The University of Florida’s Division of Student Affairs is committed to enhancing the student experience and promoting student success. To meet student’s ever-changing needs and expectations, the Division offers a wide-range of services and programs.

Student Affairs’ departments provide for the total well-being of students. Since our programs offerings are so broad, it is important we project a coherent, identifiable look and feel within the university system. Consistency across departments is key to our communication with our varying audience members.

This manual presents the Division of Student Affairs’ visual identity guidelines. These parameters have been developed to ensure consistency across Student Affairs departments, while providing flexibility for each department to maintain a unique identity that supports individual interaction with students.

Through consistent use of these guidelines, the Division of Student Affairs will reinforce collective communication with students, all areas of the university, and external partners.

If you have any questions or special needs, please contact:

Sara Tanner
Communications Coordinator
Office of the Vice President for Student Affairs
352-392-1265
SaraT@ufsa.ufl.edu
The Division of Student Affairs offers such a wide-range of services that target audiences can vary from department to department and publication to publication. Typically, these audiences include, but are not limited to, students, parents, alumni/donors (both recent and more seasoned alumnus), our own staff (internal audiences), external contributors and administration/academics. Guidance has been provided according to composition and target audience group. The following guidelines should be used when creating any marketing piece.

1. Inclusion of ‘The University of Florida’

The University of Florida primary signature must be used on communications directed to external audiences. This primarily relates to letterhead, business cards, envelopes and correspondence with the community, such as donation requests and collaborations with non-UF companies and organization. The primary signature cannot be altered.

UF Primary Signature:

![UF Primary Signature](image)

2. Inclusion of “The Division of Student Affairs”

Whether it is on the cover of the publication or the inside copy, the Division of Student Affairs must be referenced.

In copy on first reference, please refer to it as “the Division of Student Affairs. Secondary references may use “the Division” or “Student Affairs,” always capitalizing it.

EXAMPLE: “As an integral part of the academic mission of the University of Florida, the Division of Student Affairs educates students to assume roles of leadership, involvement and service in a global community. The Division plays a vital role in creating and maintaining a healthy campus environment through services, programs and innovative learning experiences beyond the classroom.” - Excerpt taken from the 2010-2015 Strategic Plan

If material is targeted to an audience over 40 percent or more “campus related” (students, administration, faculty, staff, parent or alumni), it must include the Division of Student Affairs either by using the Division of Student Affairs logo or an approved department logo which contains a Divisional reference. If the material is a multi-page publication, the logo must appear on the front cover of the publication and the back cover.
For publications (print, electronic and digital) directed exclusively toward students, departments may use approved graphic symbols, as long as ‘the Division of Student Affairs’ logo is also used on the cover of the publication. For promotional material (giveaways and promotional items) directed exclusively toward students, departments may use approved graphic symbols alone. If a department does not have a graphic symbol, they may always use their approved logo.

3. Logo v. Graphic Symbol

Official department logos are provided by the Office of the Vice President for Student Affairs in conjunction with University Relations. Official department logos should be used for all institutional purposes, except when graphic symbols are permitted.

Graphic Symbols are art elements which illustrate program offerings to our collective core audience: Students. Graphic Symbols are permitted in retail environments (office locations, signage, etc.) and in materials that are used for the purpose of attracting students to a specific department or service. If a Graphic Symbol is used, the Division of Student Affairs must also be referenced. It is highly recommend to include the “Division of Student Affairs” in the official graphic symbol.

EXAMPLE:

Logo  
Usage examples: Powerpoint presentations, reports and staff

Graphic Symbol  
Usage examples: Student marketing materials, events signage and student promotional items.
4. Use of Photography

When possible, departments should incorporate photos that feature students. Departments with notable facilities should also incorporate photos that showcase building highlights.

Special attention should be given to photo quality. The use of stock photos (istockphoto.com, gettyimages.com, etc.) should be limited to cases where photos cannot be obtained due to confidential nature of the service. High resolution photos will be available through the Division of Student Affairs new photosharing SmugMug account - coming soon. Each department will have a section on the Student Affairs SmugMug site and are encouraged to upload and store galleries of photos from events on the site. High resolution photos are also available for a minimal charge from University Relations’ Creative Services. For more information, please visit http://www.urel.ufl.edu/creativeServices/photo/
General Graphic Rules & Guidelines

UF | Division of Student Affairs
UNIVERSITY of FLORIDA

Full Logo, Blue

UF | Division of Student Affairs
UNIVERSITY of FLORIDA

Full Logo, Black

UF | Division of Student Affairs
UNIVERSITY of FLORIDA

Full Logo, White

UF | Division of Student Affairs
UNIVERSITY of FLORIDA

Full Logo, Orange
Correct Use for reference

Do not distort, extend or stretch the proportions of the logo.

Do not change the positions of the logo elements or remove any of the logo elements.

Do not reproduce the logo in any other color than those specified in the guidelines and do not change the type font.
Official department logos are provided and developed by University Relations. Following is a list of all approved and preferred logos.

**Division of Student Affairs**
**UNIVERSITY of FLORIDA**

Individual Department/Program Logos

**UF**  
Career Resource Center  
*Division of Student Affairs*  
*UNIVERSITY of FLORIDA*

**UF**  
Center for Leadership & Service  
*Division of Student Affairs*  
*UNIVERSITY of FLORIDA*

**UF**  
Counseling & Wellness Center  
*Division of Student Affairs*  
*UNIVERSITY of FLORIDA*

**UF**  
Dean of Students Office  
*Division of Student Affairs*  
*UNIVERSITY of FLORIDA*

**UF**  
Florida Opportunity Scholars Program  
*Division of Student Affairs*  
*UNIVERSITY of FLORIDA*
**Graphic Symbols**

Graphic Symbols for departments may be used only when following specific guidelines for a primarily student audience.

Auxiliary services or organizations run by students, but supervised through a Student Affairs department may also use graphic symbols. These entities should also have a target audience of mainly students.
Typography

All Division of Student Affairs informational publications and materials (brochures and materials distributed) should use the fonts listed below for titles, headlines, subheadlines and copy.

**Arial Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Arial Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Arial Narrow**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Arial Narrow Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Arial Narrow Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Arial Narrow Bold Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Arial Bold Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Arial Black**

```
ABCDEFGHIJKLMNOPQRSTUV-WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Palatino Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Palatino Linotype**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```
### Typography

<table>
<thead>
<tr>
<th>Bodoni MT Regular</th>
<th>Highway Gothic</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
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</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td><strong>Bodoni MT Bold</strong></td>
<td><strong>Highway Gothic Expanded</strong></td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
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<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td><strong>Bodoni MT Italic</strong></td>
<td><strong>Highway Gothic Condensed</strong></td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
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<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
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<tr>
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<tr>
<td><strong>Bodoni MT Bold Italic</strong></td>
<td><strong>Highway Gothic Narrow</strong></td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
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<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td><strong>Highway Gothic Wide</strong></td>
<td><strong>Highway Gothic Wide</strong></td>
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<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
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<tr>
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<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

Note: If a department does not have a specific font, the Vice President’s Office can provide them upon request. One-time event/promotional pieces (flyers, posters, event invitations, ads, etc.) may include other fonts, but must follow logo usage guidelines.
As a university, color selection is an important component of maintaining graphic identity. When creating marketing and communication materials, the Division of Student Affairs must adhere to the following color palette.

The official University of Florida Orange and Blue.

Orange
Pantone 49-1
CMYK Formula:
0 cyan
79.8 magenta
96.87 yellow
0.01 black

Blue
Pantone 205-1
CMYK Formula:
100 cyan
84.48 magenta
19.91 yellow
5.44 black

Division of Student Affairs’ secondary orange and blue hues.

CMYK Formula:
0 cyan
65.88 magenta
87.84 yellow
0 black
Pantone 46-3
CMYK Formula:
9.38 cyan
58.98 magenta
91.41 yellow
0.39 black

CMYK Formula:
8.46 cyan
59.76 magenta
91.42 yellow
0.4 black
Pantone 205-1
CMYK Formula:
100 cyan
84.48 magenta
19.91 yellow
5.44 black

Division of Student Affairs’ natural color palette.

Pantone 30-6
CMYK Formula:
20.74 cyan
31.21 magenta
54.08 yellow
0.1 black

Pantone 18-8
CMYK Formula:
0.45 cyan
3.74 magenta
24.1 yellow
0 black

CMYK Formula:
1.86 cyan
2.89 magenta
12.72 yellow
0 black
Pantone 182-9
CMYK Formula:
20.51 cyan
6.88 magenta
24.33 yellow
0 black

30% Black
CMYK Formula:
39.26 cyan
29.91 magenta
29.13 yellow
0.18 black

CMYK Formula:
8.59 cyan
0.78 magenta
0.78 yellow
0 black

As a university, color selection is an important component of maintaining graphic identity. When creating marketing and communication materials, the Division of Student Affairs must adhere to the following color palette.
Division of Student Affairs’ bright color palette.

Pantone 293-2
CMYK Formula:
72.65 cyan
28.76 magenta
100 yellow
13.43 black

Pantone 18-1
CMYK Formula:
0.16 cyan
41.82 magenta
98.25 yellow
0 black

Pantone 175-2
CMYK Formula:
84.13 cyan
98.07 magenta
29.86 yellow
20.03 black

Pantone 87-1
CMYK Formula:
9.85 cyan
99.78 magenta
95.88 yellow
1.53 black

Secondary accent colors may be used.

Note: As possible, the primary color palette should be used in electronic pieces as well, including PowerPoint presentations and Web sites.
Tagline

The Division of Student Affairs affects every aspect of a student’s experience at the University of Florida, from safety to financial services and promoting a healthy lifestyle. The Division’s tagline must be able to convey the totality of the responsibilities of Student Affairs, while allowing individual departments to utilize it for specific programs or their department as a whole. The tagline must be dynamic and able to evolve, yet still appealing to students.

The Tagline:

The Division of Student Affairs: The 360 Student Experience

This is the overarching tagline which expresses the weight of responsibility of Student Affairs, while not limiting what the Division does. Essentially, the Division improves, sustains and provides the unique student experience at UF. Their work goes beyond the classroom, influencing every angle of student life.
Many departments purchase promotional items for distribution to outfit staff, promote services and programs, create top-of-mind awareness among students, parents and family members, administration, faculty, and staff, and show appreciation. The following are guidelines to consider when purchasing promotional merchandise:

Graphics/Logo Usage

Items for distribution to students may carry a Graphic Symbol.

Items for distribution to an audience that is 40 percent or more campus-related (students, administration, faculty, staff or alumni) must include the Division of Student Affairs in either logo inclusion or text using font guidelines. Exceptions can be given for items that have space limitations. Contact of the Office of the Vice President for Student Affairs with requests.

On merchandise listing “sponsor” logo, if three or more departments within the Division are included, only the general Division of Student Affairs logo should be used.

Apparel

Staff Uniforms/Multi-Use Apparel
Apparel color should be in shades of color orange, blue, white, gray, black or a neutral (beige, tan).

One-Time Event/Promotional Apparel
Apparel color may be outside primary palette, but all logo usage guidelines still apply.

Licensed Marks

Refer to the guidelines outlined at identity.ufl.edu/ before using any University of Florida mark.
Fax Cover Sheet Sample

DATE:___________________________________________________________
TO:_____________________________________________________________
FAX #:___________________________________________________________
FROM:__________________________________________________________

CONFIRMATION REQUESTED: YES_____________ (Please call 352-392-1265)
NO_____________
NUMBER OF PAGES (including cover sheet): ____________________________
COMMENTS:

Business Card Sample

The Foundation for The Gator Nation
An Equal Opportunity Institution
Header

All departments must have the Division of Student Affairs prominently mentioned on their Homepage. The recommended way to do this is to use the general Division of Student Affairs logo in the top left hand corner of the Web site. The logo will then link back to the primary Division of Student Affairs Web page (www.ufsa.ufl.edu/). If the logo is used, departments may use their graphic symbol. If a department does not use a graphic symbol, then that department should use their logo, which lists the Division of Student Affairs in the top left hand corner of the Web page.

Footer

All departments must have standardize information contact information in their footer including: Division, department, address, phone number and general email address (if available). Departments are also recommended to have a text link or graphic symbol linking back to the UFL Homepage.

EXAMPLE: