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

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

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

Graphics and Identity

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

Sample templates for UF/IFAS websites are available through the TERMINALFOUR (T4) Web Content Management System (WCMS) after gaining access. An overview of UF/IFAS templates can be found in the links below. These templates will dictate other parameters to promote consistency across our web presence. All UF/IFAS T4 templates are mobile friendly.

1. UF/IFAS White, **http://tinyurl.com/UFIFASWhite**
2. UF/IFAS Dark Blue, **http://tinyurl.com/UFIFASDarkBlue**
3. UF/IFAS Extension, **https://tinyurl.com/UFIFASEXT**

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

Coding and Identity

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

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

UF/IFAS favicon

Title Tags should follow this format:
\<title>**Unit name** – University of Florida, Institute of Food and Agricultural Sciences - UF/IFAS\</title>

Title Tags for secondary pages should follow this format:
\<title>**Meaningful Page Title - Unit name** – University of Florida, Institute of Food and Agricultural Sciences - UF/IFAS\</title>

Title tags for secondary pages should follow this format:
\<title>**Meaningful Page Title - Unit name –** University of Florida, Institute of Food and Agricultural Sciences\</title>

\<title>**Meaningful Page Title** – 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. 29). Also, use the stylebook section (pg. 71) 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 current tagline for UF/IFAS Extension is "Science of Better Living." As mentioned above, it is recommended that for all UF/IFAS websites style sheets are used to standardize the text size, style, colors and links within the various page elements (content, header, footer and navigation). Standard HTML markup is used to address page structure.

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

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

For more information about logo 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**). To download the UF/IFAS and UF/IFAS Extension logo, visit **http://branding.ifas.ufl.edu**.

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

- **UF/IFAS Extension logo.** The UF/IFAS Extension logo should link to **http://sfyl.ifas.ufl.edu/**.

- **County logo or county name.** You should also include the county logo on your website. If a county logo is not available, the county name should be displayed prominently on the page. Your county logo should live in the footer across from the UF logo. (Remember that the UF/IFAS logo always needs to be surrounded on all sides by clear space that is no less than one-half the height of the "UF" monogram. See pg. 16 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 text link to the UF homepage.** Please add to the footer.

- **An active text link to the UF/IFAS homepage.** Please add to the footer.

Look and Feel

County websites are strongly encouraged to adhere to the look and feel web template found at UF/IFAS Extension, **https://tinyurl.com/UFIFASEXT**. However, individuality of the unit is also encouraged. For help determining appropriate individuality, please contact **webteam@ifas.ufl.edu**.

Departments and Schools

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

- **Name of the department or unit under the UF/IFAS logo.** As an example, see the Plant Science Unit page at **https://plantscience.ifas.ufl.edu/**.

- **UF/IFAS logo on the left.** UF/IFAS branding clearly visible in the upper left-hand area of your web page. The UF/IFAS logo should link to **http://ifas.ufl.edu**. (Remember that the UF/IFAS logo always needs to be surrounded on all sides by clear space that is no less than one-half the height of the "UF" monogram. See pg. 16 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 recommended for all pages.

- **An active text link to the UF homepage.** Please add to the footer.

- **An active text link to the UF/IFAS homepage.** Please add to the footer.

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

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

Example Header:

Example Footer:

Look and Feel

Departments are strongly encouraged to adhere to the look and feel of one of two web templates that can be found in the links below. However, individuality of the unit is also encouraged. For help determining appropriate individuality, please contact **webteam@ ifas.ufl.edu**.

1. UF/IFAS White, **http://tinyurl.com/UFIFASWhite**

2. UF/IFAS Dark Blue, **http://tinyurl.com/UFIFASDarkBlue**

Research and Education Centers

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

- **Name of the Research and Education Center or unit under the UF/IFAS logo.** For example, Tropical Research and Education Center (**http://trec.ifas.ufl.edu**).

- **UF/IFAS logo on the left.** The UF/IFAS branding should be clearly visible in the upper left-hand area of your web page.The UF/IFAS logo should link to **http://ifas.ufl.edu**. (Remember that the UF/IFAS logo always needs to be surrounded on all sides by clear space that is no less than one-half the height of the "UF" monogram. See pg. 16 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 recommended for all pages.

- **An active text link to the UF homepage.** Please add to the footer.

- **An active text link to the UF/IFAS homepage.** Please add to the footer.

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

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

Example Header:

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Example Footer:

Look and Feel

RECs are strongly encouraged to adhere to the look and feel of one of two web templates that can be found in the links below. However, individuality of the unit is also encouraged. For help determining the appropriate individuality, please contact **webteam@ifas.ufl.edu**.

1. UF/IFAS White, **http://tinyurl.com/UFIFASWhite**
2. UF/IFAS Dark Blue, **http://tinyurl.com/UFIFASDarkBlue**

Programs, Centers or Institutes

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

- **Name of the program, center or unit under the UF/IFAS or UF/IFAS Extension logo.** For example, UF/IFAS Shared Services Centers (**http://sharedservices.ifas.ufl.edu**).

- **UF/IFAS or UF/IFAS Extension logo on the left.** UF/IFAS branding clearly visible in the upper left-hand area of your web page.The UF/IFAS logo should link to **http://ifas.ufl.edu**. The UF/IFAS Extension logo should link to **http://sfyl.ifas.ufl.edu**. (Remember that the UF/IFAS logo always needs to be surrounded on all sides by clear space that is no less than one-half the height of the "UF" monogram. See pg. 16 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 recommended for all pages.

- **An active text link to the UF homepage.** Please add to the footer.

- **An active text link to the UF/IFAS homepage.** Please add to the footer.

Additional Guidelines

- **Additional logos.** If an additional logo is required on your program website (for example, partnerships or sponsorships), position the logo under the UF/IFAS logo or in the footer area. Also, review "Third-Party Sponsorships or Affiliations" under "Other Web Policies" (pg. 54 of this guide).

Program, Center or Institute Header: Example 1

Program, Center or Institute Header: Example 2

UF/IFAS BRANDING

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 (**https://it.ufl.edu/policies/eita-accessibility/eita-policy/**).
- **UF privacy and security policy. http://privacy.ufl.edu/privacystatement.html** and **http://www.it.ufl.edu/policies/security/**
- **UF Web policies. http://identity.ufl.edu/web/**

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

Third-Party Sponsorships or Affiliations
All UF/IFAS websites and eLearning environments must adhere to the following policy related to corporate sponsors and other third-party affiliates found here: **https://it.ufl.edu/policies/web-related/related-standards--documents/ university-and-unit-web-space-standard/**.

- **University and Unit Homepages**
  - » Only a small portion of the area of any homepage may be dedicated to a link or links directing web visitors to the secondary web page(s) recognizing corporate supporters.
- **Secondary Pages**
  - » A secondary web page recognizing university or unit supporters may include each supporter's name, a static logo, a short factual description of the supporter's relationship with the university and a link to the supporter's homepage.
  - » Links to university or unit supporters may only point to the supporter's homepage or a page developed specifically for its supporter relationship with the university or unit. Links to retail pages other than the supporter's homepage are not allowed.
  - » A statement must be included on the secondary web page that recognition of university or unit supporters does not imply endorsement of the entity, its products or its services.

- **Links to Corporate Sites for University Activities**

  » Links to corporate sites necessary and useful for university work, such as search engines, portal sites, publishers, booksellers and technical support for computing resources, may appear on any web page where appropriate, with logos and links to the resources involved.

  » No promotional statements may be associated with such links.

Individuality

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

- **Structure.** Please use standard UF/IFAS headers and footers as indicated above.

- **UF/IFAS Web Colors.** See the following tables for the colors to use.

Mandatory Colors and Use

Web Colors (Meet WCAG 2.0 AA guidelines)			
Color	RGB	HEX	Recommended Use
Blue	0, 82, 155	#00529b	For contrast against #fff white or the inverse.
Blue (UF)	0, 33, 165	#0021a5	For contrast against #fff white or the inverse.
Orange	188, 88, 26	#bc581a	High contrast version for #f36812.
Orange (UF)	243, 104, 18	#f36812	White on orange is applicable for use when the text size is large. Large text is defined as 14 point (typically 18.66px, or 1.2em) and bold or larger, or 18 point (typically 24px, or 1.5em) or larger.
Grey	51, 51, 51	#33333	Body text (paragraphs and lists). For contrast against #fff white or the inverse.

UF/IFAS BRANDING

Colors to Promote Unit Individualization

Web Colors (Meet WCAG 2.0 AA guidelines)

Color	RGB	HEX	Recommended Use
Brown	83, 62, 11	#533e0b	
Purple (BRIGHT)	87, 57, 114	#573972	
Green (BRIGHT)	94, 142, 63	#5e8e3f	White on green is applicable for use when the text size is large. Large text is defined as 14 point (typically 18.66px or 1.2em) and bold or larger, or 18 point (typically 24px or 1.5em) or larger.
Blue (MUTED)	107, 153, 194	#6b99c2	White on blue is applicable for use when the text size is large. Large text is defined as 14 point (typically 18.66px or 1.2em) and bold or larger, or 18 point (typically 24px or 1.5em) or larger.
Orange (MUTED)		#de7b1e	White on orange is applicable for use when the text size is large. Large text is defined as 14 point (typically 18.66px or 1.2em) and bold or larger, or 18 point (typically 24px or 1.5em) or larger.
Blue	240, 248, 252	#f0f8fc	Page background color.
Purple	223, 226, 243	#dfe2f3	Page background color.
White	255, 255, 255	#ffffff	Page background color.

Other Colors

Some UF/IFAS initiatives have preexisting style guides. Generally, the UF/IFAS color guide should supersede preexisting style guides. Preexisting style guides should select the closest colors in the above UF/IFAS color palettes. For questions about integrating your style guide with UF/IFAS colors, contact **webteam@ifas.ufl.edu**.

Web Fonts

A limited selection of official UF branding typefaces, Gentona and Quadon, are available as web fonts, free of charge for communicators and their staff by contacting University Communications. See the Fonts section to apply for a license (**http://identity.ufl.edu/typography/**).

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

UF/IFAS Web Services,
webteam@ifas.ufl.edu
Dr. Tennille Herron, web team manager,
therron@ufl.edu or 352-294-3310

Social Media Guidelines

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

UF/IFAS Social Media 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://urel.ufl.edu/departments/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. Be sure to follow the UF/IFAS social media account approval guidelines (**https://ics.ifas.ufl.edu/docs/pdfs/socialmedia/social-media-guidelines.pdf**).

Facebook accounts must be a Page rather than a personal profile (see **https://www.facebook.com/help/104002523024878?helpref=about_content**).

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

- A description of the account
- Confirmation you have completed the strategy at **https://rebrand.ly/ifassocialstrategy**
- 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 are 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://urel.ufl.edu/departments/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**).

For more information about social media, contact:

UF/IFAS Social Media,
webteam@ifas.ufl.edu

UF/IFAS BRANDING

Naming of UF/IFAS Accounts

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

Departments

UF/IFAS [insert department name]

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

Extension

UF/IFAS Extension [insert county name]

For example: "UF/IFAS Extension Alachua County"

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

For example: "UF/IFAS Extension Alachua County Agriculture"

Twitter

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

For example:

"UF IFAS Alachua" (name)

"@UFIFASAlachua" (handle)

University of Florida Logo

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

Please use **UF/IFAS social media avatar templates** to design your profile picture for social media platforms. If you need help creating a social media avatar, contact **socialmedia@ifas.ufl.edu**.

The UF athletic logo, trademark, mascot and name are **only authorized for athletic sites** with prior approval from the UAA licensing department. See pg. 19 for more information.

Avatars/Profile Pictures

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

Variations are allowed as long as they follow the UF/IFAS social media templates (**http://branding.ifas.ufl.edu/social-media-and-blogs/**).

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").

Biography/About

Your biography/about section must say that the account is affiliated with the UF/IFAS. On Facebook, it must also include the disclaimer found in the UF/IFAS Social Media Guidelines.

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 and is necessary for your page to be tagged in posts by other users. 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 (photos, images and videos) in your posts.** Visuals draw the most attention on social media and can help our audience see what UF/IFAS does.

- **Post to your account on a regular basis.** Update and check your accounts regularly. Post frequently, but don't spam. If your account is dormant for a significant period of time, you may lose your status as an official UF account.

- **Engage in conversations with others.** Social media is a two-way street — you must communicate with others to gain an audience. Tag other users in your posts, and find current conversations on the platforms and contribute (for example, look up conversations by Twitter hashtags, such as #agchat, #gardenchat or #UFBugs). Ask your current followers to share your information.

- **Respond as quickly as possible if someone asks a question on your page.** If you don't know the answer, try to find someone who does.

- **Promote your accounts.** Get registered as an official UF/IFAS account (official UF/IFAS accounts are listed at **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.

Learn More

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

Contact UF/IFAS Communications Social Media Team

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