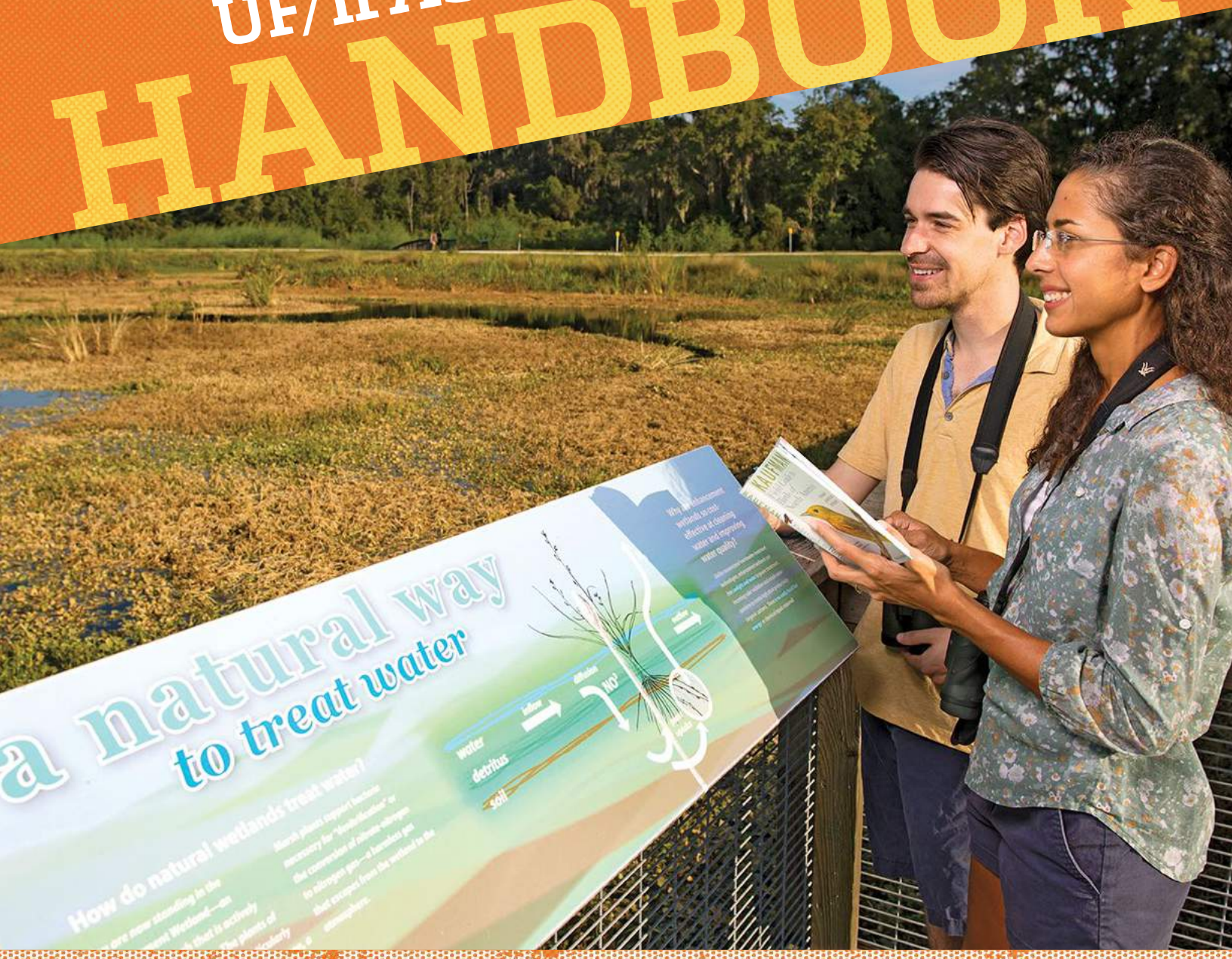
UF | IFAS
UNIVERSITY of FLORIDA

UF/IFAS Communicators HANDBOOK



WELCOME

Welcome! We are so glad to have you aboard as a UF/IFAS communicator.

You're here. Now what? You may be part of a team, or the only one in your unit in the communicator role.This handbook is designed to walk you through your first weeks and months with step-by-step resources to help you learn about the UF/IFAS Communications Department and how we can partner with you to reach your goals.

As a communicator, your role is critical in bridging the gap between your unit and the people who can benefit most from the wonderful work being done there. You may be communicating science, coordinating and promoting events, working with media, handling social media or writing (or all of that!), and the importance of this work cannot be over-stated. UF/IFAS Communications is here to help.

So take a look through the handbook, follow the links, attend an orientation, submit a request for assistance or just pick up the phone and give us a call.

We look forward to working with you.

Go Gators!

Chris Vivian
Assistant Vice President
UF/IFAS Communications

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WHAT NEW COMMUNICATORS CAN DO TO BECOME FAMILIAR WITH THE UF/IFAS BRAND – WEEK 1-4

Always

Read the news.

Write something every day.

Week One

Order your business cards at https://ufifas.my.workfront.com/.

Sign up for the UF/IFAS Communicators network by emailing icsadmin@ifas.ufl.edu.

Sign up for UFCN at https://ufcn.urel.ufl.edu/.

Collect critical office and mobile phone numbers and put them in your phone.

Look into the unit's crisis plan.

Schedule an orientation with UF/IFAS Communications by emailing icsadmin@ifas.ufl.edu.

Meet with your supervisor and/or department leaders to establish unit communication goals, responsibilities, and priorities.

Learn your unit's web and blog url's.

Review UF/IFAS web policy quick guide.

Review the Blogging Community Guidelines.

View and familiarize yourself with the UF/IFAS Anthem Video. This video provides an overview of the UF/IFAS mission and impact and can be used on websites and in presentations to provide general information about UF/IFAS. An mp4 version can be downloaded from branding.ifas.ufl.edu/photos-and-videos.

- Other institutional videos that may be of interest which you may use as resources are also available within the: UF/IFAS Science of Better Living Playlist
- UF/IFAS Communications YouTube channels:
  - UF/IFAS Video
  - UF/IFAS Solutions
  - UF/IFAS Extension: Solutions for Your Life
  - UF/IFAS College of Agricultural and Life Sciences
  - UF/IFAS Research

Weeks 2–4

If you are interested in media relations and telling your story actively through the media, participate in weekly content coordination calls with UF/IFAS Communications. Contact UF/IFAS Communications at icsadmin@ifas.ufl.edu for connection information.

Schedule interviews and meet and greets with all faculty and key staff and administrators in your department/unit.

Review social media activities.

Get to know the content on your unit's website.

Get to know the content on your unit's blog at http://Blogs.IFAS.ufl.edu. A list of active blogs is located in the Blogging Directory.

Do a communications audit. A brand is strong and recognizable if it has the same visual identity and uses consistent, repetitive messages and language.

1. Review your department's/unit's current marketing material including display resources, and determine if they follow the UF/IFAS brand guidelines.
   - Do they include the correct current logo?
   - Do they identify your department properly?
   - Do they have the UF/IFAS visual look and feel?
   - Have they been developed with the intended audience in mind?
   - Does the writing contain current UF/IFAS messaging?
2. Review the UF/IFAS Branding Website to see what we have available and get a feel for the UF/IFAS visual brand.
3. Review the UF/IFAS Branding Guide for rules regarding identity, logo usage, and many other communications applications.
4. Review UF's Brand Center Website and download the Graphic Tools provided by University Communications.
5. Gather and assess your department's digital and print materials. Check the messaging.
6. Create an editorial calendar of key stories for the unit.
7. Email the web team to establish credentials for website contributor/moderator status at webteam@ifas.ufl.edu.

Familiarize yourself with the EDIS website.

Sign up for EDIS Update and/or EDIS RSS feed.

Meet your unit's faculty review editor for EDIS publishing.

The EDIS website is a collection of official, currently supported, long-form content developed to communicate information to Extension audiences.

EDIS publications are developed in support of Extension program area goals and objectives and co-published by Florida Cooperative Extension and one of the UF/IFAS academic departments. They are authored by UF/IFAS faculty, peer-reviewed and edited before publication, and then reviewed and revised through their lifecycle to ensure they remain current and relevant until they are eventually archived from the public EDIS website.

If your job will involve working with EDIS manuscripts,

- meet your UF/IFAS Communications editor, and
- read Developing Extension Documents for EDIS.

MONTHS 2-6

1. Review the UF/IFAS Communications web site to learn about centrally available services and assistance that is available generally at no cost.
2. Check out the communications training webinars provided by UF/IFAS Communications on the following subjects:
3. Marketing & Branding
    i. UF/IFAS Branding Campaign
    ii. 10 Ways to Promote Your Programs with No Money
    iii. Branding UF/IFAS Extension for Future Success

a. Social Media
    i. Proven Strategies for Increasing the Reach and Engagement of your Programs with Facebook Live
    ii. Anatomy of a Social Media Post
    iii. Facebook Ad Campaigns
    iv. Evaluating Effectiveness on Social Media
    v. Understanding Facebook Analytics
    vi. The Power and Use of #Hashtags
    vii. Social Media
    viii. Social Media Q & A
    ix. Maintaining Professionalism in a Social World
    x. Refining Your Social Media Use

b. Writing/Editing
    i. Managing EDIS Submissions in Florida OJS
    ii. Revenue enhancement through publishing with the UF/IFAS Extension Bookstore
    iii. Anatomy of a News Release
    iv. Part 1: Introducing the New EDIS Submission & Review Site and Part 2: EDIS Writing Essentials
    v. Using MailChimp to Create a Newsletter
    vi. File Sharing in the GatorCloud
    vii. Telling Your Story on the Web
    viii. The New Newsletter: Writing for Newsletters
    ix. Writing for EDIS
    x. How to Write for EDIS

c. Media Relations
    i. 10 Tips for Dealing with the Media
    ii. Showcasing your Work in the National Media
    iii. Promoting Your Program
    iv. Media Relations

d. Web & Blogs.IFAS
    i. Featured Images on Blogs.IFAS
    ii. Navigating Google Analytics: How to Find the Stats You Need
    iii. SEO for blogs.IFAS
    iv. Blogging Basics
    v. Google Calendar: Using the New UF/IFAS Extension Calendar
    vi. Google Calendar Tutorial – Part 1
    vii. Google Calendar Tutorial – Part 2
    viii. The Top FIVE: 5 Elements You Need to Know about Your Website

e. Graphics
    i. Do I need a Logo?
    ii. Infographics
    iii. Designing for Newsletters
    iv. Printing Basics
    v. Logo Concepting
    vi. The Art of the Promotional Brochure

f. Photography
    i. Photographs, Copyright Law and You
    ii. Simplifying Flash Photography
    iii. Basics for Improving your Photography – Small Steps, Big Improvements

g. Video
    i. Vlogging with iPad
    ii. Tips for Better Video
    iii. Downloading Videos from YouTube for Use in PowerPoint Presentations
    iv. Ramp Up Your PowerPoint Presentations
    v. YouTube as a Social Media Marketing Tool

h. IT/Technical
    i. Cyber Security
    ii. File Sharing in the GatorCloud
    iii. Pretty Darn Foolproof: How to annotate PDFs for more perfect publications
    iv. Using Zoom as an Online Tool
    v. Videoconferencing Options
    vi. MyMediasite Primer

4. Email UF/IFAS Communications if there are any specific topics you are particularly interested in or if you have a suggestion for a live training session or presentation.
5. Review the display reservations section of the branding site for banners, displays, posters, and backdrops that are available for checkout at no charge through the UF/IFAS Extension Bookstore.
6. Review and familiarize yourself with your department's current publications and materials for sale through the UF/IFAS Extension Bookstore and determine if they need revisions.
   a. What is the original publication date?
   b. Have they been developed with the intended audience in mind?
   c. Does the writing contain current UF/IFAS science?
7. Find and review your department's events and activities calendar.
8. Here are some general event coordination tips and needs:
   a. Conferences/Exhibits
      i. Table cloth
      ii. Took kit
      iii. Banners
      iv. Swag (baskets)
      v. Informational publications
      vi. Schedule photography if needed
   b. Departmental and UF/IFAS Events
      i. Request save the date/evites
      ii. Reserve space
      iii. Reserve parking (TAPS) - signs
      iv. Request audio/visual if needed
      v. Request photography if needed
      vi. Organize food/beverages if needed
      vii. Tool kit
      viii. Table cloth
      ix. Banners
      x. Reserve podium, speakers, plants from UF/IFAS Facilities if needed
      xi. Informational publications
   c. Ground Breaking
      i. Tool kit
      ii. Reserve shovels, hardhats from UF/IFAS Facilities
      iii. Work with UF/IFAS Facilities to ensure a long pile of dirt
      iv. Schedule photography and/or video if needed
      v. Reserve podium if needed
   d. Ribbon Cutting
      i. Orange and blue ribbon
      ii. Reserve ceremonial scissors from UF President's office
      iii. Reserve podium, speakers, and plants from UF/IFAS Facilities
      iv. Schedule photography and/or video
   e. Contact UF/IFAS Communications for advice or assistance at icsadmin@ifas.ufl.edu
9. Determine your department's printing and digital marketing needs for the year.
10. Discuss graphic design, editorial, and printing needs with ICS Creative Services Director.
11. Meet with ICS Photography to learn about what they do and how to work with them.
12. Get to know your faculty and subject area content on EDIS.
13. Familiarize yourself with the Florida Historical Agriculture and Rural Life Digital Collection where older UF/IFAS publications are archived.
14. Meet with EDIS librarian to discuss
    a. the lifecycle of EDIS publications (sunsets),
    b. web analytics, and
    c. linking to/from EDIS.
15. Write webteam@ifas.ufl.edu to learn how to gain access to your website to make updates.
16. Write webteam@ifas.ufl.edu to learn how to gain access to start blogging.
17. Complete web training
18. Complete blog training
19. Meet with your unit supervisor or REC Director, and discuss any video needs your unit may have. Would the unit benefit from a promotional video production? If so, please contact Al Williamson at alwill@ufl.edu

7 MONTHS–2 YEARS

Months 7–12

1. Continue to meet with faculty, Extension specialists and/or Extension agents in your unit to find out if they are working on developing any educational Extension programs that might have materials suitable to market as for-sale items through the UF/IFAS Extension Bookstore.
2. Determine your department's logo merchandise and apparel needs for the year and email the UF/IFAS Extension Bookstore for possible bulk pricing discounts on special orders. Please note that all logo use for identity apparel and promotional merchandise must be reviewed and approved by the UF/IFAS Communications Director of Creative Services.
3. Discuss the possibility of publishing an annual report for your department.
4. Build your personal media relations contact list of influential reporters, bloggers, social media leaders, etc. Continue to build relationships with the ICS media relations team through regular conversations.
5. Cite and refer to relevant EDIS publications in your communications as appropriate.
6. Review analytics data (EDIS, websites, blogs) for content planning and/or evaluation.
7. Develop an editorial calendar for adding content to your website and blog after reviewing digital analytics and other information.
8. Schedule content. Additions of content to your blog or website should be strategic, deliberate, and intentional.
9. Is your unit or REC considering producing your own videos? If so, do you have an idea of the type of equipment you will need, or will you need some consultation? Please feel free to contact Al Williamson at alwill@ufl.edu.

Year Two

Schedule a meeting with UF/IFAS Communications to review your progress, goals, and plans by emailing icsadmin@ifas.ufl.edu.

Review, Renew and Repeat!

Resources

Developing a PR Plan

When It's Time to Grow, It's Time to Experiment

ICS SERVICES

UF/IFAS Communication Services (ICS) is your partner in achieving all of your communications, marketing, and public relations goals. From strategic communications planning, writing, content management or EDIS publishing to photography, graphic design and video, to social media, and web design and writing. If you or your faculty need media training, we would be happy to help you learn to communicate more effectively with the media.

To learn more about our programs and services:

ICS webpage: https://ics.ifas.ufl.edu/

Events: https://ics.ifas.ufl.edu/our-services/event-services/

Photography: https://ics.ifas.ufl.edu/our-services/photography/

Graphic Design: https://ics.ifas.ufl.edu/our-services/graphic-design-services/

News and Media Relations: https://ics.ifas.ufl.edu/our-services/news-and-media/

EDIS publishing: https://ics.ifas.ufl.edu/our-services/publication-editing-edis/

Social media: https://ics.ifas.ufl.edu/our-services/social-media/

Video: https://ics.ifas.ufl.edu/our-services/video-services/

Web: https://ics.ifas.ufl.edu/our-services/web-services/

WORKFRONT

UF/IFAS Communications uses the Workfront platform to take client requests and manage projects. Workfront enables us to streamline projects from intake to completion with greater efficiency, speed, and transparency. Clients see results quickly, and are able to check progress easily. If you'll be using the platform to manage your own work, it will make your reporting simpler and make it easier to manage your time and prioritize multiple projects and tasks. Some handy sites to explore Workfront:

Your personal Workfront portal: https://ufifas.my.workfront.com/

The Workfront blog https://www.workfront.com/blog

Workfront training videos https://support.workfront.com/hc/en-us/articles/115002107634

WHAT'S IN A NAME?

Possibly the most-often-consulted resource ICS offers is our branding guide. That's because ICS—and all of UF/IFAS—are committed to the goal of raising awareness of our programs and ensuring that audiences get a single, clear, powerful message about how UF/IFAS helps them live better. To communicate our message most effectively, we need that message to be consistent in look and in tone. We want to speak with one voice; we want everyone to know our name.

Please consult the branding guide for answers to all your questions about nomenclature, logos, colors, and design. And please feel free to contact us if you'd like us to check your project and make sure it's branded correctly. We are always happy to help.

Branding portal: http://branding.ifas.ufl.edu/

SOCIAL MEDIA AT UF/IFAS

These days, many people get the bulk of their information from the internet, and social media is their first stop. Whether you're sharing news about your department on Facebook or promoting your brand on Twitter, you will find social media an essential tool to keep in touch with your audience. This guide contains helpful links for both social media beginners and experts, as well as some dos and don'ts from our team of social media wizards.

The Team

Contact socialmedia@ifas.ufl.edu or April Martin, public relations specialist: (352) 294-3302, april.martin@ufl.edu

Our Process

Interested in creating a new UF/IFAS social media account? We can help you get started! Read through our FAQ for more information on how to register your account and more.

Policies and standards for creating UF/IFAS-affiliated social media accounts can be found at https://ics.ifas.ufl.edu/our-services/social-media/.

Additional guidelines can be found here.

Social Media Dos and Don'ts

- DO post frequently and regularly. Keeping up a steady stream of content is essential for retaining and growing an audience. Not sure what to post? Look to the main UF/IFAS accounts for help, and feel free to repost and share that content widely.
- DON'T try to do everything on your own. It's called social media! Ask the UF/IFAS social media team for help getting started, feedback on content, or advice on a campaign. Remember: we're here to help.
- DO use visuals in all your posts. Because social media is a highly visual medium, you need eye-catching content to grab your readers' attention. Photos, infographics, and video are all good options. Infographics in particular offer a visually compelling alternative storytelling approach to more traditional posts of text, links, and photos.
- DON'T assume the same content works well on every social media network. For instance, a long, vertical graphic wouldn't display well on Twitter, where the photo slot is horizontal.
- DO measure response to and engagement with your posts. Many social media platforms provide users free analytics tools. Use these tools to gauge what content resonates with your audience.
- DON'T forget your friends. Build up your digital network by asking other accounts to follow you and then following them back. Check in regularly and engage with their content—social media is a two-way street.
- DO give yourself time to perfect your work. Social media moves fast, and if you're drafting content on a small screen, it can be easy to make errors. Before posting, show your draft to a colleague for proofreading, use spellcheck, and take a short break so you can see your post with fresh eyes.

Links

ICS Social Media Services

ICS Social Media Guidelines

List of official UF/IFAS social media pages

Social Media FAQ

Branding Guidelines

UF/IFAS Branding Social Media Downloads and Resources

Official UF/IFAS Infographics

UF/IFAS Posters and Fact Sheets

Using UF/IFAS Photos and Videos

Online Training Guides

UF Social Media Guidelines

ADA COMPLIANCE AT UF/IFAS

UF/IFAS strives to provide services that meet the many and varying needs of a diverse constituency. UF/IFAS communicators are a vital part of that mission. Our job is to tell UF/IFAS's story in a way that makes that story clear, compelling, and accessible. All UF/IFAS communications are subject to local, state, and federal regulations and laws that ensure equal access by persons with disabilities. The University of Florida's Americans with Disabilities Act Compliance Office, University of Florida Information Technology, and University of Florida Web Services offices are available to all UF communicators to help you comply with laws and regulations while achieving our communications mission.

Links

University of Florida ADA Compliance Office

University of Florida Information Technology Electronic Information Technology Accessibility page

University of Florida Web Services

UF/IFAS WEB SERVICES

UF/IFAS Web Services offers assistance with web design, web traffic analysis, and web writing. We will be with you every step of the way to help you plan and develop a new website or improve an existing website. We can provide resources, strategic planning, and consulting, whether it be for research, teaching, Extension programming, or all three.

Contact the web team at webteam@ifas.ufl.edu to learn how we can help you with your next web initiative.

- Dr. Tennille Herron, web services team manager
- Jennifer Hugus, web developer
- Thomas Zapor, web developer
- Frank Samandari, web writer.

TerminalFour (T4)

UF/IFAS Web Services supports over 500 separate websites and provides central support for over 200 web maintainers across Florida. To help with this effort, and to give our family of websites the consistent look and feel that helps people all over the world come to know and recognize UF/IFAS and the work we do, we use TerminalFour, or T4, a content management system that provides a simple, straightforward, user-friendly way for us to organize and structure our sites. You will likely be using T4 every day, so you'll soon get familiar with it. Until then, we're here to help you learn the ropes!

To get your UF/IFAS T4 log-in, contact the web team.

Take a tutorial here:
http://blogs.ifas.ufl.edu/ifascomm/t4-tutorials/

Subscribe to our T4 tips blog to get updates, advice, and the answers to frequently asked questions as you develop your T4 skills.

Web FAQs

Q1. We have a big project that needs a website of its own, but nobody here has the time or expertise to make one. Can you help us?

A. Absolutely! Please use https://ics.ifas.ufl.edu/web-work-request/ and select "new project."

Q2. How do we make our work understandable to a web audience?

A. We can help. Most people don't know that UF/IFAS Web Services has a web writer who can help with translating difficult or complex content to make it understandable to the general public. Contact the web team, and we'll help you get your message to your audience.

Q3. Our unit's website seemed cutting edge when we set it up, but now it's looking dated and maybe even off-brand. We have some time for it, but not a lot of time. What should we do?

A. If you know you need a web update but you can't devote time to it, why not send a request (https://ics.ifas.ufl.edu/web-work-request/) to the web team? If you'll be updating your site yourself but you have limited resources to manage it, concentrate your energies first on the branding. Refer to the current UF/IFAS branding guide to ensure your website looks fresh. Next, focus on keeping your content fresh and up to date, because a lack of fresh, up-to-date content impacts web traffic.

Q4. We've resolved to devote more time to managing our website. We've made sure it complies with the current UF/IFAS brand guidelines. What's the next most important thing we should remember?

A. Your site content should provide visitors with a clear understanding of your unit goings-on and what's important to communicate.

Q5. Do we even need a website?

A. Maybe not. If you have occasional news to share but not enough content to fill the space, another tool, like a newsletter, might better suit your needs. You may also find blogging more beneficial for communicating your message.

Q6. We have lots of content! We do need a website! Can we start one ourselves?

A. Yes! To start a website, fill out a Web services request form.

Links

Web Team

T4 tutorial

T4 tips

UF/IFAS Web Services request form

UF/IFAS branding guide

UF/IFAS blogs

PROFESSIONAL ORGANIZATIONS

Professional organizations can help you expand your skillset and become a more powerful and effective UF/IFAS communicator. Many organizations offer institutional memberships through the University of Florida for a discounted rate. You may even be able to register for free!

Agriculture Communicators of Florida (ACF)
https://www.agcommunicatorsofflorida.org/
For more than 40 years, the Agriculture Communicators of Florida have been dedicated to promoting the value of Florida agriculture and to helping elected officials and the public understand more about the state's rich agricultural history and its diverse agricultural industry. ACF provides valuable networking and educational opportunities for professionals and for individual producers and association volunteers in the areas of public relations, communications and issues management.

AMA Higher Ed
https://www.ama.org/Pages/default.aspx
and the AMA Symposium for the Marketing of Higher Education, "the place where you can grow your knowledge while also building your network."

Association for Communication Excellence (ACE)
https://aceweb.org/
"...offers professional development and networking for individuals who extend knowledge about agriculture, natural resources, and life and human sciences."

Council for Advancement and Support of Education (CASE)
https://www.case.org/
UF is a member of CASE, so UF faculty and staff are eligible for membership. Learn how to create an account and access your member benefits here.

International Association of Business Communicators (IABC)
https://www.iabc.com/
"...join a community of communication professionals around the world who are striving to be the best in the profession."

Public Relations Society of America (PRSA)
https://www.prsa.org/
"...the nation's largest professional organization serving the communications community with a mission to 'make communications professionals smarter, better prepared and more connected through all stages of their career.'"

TRAINING OPPORTUNITIES

The University of Florida offers several courses to help you master the day-to-day aspects of working on campus. Several professional development classes, many of them targeted toward communications professionals, are also available.

Human resources: https://hr.ufl.edu/

Compliance training: https://learn-and-grow.hr.ufl.edu/courses-registration/compliance-training/

Purchasing with a UF credit card (Pcard): PST076, Pcard for travel, and PST077, Pcard for commodities are available here: https://learn-and-grow.hr.ufl.edu/courses-registration/system-training/

Professional development: https://learn-and-grow.hr.ufl.edu/

UF/IFAS Communications offers several webinars to help you communicate more effectively: http://branding.ifas.ufl.edu/training/ (scroll down to see the webinar categories: we add more every month or two). Additionally, our free communications boot camps workshop series will build your confidence and your skills and help you craft a solid communications plan to tell the UF/IFAS story and promote your program to the media, stakeholders and the public.

DIALED IN

UF | IFAS Extension UNIVERSITY of FLORIDA

A QUICK GUIDE TO THE UF/IFAS BRAND

1.

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

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

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

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

2. UF/IFAS Brand Basics

Key Messages to Communicate

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

How We Want to Present Ourselves

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

Applying the Brand

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

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

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

UF/IFAS [insert department/center name]

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

UF/IFAS' Logo

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

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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.

Using UF/IFAS Logo with a Partnered Institution

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

UF | IFAS UNIVERSITY of FLORIDA USDA

Where Can I Download the UF/IFAS Logos?

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

10 Ways You Can Market UF/IFAS

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

Stationery System

A letterhead Word template is available at: **http://branding.ifas.ufl.edu/media/brandingifasufledu/UF_Letterhead.dotx.zip**

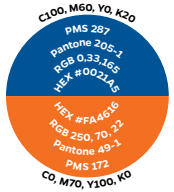
Only the UF logo can be used on letterhead, envelopes, and business cards. Do not use any of the UF/IFAS logos on these items.

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

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

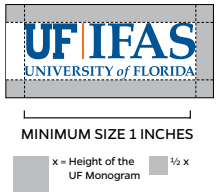
Other Things to Know

Primary Color Palette



Clear Zones

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



Logo Size

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

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

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

Promoting UF/IFAS in Your Email Signature

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

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

UF IFAS
UNIVERSITY of FLORIDA

An Equal Opportunity Institution

For More Information

If you have any questions about this "Quick Guide" or want to learn more, contact UF/IFAS Communications at 352-392-2411. Also, consult the UF/IFAS Branding portal and the UF/IFAS Branding Guide for more information: **http://branding.ifas.ufl.edu/brand-guidelines/**.

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

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