goals and will strive to identify and meet future opportunities to further our research mission.

UF/IFAS CALS brand: Specific messages

UF/IFAS CALS is a leader in agricultural education, and is the fourth largest college in UF. Some basic brand components include:

- Improve learning and teaching effectiveness
- Attract and retain a diverse, high-quality student population
- Provide relevant student development programs
- Enhance the international dimensions of curricula and programs
- Expand opportunities for course and degree completion beyond the Gainesville campus

UF/IFAS Extension brand

UF/IFAS Extension's brand value

UF/IFAS Extension is a resource people can trust. When you use UF/IFAS Extension, you can be confident experts have reviewed and developed programs to ensure you receive the best information for your needs.

Through UF/IFAS Extension, you have access to programs developed by a network of universities throughout the country. UF/IFAS Extension employees and volunteers work hard at improving the quality of life for their clients.

National branding research

- People who know us, love us.
- Very few people know us.
- Even those who do know us don't know much about us.
- We must do a better job of linking our name and our brand messages to our positive brand experiences.

Assets of the UF/IFAS Extension brand

These factors are highly motivating to our clients:

- Trustworthy source
- Great staff
- Convenient access
- Reliable/current information
- Expert review
- Focus on quality of life

These factors are only moderately motivating to our clients:

- Change agents
- Scope of work
- In-person support
- University connection

This factor is less motivating to our clients:

- Experience

[Editor's note: Much of this information was presented as part of the Extension National Branding Initiative. To view webinars about this initiative, please visit <https://www.slideserve.com/billyr/the-national-extension-branding-initiative-let-s-get-going-powerpoint-ppt-presentation>.]

Brand communications vs. brand meaning

Brand communications: This is what you promise. It is how you present your brand through communications tools and media.

Brand meaning: This is what you deliver. It is consumers' perceptions and understanding of your brand, based on their experiences.

If the two conflict, customers believe their experience, not your communications. This is why each UF/IFAS Extension faculty and staff member is critical to communicating and marketing our brand.

Three elements essential to building a strong brand:

1. **The name:** We need to be consistent.
2. **The message:** We need to be clear and consistent.
3. **The experience:** We have a great opportunity to create positive, value-rich experiences with the public.

UF/IFAS Extension brand value proposition: Key message concepts to communicate

- UF/IFAS Extension is a resource people can trust.
- When you use UF/IFAS Extension, you can be confident experts have reviewed and developed programs to ensure you get the best information for your needs.
- Using UF/IFAS Extension, you have access to programs developed by a network of universities throughout the country.
- UF/IFAS Extension employees and volunteers work hard to improve the quality of life for their communities.

UF/IFAS Extension brand personality: How we want to present ourselves

- UF/IFAS Extension is a trusted friend whom clients can turn to for support when they need reliable information and advice.
- UF/IFAS Extension is friendly, caring, trusted, committed, approachable, down to earth, practical, informed and knowledgeable.
- We are relaxed and friendly, but also knowledgeable and informative. We use everyday language that everyone will understand.

UF/IFAS Extension brand promise

- UF/IFAS Extension provides practical education you can trust to help people, businesses and communities solve problems, develop skills and build a better future.

Sample application

1. Introduce yourself: “Hi, my name is [____], and I work for UF/IFAS Extension.”
2. Deliver your message: Say the brand promise: “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 your slogan: “We are all about providing solutions that make your life better.”
4. Emphasize solutions and say it with gusto.

Your brand story

The name: “I work for UF/IFAS Extension [name county]”

1. **The message:** Say the brand promise: “We provide practical education you can trust to help people, businesses and communities solve problems, develop skills and build a better future.”
2. **Your role:** “In my role, I work with [your audience] to help them [their goal].”
3. **The experience:** “Is there a problem you need to solve? Or is there something you wish you knew more about? Can I put you on our email list?”

Example:

1. “Hi, my name is John Smith, and I work for UF/IFAS Extension Lake County.”
2. “We provide practical education you can trust to help people, businesses and communities solve problems, develop skills and build a better future.”
3. “In my role, I work with local farmers and agricultural producers to help them best manage their crops.”
4. “Is there a problem you need help with? Or is there something you wish you knew more about? Can I put you on our email list? Can we connect you to our blogs or social media?”

By learning and using the UF/IFAS Extension brand promise and story, you will help to develop our brand and become a brand ambassador. A brand ambassador embodies our brand’s philosophy and helps to further the reputation and unity of our brand.

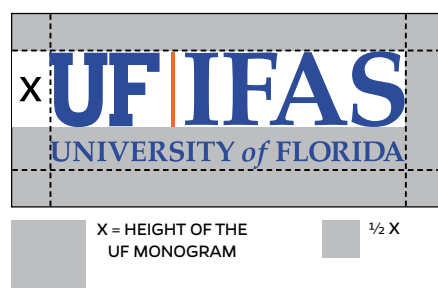
Visual identity of the UF/IFAS brand

All good brands need an easily identifiable logo and a visual identity that sets them apart. The logo must be used on a consistent basis to communicate the relevance and value of that brand — and UF/IFAS is no different. Using the UF/IFAS logo throughout all our communications will build our recognition throughout the state, country and world by adhering to a clear, consistent message and identity.

The UF/IFAS, UF/IFAS Extension, UF/IFAS CALS and UF/IFAS Research logos are the primary logos we use. The UF/IFAS primary logo comprises the University of Florida monogram along with the UF/IFAS, UF/IFAS Extension, UF/IFAS CALS or UF/IFAS Research logos. These logos are the most identifiable images that UF/IFAS uses. They consistently represent UF/IFAS and its three parts (CALS, Research, Extension) in all communications. One of these logos must be placed in a prominent position in all our communications, including print and web/digital items.



Logo anatomy



UF/IFAS Communications developed the current logos with assistance from University Relations, and all communications must follow the guidelines listed in UF's Brand Center (<https://brandcenter.ufl.edu/>).

Using the UF/IFAS logo

According to University of Florida regulations, the UF, UF/IFAS, UF/IFAS Extension, UF/IFAS CALS or UF/IFAS Research logo must appear on any UF/IFAS publication, brochure, poster, website, etc. Unit identifiers (such as county or program logos) are considered graphic elements or promotional logos, and cannot be combined with — or appear larger than — the UF/IFAS logos. **(Note: Only the UF logo can be used on letterheads, envelopes and business cards. See page 59 for more information.)**

In most cases, it should be clear which logo you need to use in a situation. For instance, use the UF/IFAS Extension logo in communications primarily for UF/IFAS Extension, and use the UF/IFAS Research logo in communications primarily for the research office. If you have any questions about when to use a specific UF/IFAS logo, contact the UF/IFAS Communications graphics unit (Tracy Bryant, 352-294-3319 or tracydz@ufl.edu).

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 logo.

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

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

Official colors

The two-color logo is always preferred (see page 19 for color values). Both all black and all white may be used as a substitute if the official colors do not work or are not available.

Size of graphic elements

Any graphic element cannot visually appear to be larger than the UF, UF/IFAS or any of the other three logos (CALS, Research or Extension).

Using the UF/IFAS logo with another identifier

The UF/IFAS, UF/IFAS CALS, UF/IFAS Research or UF/IFAS Extension logo must always be used when an identifier for a county, program, UF/IFAS-sponsored entity, or partnering institution is used. In these instances, the UF/IFAS logo should be placed above or to the left of the partner identifier. (See sample usage in the sidebar to the right. Also, see page 17 for promotional logo regulations.)

Where can I download the UF/IFAS logo?

The current UF/IFAS, UF/IFAS Extension, UF/IFAS CALS and UF/IFAS Research logos are available on the UF/IFAS Branding Portal website at <http://branding.ifas.ufl.edu/logos/>. They are available in .eps, .png or .tiff format. If you need another format, please contact Tracy Bryant at 352-294-3319 or tracydz@ufl.edu.

Logo download instructions and usage instructions for Microsoft Office products

1. Visit <http://branding.ifas.ufl.edu/logos/>.
2. Click orange text under the logo you want.
3. Save file to your computer.
4. Unzip folder.
5. Open file using the program in which you want the logo to appear (Word, PowerPoint or Publisher).
6. Go to Insert menu, choose Photo, Picture from File.
7. Locate then select the logo file you want to include in your document.
8. Click Insert.
9. Adjust size proportionately, if needed.

Unacceptable variations

The UF/IFAS logo is used with the county or program graphic element to depict the partnership that exists (please see the above examples for the correct usage). Counties and programs are welcome to use their graphic element with the UF/IFAS primary logo (or one of the other three logos), provided they follow the guidelines above.

Maintaining the integrity of the 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.** Use of a font or art similar to the official UF trademarks in order to circumvent the requirements is not allowed if it is visually similar enough to be confused with type/art used in the registered trademark.



Samples of unacceptable use of logo.



Promotional logos (graphic elements)

The University of Florida doesn't recognize any logos other than the UF and the UF/IFAS logos we have developed that have been approved by the University. To assist with some special marketing efforts, UF has instituted a promotional logo system to visually brand promotional efforts while staying aligned with UF branding. A promotional logo is treated the same way as any other identifier and must follow the rules stated above. Contact Tracy Bryant (tracydz@ufl.edu) to see if your program meets the criteria for promotional logo development. These requests are considered on a case-by-case basis.

Visual identity

Groups that do not meet the criteria for a promotional logo can benefit from a visual identity. Your visual identity is made up of all the visual aspects of your brand. These things include: logo, colors, fonts and font styles, graphic elements, and other visuals.

These visuals are like your program's personality. They are created with your target audience in mind and should attract them to your service or program. Contact Tracy Bryant (tracydz@ufl.edu) if you are interested in development of a visual identity.

What constitutes a promotional effort?

- INITIATIVES – Think Before You Ink, Sustainable UF, Hitchcock Field & Fork Pantry
- PROGRAMS – Statewide UF/IFAS Extension programs
- EVENTS – Dance Marathon, Get Up and Give, Bug Week
- SERVICES – U Matter, We Care; GatorWell
- CAMPAIGNS – Powering the New Engineer, Campus Climate Survey
- MEDIA/WEB – Animal Airwaves, Lab Daze, UFCN
- ORGANIZATIONS – Cicerones, Campus Diplomats, Healthy Gators

Promotional logos ARE:

- Always used to the right of or underneath a UF/IFAS logo
- Expressive, open and unique
- Subject to UF/IFAS Communications review before approval
- Not restricted to official colors
- Usable in print, websites and on promotional items

Promotional logos ARE NOT:

- Meant to represent official UF/IFAS units
- Interchangeable with the UF/IFAS logos
- A replacement for the UF/IFAS logo

The framework

A fundamental goal of this system is to offer individuality and uniqueness to units seeking to visually brand their promotional efforts — while instituting brand-aligned, sophisticated typography to build consistency across campus (see samples to the left).

1. **Icon/Logomark.** A symbol representing the effort. Should be free from typography with the exception of monogram-like arrangements of one to three letters.
2. **Title.** The official name of your promotional effort. Can vary from one to three lines, depending on length. Width is also variable as needed, and sidebars should maintain adequate spacing and not be crowded.
3. **Descriptor.** A reference to the unit, or a further explanation of the promotional title.
4. **Type lockup.** The title and descriptor form the type lockup, whose font, format and arrangement may not be varied. All elements of the type lockup must always be the same color, either Gator blue or white (depending on the application).

Athletic marks

The University of Florida athletic logo, trademark, mascot and name are reserved for use by the University Athletic Association and its entities. The “Gator Head” logo should never appear with or replace the university logo without permission of the University Athletic Association.

Permission to use the athletic logo in addition to a UF logo in special publications that promote spirit may be given by the Office of Licensing and Trademark at 352-375-GoUF (4683) or DebbieG@gators.ufl.edu.

Font families

Print

Typography is a vehicle for our brand voice, contributing to how our messages are read and communicated. Gentona is the primary workhorse for our communications. A wide display typeface called Obviously performs well as an accent to pair with Gentona, or on its own in headlines. Used together, these two typefaces create a clear hierarchy and keep our content legible and engaging. We use Billion Dreams and Newsreader in smaller and more specialized capacities, which are explained in the following pages.

Font licenses from University Communications

University Communications has purchased a limited quantity of font licenses of the current brand fonts. You can find the font downloads here: <https://brandcenter.ufl.edu/downloads/>; log in with your GatorLink credentials to gain access.

Gentona

Gentona is a clean, friendly typeface that we use frequently and in a variety of ways. Its simple letterforms convey technical precision at lighter weights, and bold impact at heavier weights, so it can be used for virtually any typographic application. Because of its simplicity, Gentona pairs well with our more expressive accent typefaces. Put simply, it’s the keystone to a consistent, recognizable brand for UF.

Obviously Wide and Extended

Obviously is a display font, appropriate for brief callouts, factoids and numerals, and for adding special emphasis. Its appeal comes from its rigid, vertical structure and striking character. **Note:** Our approved brand typeface doesn’t include the full range of widths from this font family. Although other widths are available in the Obviously font family, our brand does not and should not use any font widths other than those listed here: Obviously Wide and Obviously Extended.

Billion Dreams

Billion Dreams is a handwritten typeface chosen to evoke ideas that are scribbled during a brainstorm. It adds a more expressive, personal touch to our brand language. It’s best used for a few key words in a headline or subhead, not for long runs of text. **Typesetting Note:** Relying on InDesign’s default optical and metrics kerning is not recommended for this font. Due to its expressive nature, Billion Dreams requires custom kerning to ensure that all its letters connect seamlessly.

Newsreader

Newsreader is our only serif typeface. Its sophistication and simplicity pair perfectly with Gentona. We seldom use it for headlines; when we do, it’s for pieces with an elevated feel. Generally, Newsreader works well for long runs of text, callouts and other supporting copy. As a serif typeface, it feels more classically academic, while our display and handwritten options are sleeker and more modern.



PRIMARY TYPEFACE

Gentona

DISPLAY TYPEFACE

OBVIOUSLY
WIDE + EXTENDED

HANDWRITTEN TYPEFACE

Billion Dreams

SERIF TYPEFACE

Newsreader

Alternate System Fonts

Our brand typefaces may not always be available for everyone to use in Word documents, PowerPoint presentations and other digital applications. In these situations, use the alternate fonts listed here, which are freely available on all computers.

Note: Due to the unique properties of Obviously and Billion Dreams, there are no PC substitutes for those typefaces. Restrict your usage to Franklin Gothic and Georgia as needed.

Acceptable font set substitution for Gentona:

Franklin Gothic

Acceptable font set substitution for Newsreader:

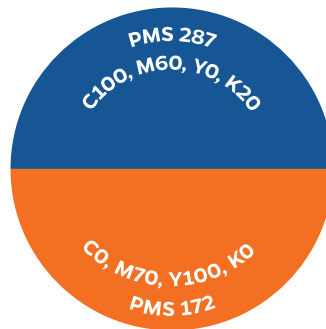
Georgia

Preferred colors

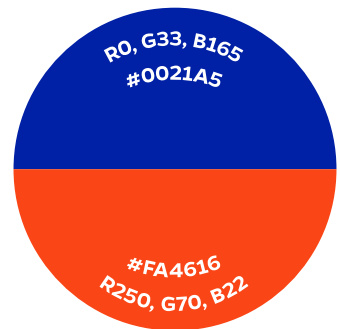
The UF/IFAS color palette (PMS, CMYK, Web) should be used whenever possible. The traditional orange and blue will remain a dominant design element enhanced by a palette of complementary and accent colors.

To assist faculty and staff with color decisions, secondary color palettes are also offered. These palettes are meant to be a guide for publications and products and to complement the primary palette.

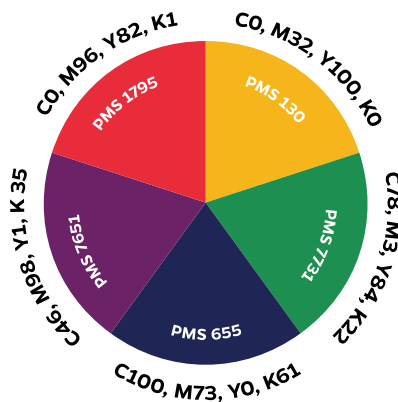
Primary Print Color Palette



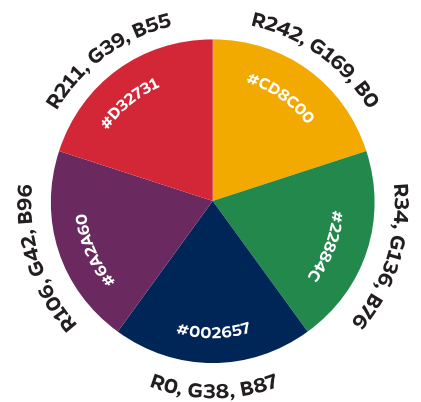
Primary Web Color Palette



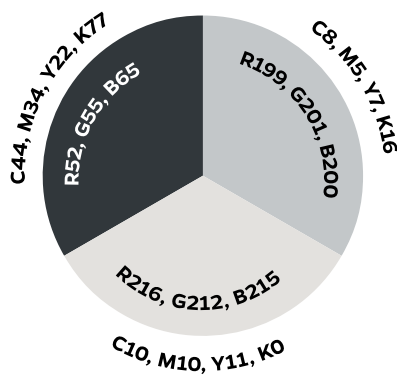
Secondary Print Color Palette



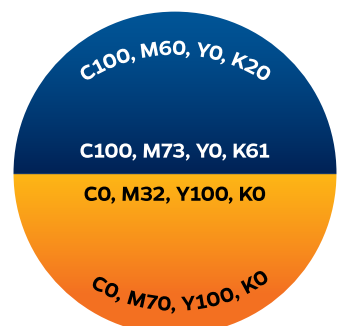
Secondary Web Color Palette



Neutral Color Palette



Gradient Colors



UF/IFAS BRANDING



Communicating the UF/IFAS brand to the public

From being quoted in the national news to answering the phone at a local UF/IFAS Extension office, UF/IFAS faculty and staff interact with the public in many different situations each day. To present a consistent identity across the organization, we must refer to UF/IFAS in the same way in each of these interactions. Remember each public contact is an opportunity to be an ambassador for our brand and present UF/IFAS as accessible, friendly, knowledgeable and practical.

Answering the phone

When answering the phone, let the person know you are with the University of Florida and IFAS. To do this, answer as follows:

“UF/IFAS [insert your department, program or entity]”

For example: “Good morning. Thank you for calling the UF/IFAS Soil Testing Laboratory.”

UF/IFAS Extension offices should answer the phone with the following:

“UF/IFAS Extension [insert county name]”

For example: “Good afternoon. Thank you for calling UF/IFAS Extension Collier County.”

Introducing yourself and UF/IFAS

UF/IFAS has many program areas, which can create confusion when people in UF/IFAS introduce themselves. Always first acknowledge that you are a part of UF/IFAS, and then you can add the program area or department you belong to.

The same is true in Extension. If you are with UF/IFAS Extension, always first introduce yourself as part of UF/IFAS Extension, and then add your program area — whether the Master Gardener program, 4-H, Sea Grant, etc. Because UF/IFAS Extension offices are also a part of county government, also acknowledge that they are affiliated with the county.

For example: “Hello, my name is Jane Jones and I’m with UF/IFAS Extension Collier County, and I am a horticulture agent. Our Extension office is also a part of the Collier County Public Services Department,” or “Hello, my name is Joe Smith, I am a UF/IFAS Extension Santa Rosa County family and consumer sciences agent.”

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 (optional). In general, an email signature should be set up as follows:

Name

Title

UF/IFAS along with your department, unit or county office

Phone number (cell is optional)

Email

Optional promotion/campaign/initiative graphic

Email signatures must use official UF web colors. The typeface should be Arial or sans-serif default font. Name and title should be bold and 10 point size; additional contact information is 8 point size.

For example:



Those in UF/IFAS Extension should use the UF/IFAS Extension logo and include their county logo either below or to the right of the UF/IFAS Extension logo.

Name
Title
UF/IFAS Extension [county name]
Phone number
Email
Optional promotion/campaign/initiative graphic

For example:



Email signature templates can be found at <https://branding.ifas.ufl.edu/media/brandingifasufledu/logos/email-signature-logo-instructions.docx>.

Instructions on how to use this downloadable template in Microsoft Outlook's desktop client can be found at <https://tinyurl.com/y2xvhsly>. **NOTE: Copy and paste signature template using the Menu bar instead of keyboard commands.**

Instructions on how to use this downloadable template in Microsoft Outlook's web browser client can be found at <https://tinyurl.com/y8a5r2sx>.

UF/IFAS in the media

UF/IFAS has public relations specialists available to assist with media inquiries. Please reach out to the specialist in your area for media support and training (<https://ifas.ufl.edu/newsroom/media/#d.en.782672>).

Getting UF/IFAS into the news

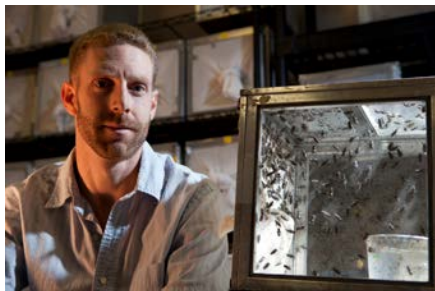
There are several ways to generate publicity, but choosing the best way depends on the type of event, program or news you're trying to promote. If it's an event of local interest, call the local news editor (newspaper) or assignment desk (broadcast) and tell them what events you've got planned and ask for their help. If you're in a more metropolitan area, a news release might be in order. Generally speaking, a news release just gives an overview of the event. If you're comfortable writing your own news release, you are welcome to do so. If the news you have is very big (let's say you have a major scientific paper in the works or are working on a program that's expected to have wide public impact), please contact UF/IFAS Communications.

Avoiding bad publicity

In 99.9 percent of instances, we should be promoting UF/IFAS, not avoiding media coverage. We want the public to be aware of the University of Florida and the great work being done by the Institute of Food and Agricultural Sciences. One of the best ways to ensure that awareness is by having our people and programs represented in the media.

There are many stereotypes about journalists out to get a story at any cost. There may be a few "bad-egg" reporters, but just as in any other profession, most people want to do their jobs well and have good professional relationships. Talking to the media is a great way to get the word out about UF/IFAS programs and research.

UF/IFAS PR specialists can handle media inquiries for you, and help you prepare for interviews.



Examples of UF/IFAS News photos.

Contact UF/IFAS Communications

For more information about the guidelines in this section, contact:

Chris Vivian, cvivian@ufl.edu,
352-294-3329

Identifying yourself and UF/IFAS for the media

In addition to asking how to correctly spell your name, a journalist will ask for your job title and affiliation. Let them know you work for the University of Florida's Institute of Food and Agricultural Sciences, or UF/IFAS, for short. Specifically, our name should appear in print similar to the following examples:

- Marla Rodriguez, an assistant professor with UF's Institute of Food and Agricultural Sciences
- Mary Smith, a UF/IFAS Extension agent in Alachua County specializing in environmental horticulture
- John Jones, UF/IFAS Extension nutrition specialist and assistant professor in family, youth and community sciences

Proper dress for photographs or TV

If possible, keep a UF/IFAS logo shirt in your office that you can wear and change into before the journalist or journalists arrive — especially if the shoot or interview will be outdoors, as is often the case for UF/IFAS faculty. If it's a more formal interview, normal dress clothes are recommended. Your best bets: a solid pastel or blue shirt, no stripes, checks or loud prints, and avoid white, black and red. Men should stick with a subdued necktie, and women should avoid distracting jewelry.

Properly crediting UF/IFAS in partnerships and collaborative projects

It is fair and helpful to point out collaborators and UF/IFAS partners. However, in a news release, most of the time the partnership itself is not the biggest news, so it would be mentioned deeper in the text. We avoid "joint" news releases with multiple logos because they are distracting and dilute the power of our own logo and messaging.

Communicating the UF/IFAS brand in writing

UF/IFAS releases numerous publications every year — news releases, EDIS documents, brochures, websites, annual reports, posters and handbooks. These publications may reach different audiences and be written in different styles, but they should all create favorable support for UF/IFAS and its activities. Individually and collectively, these publications create an impression. An effective publication — whether printed or electronic — is written clearly, designed professionally and produced with attention to quality.

In any UF/IFAS publication, it is important to refer to UF/IFAS in a consistent way, so the public will recognize us in all our communications. Use the following guidelines for UF/IFAS publications and in any writing that refers to UF/IFAS.

Style guide preferences

When writing for a general audience, the most important thing is to keep it simple. If the public can't understand it, they won't keep reading. Aim for shorter-than-usual paragraphs and sentences, use the active voice, and avoid wordiness and technical jargon. Have someone who doesn't work in your field read what you've written and give you feedback. If you'd like another opinion, UF/IFAS Communications will be happy to help.

UF/IFAS Communications recommends the use of three main style guides, depending upon the type of writing you're doing and the audience you're trying to reach:

- *The Associated Press Stylebook 2020* (AP style)
- *The Chicago Manual of Style*, 17th edition (Chicago style)
- *Publication Manual of the American Psychological Association*, 7th edition (APA style)

Writing for news releases, the media and the web

UF/IFAS Communications' public relations team can assist you with developing news releases and amplifying your story by reaching key media outlets. For news releases, op-eds and other news media, follow Associated Press style. Because it is for a general audience, writing for the web should also follow AP style. With advance notice, the UF/IFAS Communications public relations office can help ensure that what you've written complies with AP style. Contact UF/IFAS Communications for assistance by placing a Public Relations Request in Workfront (<https://ufifas.my.workfront.com>).

Writing for EDIS/Ask IFAS

When you're writing for EDIS/Ask IFAS, please follow *The Chicago Manual of Style* (17th edition) or APA style (7th edition). Communicate with your EDIS editor if a document is for a technical audience and should be in a specific style. EDIS editors will work with you during the publication process to ensure your publications meet the guidelines. If you have questions, contact the EDIS team at 352-392-2411 or visit <https://ics.ifas.ufl.edu/our-services/publication-editing-edis> to find your EDIS editor's contact information.

Writing for blogs

For writing style and citation format, UF/IFAS bloggers may use any well-known style guide, such as Chicago or APA style. Please refer to the UF/IFAS Blogging Best Practices Guide (https://ics.ifas.ufl.edu/media/brandingifasufledu/blog-pdfs/Blogging-Best-Practices_2022_PDF.pdf) for an overview of UF/IFAS blogging guidelines and strategies.

If you're writing for:	Style guide preference	For questions, contact:
News release	AP style	The UF/IFAS media team or your PR specialist: https://ifas.ufl.edu/newsroom/media/#d.en.782672
Newsletter		
Web		
Promotional (brochures, posters, flyers)		
EDIS	Chicago style or APA style	dihagan@ufl.edu
For-sale	Chicago style	golem@ufl.edu
Blogs.IFAS	Chicago, AP or APA style	webteam@ifas.ufl.edu
Social media	Chicago, AP or APA style	socialmedia@ifas.ufl.edu

How to refer to UF/IFAS in writing

The following is a quick guide for how to refer to UF/IFAS entities in writing. For a more in-depth look, see the Stylebook appendix on page 66.

UF/IFAS

If writing for an external audience, on first reference, you should write out the University of Florida Institute of Food and Agricultural Sciences. Use UF/IFAS for further references. If the intended audience is familiar with UF/IFAS, you may use the shortened version throughout.

When should I include UF/IFAS in a name?

If you are referring to any UF/IFAS program, building, center, institute or other entity, you should always include UF/IFAS in front of the name on first reference, especially if it is for an external audience. This is an extremely crucial rule to follow. It is important to properly identify UF/IFAS' varied programs, centers and institutes with UF/IFAS, to build recognition throughout the state, country and world. By using UF/IFAS in each context, you will link your program with the University of Florida and the Institute of Food and Agricultural Sciences and consistently identify it as part of UF/IFAS.

College of Agricultural and Life Sciences

On first reference, UF/IFAS College of Agricultural and Life Sciences. UF/IFAS CALS is preferred on second reference.

Example: The UF/IFAS College of Agricultural and Life Sciences offers 23 undergraduate degree programs. Many UF/IFAS CALS graduates go on to careers in...

UF/IFAS Extension

The name of our Extension program is UF/IFAS Extension. It should not be referred to as Cooperative Extension, Florida Cooperative Extension Service, or a county name and then Extension (e.g., Volusia County Extension). UF/IFAS Extension offices should be called the following:

UF/IFAS Extension [insert county name here]
For example: UF/IFAS Extension Alachua County

The term "Florida Cooperative Extension Service" should be used when you are referring to the UF/IFAS Extension program along with the Florida A&M Cooperative Extension program. It should only be used in this context.

UF/IFAS Extension listings

Google

Most people will now use their smartphones or computers to search for businesses. Be sure your Extension or program office can be found by search engines. To do this, 'claim' your listing using these instructions: <https://www.google.com/business/>.

UF/IFAS Research

Use UF/IFAS Research to specifically refer to the UF/IFAS Research office or UF/IFAS Research activities.

Florida Agricultural Experiment Station

In certain instances, the Florida Agricultural Experiment Station should also be used in conjunction with UF/IFAS Research. The Florida Agricultural Experiment Station is the formal name for UF/IFAS Research. It encompasses multiple departments and Research and Education Centers and is the gateway for research done by members of UF/IFAS.

Use this term for UF/IFAS Research only in publications meant for a technical audience with knowledge of our research initiatives. This term should always be used along with UF/IFAS Research, the preferred marketing term for the research office and its associated activities.

UF/IFAS Research and Education Centers

Refer to UF/IFAS Research and Education Centers as follows:

UF/IFAS [insert name here] Research and Education Center. For example: UF/IFAS Citrus Research and Education Center

After the first reference, or when writing for an internal audience, you may shorten Research and Education Center to REC.

Titles

When referring to a person's title, it should be capitalized if it appears before the name, but lowercase if it is afterward.

For example: "Associate Professor Jane Doe," but "Jane Doe, an associate professor..."

Always capitalize the word Extension and use UF/IFAS in conjunction with Extension.

For example: "Jane Doe, a UF/IFAS Extension Alachua County environmental horticulture agent"

When referring to students, always include the student's standing (freshman, sophomore, PhD, MS, etc.), association with CALS, and major. For example:

"John James, a junior in the UF/IFAS College of Agricultural and Life Sciences studying animal sciences"

For more information

If you have any questions about the UF/IFAS Stylebook on page 66, please direct them to UF/IFAS Communications at 352-392-2411.

Legal/EEO Statements

UF/IFAS is committed to diversity of people, thought and opinion, to inclusiveness and to equal opportunity. Communicators are encouraged to reflect diversity in images and text by using gender-neutral language and picturing the broadest possible diversity of age, racial and ethnic groups, gender and ability.

All UF/IFAS materials should include an affirmative action statement, usually at the end of the publication, handbook, or other printed material. If you are unsure about including a statement, please contact UF/IFAS Communications. There is no specific size requirement for this information, and it can be located anywhere on the publication.

UF/IFAS and Academic Legal (Affirmative Action Statement)

An Equal Opportunity Institution.

UF/IFAS Extension Legal

An Equal Opportunity Institution. UF/IFAS Extension, University of Florida, Institute of Food and Agricultural Sciences, Andra Johnson, Dean. Single copies of UF/IFAS Extension publications (excluding 4-H and youth publications) are available free to Florida residents from county UF/IFAS Extension offices.

UF/IFAS Research Statement

An Equal Opportunity Institution. Florida Agricultural Experiment Station, Institute of Food and Agricultural Sciences, University of Florida, UF/IFAS Dean for Research, Robert Gilbert, publishes this information to advance research programs and related activities. For more information contact the UF/IFAS Office of the Dean for Research, P.O. Box 110200, Gainesville, Florida 32611-0200, 352-392-1784.

UF/IFAS Extension EDIS Legal

The Institute of Food and Agricultural Sciences (IFAS) is an Equal Opportunity Institution authorized to provide research, educational information and other services only to individuals and institutions that function with non-discrimination with respect to race, creed, color, religion, age, disability, sex, sexual orientation, marital status, national origin, political opinions or affiliations. For more information on obtaining other UF/IFAS Extension publications, contact your county's UF/IFAS Extension office.

U.S. Department of Agriculture, UF/IFAS Extension Service, University of Florida, IFAS, Florida A & M University Cooperative Extension Program, and Boards of County Commissioners Cooperating. Andra Johnson, Dean for UF/IFAS Extension.

UF/IFAS Extension for Sale

An Equal Opportunity Institution. UF/IFAS Extension, University of Florida, Institute of Food and Agricultural Sciences, Andra Johnson, Dean. Information on copies for purchase is available from IFAS Extension Bookstore, University of Florida, PO Box 110011, Gainesville, FL 32611-0011 (visit our website at: ifasbooks.ufl.edu). Information about alternate formats is available from IFAS Communications, University of Florida, PO Box 110810, Gainesville, FL 32611-0810. Published [date: month, year] as [publication number], UF/IFAS Extension. Reviewed [date: month year].

UF/IFAS Extension Energy Legal

An Equal Opportunity Institution. The Energy Extension Service is a cooperative program between the Florida Energy Office (FEO) and UF/IFAS Extension. This material was prepared with the support of FEO Contract No. 884. However, any opinions, findings, conclusions or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the Florida Energy Office. Printed [date: month, year].

Publications graphic guidelines

To provide a consistent visual identity, each UF/IFAS publication must appear as a member of a family, sharing common graphic elements. The identity and graphics standards have been developed to provide this visual consistency while also allowing creative freedom.

- The UF/IFAS, UF/IFAS Extension, UF/IFAS Research or UF/IFAS CALS logo must be clearly and prominently displayed on the front cover of all publications.
- No other logo or icon affiliated with UF/IFAS may appear on the cover of primary publications. Some exceptions to this standard are allowed for partnered institutions.
- County logos or partnered institution logos can be used to denote collaboration between UF/IFAS and the other entity as long as sufficient separation is maintained and the UF/IFAS logo remains dominant.
- In magazines, the logo must also appear in the masthead and on the back cover. When and where appropriate, “UF/IFAS” is to be used in page folios.
- The logo may be printed over a photograph, texture or other image, provided it remains a prominent visual element.
- Likewise, all licensed or promotional products displaying established college or department promotional logos are acceptable providing they are used secondary to the UF/IFAS logo.

See the section on UF/IFAS visual identity (page 14) for more information on colors and font choices used in UF/IFAS publications.

Email newsletters

UF/IFAS branded email newsletters can be created and sent through Mailchimp or other similar commercial services. These automatically track metrics such as opens and clicks, and also manage your subscription list. Mailchimp can also be integrated with Blogs. IFAS and Eventbrite, allowing you to update your readers on news and events.

For help setting up an email newsletter in Mailchimp, contact the UF/IFAS Communications web team (webteam@ifas.ufl.edu).

EDIS publications

All EDIS publications must follow the Adobe InDesign template used with the EDIS authoring tool. The only exceptions are EDIS series designed as custom PDFs. Contact your EDIS editor if this may be necessary. Custom PDFs meet the standards established in the University of Florida’s EIT Accessibility Policy (<https://accessibility.ufl.edu/media/accessibilityufl.edu/EITAccessibilityPolicy-v020.pdf>) and must include the following:

- **Current UF/IFAS Extension logo in prominent position.** This must be on the front page of the fact sheet, typically in the upper left-hand corner.
- **Publication number.** Typically in the upper right-hand corner.
- **Publication history.** A current date of publication must be included. Publications with dates more than three years in the past may not be entered into EDIS.

Additional requirements of custom PDFs are technical in nature:

- Must be less than 15 MB in size (negotiable, contact the EDIS office if this is an issue).
- Non-system fonts should be embedded in the PDF. PDFs generated from Word Perfect are especially problematic.

The following are not required, but recommended for custom PDFs:

- **Active hyperlinks.** A PDF with hyperlinks is likely to rank better with search engines and be more useful to readers.
- **Standard page size.** It is possible to create PDFs that do not have standard page sizes. Unless there is a compelling reason, do not deviate from the standard 8½" x 11" format.

For information on submitting a manuscript for publication, visit the UF/IFAS Communications Ask IFAS and EDIS Publications page at <https://ics.ifas.ufl.edu/our-services/publication-editing-edis>.


For-sale publications

For-sale publications include all educational materials, including books, ID decks, posters, DVDs, software and multimedia packets retailed through the UF/IFAS Extension Bookstore. Content of for-sale publications originates within UF/IFAS (as opposed to third-party materials resold through the UF/IFAS Extension Bookstore).

The integrity of the UF/IFAS brand is based on the quality and value of its educational materials. This is especially important when people are paying money for them.

For-sale materials must follow these guidelines:

- Must be authored by or with support from UF/IFAS faculty, UF/IFAS Extension faculty or faculty in partnership with UF/IFAS.
- Must be approved for publication by UF/IFAS unit leaders and program leaders. The Extension Transmittal form (Form 2840) is the most common assurance that the materials have been reviewed and approved as appropriate UF/IFAS educational materials.
- Must be sold through the UF/IFAS Extension Bookstore, on terms agreed upon by the bookstore and the author(s). A memorandum of understanding (MOU) will be signed by both parties agreeing on the terms of publication and sale.
- The UF/IFAS Extension Bookstore works on a cost-recovery model, and due to budget constraints is generally not able to fund the printing of new publications. If the bookstore finances production of an existing publication with a sales record, it retains the right to decline publication if the costs associated with production, pricing, warehousing, shipping and marketing exceed the projected revenue of the materials.

- 
- All for-sale materials are reviewed for marketability. Authors should be prepared to offer support for the marketability of their materials, including the demographics and numbers of their target audience.
 - Must display the UF/IFAS Extension logo on the front cover. Unless partnered with another university, a UF/IFAS logo should be the only logo on the front cover. Logos of other partnerships and funding sources should be displayed on the back cover or the front matter of the material.
 - Must offer accurate, unbiased and timely information. Currency of information throughout a publication's shelflife (which can often exceed 10 years) must be taken into account. Before reprinting a publication, the author is requested to review the content for accuracy and currency.
 - Written permission must be acquired to reuse any copyrighted material, including photographs, charts, tables, illustrations, chapters or lengthy quotes. The for-sale publications department reserves the right to request proof of permission from the author(s).

For more information

For more information on the guidelines in this chapter, contact:

News releases

Chris Vivian, cvivian@ufl.edu, 352-294-3329

EDIS publications

Diana Hagan, EDIS librarian, diHagan@ufl.edu or 352-294-3315

Visit <https://ics.ifas.ufl.edu/our-services/publication-editing-edis> to find your EDIS editor's contact information.

For-sale publications

Darryl Palmer, for-sale publications editor, golem@ufl.edu or 352-294-3317

Graphic design

Tracy Bryant, creative services director, tracydz@ufl.edu or 352-294-3319

Communicating the UF/IFAS brand in video

All radio, video and film produced for UF/IFAS require reference to the University of Florida and IFAS in the final published or aired version. Publicly aired videos and television commercials should be ADA-compliant whenever possible and appropriate.

Quality video is synonymous with a quality message. To ensure that you showcase UF/IFAS' image of quality, it is crucial that your video reflect high production standards. You can acquire quality video with many camcorders on the market, even in 4K. However, you shouldn't just point and shoot and expect great results. Your production can emulate some of the best videos available just by following these guidelines.

Video guidelines

Introduction

In any video, you should properly introduce yourself and UF/IFAS. Always first acknowledge that you are a part of UF/IFAS and then add your program area. This will help to eliminate confusion as to which organization you belong to. Templates are available on the UF/IFAS Communications website (<https://ics.ifas.ufl.edu>).

Good lighting

The subject should be well-lit and visible within the frame. If recording people, you should be able to clearly see their features. Be aware of bright backgrounds that might be brighter than your subject. Also, don't rely on the ambient lighting inside a room or even outdoors — for instance, in a dark, shady location. If need be, add extra light, but not so much that the lighting becomes glaringly obvious.

Good video color

Probably the best indicator of a quality production is good, strong color — green, red or off-color video is indicative of poor quality. Many camcorders come with a white balance feature. Take advantage of this feature to ensure you capture good video. Many camcorders come with color viewfinders or side-view monitors, so use these to confirm your video color looks correct before recording.

Stable video

Use a tripod as much as possible. Shaky handheld camera work suggests amateurish video. Only go handheld when the project calls for something like a point-of-view shot, but keep it within reason. Monopods work well, especially in on-the-move traveling situations.

Good audible audio

A classic indicator of low-quality production is bad audio. If you have an opportunity to use an external microphone, use it! If not, position your camera and its internal mic close to the person speaking. Also, be mindful if a person talking turns away from your camera's mic; his or her audio level could drop and might not be audible. If using a lapel microphone, take note to hide the cable under the clothing of the person wearing the mic. Few things are more distracting for the viewer than a mic cord dangling from the subject!

Using music and images

If using music or images in your video, only use what you are sure you have rights to use. Almost all recorded music is copyrighted, and using such music can open you and the university to legal issues! The same holds true with many images and photographs. Just because UF/IFAS is an educational institution does not mean you are allowed to use these materials without permission. Feel free to search the web for public domain sites that offer royalty-free music and images.

UF/IFAS logo

Using the official UF/IFAS logo in your video bonds it with the University of Florida and the Institute of Food and Agricultural Sciences. You can apply the logo using many types of video editing software. Many programs offer the ability to import images to create graphics or title slides. An alternative could be creating the title slide in a presentation program such as PowerPoint, exporting the slide as a JPEG, and placing it at either the beginning or end of your video. Please refer to the identity standards on page 16 regarding placement of your department or unit graphics in relation to the UF/IFAS logo.

Clothing guidelines

If possible, any UF/IFAS personnel appearing in the video should be wearing a UF/IFAS logo shirt. Otherwise, wear a solid pastel or blue shirt, avoid stripes, checks or loud prints, and avoid wearing white or red colors. Do not wear t-shirts! If the video is a more formal presentation, normal dress clothes are recommended, but with proper UF/IFAS branding. These items can be obtained through the UF/IFAS Extension Bookstore. Men should stick with a subdued necktie, and women should avoid distracting, flashy jewelry.

Release forms

Download the UF photo and video release form here (also available in Spanish and Haitian Creole): <https://branding.ifas.ufl.edu/guidelines-and-assets/>

Video conclusion

At the end of your video, include the UF/IFAS logo (or the UF/IFAS Extension, UF/IFAS CALS or UF/IFAS Research logo) and provide the audience with a URL. The video team has created animated logo tags for your videos which can be downloaded here:

UF/IFAS

<https://vimeo.com/737978318/e1733f3187>

UF/IFAS Extension

<https://vimeo.com/737978263/3b66833483>

UF/IFAS CALS

<https://vimeo.com/737978285/ccca065d3ca>

UF/IFAS Research

<https://vimeo.com/737978306/ea930540fc>

Contact UF/IFAS Communications Video Unit

For more information on the guidelines in this section, contact:

Al Williamson, video manager,
alwill@ufl.edu or 352-294-3759



Communicating the UF/IFAS brand in photography

Photography is a powerful medium that can convey the diversity of activities and expertise found throughout UF/IFAS. Although there is no one style or specific manner used to represent UF/IFAS through photography, the following general guidelines can help you establish a visual consistency between your photos and those produced by UF/IFAS Communications.

Photo database

UF/IFAS Communications maintains a database of over 20,000 images. Using your GatorLink user name and password, you can download a high-resolution copy of these images for use in your communication pieces. [Visit photos.ifas.ufl.edu to search the database.](https://photos.ifas.ufl.edu)

Photography tips

Good lighting

Ensure your subject is evenly illuminated so that all features are clearly visible. If the existing ambient light is insufficient, you may need to use the camera's flash or an external flash. One common mistake is positioning your subject in front of a background much brighter than the subject. This typically leads to the subject being severely underexposed. If shooting a subject outdoors, take the photograph in the morning or late afternoon. Generally, the lighting is most flattering and colors are the most vibrant when the sun is at a relatively low angle over the horizon.

Shooting indoors

Indoor photography can be difficult because artificial light sources result in inaccurate colors on automatic shooting modes. To compensate, set your camera's white balance setting to incandescent or fluorescent to match the room's light source. This decreases the likelihood of dark amber or blue/greenish color dominating your photos. However, always remember to change your camera's white balance to automatic whenever you are not shooting indoors.

Use a tripod

Correctly using a tripod ensures your images are sharp and clear under any lighting conditions because the exposure will not be affected by slower shutter speeds or shaky hands. If using a tripod, setting your camera's self-timer function to a 2- or 10-second count also helps eliminate blurred imagery. Stabilizing your camera becomes more necessary if you use a longer telephoto lens. In bright outdoor conditions, a monopod is recommended to aid in stabilizing a long telephoto lens. If you cannot carry a tripod with you, look for benches, tabletops, fence posts, railings or other objects you could set your camera on to get the same advantages of a tripod.



Late afternoon, low-angled sunlight can provide even illumination of a subject.



Tabletops, fence posts, railings and numerous other surfaces serve as tripod substitutes.



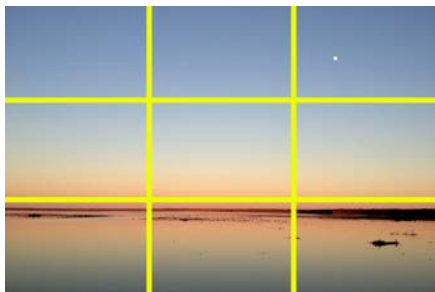
A flower and insects photographed carelessly (top) vs. with intent (bottom).

Photograph with intent

An effective photograph is one taken with a clear purpose. Photography is not different from other forms of communication — before you take a photo, you should plan what you want to visually communicate. There are ways to communicate a message more effectively depending on how that message is constructed. For any photo, you need to decide what to include and exclude from the image, and you need to make choices on how to communicate your message. The more that you’ve thought about what should be included in your photo, the better your final image will communicate your message.

Compose according to the Rule of Thirds

The “Rule of Thirds” is the most basic of composition rules and is applicable to all types of imagery, photography included. If you imagine that your photograph frame is divided by four lines, two horizontal and two vertical, situated across the thirds of a frame, then you get an intersecting grid such as the one in the figure on the bottom left. To apply the Rule of Thirds to any photograph, roughly situate your subject so that it falls along one of the lines that demarks a third of the frame. If you have two or more subjects, ideally you want them all situated along a third so that the overall composition has balance. If a subject or focal point on a subject is not elongated and will not fall across the length of a line, then place the subject more or less at one of the four intersection points where the vertical and horizontal third lines cross one another. To apply the rule to landscapes, position the horizon along the upper or lower third lines, depending on the emphasis of the scene (the sky or the landscape). If the sky is the dominant subject, then have it take up two-thirds of the frame, with the remaining third for the landscape. It should be the opposite if the landscape is your primary emphasis.



The Rule of Thirds can be applied to any subject, and it does not have to be exact.

Use a variety of focal lengths and visual perspectives

With a few exceptions, different focal lengths are appropriate for different photographic subjects. For instance, wide-angle focal lengths (up to 35mm) are best for expansive landscapes, large groups of people, and/or large structure architecture. Normal focal lengths (35mm–70mm) are versatile and appropriate for just about anything from small groups of people interacting to isolated detail shots. Telephoto lengths (70mm and above) are best for head/shoulder portraits, distant subjects, sports and wildlife. Think about the focal length most appropriate for your subject and use it.

Avoid the common mistake of shooting everything with the default wide angle that your point-and-shoot camera or DSLR lens is set on. Also, move around your subject as you photograph it, shooting from an assortment of angles — high, low and in between. Including a diversity of focal lengths and visual perspectives should ultimately give the impression of a descriptive narrative to what you are documenting. This is especially true when photographing an event that has multiple subjects and simultaneous things occurring. If done properly, little accompanying context should be necessary, as the collection of images as a whole visually describes what you photographed through your diverse images.

Portraits

You can replicate many characteristics of the UF/IFAS portrait aesthetic without having a photography studio. First, you must decide what type of portrait you want to take — either a head/shoulders “bust” portrait or an environmental portrait, such as a subject (or subjects) situated in a lab or other relevant setting.

Head and shoulders bust portraits are generally taken indoors in front of a hand-painted backdrop or outdoors against a natural backdrop with nondescript features. Make sure the background will not distract from the individual as the primary subject of the photo. For such portraits, have the subject stand at least five feet from the background. Position the individual so his or her feet and shoulders face approximately 45 degrees away from the camera, with his or her head and face turned directly toward the camera lens.



The UF/IFAS Plant Diagnostic Center's ribbon cutting event in four images. Visual narrative was created by using a diversity of focal lengths, from very wide (top right), normal (bottom left), to telephoto (top left). A variety of angles that ranged from low to high and detail images such as the one on the bottom right all contributed to the visual diversity of the event's photographic documentation.



For indoor and outdoor head/bust portraits, shoulders should face away from the lens at approximately 45 degrees, while the head should be turned directly toward the camera lens.



For an environmental portrait, it is important to use a wide enough angle. You want to include enough of the environmental context to complement your subject, but remember to compose your image effectively by adhering to the Rule of Thirds.

Clothing guidelines

If possible, any UF/IFAS personnel appearing in the photo should be wearing a UF/IFAS logo shirt. Wear a solid pastel or blue shirt, without stripes, checks or loud prints, and avoid white, black or red. If the photo is a more formal presentation, normal dress clothes are recommended, but with proper UF/IFAS branding. These items can be obtained through the UF/IFAS Extension Bookstore. Men should stick with a subdued necktie, and women should avoid distracting, flashy jewelry.

Release forms

Download the UF photo and video release form here: <https://branding.ifas.ufl.edu/guidelines-and-assets/>

UF/IFAS credit

Wherever possible, you should credit a photograph to its author, as well as UF/IFAS and possibly even the department.

Credit UF/IFAS photos as follows:

UF/IFAS Photo by [insert name]

For example:

UF/IFAS Photo by Tyler Jones

If you include a department designation, credit the photo like this:

UF/IFAS [Department name] Photo by [insert name]

UF/IFAS Agronomy Photo by Tyler Jones

If the credit is not included on or immediately next to a displayed photograph, then the credit should be embedded in an image's digital metadata using software such as Adobe Bridge or Lightroom. Using the UF/IFAS credit links your photo with the University of Florida and the Institute of Food and Agricultural Sciences.



Environmental portraits should contain visual elements that convey a sense of setting relevant to the primary subject of the portrait.

Contact UF/IFAS Communications Photography Department

For more information about the guidelines in this section, contact:

Tyler Jones, photographer, tylerljones@ufl.edu or 352-294-3764

Communicating the UF/IFAS brand on the web

A strong brand needs a unified web presence to communicate its value to audiences every day. Websites are a combination of words and images — so website managers in UF/IFAS will need to pay attention to a website’s language and visual identity to stay in line with the UF/IFAS brand.

Web identity

UF/IFAS has a variety of websites to meet the needs of many different audiences. Some are only for internal users, while others are used frequently by the public. With this in mind, each UF/IFAS website still needs to clearly be a part of UF/IFAS. Also, all UF/IFAS websites must meet the policies and guidelines found at http://imm.ifas.ufl.edu/6_150/6150-5.htm and http://imm.ifas.ufl.edu/6_150/6150-6.htm.

To maintain consistent institutional branding for all UF/IFAS websites, style sheets are used to standardize the text size, style, colors and links within the various page elements (content, header, footer and navigation). Standard HTML markup is used to address page structure. Please share and bookmark our online quick guide at <https://ics.ifas.ufl.edu/our-services/web-services/web-visual-branding/>.

UF/IFAS Extension, UF/IFAS Departments, Research and Education Centers, Programs, Institutes and Centers should adhere to the look and feel supplied by UF/IFAS Web Services. Website materials are available through the TERMINALFOUR (T4) Web Content Management System (WCMS). Please contact UF/IFAS Web Services for details about our template (webteam@ifas.ufl.edu).

Graphics and identity

Web templates

It is strongly recommended and preferred that UF/IFAS websites use current UF/IFAS web templates. UF/IFAS templates already meet web policy and accessibility standards and visually convey affiliation with UF and IFAS.

Sample templates for UF/IFAS websites are available through the TERMINALFOUR (T4) Web Content Management System (WCMS) after gaining access. An overview of UF/IFAS templates can be found in the links below. These templates will dictate other parameters to promote consistency across our web presence. All UF/IFAS T4 templates are mobile friendly and meet WCGAA accessibility standards (<https://ics.ifas.ufl.edu/our-services/web-services/web-visual-branding/?view=accessibility>).

1. UF/IFAS White, <https://tinyurl.com/UFIFASWhite>
2. UF/IFAS Extension, <https://tinyurl.com/UFIFASEXT>
3. On these types of sites, the individuality of each unit is also encouraged. Examples of appropriate individuality are discussed in the following sections. For help determining appropriate individuality, please contact UF/IFAS Web Services (webteam@ifas.ufl.edu).

Coding and identity



UF/IFAS favicon

The UF/IFAS favicon is mandatory for all UF/IFAS websites and is available at <https://tinyurl.com/ifasfavicon>.

Tags inside the HEAD section of an HTML document are used to supply information to browsers, search engines and other tools used to discover, display, sort and manage web pages. The TITLE tag must be included on all web pages; it is used to generate the display name in the browser toolbar, bookmarks and search results. The description meta tag is recommended for all web pages; many search engines include information in this field in their search results. For more information on extending your metadata for SEO (search engine optimization) purposes, please contact webteam@ifas.ufl.edu.

Title tags should follow this format:

<title>**Unit name** – University of Florida, Institute of Food and Agricultural Sciences – UF/IFAS</title>

Title tags for secondary pages should follow this format:

<title>**Meaningful Page Title – Unit name** – University of Florida, Institute of Food and Agricultural Sciences – UF/IFAS</title>

Title tags for secondary pages should follow this format:

<title>**Meaningful Page Title – Unit name** – University of Florida, Institute of Food and Agricultural Sciences</title>

<title>**Meaningful Page Title – County name** – UF/IFAS Extension </title>

Writing and identity

When writing for your website, please follow the guidelines outlined in the section on communicating the UF/IFAS brand in writing (page 26). Also, use the stylebook section (page 66) for the proper names of UF/IFAS entities.

This section divides UF/IFAS websites into four categories — UF/IFAS Extension, Departments, Research and Education Centers, and Programs. Each of these categories must adhere to the following basic guidelines.

UF/IFAS Extension

Identity and branding

It is recommended that for all UF/IFAS websites style sheets are used to standardize the text size, style, colors and links within the various page elements (content, header, footer and navigation). Standard HTML markup is used to address page structure.

Website materials are available through the Web Content Management System (WCMS) TERMINALFOUR (T4). Please contact UF/IFAS Web Services for details about the UF/IFAS Extension template (webteam@ifas.ufl.edu).

All UF/IFAS Extension offices are advised to make UF/IFAS Extension branding clearly visible in the upper left-hand area of their web pages. You should also include the county logo on your website. If a county logo is not available, the county name can be displayed prominently on the page. Your county logo should live in the footer across from the UF logo. In the footer, you will need to have a text link to UF, which must link to the UF website (<https://ufl.edu>). A text link to the UF/IFAS website is also required, and it should link to <https://ifas.ufl.edu>.

For more information about logo usage, see the earlier section on the visual identity of the UF/IFAS brand (page 14) and the UF Brand Center (<http://identity.ufl.edu>). To download the UF/IFAS and UF/IFAS Extension logo, visit <https://branding.ifas.ufl.edu>.

All UF/IFAS Extension sites are required to have the following:

- **UF/IFAS Extension logo.** The UF/IFAS Extension logo should link to <https://sfyl.ifas.ufl.edu/>.
- **County logo or county name.** You should also include the county logo on your website. If a county logo is not available, the county name should be displayed prominently on the page. Your county logo should live in the footer across from the UF logo. (Remember that the UF/IFAS logo always needs to be surrounded on all sides by clear space that is no less than one-half the height of the “UF” monogram. See page 15 of this guide.)

- **A way to contact persons responsible for web updates.** This should be included in the footer as well (e.g., “Feedback” or “Contact” can link to a technical contact on your contact page or a specific email address).
- **Date of last revision.** This is required on all pages.
- **An active text link to the UF homepage.** Please add to the footer.
- **An active text link to the UF/IFAS homepage.** Please add to the footer.

Look and feel

County websites are strongly encouraged to adhere to the web template look and feel found at UF/IFAS Extension, <https://tinyurl.com/UFIFASEXT>.

Departments and schools

UF/IFAS department websites **are required** to include the following:

- **Name of the department or unit under the UF/IFAS logo.** As an example, see the Department of Microbiology and Cell Science page at <https://microcell.ifas.ufl.edu/>.
- **UF/IFAS logo on the left.** UF/IFAS branding clearly visible in the upper left-hand area of your web page. The UF/IFAS logo should link to <https://ifas.ufl.edu>. (Remember that the UF/IFAS logo always needs to be surrounded on all sides by clear space that is no less than one-half the height of the “UF” monogram. See page 15 of this guide.)
- **A way to contact persons responsible for web updates.** This should be included in the footer as well (e.g., “Feedback” or “Contact” can link to a technical contact on your contact page or a specific email address).
- **Date of last revision.** This is required on all pages.
- **An active text link to the UF homepage.** Please add to the footer.
- **An active text link to the UF/IFAS homepage.** Please add to the footer.

Location

- The physical address of the unit and other contact information should be included in the footer.

Policy links

- A link to Google Analytics (optional if not using Google Analytics), UF Disability, SSN and EEO Statement, and privacy policies should be included in the footer.

Example header:



Example footer:



Look and feel

Departments are strongly encouraged to adhere to the web template look and feel found here: <https://tinyurl.com/UFIFASWhite>. However, individuality of the unit is also encouraged. For help determining appropriate individuality, please contact webteam@ifas.ufl.edu.

Research and Education Centers

All Research and Education Center websites are required to have the following information:

- **Name of the Research and Education Center or unit under the UF/IFAS logo.** For example, UF/IFAS Tropical Research and Education Center (<https://trec.ifas.ufl.edu>).
- **UF/IFAS logo on the left.** The UF/IFAS branding should be clearly visible in the upper left-hand area of your web page. The UF/IFAS logo should link to <https://ifas.ufl.edu>. (Remember that the UF/IFAS logo always needs to be surrounded on all sides by clear space that is no less than one-half the height of the “UF” monogram. See page 15 of this guide.)
- **A way to contact persons responsible for web updates.** This should be included in the footer as well (e.g., “Feedback” or “Contact” can link to a technical contact on your contact page or a specific email address).
- **Date of last revision.** This is required on the homepage, but recommended for all pages.
- **An active text link to the UF homepage.** Please add to the footer.
- **An active text link to the UF/IFAS homepage.** Please add to the footer.

Location

- The physical address of the unit and other contact information should be included in the footer.

Policy links

- A link to Google Analytics (optional if not using Google Analytics), UF Disability, SSN and EEO Statement, and privacy policies should be included in the footer.

Example header:



Example footer:



Look and feel

RECs are strongly encouraged to adhere to the web template look and feel found here: <https://tinyurl.com/UFIFASWhite>. However, individuality of the unit is also encouraged. For help determining the appropriate individuality, please contact webteam@ifas.ufl.edu.

Programs, Centers, Institutes, Other

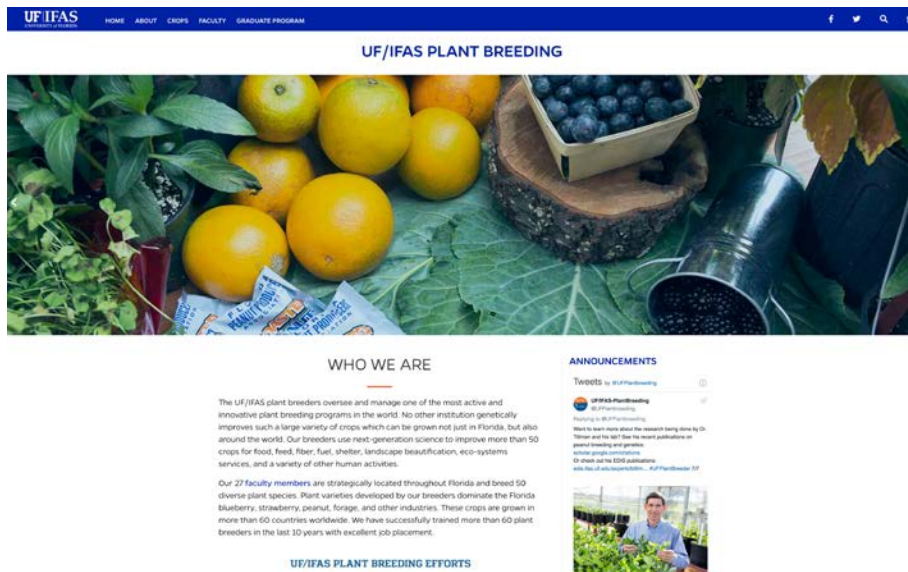
All UF/IFAS programs should follow the basic UF/IFAS web branding guidelines. In addition, each program website is required to have the following:

- **Name of the program, center or unit under the UF/IFAS or UF/IFAS Extension logo.** For example, UF/IFAS Plant Breeding (<https://programs.ifas.ufl.edu/plant-breeding/>).
- **UF/IFAS or UF/IFAS Extension logo on the left.** UF/IFAS branding clearly visible in the upper left-hand area of your web page. The UF/IFAS logo should link to <https://ifas.ufl.edu>. The UF/IFAS Extension logo should link to <https://sfyl.ifas.ufl.edu>. (Remember that the UF/IFAS logo always needs to be surrounded on all sides by clear space that is no less than one-half the height of the “UF” monogram. See page 15 of this guide.)
- **A way to contact persons responsible for web updates.** This should be included in the footer as well (e.g., “Feedback” or “Contact” can link to a technical contact on your contact page or a specific email address).
- **Date of last revision.** This is required on the homepage, but recommended for all pages.
- **An active text link to the UF homepage.** Please add to the footer.
- **An active text link to the UF/IFAS homepage.** Please add to the footer.

Additional guidelines

- **Additional logos.** If an additional logo is required on your program website (for example, partnerships or sponsorships), position the logo under the UF/IFAS logo or in the footer area. Also, review “Third-Party Sponsorships or Affiliations” under “Other Web Policies” (page 49 of this guide).

Program, Center or Institute header: Example



Footer example:



Other web policies and statements

Please review the following policy overviews to verify your website is in compliance:

- **Accessibility/Section 508 standards.** Because we are a public university with government funding, we need to maintain high standards for universal accessibility (<https://it.ufl.edu/it-policies/eitc-accessibility/eitca-policy/>).
- **UF/IFAS EEO Statement.** <https://ics.ifas.ufl.edu/ufifas-diversity-and-legaleeo-statements/>
- **UF Privacy and Security Policy.** <http://privacy.ufl.edu/privacystatement.html> and <http://www.it.ufl.edu/policies/information-security/>
- **UF Web policies.** <http://identity.ufl.edu/web/>

WordPress and TERMINALFOUR (T4) Web Content Management Systems (WCMS)

UF/IFAS IT and UF/IFAS Communications do not recommend or support the use of WordPress as a website platform. As of June 2013, TERMINALFOUR (T4) was chosen by UF as the WCMS. UF/IFAS Web Services will provide leadership, instruction and support to migrate to the official UF/IFAS Web Content Management System. For questions about migrating your website to TERMINALFOUR, contact webteam@ifas.ufl.edu or Dr. Tennille Herron at therron@ufl.edu.

Third-party sponsorships or affiliations

All UF/IFAS digital spaces (i.e., websites, blogs, and eLearning environments) must adhere to the following policy related to corporate sponsors and other third-party affiliates.

Recognizing corporate supporters on UF/IFAS digital spaces

UF/IFAS may recognize significant supporters. Recognition of corporate support differs from advertising in that it only acknowledges support to the University. Vendors that provide goods or services to UF/IFAS or individual units do not qualify for recognition solely by virtue of their contract.

For more information, please refer to the University of Florida policy on Recognizing Corporate Supporters on the Web (<https://it.ufl.edu/policies/web-related/recognizing-corporate-supporters-on-the-web/>).

Advertising on UF/IFAS digital spaces

The University of Florida allows its partners to advertise on University of Florida web pages, including UF/IFAS digital spaces. Only the following units of the university may place advertising on UF/IFAS digital spaces:

- University Athletic Association, Inc.
- University of Florida Foundation, Inc.
- University of Florida Alumni Association, Inc.
- UF Business Services Division
- College of Journalism and Communications (WRUF and WUFT television and radio stations and *Orange & Blue* Magazine).

For more information, please refer to the University of Florida policy on Advertising on University Webspace (<https://it.ufl.edu/policies/web-related/advertising-on-university-webspace/>).

Implementation for qualified third-party sponsors and affiliates

University and unit homepages

Only a small portion of the area of any homepage may be dedicated to a link or links directing web visitors to the secondary web page(s) recognizing corporate supporters.

- **Secondary pages**
 - » A secondary web page recognizing university or unit supporters may include each supporter's name, a static logo, a short factual description of the supporter's relationship with the university and a link to the supporter's homepage.

-
- » Links to university or unit supporters may only point to the supporter's homepage or a page developed specifically for its supporter relationship with the university or unit. Links to retail pages other than the supporter's homepage are not allowed.
 - » A statement must be included on the secondary web page that recognition of university or unit supporters does not imply endorsement of the entity, its products or its services.

- **Links to corporate sites for university activities**

- » Links to corporate sites necessary and useful for university work, such as search engines, portal sites, publishers, booksellers and technical support for computing resources, may appear on any web page where appropriate, with logos and links to the resources involved.
- » No promotional statements may be associated with such links.

Working with third-party builders

It is critical that any UF/IFAS faculty or staff member interested in creating, editing or revamping their website first contact the web team at webteam@ifas.ufl.edu to discuss the project. Making this contact at the initial stages of the project will save time, money and frustration of all involved.

If you are considering contracting with an outside vendor to work on your website, please first contact the web team. We request that any outside vendor meet with the web team and possibly with other members of UF/IFAS Communications to learn about web and branding standards before embarking on a project. There are preferred design templates and requirements that should be followed.

Third-party web builders should adhere to the web standards provided as UF/IFAS Web Branding guidelines and as stated on the following page sections:

- **Graphics and identity** (<https://ics.ifas.ufl.edu/our-services/web-services/web-visual-branding/?view=graphics-identity>)
- **Colors** (<https://ics.ifas.ufl.edu/our-services/web-services/web-visual-branding/?view=colors>)
- **Web fonts** (<https://ics.ifas.ufl.edu/our-services/web-services/web-visual-branding/?view=fonts>)
- **Styles** (<https://ics.ifas.ufl.edu/our-services/web-services/web-visual-branding/?view=styles>)
- **AA Accessibility standards** (<https://ics.ifas.ufl.edu/our-services/web-services/web-visual-branding/?view=accessibility>)

Individuality

At a **minimum**, all UF/IFAS websites should clearly demonstrate the following:

- **Structure.** Please use standard UF/IFAS headers and footers as indicated above.
- **UF/IFAS web colors.** See the following tables for the colors to use.

Mandatory colors and use

Web Colors (Meet WCAG 2.0 AA guidelines)			
Color	RGB	HEX	Recommended Use
Blue (UF)	0, 33, 165	#0021a5	Yes, on white or the reverse. UF/IFAS header and footer color.
Orange (UF)	250, 70, 22	#FA4616	No, do not use it unless the text is *large. Acceptable on borders, or other graphical elements when on white or the reverse.
Cool Gray 11	52, 55, 65	#343741	Yes, on white or the reverse.

Colors to promote unit individualization

Web Colors (Meet WCAG 2.0 AA guidelines)			
Color	RGB	HEX	Recommended Use
Purple (Perennial)	106, 42, 96	#6A2A60	Yes, on white or the reverse.
Green (Gator)	34, 136, 76	#22884C	No, do not use it unless the text is *large. Acceptable on borders, or other graphical elements on white or the reverse.
Red (Bottlebrush)	211, 39, 55	#D32737	Yes, on white or the reverse.
Blue (Dark)	0, 38, 87	#002657	Yes, on white or the reverse. No, not for footers.
Yellow (Alachua)	242, 169, 0	#CD8C00	No, do not use unless the text is *large and on Cool Gray 11 (#343741) or its reverse. Use on borders, or other graphical elements when on white or the reverse.
Warm Gray 1	216, 212, 215	#D8D4D7	Yes, on Cool Gray 11 (#343741) or the reverse or other dark palette colors. For table rows/cells/site title and page backgrounds.
Cool Gray 3	199, 201, 200	#C7C9C8	Yes, on Cool Gray 11 (#343741) or the reverse or other dark palette colors. For table rows/cells/site title and page backgrounds.
White	255, 255, 255	#FFFFFF	Yes, on page background color and other dark palette colors.

*Color Notes: Large text is defined as 14 point (typically 18.66px, or 1.2em) and bold or larger, or 18 point (typically 24px, or 1.5em) or larger.

Other colors

Some UF/IFAS initiatives have preexisting style guides. Generally, the UF/IFAS color guide should supersede preexisting style guides. **Preexisting style guides should select the**

closest colors in the above UF/IFAS color palettes. For questions about integrating your style guide with UF/IFAS colors, contact webteam@ifas.ufl.edu.

Colors on graphics

It is recommended that communication pieces on the web only feature our orange and blue colors and use other colors as accents. All graphics must meet accessibility requirements.

Web fonts

- Gentona (Light and Medium) – Headers and body copy
- Billion Dreams, Newsreader, and Obviously – Acceptable for use on graphics
- Adding official branding typefaces to images: See the Fonts section to obtain or apply for licenses (<https://brandcenter.ufl.edu/typography>).

Blogging on Blogs.IFAS

Blogs.IFAS is a strategic communications digital space that serves as a platform for UF/IFAS Extension, Teaching, and Research employees to directly post content to share with their clients and stakeholders. If you have not taken a tour of Blogs.IFAS, we encourage you to do so. We currently have more than 700 bloggers feeding content regularly into more than 100 blogs! For more information, visit <https://ics.ifas.ufl.edu/our-services/blogging/>. For questions about blogging, contact webteam@ifas.ufl.edu or Dr. Tennille Herron at therron@ufl.edu.

Creating profiles

Author profiles should be filled out when you first join Blogs.IFAS. Please use the following guidelines when filling out your Blogs.IFAS author profile. Contact UF/IFAS Web Services (webteam@ifas.ufl.edu) for questions regarding your author profile.

Author profiles should:

- Be complete sentences
- Be in the third person
- End with preferred contact information
- Email, formatted: name [at] ufl [dot] edu
- Social media handles
- Include a profile photo or avatar

Blogging guidelines

For policies regarding UF/IFAS Blogs, visit <http://blogs.ifas.ufl.edu/community-guidelines/>. For questions, contact UF/IFAS Web Services (webteam@ifas.ufl.edu).

Subscription management – Email newsletters

UF/IFAS branded email newsletters can be created and sent through Subscription Management Services, an email marketing service (like Mailchimp). Email marketing services automatically track metrics such as opens and clicks, and allow people to subscribe and unsubscribe from your list. This service can be integrated with Blogs.IFAS and Eventbrite, which allows you to update readers on your latest blog posts and upcoming events.

For more information about web guidelines, services and technical inquiries, contact:

UF/IFAS Web Services
webteam@ifas.ufl.edu

Dr. Tennille Herron, web team manager,
therron@ufl.edu or 352-294-3310

For help setting up an email newsletter, contact UF/IFAS Web Services (webteam@ifas.ufl.edu).

Social media guidelines

Over the past few years, UF/IFAS' social media following has doubled in size. In our connected age, social media will continue to be an important communications and marketing tool for UF/IFAS in the years to come. The following guidelines are essential to present a consistent, unified presence for UF/IFAS on social media, whether it's Facebook, Twitter, YouTube or any other platform.

UF/IFAS social media account registration

Getting started

Check with your department head or county Extension director for permission to create and register an account. Truly evaluate if you need a social media account and have the time to manage it. Make a plan for how you will manage the account in terms of content, posting, promotion, etc. Be sure to follow the UF/IFAS social media account approval guidelines.

- Facebook: Please set up a page, not a profile.
- Instagram: Please set up a business profile.

Do I need to register my account?

Yes: Offices, departments, RECs, programs, labs.

No: Personal accounts, even if you discuss your work on that account.

Account registration

Step 1: Register with UF/IFAS

Please review the registration guidelines: <https://ics.ifas.ufl.edu/our-services/social-media/>. When you are ready to register with UF/IFAS, you will put in a Workfront request.

After you send in this information to UF/IFAS Communications, you will hear back from us regarding approval of your account. We will let you know if your account needs changes before approval and what those changes are.

Step 2: Register with UF

Once UF/IFAS has approved your account, your next step is to register with UF. The information you receive from ICS after your UF/IFAS registration is vital to completing this step. Register your account at <https://brandcenter.ufl.edu/social-media-accounts>.

Step 3: Directory

Once your account is approved, you will be added to the official UF/IFAS social media directory: <https://ifas.ufl.edu/social-media/>.

Naming of UF/IFAS accounts

All UF/IFAS accounts should begin with UF/IFAS to identify the account as part of UF/IFAS.

Departments

UF/IFAS [insert department name]

For example: "UF/IFAS Department of Animal Sciences"

Extension

UF/IFAS Extension [insert county name]

For help with social media, please submit a Social Media Workfront request:

<https://ufifas.my.workfront.com/>

For example: “UF/IFAS Extension Alachua County”

Program names should **always** come after UF/IFAS and the county name.

For example: “UF/IFAS Extension Alachua County Agriculture”

Twitter

UF IFAS should be in the name OR Twitter handle. (Note: Don’t use forward slashes “/” in Twitter or Facebook names or handles.)

For example:

“UF IFAS Alachua” (name)

“@UFIFASAlachua” (handle)

University of Florida logo

The University of Florida logo is required on all UF communications including social media. UF trademarks cannot be combined with other graphic elements, logos, type or stylized backgrounds, and must be a minimum size for clear readability.

Please use UF/IFAS social media avatar templates (<https://branding.ifas.ufl.edu/downloads/social-media-downloads-and-resources.html>) to design your profile picture for social media platforms. If you need help creating a social media avatar, contact socialmedia@ifas.ufl.edu.

The UF athletic logo, trademark, mascot and name are **only authorized for athletic sites** with prior approval from the UAA licensing department. See page 18 for more information.

Avatars/Profile pictures

Use your official office/department/unit UF/IFAS logo.

Variations are allowed as long as they follow the UF/IFAS social media templates (<https://branding.ifas.ufl.edu/downloads/social-media-downloads-and-resources.html>).

Contact information

- Include a phone number or email address (you must include a “ufl.edu” email address).
- Include your “ifas.ufl.edu” website address.
- Include your location (if there is no street address, use “Town, FL” format; if there are multiple locations in multiple towns, use “Florida”).

Biography/About

Your biography/about section must say that the account is affiliated with UF/IFAS. On Facebook, it must also include the disclaimer found in the UF/IFAS Social Media Guidelines (<https://ics.ifas.ufl.edu/our-services/social-media>).

Learn more

UF/IFAS Communications can offer training for UF/IFAS units on setting up a social media account, effective use of social media and best practices. You can also view UF/IFAS Communications training on social media at <http://branding.ifas.ufl.edu/training/> under Social Media.

Contact UF/IFAS Communications Social Media Team

For registration and other inquiries, please submit a Workfront request:

<https://ufifas.my.workfront.com/>

Miscellaneous

Facebook

Cover photos and user names are not required but recommended. Please use “UFIFAS” or a similar iteration in user names.

Note: A Facebook user name is the extension at the end of your page name in the web address bar and is necessary for your page to be tagged in posts by other users. For example, “UFIFASNews” is the user name for the UF/IFAS News Facebook page at <http://facebook.com/UFIFASNews>.

Best practices for use

As an official UF/IFAS social media account, you will be representing UF/IFAS and the UF/IFAS brand. Following these best practices will help present UF/IFAS as a professional organization:

- **Use a professional tone in your communication.** While it is OK to communicate somewhat informally on social media, still use proper grammar and punctuation. Avoid using shortened text or Internet slang unless the context specifically calls for it.
- **Think twice before you post.** Your posts can be seen by a large audience on social media. Make sure that what you are posting is representative of UF/IFAS.
- **Match your posts to your audience.** Follow what your audience is posting and liking so that you understand them and can fit your posts to their needs. Provide relevant, valuable content. Also, follow organizational/industry/academic peers, as well as journalists, elected officials and other stakeholders, for inspiration, ideas and relationship building.
- **Include visuals (photos, images and videos) in your posts.** Visuals draw the most attention on social media and can help our audience see what UF/IFAS does.
- **Post to your account on a regular basis.** Update and check your accounts regularly. Post frequently, but don't spam. If your account is dormant for a significant period of time, you may lose your status as an official UF account.
- **Engage in conversations with others.** Social media is a two-way street — you must communicate with others to gain an audience. Tag other users in your posts, and find current conversations on the platforms and contribute (for example, look up conversations by Twitter hashtags, such as #agchat, #gardenchat or #UFBugs). Ask your current followers to share your information.
- **Respond as quickly as possible if someone asks a question on your page.** If you don't know the answer, try to find someone who does.
- **Promote your accounts.** Get registered as an official UF/IFAS account (official UF/IFAS accounts are listed at <https://ifas.ufl.edu/social-media/>). Place a link to your social media on your website, include links to social media in your email signature, and notify your email subscribers through a listserv. Also, include your social media accounts on print products, and mention your social media accounts during face-to-face interactions with clients.

Communicating the UF/IFAS brand all over

The best way to achieve brand recognition is to have your logo all over — on clothing, notebook covers, banners at conferences, folders, coffee mugs, pencils and pens, and any other place you can imagine. However, all these items need to conform to the same identity standards.

Contact the UF/IFAS Communications graphics unit and the UF/IFAS Extension Bookstore before producing any major marketing products such as apparel, retractable exhibit banners, pocket folders and giveaways (pencils, pens, bookmarks, etc.). All these items need to carry one of the current UF/IFAS logos and follow the UF/IFAS brand guidelines.

UF/IFAS Communications must approve any and all designs for items that use the UF/IFAS logo. Please contact Tracy Bryant (tracydz@ufl.edu or 352-294-3319) for more information.

This section offers a brief look at the guidelines for branded items.



Embroidered shirt examples.



Signage examples.

Clothing

Embroidery

- All clothing for UF/IFAS must have the UF/IFAS, UF/IFAS Extension, UF/IFAS CALS or UF/IFAS Research primary logo.
- The primary location on a shirt is the left chest. If any other graphic element is included on clothing, it must be secondary to the UF/IFAS logo. For example, on a UF/IFAS Extension shirt, the county logo can also appear, but it cannot be visually larger than the UF/IFAS Extension logo. The UF/IFAS Extension logo must be on the left chest with the county logo below or on the right chest (see the example to the left). A third option is to have the primary logo on the left chest and the secondary logo on the sleeve (not shown).
- For screen-printed shirts, one of the UF/IFAS logos must always be the primary identifier. Placement on screen-printed shirts varies; please contact Tracy Bryant, tracydz@ufl.edu, for questions and approval of placement.
- All clothing designs must be approved by UF/IFAS Communications.

Screen printing

- All clothing for UF/IFAS must have a UF/IFAS, UF/IFAS Extension, UF/IFAS CALS or UF/IFAS Research primary logo.
- The UF/IFAS logo of choice can be placed on the left chest, full front or full back of a t-shirt.
- If any other graphic element is included on clothing, it must be secondary to the UF/IFAS logo.

If you are producing clothing, contact the graphics unit (Tracy Bryant, tracydz@ufl.edu or 352-294-3319) for approval of artwork or for help with your design. The UF/IFAS Extension Bookstore (Sarah Hensley, sarahehensley@ufl.edu, 352-392-1764) can give you advice about working with vendors.

Signage

Signage on buildings is an important part of the University of Florida identity program, and UF/IFAS follows the same guidelines. While consideration is given to such factors as special applications, architectural environment and landscape, the university's signage program is primarily for way-finding. Consistency is maintained with the university's identity program by using the university logo and official university colors, with blue being the dominant color. Building signage replacements can be ordered at the college's or unit's expense through UF/IFAS Facilities Planning & Operations. To place a work order, contact 352-294-3802 or visit <http://fpo.ifas.ufl.edu/>.

Banners, advertisements, posters, etc.

Print advertising and other materials may vary greatly in design, but accurately applying the identity standards ensures a consistent representation of the UF/IFAS image.

One of the UF/IFAS logos (UF/IFAS, UF/IFAS CALS, UF/IFAS Extension or UF/IFAS Research) must be used in all advertising and appear prominently in the layout. In each instance, the logo should appear in a place where it is most easily seen — for instance, at the top of a retractable banner or repeated on a video backdrop.

Occasionally, there will be opportunities to display the UF/IFAS logo that are not described. When appropriate, the UF/IFAS logo should be used only in the university's colors and typeface. These applications may include banners, exhibits, displays, plaques, clothing and specialty items.

All posters, banners, advertisements and other materials will need to be approved by UF/IFAS Communications before publication. If you need to develop a poster, banner or advertisement, contact the UF/IFAS Communications graphics unit (Tracy Bryant, tracydz@ufl.edu or 352-294-3319).

Giveaways (pens, pencils, key chains, etc.) and branded products

- **Always contact UF/IFAS Communications for design approval before producing anything with a UF/IFAS logo.**
- As a general rule, giveaways and products should include the UF/IFAS, UF/IFAS Extension, UF/IFAS CALS or UF/IFAS Research primary logo. If the logos will not work on an item, contact the UF/IFAS Communications graphics unit for assistance.
- Colors of these items should follow the colors in the section on UF/IFAS' visual identity — the orange and blue should match the UF orange (Pantone 172) and blue (Pantone 287).
- If any other graphic element is included on the item, it must be secondary to the UF/IFAS logo. For example, on a UF/IFAS mug, the Master Gardener graphic element can also appear, but it cannot be visually larger than the UF/IFAS logo. The UF/IFAS logo must be the dominant logo (see the product example, bottom right).
- If you need to produce UF/IFAS-branded giveaways or products, contact the UF/IFAS Communications graphics unit for design approval (Tracy Bryant, tracydz@ufl.edu or 352-294-3319) and the UF/IFAS Extension Bookstore to learn more about working with vendors (Sarah Hensley, sarahehensley@ufl.edu, 352-392-1764).



Banner example.



Product example.



Conference displays

Faculty and staff in UF/IFAS present at many different conferences in many places. Although you may only be allotted a certain space at the conference, you must make the most of that space to market UF/IFAS as a world-renowned institution. Use the following guidelines when presenting at a conference or public event:

- **Use UF/IFAS-branded materials.** Have eye-catching, professionally designed banners, posters and brochures that promote UF/IFAS. Wear a UF/IFAS logo shirt if you have one.
- **Create a welcoming atmosphere.** Position your tables and chairs in a way that invites active participation with you and your exhibit. For example, move the chairs out from behind the table and position the tables in a diagonal way that directs people toward you.
- **Have something to give away.** Conference attendees are always happy to have a pencil, pen or keychain to take with them.
- **Make sure to have information on hand.** Take a brochure or handout with information about UF/IFAS and your program.
- **Engage with conference visitors.** Talk with visitors at your display and pass along information about UF/IFAS and the great work we do.
- **Draw a crowd to your display.** Make your display interactive — include quizzes, videos, pictures or other ways to bring them to your table.

Stationery – Letterheads, envelopes and business cards

UF/IFAS stationery follows the UF branding guidelines. This information can also be found at <https://brandcenter.ufl.edu/stationery/>.

You can request letterheads, envelopes and business cards through UF/IFAS Communications. Visit our site at <http://branding.ifas.ufl.edu/stationery-and-forms/> to download the appropriate forms and follow the instructions to request these items.

All university letterheads, envelopes and business cards are to be standardized to provide consistent institutional identity and to reduce design and printing costs. UF stationery is intended to identify the communicator/bearer in terms of his/her relationship with the university and should only be used for official UF business purposes. Business cards should identify the bearer with respect to his/her official position at the university. If there is a compelling need to include personal addresses, telephone numbers and email addresses, contact the Office of Strategic Communications and Marketing, 352-846-3903, or submit a question using the form found at the bottom of this webpage: <https://brandcenter.ufl.edu/>.

Stationery pricing and order form

For pricing and to download order forms for stationery and mailing supplies, visit <http://branding.ifas.ufl.edu/stationery-and-forms/>.

For more information on the guidelines in this section, contact: Tracy Bryant, tracydz@ufl.edu or 352-294-3319

Letterhead

University of Florida stationery is intended to identify the communicator/bearer in terms of their relationship with the university and should only be used for official business purposes.

Download the stationery templates to make sure you meet the guidelines.

Be sure to choose an FSC-certified printer from the list of University of Florida stationery contracts (<https://procurement.ufl.edu/contracts/stationery-letterhead-business-cards/>).

Information to include: The primary purpose of printed information on stationery is to provide information for responses. This includes:

- university logo
- no more than three unit names (office, center, department, college)
- box number
- room number
- building
- city
- state
- zip code
- general office telephone numbers with area codes

Personalization: With the exception of the president of the university, do not personalize printed stationery. Business cards are the appropriate place for personalized information, including names and titles.

Download the letterhead template here: <https://branding.ifas.ufl.edu/stationery-and-forms/> to ensure correct font size and text placement.



Letterhead example.

Envelopes

Information to include: Printed information on envelopes is to provide information for responses and a return address. This includes:

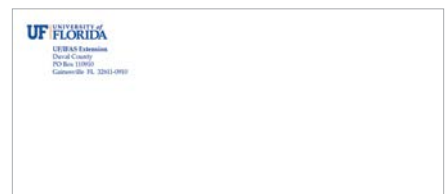
- university logo
- no more than three unit names (office, center, department, college)
- box number
- city
- state
- zip code

Personalization: Do not print names and titles of individuals on envelopes.

Embossing, engraving: Do not engrave or emboss envelopes.

Large envelopes: For envelopes larger than the standard #10 business envelope, increase the size of the university logo and return address, keeping postal regulations in mind.

Download the envelope template to ensure correct font size and text placement.



Envelope example.



Business card example.

Business cards

Information to include: Business cards should identify the bearer with respect to their official position at the university. This includes:

- university logo
- **block 1:** identification (not to exceed four lines)
 - » name
 - » title/position
 - » college/unit name
- **block 2:** address
 - » address
 - » room number
 - » building
 - » box number
 - » city
 - » state
 - » zip
- **block 3:** additional contact information
 - » phone number
 - » fax or cell number
 - » email address or University of Florida website

Personal information: Cards should not include personal mailing addresses, telephone numbers, email addresses or websites. If there is a compelling need to include these, contact UF's Office of Strategic Communications and Marketing (<https://marcom.ufl.edu/contact-us>) to request an exception. Download the business card template to ensure correct font size and text placement.

Special note. A few statewide programs in UF/IFAS are allowed to have secondary logos on their business cards, including Florida Master Gardener, Florida 4-H, UF/IFAS Extension county offices, and Florida Sea Grant. However, all these business cards must be sent through UF/IFAS Communications for production. Contact Tracy Bryant for more information (tracydz@ufl.edu, 352-294-3319).

Advanced degree candidate business cards

Information to include: Students are not permitted to have the same business cards as faculty and staff. However, a distinct design is available for advanced degree candidates. This includes:

- university logo
- **block 1:** identification (not to exceed four lines)
 - » name
 - » course of study
 - » graduation year

- **block 2:** address
 - » college
 - » department
 - » room number
 - » building
 - » box number
 - » city
 - » state
 - » zip
- **block 3:** additional contact information
 - » University of Florida email address
 - » phone number

Personal information: Cards should not include personal mailing addresses, telephone numbers, email addresses or websites. If there is a compelling need to include these, contact the Office of Strategic Communications and Marketing to request an exception.

Official name tags

Name tags worn by faculty and staff are to include a UF/IFAS logo, person's name, and either department or county name. In order to stay consistent throughout the state, program and specialty descriptions are not to be included. Statewide programs such as 4-H, Master Gardener Volunteer, Sea Grant and Master Naturalist logos may be added to name tags. County, Research and Education Centers, Department and event logos are still excluded. The dimensions of the name tags are to be 3" wide by 2" tall. They are to be made of a brushed silver metallic or white material. For more information, please contact Tracy Bryant (tracydz@ufl.edu, 352-294-3319).



Advanced degree candidate business card example.



Name tag examples.

Frequently asked questions

What do we call UF/IFAS Extension offices?

All UF/IFAS Extension offices should identify themselves in the following way:

“UF/IFAS Extension [county name] County”

For example, it would be UF/IFAS Extension Alachua County. This will help build the UF/IFAS Extension brand to be more recognizable throughout the state by unifying what we call each UF/IFAS Extension office.

How should I identify myself at a meeting or presentation?

Always make sure to identify yourself as a part of UF and the Institute of Food and Agricultural Sciences. This can be accomplished by first saying you work for UF/IFAS, and then following with our branding statement or promise. At that point, you can talk about your role in UF/IFAS. Instead of explaining what you do, explain how you help or assist people in your position. For an example, see the section on communicating the UF/IFAS brand to the public (page 21).

Will program, team, or other logos be permitted?

The UF/IFAS, UF/IFAS Extension, UF/IFAS CALS or UF/IFAS Research logo must always be the primary logo used to represent UF/IFAS programs. Other graphic elements are permitted, but must be used in conjunction with the UF/IFAS logo. For specific examples, see the chapter on UF/IFAS’ visual identity (page 14).

Can I use the “Gator Head” logo?

No. The “Gator Head” logo is the university’s athletic symbol and cannot be used in place of the UF/IFAS logo. For more information, see the section on athletic marks (page 18).

Am I required to use the images and logos established as the “official” marks of the university? Will there be penalties for not following the guidelines?

Yes, the images and logos are registered trademarks and must be used in all official university communications. Failure to use them, and use them properly, not only compromises the university’s branding efforts, but could result in the loss of trademark protection under the law.

May I use up materials that have the old name and logo?

Yes, you may use up materials with the old name and logo. However, any materials ordered going forward must carry one of the current logos as well as the current naming conventions.

Does everything have to be professionally designed?

Yes. As a world-class institution, UF/IFAS cannot afford to have communication go to the public in a less-than-professional capacity. All our communications must follow the brand guidelines and be a high-quality product. If you need help with any communications project, contact UF/IFAS Communications. Design services are free for UF/IFAS units.

Where can I download the current UF/IFAS logos?

The current UF/IFAS logos are available for download on the UF/IFAS Communications website (<http://branding.ifas.ufl.edu/logos/>).

Can I use the UF/IFAS logo for my department or program, but alter it to be a little different and set us apart?

No, you are not allowed to alter the UF/IFAS logo in any way. You should use it in conjunction with your program to properly identify your program with UF/IFAS. In some instances, you may be allowed to have a graphic element represent your program. For instance, UF/IFAS Extension offices can use the UF/IFAS Extension logo along with their county logo. For more information, see the section on UF/IFAS' visual identity (page 14), or contact Tracy Bryant (tracydz@ufl.edu or 352-294-3319).

If I have questions or need approvals, whom should I contact?

If you have questions about the graphic identity standards and correct logo usage, contact Tracy Bryant (tracydz@ufl.edu or 352-294-3319).

If you have questions about the web identity standards, contact Dr. Tennille Herron (therron@ufl.edu or 352-294-3310).

Also, look at the end of each section for an appropriate contact in those areas.

Where do I put the current UF/IFAS logo in publications or on a website?

The current logo should go on the front page of all publications in a prominent position, such as the center or the upper left-hand corner. The appropriate UF/IFAS logo should be in the upper left-hand corner of all UF/IFAS websites.

On banners, flyers or posters, the most appropriate place for the logo is usually the top, so that it is easily seen.

Where can I find approved photography to use?

You can use the UF/IFAS photo database available at <http://photos.ifas.ufl.edu/>. If you have specific photo needs, contact UF/IFAS Communications photography (Tyler Jones, tylerljones@ufl.edu, 352-294-3764) or the graphics department (Tracy Bryant, tracydz@ufl.edu, 352-294-3319).

Why should I care about branding?

You should care about branding because a unified brand identity will help with our reputation and recognition throughout the state, country and world. UF/IFAS releases numerous communications each day, and every one is a way to unify — rather than fragment — our image.

Why is it important to follow graphic standards?

It is important to follow the graphic standards because having a unified visual identity will help people to easily recognize UF/IFAS. If each separate area of UF/IFAS used a different logo, then people would not know we are all the same organization. Using the same logo and colors to create a set visual identity helps to provide a shortcut in people's minds to immediately recognize UF/IFAS.

Who must follow the identity guidelines?

Everyone in UF/IFAS must follow the identity guidelines.

When should I include UF/IFAS in a name?

If you are referring to any UF/IFAS program, building, center, institute or other entity, you should always include UF/IFAS in front of the name, especially if it is for an external audience. This is an extremely crucial rule to follow. It is important to properly identify UF/IFAS' varied programs, centers and institutes with UF/IFAS, to build recognition throughout the state, country and world.

UF/IFAS Stylebook

This appendix contains a list of the preferred names for UF/IFAS entities. For questions about the proper names of UF buildings and units, email news@ufl.edu and use the subject line “UF style question.” For any other inquiries, please refer to the style guide you are using.

If you have any questions about the UF/IFAS Branding Guidelines, please direct them to UF/IFAS Communications at 352-392-2411.

4-H’ers (see Florida 4-H Youth Development Program)

Ask IFAS – Current name for the public website of EDIS (<https://ask.ifas.ufl.edu>). Always use “Ask IFAS” when referring to the EDIS public website in writing. Examples: For more information, Ask IFAS at <https://ask.ifas.ufl.edu>; Go to UF/IFAS Extension’s online publications database, Ask IFAS (<https://ask.ifas.ufl.edu>). Note: Internally, EDIS will still refer to the electronic documents database, publishing system and OJS platform. Ask IFAS is simply the term for the public website.

Austin Cary Forest Campus

Cecil M. Webb Livestock Pavilion

Center for Agricultural and Natural Resource Law

Center for Aquatic and Invasive Plants – “The center” or CAIP acceptable on second reference.

Center for Land Use Efficiency – Formerly Center for Landscape Conservation and Ecology; the center or CLUE is okay on second reference.

Center for Public Issues Education in Agriculture and Natural Resources – PIE Center on second reference.

College of Agricultural and Life Sciences – UF/IFAS CALS on second reference.

College of Veterinary Medicine – Jointly administered by UF/IFAS and UF Health; therefore, use “UF College of Veterinary Medicine.”

Department names – If you refer to an academic department formally, spell out and capitalize as shown below. On second reference or in more casual uses, you may rephrase so as not to capitalize or spell out the department’s name in its entirety. For example: “Officials from the agronomy department advised students to register early for the course.”

- **Department of Agricultural and Biological Engineering**
- **Department of Agricultural Education and Communication**
- **Agronomy Department**
- **Department of Animal Sciences**
- **Entomology and Nematology Department**
- **Department of Environmental Horticulture**
- **Department of Family, Youth and Community Sciences**
- **Food and Resource Economics Department**
- **Food Science and Human Nutrition Department**
- **Horticultural Sciences Department**
- **Department of Microbiology and Cell Science**
- **Plant Pathology Department**
- **Department of Soil, Water, and Ecosystem Sciences**
- **School of Forest, Fisheries, and Geomatics Sciences**
- **School of Natural Resources and Environment**
- **Department of Wildlife Ecology and Conservation**

EDIS – Electronic Data Information Source; Ask IFAS is the current name of the public website (<https://ask.ifas.ufl.edu>). EDIS (ISSN 2576-0009) is the title of the journal site (<https://journals.flvc.org/edis/>), which should be used in references for citation purposes.

Expanded Food and Nutrition Education Program (EFNEP) – A federally funded educational program administered by UF/IFAS Extension and Florida A&M University Extension.

Extension – See UF/IFAS Extension.

FFA – Previously known as Future Farmers of America, this organization is now formally called “the National FFA Organization.” FFA is acceptable on second reference.

UF/IFAS Extension Family Nutrition Program – FNP is okay on second reference.

Feed the Future Innovation Lab for Livestock Systems

Florida Agricultural Experiment Station – Use this term to refer to UF/IFAS Research on a formal basis. Only use it in select publications and contexts. See UF/IFAS Research.

Florida Cooperative Extension Service – See UF/IFAS Extension; this term only refers to our program (UF/IFAS Extension) combined with the Florida A&M Cooperative Extension program.

Florida Foundation Seed Producers, Inc. – FFSP on second reference.

Florida-Friendly Landscaping™ Program – Always include the “TM” mark. FFL (without “TM”) is okay on second reference.

Florida Master Gardener Volunteer Program – Always use UF/IFAS Extension in front of this term, so correct usage would be “UF/IFAS Extension Florida Master Gardener Volunteer Program.” On second reference, Florida Master Gardener Volunteer Program is okay.

Florida Master Naturalist Program – Always use UF/IFAS Extension in front of this term, so correct usage would be “UF/IFAS Extension Florida Master Naturalist Program.” On second reference, Florida Master Naturalist Program is okay.

Florida Natural Resources Leadership Institute

Florida Sea Grant – Preferred title of the Florida Sea Grant College Program. Always use UF/IFAS or UF/IFAS Extension in front of this term, so correct usage would be “UF/IFAS Florida Sea Grant” or “UF/IFAS Extension Florida Sea Grant.” Florida Sea Grant is acceptable on second reference.

Florida 4-H Youth Development Program – Always use UF/IFAS Extension in front of this term on first use. Correct usage would be “UF/IFAS Extension Florida 4-H Youth Development Program.” Florida 4-H is acceptable on second reference.

Honey Bee Research and Extension Lab – HBREL is okay on second reference.

IFAS Communications – If it is for an external audience, use UF/IFAS Communications.

IFAS Extension Bookstore – If it is for an external audience, use UF/IFAS Extension Bookstore.

UF/IFAS International Support – Formerly IFAS Global.

IPM Florida – UF/IFAS’ statewide integrated pest management program. When discussing IPM, always spell out acronym on first reference.

Land-grant university

multicounty UF/IFAS Extension agent

Nature Coast Biological Station – NCBS okay on second reference.

One Health Center of Excellence

UF/IFAS Plant Diagnostic Center

Program for Resource Efficient Communities

Research and Demonstration Sites – UF/IFAS has five official research and demonstration sites as of April 2021. They include:

- **Hastings Agricultural Extension Center**
- **Nature Coast Biological Station (NCBS)** in Cedar Key
- **Ordway-Swisher Biological Station (OSBS)** in Melrose
- **Plant Science Research and Education Unit (PSREU)** in Citra
- **Tropical Aquaculture Laboratory** in Ruskin

Note: Suwannee Valley Agricultural Center is now North Florida Research and Education Center — Suwannee Valley.

Research and Education Centers – UF/IFAS has 12 official RECs as of August 2022. They include:

- **Citrus REC** in Lake Alfred
- **Everglades REC** in Belle Glade
- **Florida Medical Entomology Laboratory** in Vero Beach
- **Fort Lauderdale REC**
- **Gulf Coast REC** (offices in Balm and Plant City)
- **Indian River REC** in Fort Pierce
- **Mid-Florida REC** in Apopka
- **North Florida REC** (offices in Marianna, Quincy and Live Oak)
- **Range Cattle REC** in Ona
- **Southwest Florida REC** in Immokalee
- **Tropical REC** in Homestead
- **West Florida REC** (offices in Jay and Milton)

If a publication is intended for an internal audience, using REC is fine. If it is for an external audience, spell out Research and Education Center. Always put UF/IFAS in front of Research and Education Center. Example: UF/IFAS Citrus Research and Education Center.

Santa Fe River Ranch Beef Unit (Boston Farm)

School of Forest, Fisheries, and Geomatics Sciences – Formerly School of Forest Resources and Conservation. FFGS acceptable on second reference.

School of Natural Resources and Environment – Note: This is a university-wide program.

scientific names – Avoid for external audiences, in most cases. Or use with common name. Example: Western Honey Bee (*Apis mellifera*)

Solutions for Your Life – Current name for the public website of UF/IFAS Extension (<https://sfyl.ifas.ufl.edu>), including county websites, online resources, and Ask IFAS (EDIS) publications. Example: For more information about canning, visit Solutions for Your Life (<https://sfyl.ifas.ufl.edu>). Can use SFYL on second reference.

UF/IFAS Advancement – Formerly known as SHARE or UF/IFAS Development.

UF/IFAS Extension Straughn Professional Development Center – Straughn Center okay on second reference.

UF/IFAS Extension Soil Testing Laboratory – ESTL is okay on second reference.

Southeastern Coastal Center for Agricultural Health and Safety – “The center” or SCCAHS okay on second reference.

Titles – Capitalize and spell out formal titles such as president, provost, vice president, chancellor, dean and chairman when they precede a name. Use lowercase elsewhere.

For example, you would write “UF Vice President for Agriculture and Natural Resources J. Scott Angle,” but “J. Scott Angle, UF vice president for agriculture and natural resources.”

The word “professor” should not be capitalized before the person’s name. For example: “assistant professor Karla Shelnutt, a UF/IFAS Extension specialist in the department of family, youth and community sciences.”

Always capitalize the word Extension, and most times use UF/IFAS in conjunction with Extension. This will help to solidify our Extension program's name as UF/IFAS Extension.

For example: "Jackie Smith, a UF/IFAS Extension agent in Alachua County specializing in environmental horticulture."

When referring to students, always include the student's standing (freshman, sophomore, PhD, MS, etc.), association with CALS and his or her major. For example: "Joe White, a junior in the UF/IFAS College of Agricultural and Life Sciences studying animal sciences."

Tri-County Agricultural Area – Putnam, Flagler and St. Johns counties. TCAA on second reference.

Florida Center for Renewable Chemicals and Fuels – FCRC on second reference.

UF/IFAS Extension – The preferred shorthand term for the entire UF/IFAS Extension enterprise. Florida Cooperative Extension Service or any variations of that should no longer be used unless referring to combined efforts with Florida A&M Extension. Capitalize Extension when referring to UF/IFAS Extension. County Extension offices should refer to themselves as UF/IFAS Extension [County name]. Example: UF/IFAS Extension Orange County.

UF/IFAS Research – This is the preferred term for the research office and its related activities. Use in conjunction with the Florida Agricultural Experiment Station.

USDA – The acronym is okay for first reference.

USDA Forest Service

Wedgworth Leadership Institute for Agriculture and Natural Resources – Wedgworth Institute is okay on second reference.

UF/IFAS For All Checklist

UF/IFAS Communications considers the following guidelines to authentically represent and communicate with Florida's population in our outreach efforts.

Description	<i>Who is included or excluded?</i>	<i>Are a variety of people shown and, if so, are they authentically represented?</i>	<i>Does it consider people's advantages and disadvantages?</i>	<i>Is the piece accessible? Can as many people as possible engage with the material?</i>
Channel	Consider channels that reach under-engaged audiences	Consider channels geared toward different audiences	Consider channels that target or are primarily used by underserved groups	Consider channels that provide tools for accessibility and leverage those tools
Language	Craft messages that include multiple perspectives and experiences	Craft messages in multiple languages whenever possible	Use language understood by people with different educational backgrounds	Format text for print and digital mediums according to accessibility guidelines
Audience	In addition to traditional audiences, think about who else might benefit from the information you want to share	Develop messages and content that are culturally sensitive and relevant	Develop messages and content that address the needs of different and underserved groups	Consider how your audiences will access your content and possible barriers to access
Source	In addition to go-to sources and experts, think about who else can contribute to and review messages and content	Engage experts from different backgrounds, including those who speak a second language	Put more resources toward engaging experts from underserved groups	Increase clients' and experts' access to communications resources and support
Imagery	Seek out new topics and individuals to feature in imagery	Produce and select photos and video that authentically represent Florida's population	Portray people as individuals and in a way that shows they are respected and valued	Format documents, images, photos and video according to accessibility guidelines

For more IDEA resources by communications specialty, visit <https://branding.ifas.ufl.edu/uf-ifas-for-all-checklists/>.

UF/IFAS BRANDING

Appendix A

UF/IFAS Message Map

