



A Quick Guide to the UF/IFAS Brand

1. UF/IFAS Logos



A UF/IFAS logo *should appear* on all UF/IFAS publications, websites, etc.

Clear Zones

The logo must be surrounded by clear space (gray area). The clear space should be no less than one-half the height of the “UF.”



MINIMUM SIZE 1 INCHES

x = Height of the UF Monogram



MINIMUM SIZE 1½ INCHES

With a Partnered Institution

In these instances, the UF/IFAS logo *must be* placed *above* or to the *left* of any other logo.



Where Can I Download the UF/IFAS Logos?

The logo is available on the UF/IFAS Communications website at branding.ifas.ufl.edu/logos.

2. Color Palette

Primary Colors

PMS 287
CMYK 100 | 60 | 0 | 20
RGB 0 | 33 | 165
HEX #0021A5

PMS 172
CMYK 0 | 70 | 100 | 0
RGB 250 | 70 | 22
HEX #FA4616

Secondary Colors

Perennial

PMS 7651
CMYK 46 | 98 | 1 | 35
RGB 106 | 42 | 96
HEX #6A2A60

Dark Blue

PMS 655
CMYK 100 | 73 | 0 | 61
RGB 0 | 38 | 87
HEX #002657

Gator

PMS 7731
CMYK 78 | 3 | 84 | 22
RGB 34 | 136 | 72
HEX #22884C

Alachua

PMS 130
CMYK 0 | 32 | 100 | 0
RGB 242 | 169 | 0
HEX #F2A900

Bottlebrush

PMS 1795
CMYK 0 | 96 | 82 | 1
RGB 211 | 39 | 55
HEX #D32737

Neutral Colors

Cool Gray 11

PMS COOL GRAY 11
CMYK 44 | 34 | 22 | 77
RGB 52 | 55 | 65
HEX #343741

Cool Gray 3

PMS COOL GRAY 3
CMYK 8 | 5 | 7 | 16
RGB 199 | 201 | 200
HEX #C7C9C8

Warm Gray 1

PMS Warm Gray 1
CMYK 10 | 10 | 11 | 0
RGB 216 | 212 | 215
HEX #D8D4D7

3. UF Brand Fonts

IBM Plex Sans

IBM Plex Sans is a clean, friendly typeface that can be used for virtually any typographic application.

Light	<i>Italic</i>
Regular	<i>Italic</i>
Medium	<i>Italic</i>
SemiBold	<i>Italic</i>
Bold	<i>Italic</i>

Source Serif

Source Serif is a serif typeface. Use it for pieces that require a more classic, academic feeling. It works well for long runs of text, callouts, and other supporting copy.

Light	<i>Italic</i>
Regular	<i>Italic</i>
Medium	<i>Italic</i>
SemiBold	<i>Italic</i>
Bold	<i>Italic</i>
ExtraBold	<i>Italic</i>
Black	<i>Italic</i>

Anybody

Anybody is a display typeface. It performs well in headlines and pairs well with IBM Plex Sans and Source Serif. It is appropriate for brief callouts, factoids, and numbers.

Use all styles in font set including condensed and expanded options.

Light	<i>Italic</i>
Regular	<i>Italic</i>
Medium	<i>Italic</i>
SemiBold	<i>Italic</i>
Bold	<i>Italic</i>
Extra Bold	<i>Italic</i>
Black	<i>Italic</i>

Quotes

Quotes is an expressive typeface. It should be used in limited capacity to highlight 2-3 words in headers.

Script

Learn more and download the UF brand fonts here: brandcenter.ufl.edu/typography

4. Social Media Profile Pics

Use our social media profile templates to maintain a cohesive and consistent look across UF/IFAS. Learn more here: go.ufl.edu/sm-profile-pic-template-blog.



5. Legal Statements

All UF/IFAS materials should include a legal statement, usually at the end of the publication, handbook or other printed material. At a minimum use “An Equal Opportunity Institution.” Find them here: ics.ifas.ufl.edu/uf-ifas-legal-statements

6. Accessibility

Accessibility ensures that university communications are clear, usable, and effective for everyone. It reflects professionalism, reduces legal risk, and supports a consistent, high-quality brand experience. Learn more here: branding.ifas.ufl.edu/training/ or submit a request for an accessibility review here tinyurl.com/ICS-Request-Form.

7. Web

UF/IFAS websites are strongly encouraged to use the current UF/IFAS web template—a customized version of UF’s Mercury template—as it meets web policy, accessibility standards, and reinforces UF/IFAS branding. Learn more here: go.ufl.edu/ifas-web-brand.

8. UF/IFAS Branding Portal

Looking to download a logo or a branded communications template? Find Canva and PowerPoint options along with more assets here: branding.ifas.ufl.edu

9. UF Brand Center

Find the UF writing style guide, trademark guidance, visual assets, and more on the UF Brand Center: brandcenter.ufl.edu.