



UF ABE Style Guide

2022

Overview

WHO IS ABE?

The Agricultural and Biological Engineering Department (ABE) functions within two University of Florida (UF) colleges; the Herbert Wertheim College of Engineering and the College of Agricultural and Life Sciences. The **mission** of ABE is to develop professionals, create and disseminate knowledge, and promote the application of engineering, science, and management principles to meet societal needs with respect to agricultural, biological and land and water resource systems.

WHAT IS A BRAND?

A brand is an intangible marketing concept that distinguishes an organization from others. It is more than a product or a logo; it is our collective impact that is seen, heard, and experienced by students, staff, faculty, friends, and alumni on and offline.

ABOUT THIS GUIDE

The ABE Style Guide is supported by the UF Brand Style Guide and serves to explain the department's brand tone and elements to faculty, staff, and students. It is important to familiarize yourself with the university's brand identity as the ABE brand is built around these existing ideas. To learn more about the university's brand, please visit <https://brandcenter.ufl.edu>

Overview (cont.)

VOICE

ABE's **voice** describes the personality of this department and of UF. Imagine you are speaking to a student, alumni, sponsor or friend about ABE. How do you want them to perceive you or the department? Below are the words that represent the voice of ABE.

LEADER not **PRETENTIOUS**

INNOVATIVE not **DERIVATIVE**

RELATABLE not **COMPLICATED**

ENTHUSIASTIC not **INDIFFERENT**

TONE

ABE's **tone** represents the emotional inflection applied to voice. Tone describes what the department would sound like when engaging with our audience on and offline. Below are the words that represent the tone of ABE.

BOLD not **PUSHY**

COMPELLING not **SIMPLE**

HONEST not **OPINIONATED**

INSPIRATIONAL not **TRADITIONAL**

Core UF Colors

At our core, we are orange and blue. As part of our brand’s visual language, we express that in all its forms by expanding the flexibility of these two colors.

The orange and blue colors shown here should only be used for text and graphic elements that will be viewed digitally.

The orange and blue colors shown here should only be used for text and graphic elements that will be viewed on printed documents.

Screen Orange

Hex: #FA4616
CMYK: 0 | 70 | 100 | 0
RGB: 250 | 70 | 22

Screen Blue

Hex: #0021A5
CMYK: 100 | 60 | 0 | 20
RGB: 0 | 33 | 165

CMYK Orange

Hex: #FA4616
CMYK: 0 | 70 | 100 | 0
RGB: 250 | 70 | 22

CMYK Blue

Hex: #005496
CMYK: 100 | 60 | 0 | 20
RGB: 0 | 33 | 165

Secondary UF Colors

Orange and blue should drive most marketing, campus and alumni materials, but sometimes other colors are needed. For those circumstances, we have developed this secondary palette

Large fields of these colors should be avoided. Be sure that our primary orange and blue are always the most prominent colors. **Under no circumstances** should any of these colors become the predominant color for a school, center, institute or department.

Bottlebrush

Hex: #D32737
CMYK: 0 | 96 | 82 | 1
RGB: 211 | 39 | 55

Alachua

Hex: #CD8C00
CMYK: 0 | 32 | 100 | 0
RGB: 242 | 169 | 0

Gator

Hex: #22884C
CMYK: 78 | 3 | 84 | 22
RGB: 34 | 136 | 72

Dark Blue

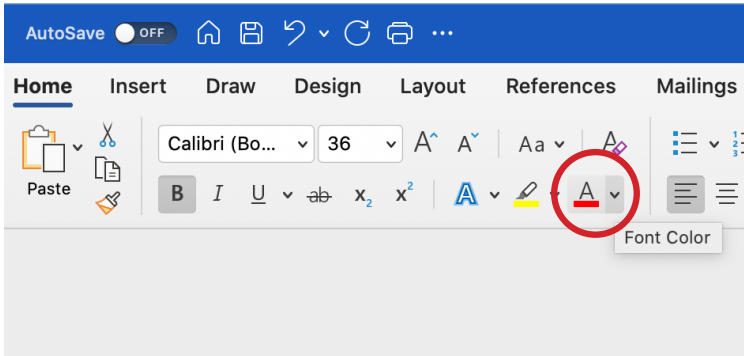
Hex: #002657
CMYK: 100 | 73 | 0 | 61
RGB: 0 | 38 | 87

Perennial

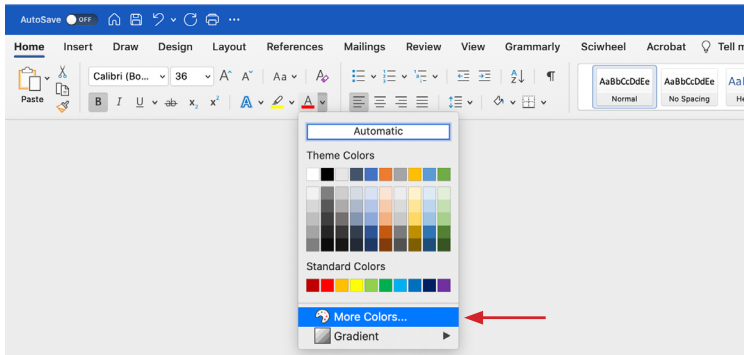
Hex: #6A2A60
CMYK: 46 | 98 | 1 | 35
RGB: 106 | 42 | 96

Changing Colors in Word

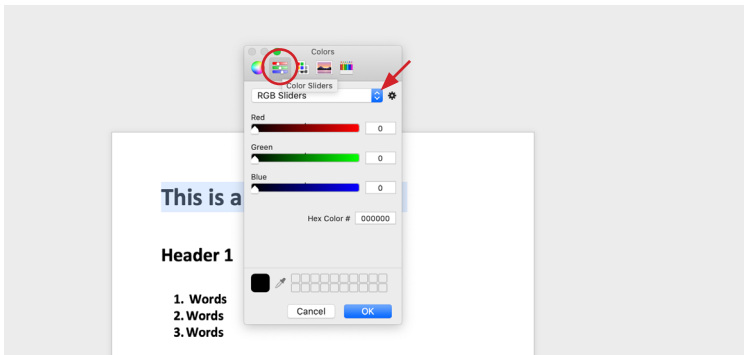
Follow the steps below to ensure you are using the correct UF color codes in your documents.



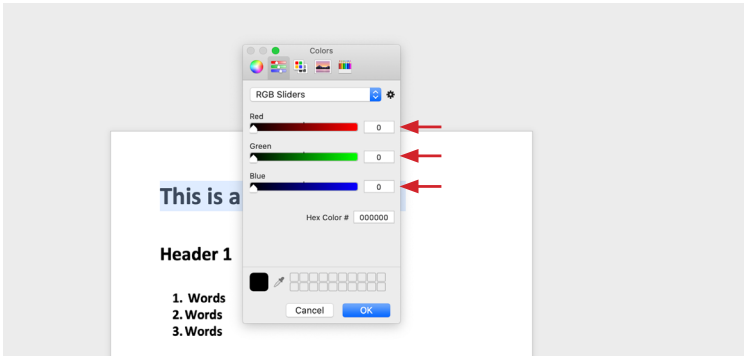
1. Click or highlight your shape or text. Navigate to your Home tab and Click the drop-down arrow in the Font Color section.



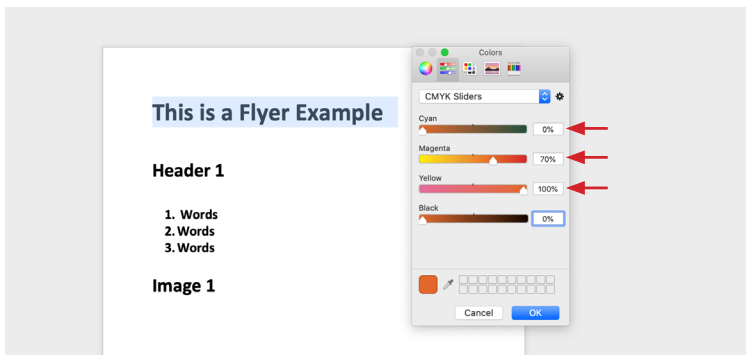
2. A pop-up will appear with color selections. Click the “More Colors” tab.



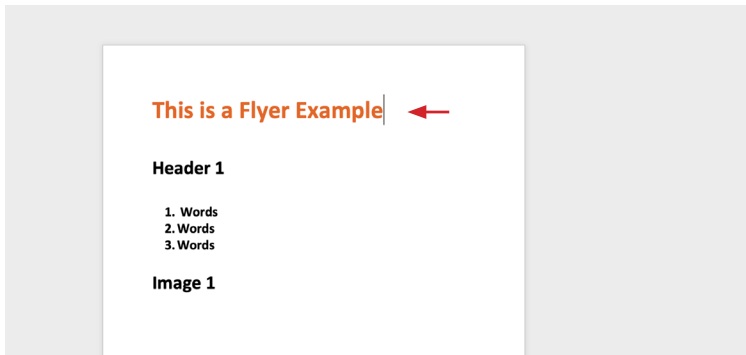
3. Navigate to the Color Sliders tab in the Colors options. Next, click the drop-down to see all color-code options.



4. Select RGB and enter the numbers in the order they are listed or HEX Color Number for colors that will be viewed on a screen.



5. Select CMYK Sliders and enter the numbers in the order they are listed for colors that will be printed.



6. Click OK and see your text or shape element in the correct RGB or CMYK color.

TYPOGRAPHY

FONT FAMILIES

Typography is a vehicle for our brand voice, contributing to how our messages are read and communicated. Gentona is the primary workhorse for our communications. A wide display typeface called Obviously performs well as an accent to pair with Gentona, or on its own in headlines.

Used together, these two typefaces create a clear hierarchy and keep our content legible and engaging. We use Billion Dreams and Newsreader in smaller and more specialized capacities, which are explained in the following pages.

Note: Additional weights exist for each of these typefaces. The following pages show the weights approved for within the University of Florida brand.

GENTONA

Gentona is a clean, friendly typeface that we use frequently and in a variety of ways. Its simple letterforms convey technical precision at lighter weights, and bold impact at heavier weights, so it can be used for virtually any typographic application. Because of its simplicity, Gentona pairs well with our more expressive accent typefaces.

OBVIOUSLY

Obviously is a display font, appropriate for brief callouts, factoids and numerals, and for adding special emphasis. Its appeal comes from its rigid, vertical structure and striking character.

BILLION DREAMS

Billion Dreams is a handwritten typeface chosen to evoke ideas that are scribbled during a brainstorm. It adds a more expressive, personal touch to our brand language. It's best used for a few key words in a headline or subhead, not for long runs of text.

NEWSREADER

Newsreader is our only serif typeface. Its sophistication and simplicity pair perfectly with Gentona. We seldom use it for headlines; when we do, it's for pieces with an elevated feel. Generally, Newsreader works well for long runs of text, callouts and other supporting copy. As a serif typeface, it feels more classically academic, while our display and handwritten options are sleeker and more modern.

PRIMARY TYPEFACE

Gentona

DISPLAY TYPEFACE

OBVIOUSLY
WIDE + EXTENDED

HANDWRITTEN TYPEFACE

Billion Dreams

SERIF TYPEFACE

Newsreader

[DOWNLOAD
FONTS HERE](#)

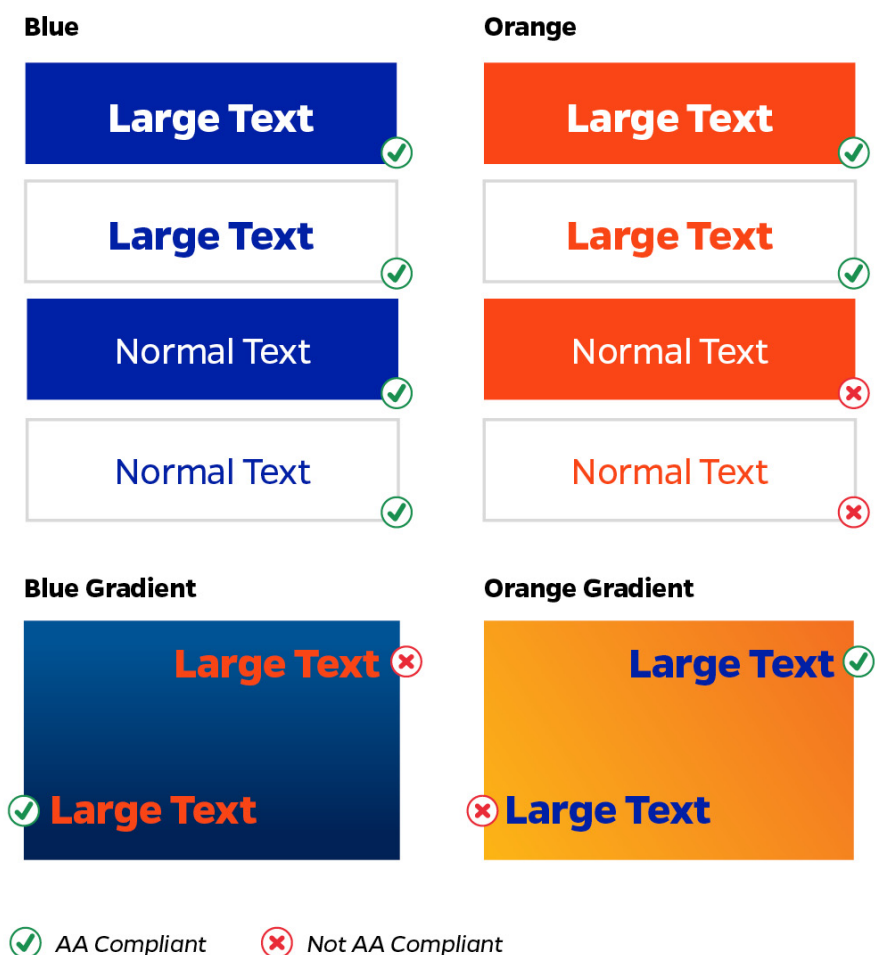
AA-Compliant Color Formulas for Screen Applications

By ensuring adequate contrast for text and visual media, we can help people with visual impairments navigate content more easily.

AA Level compliance is an important standard of contrast for displaying text and images, in both the foreground and the background. The goal of these accommodations is to help ensure that our online content is equally accessible and user-friendly to all users.

* Large text is typically defined as 14 point or larger and **bold**.

For additional guidance on web accessibility, visit webaim.org/resources/contrastchecker.



UF Primary Logo

The university logo (also referred to as the primary logo) provides immediate brand recognition and connects the institution's units to the University of Florida. There are several variations of the logo to meet different design needs — together they comprise the university's logo system.



When reproducing on color backgrounds, use an appropriate one or two-color version of the logo. Ensure that there is appropriate contrast between the logo and the background color.

Solid orange, solid blue, reversed white or solid black logos are acceptable one-color process printing options.

The shown color variations are approved for use. Anything else will not be approved and is not brand-compliant. Select a variant based on the background color or the number of colors available for printing.



College Logo(s) (IFAS and Engineering)

The ABE Department functions within two UF Colleges; the Herbert Wertheim College of Engineering and the College of Agricultural and Life Sciences. **Therefore, these logos must be included on any UF ABE publication, brochure, poster, presentation, website, etc.**

POSITIONING AND SPACING

The logo must be surrounded on all sides by clear space. 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.

MINIMUM SIZE

The minimum size for print applications is 0.5 inch wide for the monogram portion of the logo. In digital materials, the monogram portion of the logo should be no less than 70 pixels wide. Additionally, proportions should not be altered. For apparel embroidery, the smallest logo text in the logo should be no smaller than 3 points.



Departmental Logo

WHEN SHOULD A COLLEGE, DEPARTMENT AND UNIT LOGO BE USED?

- On your webpage (see web standards for more details)
- The inside pages of publications
- Internal newsletters/communications
- Promotional giveaway items and staff apparel
- Mailing panels
- Media advertising where space limitations make it impractical to include the UF logo.

Keep in mind that you will either use CMYK logos or the RGB logos depending on the location the logos are placed (online or offline).

These logos along with the IFAS and Herbert Wertheim College of Engineering logos, can be downloaded on the ABE website. Click the “Resources” tab at the top of the page and navigate to the appropriate link under the “Communications” section.

You will find the logos in two main formats: **SVG** and **EPS**. **SVG** files are used for digital and other online purposes while **EPS** files are used for printed purposes.

[DOWNLOAD LOGO FILES HERE](#)

RGB (Online)



CMYK (Offline)



Photography

Photography has the power to transform any document or presentation. Displaying images of students as well as academic and campus life, can help students, faculty, staff, and alumni connect with your message.

Consider accessing the [UF Photoshelter](#) to find images that can support you and the department's overall message.

The UF Photoshelter images are available for use by faculty and staff for presentations, digital needs, flyers and more. Photos can be found in the Galleries section of the site where they are categorized in the following folders:

Details, Environments, Gators Wear Masks, Momentum Moments, Portraits, and Spirit

Consider accessing the [UF/IFAS Photo Gallery](#) to find images that can support you and the department's overall message.

When selecting images with multiple people, keep diversity of age, race, gender and ability in mind.



*** ABE Marketing and Communications is currently working to develop a photo base specifically for ABE photos**

Social Media

Social media accounts must support and uphold the institution's brand identity, integrity and reputation. Their use must be professional, protect the reputation and brand of the university, align with university priorities, and comply with UF policies and applicable state and federal laws and regulations.

CREATING A NEW ACCOUNT

You should be able to answer the following questions before creating social media accounts.

- Will your channel support the mission and goals of your unit? A social media plan is strongly encouraged before creating accounts.
- Is there an existing social media account with an established following that can help you meet your goals and share your messages?
- Who is your audience?
- Are your proposed social media platforms the right and best way to reach them?
- Do you have enough strong content designed to fit each of the proposed social media platforms? Keep in mind that each platform is different and posting the same content everywhere is not a best practice.
- Have you connected with SCM on UF social media best practices?
- Have you reviewed the UF brand guidelines?
- Is there sufficient staff time and resources available to manage the platform(s)? Consistent and frequent posting, interacting, and engaging is essential to a successful social media presence.
- Have you evaluated what your peers are doing on social media?

Social Media (Cont.)

AVATARS

Official University of Florida-affiliated social media accounts must adhere to the University of Florida social media guidelines to ensure consistency across platforms and are encouraged to use the official University of Florida logo, following the logo guidelines.

The official University of Florida logo is available to download and has been adjusted to fit the various profile image displays. If you opt to use your unit lock-up or another unique brand identifier as a profile image, please review the logo usage guidelines and note that you may not alter the logo in any way when creating a profile image. Be aware that profile photos on social media are often resized, so it's best to upload a high-quality image so people can see a more discernible image when clicked.

NAMING

Official university accounts should include “UF” in their username @handle and account name, along with mentioning our full name, “the University of Florida,” in their bio. Fully populating an account profile allows others to easily discover the account and content so they should add the appropriate location (eg. Gainesville, FL) and link to their website. Maintain consistency with social account naming conventions across platforms whenever possible.

FOR EXAMPLE

- twitter.com/UFAlumni
- facebook.com/UFAlumni
- instagram.com/ufalumni



ABE 100 Year Anniversary

LOGO



RGB COLOR

The RGB color logo will be used only for online, digital purposes.

i.e PowerPoint presentations, social media, websites, atrium displays, etc.



CMYK COLOR

The CMYK color logo will be used only for offline, printed purposes.

i.e flyers, banners, prints, stickers, newsletters, T-Shirts, etc.

This logo will be used by faculty and staff in appropriate circumstances when marketing, highlighting, or publishing content associated with the UF ABE 100 Year Anniversary Celebration in late 2022-2023.

EMAIL SIGNATURE

COMING SOON

Contact

**FOR MORE INFORMATION REGARDING THIS GUIDE OR QUESTIONS
ABOUT ABE BRAND ELEMENTS, PLEASE CONTACT,**

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