

UPDATED DECEMBER 6, 2013

UF/IFAS

branding

Extension • CALS • Research

UF|IFAS
UNIVERSITY of FLORIDA

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 belong to. The mark was easily identifiable so that there was no mistaking whose cattle were whose 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 or maybe the ads with Einstein that say “Think different.” But, most importantly, you think of creativity and innovation and associate it with the corporation. With McDonald’s, you probably think fries, cheeseburgers, and the phrase, “I’m loving it.” With a single word, these brands evoke images, feelings, and other associations, perhaps of product consistency or inexpensive food available anywhere in the country.

What do people think about when they hear University of Florida? What about UF/IFAS?

Why Is a Consistent Identity Important to a Brand?

Every good brand is immediately recognizable because it has a consistent and unified identity. For instance, Harvard University is known around the world as an academic leader because of its long history of providing a very good education, its expert faculty, and the numerous awards bestowed on its faculty and programs. Harvard monopolizes its name and protects how it is used—if you see anything that has the name Harvard on it, you immediately know it is associated with the university and its long-standing reputation.

Along the same lines, 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.

UF/IFAS BRANDING

If a brand lacks a consistent identity, people become confused about what a brand is and 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 our 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 people’s memories. This is why it is so important that a brand have a unified identity and voice. With a unified identity, the brand has more impact and a better chance of becoming easily recognized. If each message from the brand carries a unified presence, it will create one voice—rather than multiple messages that create confusion.

Using this Guide

This guide serves as a reference to help UF/IFAS faculty and staff use the new branding guidelines. It is organized into eight sections to make what you are looking for easy to find. There are chapters on:

- Defining the UF/IFAS brand
- Using the new UF/IFAS logos appropriately
- Answering the phone and talking with a news reporter
- Making sure your website is in line with the new brand standards
- Using social media to communicate about and market UF/IFAS
- Communicating the new 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. That is why faculty and staff should review the guide to understand how to best represent UF/IFAS.

Terms

Throughout this guide, you will encounter many terms associated with branding and marketing. 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 who 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 Meaning. The value that a brand delivers to its audience; the consumer's perceptions and understanding of a brand.

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

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.

Graphic Element. A secondary graphic identifier for a program or other unit in UF/IFAS; must always be used with a UF/IFAS primary signature.

Logo. A graphic mark or emblem used by enterprises and 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.

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.

Signature. The graphic identifier for a brand that combines the primary logo with a wordmark; in the case of the UF/IFAS signature, it combines the UF monogram with the IFAS wordmark to make the primary signature.

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.

Wordmark. A distinct text-only typographic element treatment of the name of an institution, company, or product name for identification or branding.

Contact UF/IFAS Communications to Learn More

For more information about this guide, contact UF/IFAS Communications at 352-392-2411.

Table of Contents

Introduction	3
What Is a Brand?	3
Why Is a Consistent Identity Important to a Brand?	3
What Makes a Brand Strong and Recognizable?	4
Using this Guide.....	4
Terms.....	5
Defining the UF/IFAS Brand	9
UF/IFAS Brand Value Proposition: Key message concepts to communicate	10
UF/IFAS Brand Personality: How we want to present ourselves.....	10
Messages.....	10
UF/IFAS Research Brand: Specific Messages	11
UF/IFAS CALS Brand: Specific Messages.....	11
UF/IFAS Extension Brand	12
UF/IFAS Extension's Brand Value	12
National Branding Research	12
Assets of the UF/IFAS Extension Brand.....	12
Brand Communications vs. Brand Meaning	13
Three Elements Essential to Building a Strong Brand	13
UF/IFAS Extension Brand Value Proposition: Key message concepts to communicate.....	13
UF/IFAS Extension Brand Personality: How we want to present ourselves	13
UF/IFAS Extension Brand Promise	13
Sample Application	13
Your Brand Story	14
Visual Identity of the UF/IFAS Brand	15
Using the UF/IFAS Logo	16
Clear Zones.....	16
Signature Size	16
Official Colors	16
Size of Graphic Elements	16
Using the UF/IFAS Logo with a Graphic Element.....	17
Using the Solutions Tagline.....	17
Where Can I Download the New UF/IFAS Logo?	17
Unacceptable Variations	17
Athletic Marks	18
What Are the Preferred Fonts for UF/IFAS Publications?	18
Print	18
Web	18
Preferred Colors for UF/IFAS.....	19
Print Color Palette	19
Primary Color Palette	19
Neutral Color Palette	19
Bright Color Palette	19
Muted Color Palette.....	19

Photo Choices.....	20
Diversity and Inclusion in Photos.....	20
Communicating the UF/IFAS Brand to the Public	21
Answering the Phone.....	22
Introducing Yourself and UF/IFAS.....	22
Promoting UF/IFAS in Your Email Signature.....	22
Adding a Logo to Your Email Signature (PCs).....	23
Adding a Logo to Your Email Signature (Macs)	23
When a Reporter Calls or Emails	24
Getting UF/IFAS into the News	24
Avoiding Bad Publicity.....	24
Identifying Yourself and UF/IFAS for the Media	25
Proper Dress for Photographs or TV	25
Properly Crediting UF/IFAS in Partnerships and Collaborative Projects	25
Communicating the UF/IFAS Brand in Writing.....	27
Writing for the Public	28
Style Guide Preferences	28
How to Refer to UF/IFAS in Writing	28
UF/IFAS	28
When Should I Include UF/IFAS in a Name?	28
College of Agricultural and Life Sciences	28
UF/IFAS Extension Phone Book Listings.....	29
Blue Pages	29
White Pages	29
UF/IFAS Research	29
Florida Agricultural Experiment Station	29
UF/IFAS Research and Education Centers.....	30
Titles.....	30
Diversity and Legal/EEO Statements	30
UF/IFAS and Academic Legal (Affirmative Action Statement)	31
UF/IFAS Extension Legal.....	31
UF/IFAS Research Statement	31
UF/IFAS Extension EDIS Legal.....	31
UF/IFAS Extension for Sale.....	31
UF/IFAS Extension Energy Legal	31
Publication Graphic Guidelines	32
UF/IFAS Extension Newsletter Masthead and Identifier.....	32
EDIS Publications.....	33
For-Sale Publications	33

Communicating the UF/IFAS Brand in Video 35

Video Guidelines.....	36
Introduction	36
Good Lighting	36
Good Video Color.....	36
Stable Video	36
Good Audible Audio.....	36
Using Music and Images.....	36
UF/IFAS Signature	36
Clothing Guidelines.....	37
Release Forms.....	37
Video Conclusion.....	37

Communicating the UF/IFAS Brand in Photography..... 39

Photography Guidelines.....	40
Good Lighting	40
Shooting Indoors	40
Use a Tripod	40
Photograph with Intent.....	41
Compose According to the Rule of Thirds.....	41
Use a Variety of Focal Lengths and Visual Perspectives.....	42
Portraits	42
Clothing Guidelines.....	42
Release Forms.....	43
UF/IFAS Credit.....	43

Communicating the UF/IFAS Brand on the Web 45

Web Identity	46
Coding and Identity	46
Writing and Identity	47
UF/IFAS Extension	47
Identity and Branding.....	47
Graphics and Identity	48
Web Templates	48
Departments and Schools	48
Look and Feel	49
Research and Education Centers.....	49
Look and Feel	49
Programs, Centers or Institutes	50
Additional Guidelines.....	50

Other Web Policies	51
WordPress and Content Management Systems (CMS).....	51
Third-Party Sponsorships or Affiliations	51
Individuality	52
Mandatory Colors and Use.....	52
Colors to Promote Unit Individualization.....	52
Examples of Appropriate Individualization	52
Social Media Guidelines.....	53
UF/IFAS Social Media Checklist	53
Registration with UF	53
Naming for UF/IFAS Accounts	54
Departments	54
Extension	54
Twitter	54
University of Florida Logo	54
Avatars/Profile Pictures	54
Contact Information.....	54
Biography/About.....	55
Miscellaneous	55
Facebook	55
Best Practices for Use.....	55

Communicating the UF/IFAS Brand All Over 57

UF/IFAS Clothing Guidelines	58
Sign Guidelines	58
Guidelines for Banners, Advertisements, Posters, etc.....	59
Guidelines for Giveaways (Pens, Pencils, Key Chains, Etc.) and Branded Products.....	59
Conference Displays	60
Stationery – Letterheads, Envelopes, and Business Cards.....	60
Letterhead	60
Envelopes.....	62
Business Cards.....	63
Advanced Degree Candidate Business Cards.....	63

Frequently Asked Questions 65

UF/IFAS Stylebook 69

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 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.

UF/IFAS was formed in 1964 when UF's College of Agriculture, School of Forestry, Agricultural Experiment Station, and Extension Service were combined into a single unit. Today, UF/IFAS truly is the sum of its integrated parts as the teaching, research and outreach functions provide a comprehensive service to Florida stakeholders, students, residents and industry.

UF/IFAS BRANDING

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

- 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 the University of Florida directly to every community across the state.
- From developing the blueberry varieties that established and built the \$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 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 resource products focusing on global competitiveness
- Food technologies involving safety, nutrition, product development and innovative packaging
- Human resource development: 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 residents 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, including selections of new plant material
- Help reclaim our natural landscapes from invasive pests

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 in 2010 made value-added contributions of \$108.7 billion to the gross domestic product of the state economy.
- 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. Programs serve to discover the underlying science of our natural resources while finding novel applications to preserve, protect and manage Florida's ecosystems.
- 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

The UF/IFAS CALS brand will be more fully developed using input from the overall University of Florida branding initiative with the firm 160over90 currently underway. Below are some basic components that the brand messaging will address:

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

UF/IFAS BRANDING

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:

1. Trustworthy source
2. Great staff
3. Convenient access
4. Reliable/current information
5. Expert review
6. Focus on quality of life

These factors are only moderately motivating to our clients:

1. Change agents
2. Scope of work
3. In-person support
4. University connection

These factors are less motivating to our clients:

1. 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 the following sources:

<http://connect.extension.iastate.edu/p3tw0ff8no6/>

www.intra.ext.vt.edu/staffdev/2012_VCE_Annual_Conf.html

<http://agsci.psu.edu/about/impacts/extension-communication-strategies-and-branding/national-extension-brand-implementation-strategies/Copernicus%20II%20Implementation-handout1%20-2.pdf>

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.

UF/IFAS BRANDING

Your Brand Story

1. **The name:** “I work for UF/IFAS Extension [name county]”
2. **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.”
3. **Your role:** “In my role, I work with [your audience] to help them [their goal].”
4. **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? Would you like our Facebook page?”

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? Would you like our Facebook page?”

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.



Logo anatomy

The new UF/IFAS, UF/IFAS Extension, UF/IFAS CALS and UF/IFAS Research logos will be the primary signatures used in UF/IFAS. The UF/IFAS primary signature is comprised of the University of Florida monogram along with the IFAS, IFAS Extension, IFAS CALS or IFAS Research wordmarks. These signatures are the most identifiable images that UF/IFAS uses. They consistently represent UF/IFAS and its three parts (CALS, Research, and Extension) in all communications. One of these logos must be placed in a prominent position in all our communications.

UF/IFAS Communications developed the new signatures with assistance from University Relations, and all communications must follow the guidelines listed in UF's Brand Center (<http://www.identity.ufl.edu/>).

UF/IFAS BRANDING

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, and cannot be combined with—or appear larger than—the UF/IFAS logos. (Note: Only the UF signature can be used on letterhead, envelopes, and business cards. See page 56 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 signature in communications primarily for UF/IFAS Extension, and use the UF/IFAS Research signature in communications primarily for the research office. If you have any questions about when to use a specific UF/IFAS signature, contact UF/IFAS Communications graphics unit (Tracy Bryant, 352-294-3319 or tracydz@ufl.edu).

Clear Zones

The signature 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.

Signature Size

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

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

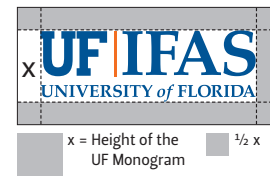
The UF/IFAS CALS, UF/IFAS Extension, and UF/IFAS Research logo size should not be less than one and half inches in length, and the proportions should not be altered.

Official Colors

The two-color signature is always preferred. Both black and 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 (Research, CALS, or Extension).



MINIMUM SIZE 1 INCH



MINIMUM SIZE 1 1/2 INCHES



MINIMUM SIZE 1 1/2 INCHES



MINIMUM SIZE 1 1/2 INCHES



Using the UF/IFAS Logo with a Graphic Element

The UF/IFAS, UF/IFAS Extension, UF/IFAS CALS or UF/IFAS Research logo **must always** be used when a graphic element for a county, program, or other UF/IFAS-sponsored entity is used. In these instances, the UF/IFAS logo **should be** placed **above** or to the **left** of the county's graphic element. When used in this way, the UF/IFAS logo and the county graphic element show a partnership between UF/IFAS and the county. UF/IFAS programs should use the same rule—the UF/IFAS signature should always be placed above or to the left of the program graphic element.

Using the Solutions Tagline

A tagline is a branding slogan used in conjunction with a brand's logo. The tagline is a memorable phrase meant to sum up the tone of the brand, helping to reinforce the audience's memory. The tagline for UF/IFAS Extension is simply **Solutions**. This tagline sums up the brand promise in a single word. For more information on the UF/IFAS brand, see the previous chapter.



Where Can I Download the New UF/IFAS Logo?

The new UF/IFAS, UF/IFAS Extension, UF/IFAS CALS and UF/IFAS Research signatures are available on the UF/IFAS Communications website at <http://ics.ifas.ufl.edu/branding.shtml>. 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.



Unacceptable Variations

One of the biggest changes from the old UF/IFAS logo is that the signature **no longer contains** the county name, department name, or any other program name in the wordmark. Instead, 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 signature (or one of the other three signatures), provided they follow the guidelines above.

Maintaining the integrity of the UF/IFAS signature is important. It must be presented in a clear, consistent and effective manner.

Always use original digital art. The signature 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.**

UF/IFAS BRANDING

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 signature.

Use of the athletic logo in addition to the 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.

Use of the athletic logo, trademarks, mascot or name is prohibited in advertising that promotes non-athletic activities and entities.



What Are the Preferred Fonts for UF/IFAS Publications?

Print

UF/IFAS reaches a diverse audience, so one font will not fit every circumstance. Different fonts may be appropriate for different audiences or projects. However, for publications, a serif font such as Palatino is appropriate. Other good choices include but are not limited to Garamond or Caslon.

Palatino

Garamond

Caslon

Myriad Pro

Minion Pro

Georgia

Web

View appropriate web fonts here: <http://ifas.ufl.edu/style-guide-secondary.shtml>

font-family: Georgia, Arial, sans-serif;

Georgia

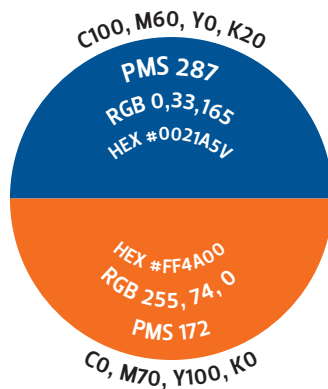
Arial

Preferred Colors for UF/IFAS

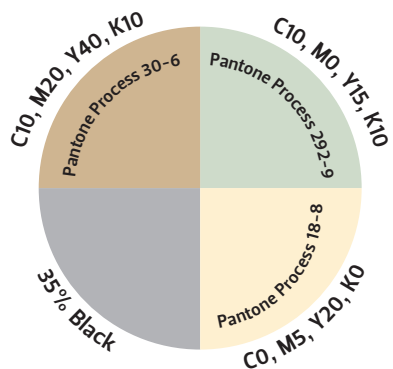
Print Color Palette

The University of Florida 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.

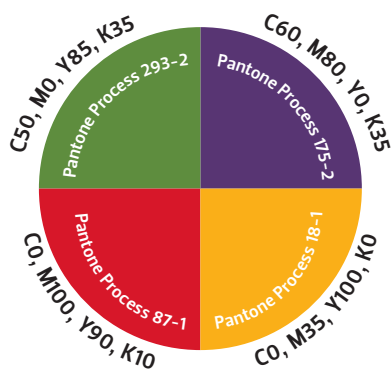
Primary Color Palette



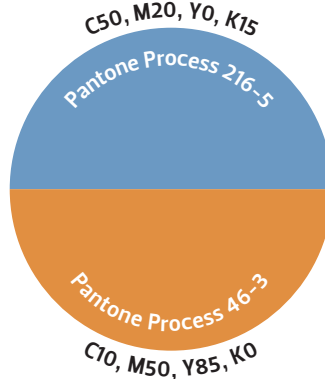
Neutral Color Palette



Bright Color Palette



Muted Color Palette



UF/IFAS BRANDING

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.

Photo Choices

At UF/IFAS, our faculty and staff experts are friendly and trusted, but informed and knowledgeable. So that our visual identity fits this personality, photos used in print or on the web should focus on friendly people, be colorful and energetic, and involve activities from UF/IFAS program areas.

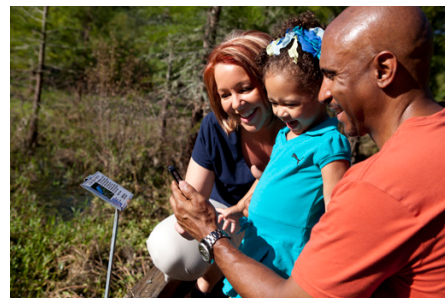
Diversity and Inclusion in Photos

UF/IFAS materials and knowledge are for all people regardless of race, creed, color, religion, age, disability, sex, sexual orientation, marital status, national origin, political opinions or affiliations. Our photographic and visual identity must represent this diversity by including people of different races, colors, ages, financial statuses, and others.

Contact UF/IFAS Graphics Unit

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

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



Examples of properly branded images

Examples of images showing diversity

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.

UF/IFAS BRANDING

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:

“University of Florida/IFAS [insert your department, program, or entity]”

For example: “Good morning. Thank you for calling the University of Florida/IFAS Extension Soil Testing Laboratory.”

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

“University of Florida/IFAS Extension [insert county name]”

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

You can also shorten University of Florida to UF.

For example: “Good morning. Thank you for calling UF/IFAS Extension Hillsborough 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, or 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 Bryan Fluech and I’m with the University of Florida IFAS Extension Collier County, and I am the Florida Sea Grant Extension Agent. Our Extension office is also a part of the Collier County Public Services Department.”

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 follows:

Name

Title (capitalize this information)

UF/IFAS along with your Department, Unit, or Extension office

Address

City, State Zip

Phone number

Fax number

Website/Social media accounts



An Equal Opportunity Institution

For example:

Tracy Bryant
Coordinator of Creative Services
UF/IFAS Communications
Building 116, Mowry Road
Gainesville, FL 32611
352-294-3319
FAX 352-392-7902
ics.IFAS.ufl.edu



An Equal Opportunity Institution

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 logo.

Name
Title (capitalize this information)
UF/IFAS Extension [county name]
Address
City, State Zip
Phone number
Fax number
Website/Social media accounts



An Equal Opportunity Institution

Adding a Logo to Your Email Signature (PCs)

1. Place the logo image on your desktop or somewhere you can readily access it.
2. In Outlook, open a new email.
3. At the top, you'll see an option for "Signature." Click on this and then choose "Signatures" to pull up your current email signature or to create a new one.
4. Go into the "Edit Signature" box and click where you would like the image to go.
5. In the menu for "Edit Signature," you'll see an icon for adding an image that looks like a mountain with the sun over it. Click on this to locate the logo on your computer.
6. Choose the logo and click "Insert."
7. If the image is where you want it within your signature, click "OK." If not, you can click on the image and delete it, place your cursor where you want the image to go, and then repeat steps 4 and 5.

Adding a Logo to Your Email Signature (Macs)

1. Place the logo image on your desktop or somewhere you can readily access it.
2. From the Outlook Menu, choose "Preferences."
3. Under "Email," choose "Signatures" to pull up your current email signature or to create a new one.
4. Click and drag the logo image into the signature wherever you would like it to be.

When a Reporter Calls or Emails

If a reporter contacts you, make sure to answer quickly, or if you're not there when the call comes in, return the phone message or email as soon as you can. Journalists frequently work under tight deadlines, so returning a call the next day will likely be too late.

In this initial phone call, the journalist will typically tell you the gist of the story he or she is working on, and from there, you can assess whether you feel comfortable with the subject. If you feel reasonably well-versed, it's a good idea to help the reporter out. People who turn up in the media frequently as expert voices are there not only because they're knowledgeable, but, more importantly, they also make themselves accessible to reporters.

You can always tell the reporter you'd like a few minutes to do a little research before the interview.

If you feel sure that the topic is "too hot to handle," you can refer the reporter to your department head or UF/IFAS Communications. If you have any questions, please contact UF/IFAS Communications at 352-392-2411. If you are part of a controversial story, please don't yell "no comment!" and hang up: You certainly can't complain about how a story comes out in the media if you didn't at least try to give your side.

Getting UF/IFAS into the News

It's actually much easier these days to get into the mainstream media than it used to be. With slimmed-down staffs, media outlets often must rely far more on the public for help.

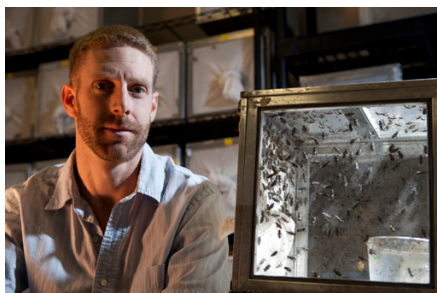
There are several ways to generate publicity, but choosing the best way depends on the type of event, program or news you're trying to promote. If it's an event of local interest, call the local news editor (newspaper) or assignment desk (broadcast) and tell them what you've got planned and ask for their 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, but if you'd like help, UF/IFAS Communications can assist you with the process. 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), UF/IFAS Communications would likely be in a position to handle publicity efforts.

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, and it gives the public a chance to understand what the university does and what their tax dollars pay for.



Example of UF/IFAS News photos

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 for short: UF/IFAS. Specifically, our name should appear in print similar to the following examples:

- Matthew E. Smith, an assistant professor with UF's Institute of Food and Agricultural Sciences
- Wendy Wilber, a UF/IFAS Extension agent in Alachua County specializing in environmental horticulture
- Karla Shelnett, 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.

Contact UF/IFAS Communications News Unit

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

Mickie Anderson, news program director, mickiea@ufl.edu, 352-273-3566

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.

Writing for the Public

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.

Style Guide Preferences

When you're writing a news release, a column for a newspaper or something similar, you should follow Associated Press style. Because it is for a general audience, writing for the web should also follow AP style. With advance notice, the news office can help ensure what you've written complies with AP style. Contact the news office for assistance (Mickie Anderson, news program director, 352-273-3566 or mickiea@ufl.edu).

When you're writing for EDIS, please follow the Chicago Manual of Style (16th edition) or APA style (6th 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 office at 352-392-2411 or visit <http://edis.ifas.ufl.edu/faq/pubfaq.html> to find your EDIS editor's contact information.

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 65. For other UF-related entities and buildings, use the UF stylebook at <http://stylebook.ufl.edu/> and <http://stylebook.ufl.edu/list-of-terms/list-of-terms-a/>.

UF/IFAS

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 a publication.

If you are writing for an internal audience, you may drop the UF and refer to UF/IFAS as only IFAS. But always consider your audience and make sure they will know IFAS is a part of UF.

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, spell out College of Agricultural and Life Sciences. CALS is preferred on second reference.

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 Phone Book Listings

Blue Pages

In the blue pages section of the phone book, have the UF/IFAS Extension office listed under the County Government as “UF/IFAS Extension” and the county name. For example, “UF/IFAS Extension Bradford County.”

It should appear like this in the phone book:

UF/IFAS Extension
Miami-Dade County
Phone number or numbers

White Pages

In the phone book’s white pages, list the UF/IFAS Extension office under “U” to connect it with the University of Florida. It should be placed under UF and then under IFAS Extension.

It should appear like this in the phone book:

UF/IFAS Extension
Miami-Dade County
Phone number or numbers

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 BRANDING

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

If the publication is for an *internal* audience, you may shorten Research and Education Center to REC on subsequent references.

Titles

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

For example, you would write "UF/IFAS Senior Vice President for Agriculture and Natural Resources Jack Payne," but "Jack Payne, UF/IFAS senior vice president for agriculture and natural resources."

The word professor should never be capitalized before the person's name. For example, "assistant professor Karla Shelnett, 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:

"Wendy Wilber, 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, as well as his or her major. For example:

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

For More Information

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

Diversity and Legal/EO 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, Nick T. Place, dean for UF/IFAS Extension. 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. UF/IFAS Research, Florida Agricultural Experiment Station, Institute of Food and Agricultural Sciences, University of Florida. Dr. John Hayes, dean for UF/IFAS Research, publishes this information to further programs and related activities.

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. Nick T. Place, dean for UF/IFAS Extension.

UF/IFAS Extension for Sale

An Equal Opportunity Institution. UF/IFAS Extension Service, University of Florida, Institute of Food and Agricultural Sciences, Nick T. Place, dean for UF/IFAS Extension. 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 UF/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].

UF/IFAS BRANDING

Publication 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 signature must be clearly and prominently displayed on the front cover of all publications.
- No other logo or icon affiliated with the University of Florida may appear on the cover of primary publications. Some exceptions to this standard may be allowed for secondary publications targeting limited and/or internal audiences.
- Units of the university that have long-standing graphic identifiers can use such marks only on inside pages or the back cover of printed primary publications (i.e., annual reports). No secondary logos are allowed on the front cover of publications or in the proximity of the UF/IFAS signature, except county logos to denote the partnership between UF/IFAS Extension and the counties. In the case of one-sided printed materials, the secondary logo can be used if necessary, but must be reserved to the lower third of the page.
- In magazines, the signature, wordmark or monogram must also appear in the masthead and on the back cover. When and where appropriate, the words “University of Florida” are to be used in page folios.
- The signature, wordmark and monogram may be printed over a photograph, texture or other image, provided they remain a prominent visual element.
- Likewise, all licensed or promotional products displaying established college or department logos or icons are acceptable providing they are not used in conjunction with the university signature, wordmark, monogram or seal.
- Logos of non-UF partner institutions, such as funding or research partners, may be included on covers with the UF/IFAS signature on secondary publications, as long as sufficient separation is maintained and the UF/IFAS signature remains dominant.

See the chapter on UF/IFAS visual identity (pg. 15) for more information on colors and font choices used in UF/IFAS publications.

UF/IFAS Extension Newsletter Masthead and Identifier

A UF/IFAS Extension newsletter identifier has been developed to create a consistent look throughout all UF/IFAS Extension newsletters. The Extension identifier was developed to be easily used with an existing masthead.

- The UF/IFAS Extension newsletter identifier should be placed on the upper lefthand corner of the first page of all UF/IFAS Extension newsletters.
- The UF/IFAS Extension newsletter identifier consists of the UF/IFAS Extension logo, the affirmative action statement and the Solutions tagline.
- The preferred color for the UF/IFAS Extension newsletter identifier is Pantone 287 (blue). Pantone 172 (orange) and 100% black are both acceptable colors.
- The size of the UF/IFAS Extension newsletter identifier is 2 1/8" x 1 5/8" and it should not be altered in any way including adding or subtracting elements from the graphic.



Sample Extension newsletter

- The UF/IFAS Extension Legal statement (pg. 30) is required to be on all UF/IFAS Extension newsletters. The preferred placement for the statement is on the bottom of the last page of the newsletter.
- Template files are available in PDF, MS Word and Publisher at <http://ics.ifas.ufl.edu/graphics.php>. Click on the downloads tab toward the bottom of the page.

If you have any questions about the UF/IFAS Extension newsletter identifier, contact UF/IFAS Communications graphics unit (Tracy Bryant, 352-294-3319 or tracydz@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 must include the following:

- **Current UF/IFAS Extension wordmark 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 onto 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 8 1/2 by 11 format.

For information on submitting a manuscript for publication, visit the EDIS website at <http://edis.ifas.ufl.edu> or call the EDIS office at 352-392-2411.

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 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 between 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 Bookstore works on a cost-recovery model. When the bookstore finances production, it retains the right to refuse 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 shelf-life (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-sales 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

Mickie Anderson, news program director, mickiea@ufl.edu or 352-273-3566

EDIS Publications

EDIS office, 352-392-2411

Visit <http://edis.ifas.ufl.edu/faq/pubfaq.html> to find your EDIS editor's contact information.

Bookstore Publications

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

Graphic Design

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

Communicating the UF/IFAS Brand in Video

All radio, video and film produced for UF/IFAS requires 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.

Good quality video is synonymous with a good quality message. To ensure you showcase UF/IFAS as an image of quality, it is crucial that your video production reflects these standards. You can acquire good quality video with many camcorders on the market, even in high definition. However, you shouldn't just point and shoot and expect great results. Your production can emulate some of the best videos available, just by paying attention to these guidelines.

UF/IFAS BRANDING

Video Guidelines

Introduction

In any video, you should properly introduce yourself and UF/IFAS. Always first acknowledge that you are a part of the University of Florida/IFAS and then add your program area. This will help to eliminate confusion as to which organization you belong to. It is also preferred that you include the UF/IFAS signature (or UF/IFAS Extension, UF/IFAS CALS, or UF/IFAS Research signature) in one of the initial scenes of the video. Templates are available on the UF/IFAS Communications website (<http://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 lights, but not so bright the lighting is 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. Also, many camcorders come with a white balance feature. Take advantage of this feature to ensure you capture good quality 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 it, like point-of-view, but keep it within moderation. Monopods work well, especially in on-the-move traveling situations.

Good Audible Audio

A classic indicator of low-quality production is poor quality 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 lavalier microphone, take note to hide the cable under the clothing of the person wearing the mic. There's not too much 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 Signature

Using the official UF/IFAS signature in your video bonds it with the University of Florida and the Institute of Food and Agricultural Sciences. You can achieve this by applying the wordmark 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 and exporting the slide as a jpeg,

and placing it at either the beginning or end of your video. Please refer to the identity standards regarding placement of your department or unit graphics in relation to the UF/IFAS wordmark.

Clothing Guidelines

If possible, any UF/IFAS personnel appearing in the video 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 video is a more formal presentation, normal dress clothes are recommended, but with proper UF/IFAS branding. These items can be obtained through the IFAS Extension Bookstore. If formal wear, men should stick with a subdued necktie, and women should avoid distracting, flashy jewelry.

Release Forms

More information about using release forms for official UF/IFAS photo and video to come.

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 your contact information. This will properly identify the video as a UF/IFAS production and give the audience a place to go for more information.

Contact UF/IFAS Communications Video Unit

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

Al Williamson, educational video,
alwill@ufl.edu or 352-392-2412 x 236

Communicating the UF/IFAS Brand in Photography

Photos are 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.

Photography Guidelines

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 type of light source you're shooting in. Doing 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.



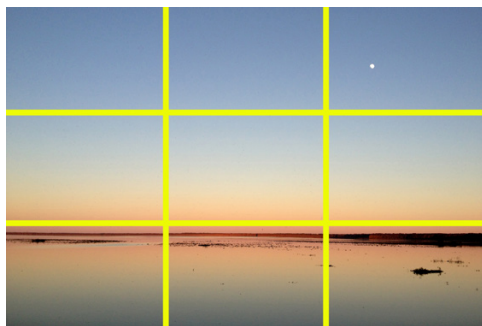
Late afternoon, low angled sunlight can provide even illumination of a subject.



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



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



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

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 to the 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.

UF/IFAS BRANDING

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 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/her feet and shoulders face approximately 45 degrees away from the camera, with his/her head and face 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 video is a more formal presentation, normal dress clothes are recommended, but with proper UF/IFAS branding. These items can be obtained through the IFAS Extension Bookstore. If formal wear, men should stick with a subdued necktie, and women should avoid distracting, flashy jewelry.



From left to right, the UF/IFAS Plant Diagnostics 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 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.



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

Release Forms

More information about using release forms for official UF/IFAS photo and video to come.

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.

Contact UF/IFAS Communications Photography Department

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

Tyler Jones, photographer, tylerljones@ufl.edu,
352-392-2412 x 309

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. In this section, you will learn about promoting the UF/IFAS brand on the web, including website design guidelines and policies, as well as UF/IFAS social media guidelines.

UF/IFAS BRANDING

Web Identity

UF/IFAS has a variety of websites to meet 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 pages, cascading style sheets (CSS) are available to standardize the text size, style, colors and links within the various page elements (content, header, footer and navigation). Standard HTML markup is available to address page structure.

UF/IFAS Extension pages should use the templates found at http://solutionsforyourlife.ufl.edu/customer_service/templates_and_training.html.

UF/IFAS Departments, Research and Education Centers, Programs, Institutes, and Centers should adhere to the look and feel currently used on the UF/IFAS main site (<http://ifas.ufl.edu>). The site files for this new design are available from UF/IFAS Communications web unit on request (webteam@ifas.ufl.edu). These files have a more complex code structure, and ongoing communication is required for developing these sites.

On these types of sites, individuality by unit is also encouraged. Examples of appropriate individuality are discussed in the following sections. For help determining appropriate individuality, please contact the UF/IFAS Communications web team (webteam@ifas.ufl.edu).

Coding and Identity

The UF/IFAS favicon is mandatory for all UF/IFAS websites and is available at <http://ifas.ufl.edu/favicon.ico>.

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 top bar, bookmarks and search results. The description meta tag is recommended for all site home 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</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** – UF/IFAS Extension **County name**</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 (pg. 27). Also, use the stylebook section (pg. 69) 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

The new tagline for UF/IFAS Extension is “Solutions,” and it must be included in the header of UF/IFAS Extension websites. As mentioned above, it is recommended that all UF/IFAS Extension pages use the available cascading style sheets (CSS) to standardize the text size, style, colors and links within the various page elements (content, header, footer and navigation). Standard HTML markup is available to address page structure. These templates are available at http://solutionsforyourlife.ufl.edu/customer_service/templates_and_training.html.

All UF/IFAS Extension offices are advised to make UF/IFAS Extension branding clearly visible in the upper left-hand area of your webpage. You should also include the county logo. If a county logo is not available, type out the name of your county.

In the header image, you should link the UF/IFAS Extension logo to the main Solutions website (<http://sfyl.ifas.ufl.edu>), and the county logo should link to your county website. In the footer, you will need to have the UF/IFAS logo, which links to the UF/IFAS website (<http://www.ifas.ufl.edu>), and a text link to UF, which must link to the UF website (<http://www.ufl.edu>).

For more information about signature usage, see the earlier section on the visual identity of the UF/IFAS brand (pg. 15) and the UF Brand Center (<http://identity.ufl.edu>). For the new UF/IFAS and UF/IFAS Extension logo, visit <http://ics.ifas.ufl.edu/branding.shtml>.

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

- **UF/IFAS and UF/IFAS Extension signatures.** The UF/IFAS signature should link to <http://ifas.ufl.edu>, and the UF/IFAS Extension signature should link to <http://solutions.ifas.ufl.edu>.
- **County logo or county name.** This should be placed near the UF/IFAS logo to represent the partnership between UF/IFAS and the county. (Remember that the UF/IFAS signature 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 pg. 15 of this guide).
- **A way to contact persons responsible for web updates.** This should be included in the footer as well (e.g., “Site Feedback” or “Contact the Webmaster” 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 is recommended for all pages.
- **An active link to the UF homepage.** Please add to the footer.

For instructions on downloading the new SFYL footer code (as seen in the screenshot on the next page), go to <http://ics.ifas.ufl.edu/web.shtml> under the downloads tab.

UF/IFAS BRANDING

Graphics and Identity

NOTE: The updated web headers discussed below are not available yet. These guidelines will be in effect once they are available.

The “Solutions” tagline should be used as a main graphic element and link from all UF/IFAS websites with an external focus. Several versions of the “Solutions” image or theme-line graphic are available from the UF/IFAS Communications website (<http://ics.ufl.edu/branding.shtml>). In order to maintain continuity in UF/IFAS Extension theme and appearance, the “Solutions” graphics cannot be altered or manipulated.

Example Header:



Example Footer:



Web Templates

It is not required, but strongly recommended and preferred that UF/IFAS Extension websites use current UF/IFAS Extension web templates. UF/IFAS Extension templates already meet web policy and accessibility standards and visually convey affiliation with UF and IFAS. Sample templates for county Extension websites are available at http://solutionsforyourlife.ufl.edu/customer_service/templates_and_training.html.

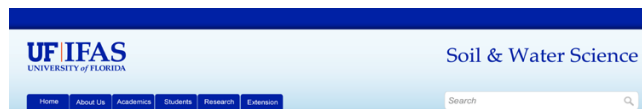
If you choose not to use UF/IFAS Extension templates, you will still need to format your header and footer following the above guidelines.

Departments and Schools

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

- **Name of the department or unit on the right.** As an example, see the Department of Soil and Water Science page below (this should link to the department or school homepage).
- **UF/IFAS signature on the left.** The UF/IFAS signature should link to <http://ifas.ufl.edu>.
- **A way to contact persons responsible for web updates.** This should be included in the footer as well (e.g., “Site Feedback” or “Contact the Webmaster” 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 is recommended for all pages. If you are using (.shtml) includes on a website you maintain add “the date of last revision” in the footer area but outside the footer.shtml include.
- **An active link to the UF homepage.** Please add to the footer.

Example Header:



Example Footer:



Look and Feel

Departments are strongly encouraged to adhere to the look and feel currently used on the UF/IFAS main site (<http://ifas.ufl.edu>). However, individuality by 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: (are required in blue and bold).

- **Name of the Research and Education Center on the right.** For example, Gulf Coast Research and Education Center (this should link to the REC's homepage).
- **UF/IFAS signature on the left.** The UF/IFAS signature should link to <http://ifas.ufl.edu>.
- **A way to contact persons responsible for web updates.** This should be included in the footer as well (e.g., "Site Feedback" or "Contact the Webmaster" 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 is recommended for all pages. If you are using (.shtml) includes on a website you maintain add "the date of last revision" in the footer area but outside the footer.shtml include.
- **An active link to the UF homepage.** Please add to the footer.

Example Header:



Example Footer:



Look and Feel

RECs are strongly encouraged to adhere to the look and feel currently used on the UF/IFAS main site (<http://ifas.ufl.edu>). However, individuality by unit is also encouraged. For help determining appropriate individuality, please contact webteam@ifas.ufl.edu.

UF/IFAS BRANDING

Programs, Centers or Institutes

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

- **Name of the Program or Center.** For example, the IFAS Shared Services Centers (this should link to the program's web page).
- **UF/IFAS signature on the left.** The UF/IFAS signature should link to <http://ifas.ufl.edu>.
- **A way to contact persons responsible for web updates.** This should be included in the footer as well (e.g., "Site Feedback" or "Contact the Webmaster" 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 is recommended for all pages. If you are using (.shtml) includes on a website you maintain add "the date of last revision" in the footer area but outside the footer.shtml include.
- **An active link to the UF homepage.** Please add to the footer.

Additional Guidelines

- If an additional logo is required on your program website (for example, partnerships or sponsorships), contact UF/IFAS Communications to help you best position the logo. Also, review: "Third-party Sponsorships or Affiliations" under "Other Web Policies."

Program, Center, or Institute Header: Example 1



Program, Center, or Institute Header: Example 2



Footer Example:



Other Web Policies

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 (<http://www.it.ufl.edu/webservices/policies/accessibility/>).
- **UF privacy and security policy.**
<http://privacy.ufl.edu/privacystatement.html> and
<http://www.it.ufl.edu/policies/security/>
- **UF Web policies.** <http://www.it.ufl.edu/webservices/policies/index.html>

WordPress and Content Management Systems (CMS)

We recognize that many in the UF/IFAS community have moved to or want to move to WordPress. We ask that you do not migrate to the WordPress platform at this time. There are limitations in the WordPress platform when applied to a website. Because of this IFAS/IT and UF/IFAS Communications do not recommend or support the use of WordPress as a website platform. We hope that once UF adopts a new CMS, those currently using WordPress will migrate to the new system.

As of June 2013, UF's second Web Content Management System Taskforce recommended Terminal Four as the new CMS system for the next five years. You can follow updates regarding the status of implementing the new CMS here:

<http://blogs.ifas.ufl.edu/ifascomm/category/uf-ifas-communications/webteam/wcms-updates/>

We recommend you continue with regular maintenance of your website (as is) for the near future.

The UF/IFAS Communications Web team is more than happy to assist you with ongoing web maintenance and development of your current website especially during this “limbo” period. And, of course, we will provide leadership, instruction and support when the time comes to migrate to the official UF/IFAS content management system.

If you need any additional design or development help or have questions or comments, please do not hesitate to contact us at webteam@ifas.ufl.edu.

Third-Party Sponsorships or Affiliations

All UF/IFAS websites and e-learning environments must adhere to the following policy related to corporate sponsors and other third-party affiliates found here:

http://www.it.ufl.edu/policies/corporate_support_standard.html. The below example appropriately addresses the policy related to displaying corporate sponsorships on a UF/IFAS webpage:



UF/IFAS BRANDING

The following statement should be in either the footer or near the sponsor logos on the page:

“Corporate sponsors listed on the University of Florida IFAS website do not imply university or unit endorsement of the entity or its products or services.”

For more information about styles to use on UF/IFAS websites, visit <http://ifas.ufl.edu/style-guide-secondary.shtml>.

Individuality

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

- **Structure.** Please use the standard UF/IFAS header and footer as indicated above.
- **UF/IFAS Web Colors.** See the following tables for the colors to use.

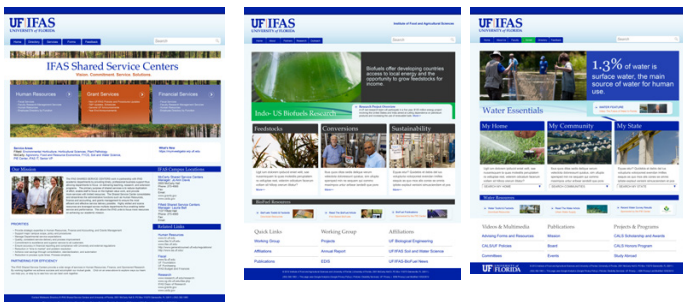
Mandatory Colors and Use

Color	Hex #	Used For	Recommended Use For
	#f0f8fc	Page background color	
	#0021a5		Some links, top navigation tabs, all Headings, and specifically “Heading 1”
	#ff6730		Links, link hovers
	#c3521c		A higher contrast version of #ff6730 color above often used for the background color for slider and photo captions with white text.

Colors to Promote Unit Individualization

Color	Hex #	Used For	Recommended Use For
	#6270ad	Background table header color	“Heading 2,” “Heading 3,” and tables
	#ebefff	Background color for table rows	
	#00b14c	Accent Color	Social media tab
	#ff6730		Links, link hovers
	#333333	Body text (paragraphs and lists)	
	#c3521c		A higher contrast version of #ff6730 often used for the background color for slider and photo captions with white text.

Examples of Appropriate Individualization



For More Information

For more information about the guidelines in this section, as well as technical inquiries and questions, contact:

UF/IFAS Communications web team,
webteam@ifas.ufl.edu

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

Social Media Guidelines

Over the past year, UF/IFAS's social media following has nearly doubled in size. And 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 Checklist

Registration with UF

All UF/IFAS social media accounts must register as an official account with the University of Florida. To see UF's registration requirements and official policies, visit <http://www.urel.ufl.edu/social-media/social-media-registration/>.

- Approval is needed for social media platforms only, not websites or blogs.
- Accounts can be for a unit, program, department, or office.
- Personal accounts affiliated with a specific faculty/staff member are not eligible for approval.
- Blogs are not eligible for approval.

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. And be sure to follow the UF/IFAS social media account approval checklist (<https://docs.google.com/document/d/1F9x49qATWo6fZy7Q-EtTbxF-aPxY9TkMQLvtzyaRqQ0/pub>).

Facebook accounts need to be sure they're creating pages: [How are Pages different from personal timelines?](#)

When the account you have created meets the requirements in the checklist, email your social media request to socialmedia@ifas.ufl.edu and include:

- A description of the account
- Your overall plan for the account
- Contact information for the account manager(s)

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. You will need to resubmit your approval request after you make the changes. Your account is not an "official" account until you have received an OK from us and then registered with UF.

After you have been approved by UF/IFAS Communications, you must also register as an official UF social media account. You can learn more about registration with UF at <http://www.urel.ufl.edu/social-media/social-media-registration/>. Once you are registered with UF, contact us at socialmedia@ifas.ufl.edu to let us know you are registered.

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

UF/IFAS BRANDING

Naming for UF/IFAS Accounts

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

Departments

University of Florida IFAS [insert department name]

For example: “University of Florida IFAS Department of Animal Sciences”

Extension

UF/IFAS Extension [insert county name]

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.

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 readership.

Please use **IFAS social media avatar templates** 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.

Avatars/Profile Pictures

Use your official office/department/unit IFAS wordmark.

Variations are allowed as long as it follows the UF/IFAS social media templates (http://ics.ifas.ufl.edu/social_media_templates.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 no street address, use “Town, FL” format; if multiple locations in multiple towns, use “Florida”).



Example avatar

Biography/About

Your biography/about page must say that the account is affiliated with the University of Florida/IFAS (UF/IFAS).

Miscellaneous

Facebook

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

Note: A Facebook username is the extension at the end of your page name in the web address bar. For example, “UFIFASNews” is the username 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 (pictures, images) in your posts.** Pictures 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 <http://www.ifas.ufl.edu/social-media.shtml>). 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.

UF/IFAS BRANDING

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:

- [Tips for Increasing Social Media Followers](#)
- [Refining Your Social Media Use](#)
- [Maintaining Professionalism in a Social World](#)
- [Social Media Q&A](#)

Contact UF/IFAS Communications Social Media Team

For registration and other inquiries, contact the UF/IFAS Communications social media team (socialmedia@ifas.ufl.edu):

Robert H. Wells, rhwells@ufl.edu, 352-273-3569

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 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 new 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 signature. Please contact Tracy Bryant (tracydz@ufl.edu or 352-294-3319) for more information.

The following is a brief look at the guidelines for these items.

UF/IFAS BRANDING

UF/IFAS Clothing Guidelines

- All clothing for UF/IFAS must have the UF/IFAS, UF/IFAS Extension, UF/IFAS CALS or UF/IFAS Research primary signature.
- 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 signature. 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 and the county logo on the right chest (see the example to the right). A third option is to have the primary logo on the left chest and the secondary logo on the sleeve.
- All clothing designs must be approved by UF/IFAS Communications.

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 (Jenny Mooney, jmooney@ufl.edu, 352 392-1764 ext. 224) can give you advice about working with vendors.

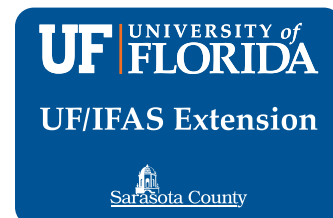
Sign Guidelines

Building signage is 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 signature and official university colors, with blue being the dominant color. Building signage replacements can be ordered at the college or unit's expense through Physical Plant/Facilities. To place a work order, contact 352-392-1121 or www.ppd.ufl.edu/WorkRequestSubmit.asp.

For more information on sign guidelines, see the UF Brand Center at <http://identity.ufl.edu>.



Shirt examples



Signage examples



Banner example



Flyer example



Product example

Guidelines for 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 signatures (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 signature that are not described. When appropriate, the UF/IFAS signature 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 UF/IFAS Communications graphics unit (Tracy Bryant, tracydz@ufl.edu or 352-294-3319).

Guidelines for Giveaways (Pens, Pencils, Key Chains, Etc.) and Branded Products

- **Always contact UF/IFAS Communications for design approval before producing anything with a UF/IFAS signature.**
- As a general rule, giveaways and products should include the UF/IFAS, UF/IFAS Extension, UF/IFAS CALS, or UF/IFAS Research primary signature. If the signatures will not work on an item, contact UF/IFAS Communications graphics unit for assistance.
- Colors of these items should follow the colors in the UF/IFAS' visual identity section—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 signature. 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 example to the left).

If you need to produce UF/IFAS-branded giveaways or products, always contact UF/IFAS Communications graphics unit for design approval (Tracy Bryant, tracydz@ufl.edu or 352-294-3319) and the IFAS Extension Bookstore to learn more about working with vendors (Jenny Mooney, jmooney@ufl.edu, 352-392-1764 ext. 224).

UF/IFAS BRANDING

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 <http://www.identity.ufl.edu/policies-guidelines/stationery/>.

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

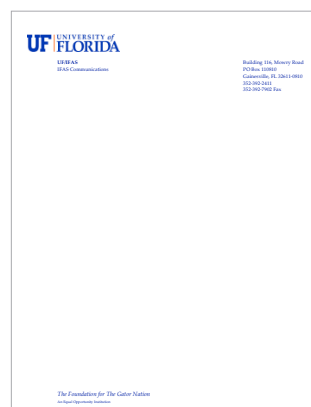
All university letterhead, envelopes and business cards are to be standardized to provide consistent institutional identity and to reduce design and printing costs. UF stationery is intended to identify the communicator/bearer in terms of his/her relationship with the university and should only be used 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 University Relations, 352-846-3903 or identity@admin.ufl.edu, to request an exception.

Letterhead

Color and paper: Orange and blue laser-compatible ink on an uncoated, smooth, white laser-compatible paper. 20 lb. or 24 lb. standard #1 bond is acceptable, but quality cannot exceed 25% rag. Recycled paper should be given consideration when cost is not prohibitive and when quality is assured for use in laser and other high-speed office printers.

Typeface: Palatino

Printing method: Offset lithography



Letterhead example

Signature: The university signature is to be reproduced from an authorized original. The monogram and wordmark together are 15 picas long (2.5 inches) and the words are 2.75 picas (.45 inch) high. Margin at left of signature is 2.75 picas (.45 inch).

Margins: Left margin is 7.5 picas (1.25 inch) and right margin is 3.75 picas (.625 inch). Top margin is 3.75 picas (.625 inch) to top of signature.

Office, address and phone information: The primary purpose of printed information on stationery and envelopes is to provide information for responses. That information, in its minimum form, should include the university's name, the unit name, box number and/or room number and building, city, state and 5 plus 4 zip code on the envelope. The stationery should also include the general office telephone numbers with area code. No more than three unit names (office, center, department, college) should be used (College of Liberal Arts & Sciences, Department of History, for example). The unit name(s) are flush left with a 7.5 picas (1.25 inch) left margin and should align with the word "FLORIDA" in the signature and the baseline should be 8.5 picas (1.4 inches) from the top of the page. The remaining address and telephone information are flush left with the longest line extending to the 3.75 (5/8 inch) right margin. The address should include the post office box number being assigned by the campus post office and the 5 plus 4 zip code. Fax numbers, Email addresses, BITNET, Internet, Telex or VAX may be added if departmental (not personal).

Type sizes: The primary unit division, department, center or other name (unit sending letter) is 10 point bold with 12 point leading. All other address information is 10 point regular or Roman (not bold) with 12 point leading.

Names and titles: With the exception of the president of the university, printed stationery is not to be personalized. Business cards are the appropriate place for such personalized information.

Themeline: Place "The Foundation for The Gator Nation" themeline so that the baseline is 2.5 picas (.4 inch) from the bottom of the stationery, flush left and set in 12 point Palatino Italic type with a 7.5 pica (1.25 inch) left margin.

EEO Statement: Place "An Equal Opportunity Institution" statement so that the baseline is 1.5 picas (.25 inch) from the bottom of the stationery, flush left and set in 7 point Palatino normal or Roman type with a 7.5 pica (1.25 inch) left margin.

Watermarks, Embossing, Engraving: There is no requirement for a university watermark. Engraved or embossed stationery requires permission from the Office of University Relations.

Note: Measurements are provided in standard printing terms (followed by close approximation in inches).

For typing letters, the block style is preferred with a 7.5 pica (1.25 inch) left margin and a 3.75 pica (.625 inch) right margin. Begin body of letter at least 15 picas (2.5 inches) from the top of the page and allow at least a 6 pica (1 inch) margin at the bottom. Left justification is preferred. Preferred typestyle for the body of letters is Palatino or Times Roman, when available.

Monarch size: For more informal correspondence, a monarch-size stationery has been approved. The paper size is 7.25 by 10.5 inches. All other specifications are the same as the standard office stationery except that the top margin is 3.5 picas (9/16 inch) to top of signature.

UF/IFAS BRANDING

Envelopes

The standards for envelopes with the return address printed are largely dictated by requirements from the U.S. Postal Service. Mechanical limitations of optical scanning equipment are the primary factors for some restrictions, such as the last two lines of the return address must be the post office box number (being assigned by the university's post office) followed by the city, state (official postal abbreviation) and 9-digit zip code on the last line. It is important that no comma or other punctuation be used in the last two lines. The return address cannot be printed past half the length of the envelope or lower than 16.5 picas (2 ¾ inches) from the bottom of the envelope followed by the city, state (official 2-letter postal abbreviation) and 9-digit zip code on the last line.

Color and paper: The same as the letterhead with orange and blue laser-compatible ink on a white, laser-compatible paper. Standard woven 20 lb. or 24 lb. (quality cannot exceed 25% rag). Recycled paper should be given consideration when cost is not prohibitive and when quality is assured for use in laser and other high-speed office printers.

Typeface: Palatino

Printing method: Offset lithography

Signature: The university signature is to be reproduced from an authorized original and the size of the signature should be 2 picas (.375 inch) high and 11 picas (1.8 inches) wide. The signature goes in the upper left-hand corner of the envelope.

Margins: Top and left margins are 2 picas (.375 inch). The address cannot extend beyond half the length of the envelope and not lower than 16.5 picas (2.75 inches) from the bottom. These are postal requirements.

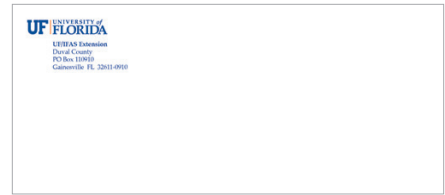
Type sizes: The unit name and address will be 9 point regular or Roman with 11 point leading and the top of the first line of type will be one pica (3/16 inch) from the baseline of the signature. Type should align with the word "FLORIDA" in the signature.

Names and titles: The names and titles of individuals are not to be printed on envelopes.

Embossing, Engraving: Envelopes are not to be engraved or embossed.

Monarch size: For more informal correspondence, monarch-size envelopes have been approved. The standard envelope size is 7.5 inches. Specifications are the same as the standard office envelopes.

Large envelopes: For envelopes larger than the standard #10 business envelope, the size of the university signature and the return address may be increased but with consideration for the postal regulations.



Envelope example



Business card example

Business Cards

Color and paper: Orange and blue ink on 80 lb. uncoated cover, smooth white, recycled card stock, 3.5 inches by 2 inches.

Typeface: Palatino

Margin: 1 pica ($\frac{3}{16}$ inch) on all sides.

Signature: The signature is to be reproduced from an authorized original with the size of the signature 10.5 picas (1.75 inches) in length. The signature goes in the upper left-hand corner of the card. The 1 point vertical orange rule extends from the signature to one pica ($\frac{3}{16}$ inch) from the bottom of the card.

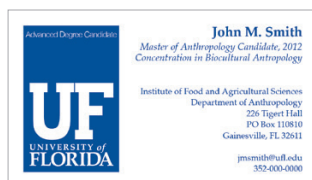
Type placement, sizes and content: Mailing address information is flush left and builds from the bottom up in 6 to 7 point type on 7 to 8 point leading and aligns with the word “FLORIDA” in the signature. Phone, fax and email information are flush left with the longest line extending to the 1 pica ($\frac{3}{16}$ inch) right margin and builds from the bottom of the card up in 6 to 7 point type on 7 to 8 point leading. Between the signature and the address, the name and title should be visually balanced with the name in a minimum size of 10 point bold on 12 point leading or a maximum size of 12 point bold on 16 point leading. The title size is 8 point on 9 point leading (not bold). Both the name and title should be flush left and should align with the word “FLORIDA” in the signature. The title/Position/College/Unit Name block should not exceed 4 lines. Address block should only include the primary UF business address. Telephone/email block can include office phone, cell phone, office fax, UF email address and/or an official UF web address, but should not include personal email addresses or websites.

Special note: A few areas in UF/IFAS are allowed to have secondary logos on their business cards, including 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

While students are not permitted to have the same business cards as faculty and staff, a distinct design is available for advanced degree candidates.

Contact UF/IFAS Communications for more information about printing these cards with UF vendors. The card should include name, course of study, college and department, departmental address and telephone number and campus email address. No additional information is authorized without prior approval.



Advanced degree candidate business card example

Contact UF/IFAS Graphics Unit

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

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

Frequently Asked Questions

When does this take effect?

The new branding changes will take place in summer 2013. UF/IFAS Communications will begin using the new primary signatures in July, and the new branding guidelines will be distributed in late August. Once the guidelines are distributed you should start following the new branding guidelines. Contact UF/IFAS Communications for more information.

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”

So, as an 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 follow 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 the UF/IFAS brand (pg. 9).

Will program, team, or other wordmarks (logos) be permitted?

The UF/IFAS, UF/IFAS Extension, UF/IFAS CALS or UF/IFAS Research signature **must always be the primary signature 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 (pg. 15).

Can I use the Gator head logo?

No. The Gator logo is the university’s athletic symbol and cannot be used in place of the UF/IFAS signature. For more information, see the chapter on UF/IFAS’ visual identity (pg. 15).

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

Yes, the images and signatures 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 new signatures as well as the new naming conventions. If you do not, you will be breaking with the brand guidelines.

Does everything have to be professionally designed?

In a short answer, 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, you can contact UF/IFAS Communications and we’ll be happy to help.

Where can I download the new UF/IFAS signatures?

The new UF/IFAS signatures are available for download on the UF/IFAS Communications website (<http://ics.ifas.ufl.edu>).

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 graphic element. For more information, see the chapter on UF/IFAS’ visual identity (pg. 15), or contact Tracy Bryant (tracydz@ufl.edu or 352-294-3319).

If I have questions or need approvals, who 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 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 new UF/IFAS signature in publications or on a website?

The new signature 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 signature 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://ics.ifas.ufl.edu>. If you have specific photo needs, contact UF/IFAS Communications photography (Tyler Jones, tylerljones@ufl.edu, 352-392-2412 x 309) or 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. By effectively communicating our brand, we are able to better communicate the relevance and value of UF/IFAS to the public. If people know our brand, they will be more likely to know about the great work UF/IFAS achieves every day.

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 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. Without everyone working together to create a unified presence for UF/IFAS, we will not be a recognizable, unified brand. While it is important to recognize individual programs in UF/IFAS, we are stronger as a whole and need to follow the identity guidelines to build a unified, consistent brand identity.

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. By using UF/IFAS in each context, you will link your program with UF and IFAS, and consistently identify your program as part of UF/IFAS.

UF/IFAS Stylebook

Updated August 2013

This appendix contains a list of the preferred names for UF/IFAS entities. University Relations also has a stylebook for the University of Florida available at <http://stylebook.urel.ufl.edu/list-of-terms/list-of-terms-a/>. For any other inquiries, please refer to the style guide you are using.

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. By using UF/IFAS in each context, you will link your program with UF and IFAS, and consistently identify your program as part of UF/IFAS.

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

UF/IFAS BRANDING

Austin Cary Memorial Forest

Cecil M. Webb Livestock Pavilion

Center for Agricultural and Natural Resource Law

Center for Aquatic and Invasive Plants

Center for Landscape Conservation and Ecology – CLCE on second reference

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

College of Agricultural and Life Sciences – CALS on second reference

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 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**
- **Department of Entomology and Nematology**
- **Environmental Horticulture Department**
- **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 and Water Science**
- **Department of Wildlife Ecology and Conservation**

Extension – see UF/IFAS Extension

EDIS – Electronic Data Information Source

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

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

Florida Master Gardener Program – Always use UF/IFAS Extension in front of this term, so correct usage would be "UF/IFAS Extension Florida Master Gardener program." On second reference, Florida Master Gardener program is OK.

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 OK.

Florida Natural Resources Leadership Institute

Florida Partnership for Water, Agriculture and Community Sustainability at Hastings

Florida Sea Grant program – Florida Sea Grant is acceptable on second reference.

Florida Yards & Neighborhoods program

Florida 4-H Youth Development Program – It is preferred to always use UF/IFAS Extension in front of this term on first use. Correct usage would be “UF/IFAS Extension 4-H Youth Development Program.” Florida 4-H is OK 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.

IPM Florida – UF/IFAS’ statewide integrated pest management program
multicounty UF/IFAS Extension agent

Ordway-Swisher Biological Station

Plant Diagnostics Center

Plant Science Research and Education Unit – located in Citra

Program for Resource Efficient Communities

Research and Demonstration Site

Research and Education Centers – UF/IFAS has 12 official RECs as of August 2013. They include:

- Citrus REC in Lake Alfred
- Everglades REC in Belle Glade
- Florida Medical Entomology Lab 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 and Quincy)
- 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.

Santa Fe River Ranch Beef Unit

School of Forest Resources and Conservation

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

scientific names – Avoid for external audiences, in most cases

UF/IFAS BRANDING

senior vice president for agriculture and natural resources – This is the formal title. This is kept lowercase if you are referring to the title without referring to a specific person. If you are referring to the person, it is lower case when it follows the person's name.

Example: The senior vice president attended the meeting.

However, capitalize the title if it is before the senior vice president's name.

Example: Senior Vice President Jack Payne

UF/IFAS Development – Formerly known as SHARE

Small Farms and Alternative Enterprises

Straughn IFAS Extension Professional Development Center – In this case, do not include UF/IFAS in front of the building name since it is already a part of the name.

UF/IFAS Extension Soil Testing Laboratory

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/IFAS Senior Vice President for Agriculture and Natural Resources Jack Payne,” but “Jack Payne, UF/IFAS senior vice president for agriculture and natural resources.”

The word professor should never 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:

“Wendy Wilber, 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, as well as his or her major. For example:

“John White, a junior in the UF College of Agricultural and Life Sciences studying animal sciences”

Tropical Aquaculture Laboratory – Located in Ruskin

Tropical-Subtropical Agricultural Research – T-STAR is OK for second reference.

UF Center for Renewable Chemicals and Fuels

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. Capitalize Extension when referring to UF/IFAS Extension. County Extension offices should refer to themselves as UF/IFAS Extension [County name]; for example, UF/IFAS Extension Orange County.

UF International Agricultural Trade and Policy Center

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 OK for first reference.

USDA Forest Service

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

branding

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