

FFGS Branding and Style Guide

Brand statements:

UF

We come to UF as individuals with big dreams, ambitious goals and a deep desire to be a Gator. But that's only the beginning. As Gators, our purpose is greater. We are a family—one that is forever loyal. That's why there is no such thing as a former Gator. Our legacy is greater than a mascot. Or a logo. It's more than titles and awards. It is the reason that UF stands as one of the nation's preeminent institutions. It's why we push each other every day, not only to make a positive impact in our community and our state, but to move the whole world forward.

Body copy and headlines should reflect this selfless attitude of working hard and working together, toward a bigger purpose.

IFAS

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.

FFGS

Buzz points from our mission statement:

Innovation – Education – Outreach

- Developing new knowledge
- Educating students and involving citizens in sustainable management and conservation of natural resources
- Emphasizing integrative, interdisciplinary approaches

New discoveries and applications that enrich lives, communities and natural resources

Lifelong learning opportunities for professionals, policy makers, landowners, youth, and the general public.

How to Refer to FFGS

In writing, always spell out School of Forest, Fisheries, and Geomatics Sciences prior to using an abbreviated version. It is preferred to refer to “FFGS” by that acronym or by “the School” if the full name is awkward verbally or in writing. Please check the accuracy of 1) the School's name and 2) your own title and affiliation(s) in written media prior to publication or seek Kim Scotto for proofreading.

Imagery

In keeping with our mission and focus, images should convey messages of discovery, education, the management and conservation of natural resources, natural environments, technology-enhanced activities in the natural environment, youth and public outreach, and the enrichment of lives and communities relative to natural resources.

FFGS Flickr (free for use): <https://www.flickr.com/photos/163771411@N07/albums>

IFAS Photo Database: <https://photos.ifas.ufl.edu>

Logos & Graphical Elements

Use the Official UF/IFAS Logo and follow IFAS guidelines (links to downloads are included on the FFGS website): [IFAS Branding Guide 2019](#)

UF/IFAS logos should always be placed above, to the left, and larger than any other identifying features such as logos, identity graphics, or unit names.

FFGS

Use the official logo at scale. Do not resize horizontally or vertically without scaling to maintain the appropriate aspect ratio.

Only approved color variations are acceptable (full color or all white).

Download the logo files from <https://ffgs.ifas.ufl.edu/faculty-staff-resources>.

You may use the graphic element separated from the text in other color variations (example below).



Logos for email signatures

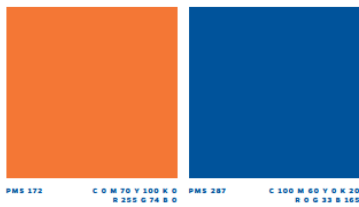
Smaller versions of the full logo, or the FFGS with IFAS logos locked together, can be used within email signatures.

Design Templates

You can download templates for presentations, flyers, and more from <https://ffgs.ifas.ufl.edu/faculty-staff-resources>. This list will include ready-to-use materials as well as templates for your own needs.

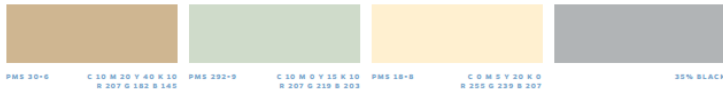
There are additional graphical element resources on the final slide of the **Template_Presentation.ppt** template file on the website that can be copied and/or saved as images.

Colors: UF



SECONDARY COLOR PALETTES

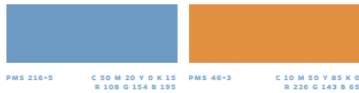
NEUTRAL COLOR PALETTE



BRIGHT COLOR PALETTE



MUTED COLOR PALETTE



PREMINENCE COLOR PALETTE



Color RGB Codes Key (*FFGS preferred)

Basic:
255,74,0*
0,33,165*

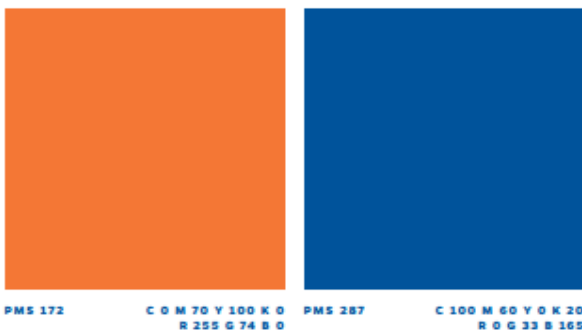
Neutral:
207,182,145
207,219,203
255,239,207
35% black

Bright:
94,142,63
89,54,116
252,175,23
215,24,42

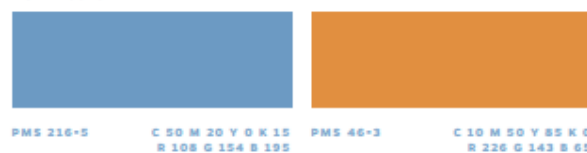
Muted:
108,154,195* (hex #6c99c2)
226,143,65* (hex #e28f41)

Preeminence:
168,220,217*
128,190,99*
224,229,205

FFGS Colors



MUTED COLOR PALETTE



PREMINENCE COLOR PALETTE



Additional accent teal:  #4fa6b9

Use accents in UF's purple, red, and yellow when relevant. In general, use teal gradients between blues and greens.

Fonts

Quadon - [download](#)

Gentona - [download](#)

After download and unzipping, you can right-click to install each font, or drag the entire group of font files into your C:\Windows\Fonts folder directly.

FFGS Email Signatures

The signature below is a suggestion in order to help with the consistency of how we present the FFGS.

- Preferred font is Calibri (or the default sans serif in your mail program).
- Avoid using the physical address of the building and refer instead to room/building and include PO box:
 - Newins-Ziegler Hall (PO Box 110410)
 - Aquatic Weeds Annex (PO Box 110600)
 - Reed Lab (PO Box 110565)
 - RECs and other locations can use physical address but please include office #

Please replace all the relevant sections with your information. Content in [brackets] should be deleted. You can copy+paste the following block of text directly into Outlook or webmail.

Your name [bold]

Your title

UF/IFAS School of Forest, Fisheries, & Geomatics Sciences

Room # and building | PO Box xxxxxx | Gainesville, FL 32611-xxxx

you@ufl.edu | (352) xxx.xxxx ph | (352) xxx.xxxx fax

[any other website or contact info you wish to include below]

Examples

- Find FFGS on: [Facebook](#) | [Twitter](#) | [Instagram](#)
- Your faculty page link
- If you choose to include a logo, please see “Logos and Graphical Elements” above for guidelines.