

STYLE GUIDE

VERSION 1.3



**WHAT
IS A
BRAND**

The more impossible a challenge seems, the harder a Gator will work to overcome it. Whether it's curing blindness, advancing treatments for juvenile diabetes or protecting the orange crop, we approach every day with a singular purpose. One that's bigger than ourselves. Because we are Gators. Always. And we'll pull together, inspire each other and move the whole world forward.

It's more than a sunny disposition. It's the foundation of the University of Florida's brand. As UF continues to gain national preeminence, the new look, feel and tone of the UF master brand and the new brand created for the UF Warrington College of Business reflect our mission to rise in the rankings of public institutions, while influencing a brighter future.

**ABOUT
THIS
GUIDE**

This guide is meant as a supplement to the university's branding style guide. Get familiar with the institution brand tone and elements, as the college's identity is crafted to live within those. For more information on the UF brand and for messaging assets, please visit:

<http://www.identity.ufl.edu>

UNIVERSITY-WIDE USP

Starting from a place of truth is a powerful way to position a brand. Just ask Nike, Coca-Cola and Apple, who look at their own company values to establish tight bonds with their consumers. The same relationship applies to university brands like UF. So what's true about us? UF has:

MEANINGFUL BREADTH AND DEPTH

+

SPIRIT OF COLLABORATION

+

UNRELENTING WORK ETHIC

Combine these three truths and we have our
Unique Selling Proposition (USP)

TOGETHER, UNSTOPPABLE.

The USP should serve as an internal code,
not for external messaging.

COLLEGE-SPECIFIC INSIGHT

Warrington is comprised of experienced faculty and staff, strong competition, and successful placements. Boiled down to its core principles, Warrington is defined by:

TENACITY

+

COMMITMENT

+

RIGOR

**PERFORMANCE
BEYOND MEASURE.**

This should be used for internal audiences as a platform for messaging, not a headline or tagline.

RATIONALE

The rationale is a mission statement that defines the college and its people. It provides the tonal framework for the messaging direction and inspiration to those affiliated with the college.

We earned our way to the top. We outperform because we outprepare and are bred on real-world achievement. We run the gauntlet, face an education by fire, come out ahead and hit the ground running. This momentum carries us into top placements—from graduates to CEOs to benefactors. Because we know the true value of success comes from helping each other succeed. And the true measure of legacy is working for a world bigger than ourselves.

STONE WORDS

We've established a set of tone words that not only reflect the university's USP "Together, Unstoppable," but also embody the college's unique position on campus. However, the degree to which the audiences feel them should vary. Think about putting these personality traits or tone words on an equalizer that allows you to dial up or dial down certain elements based on the audience being addressed.

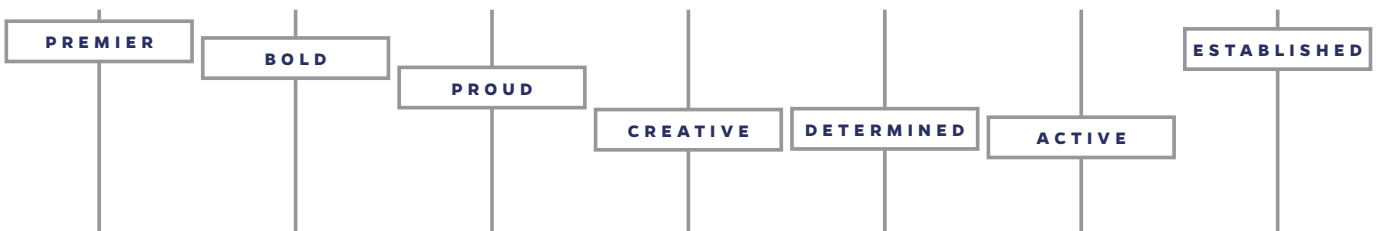
TRADITIONAL



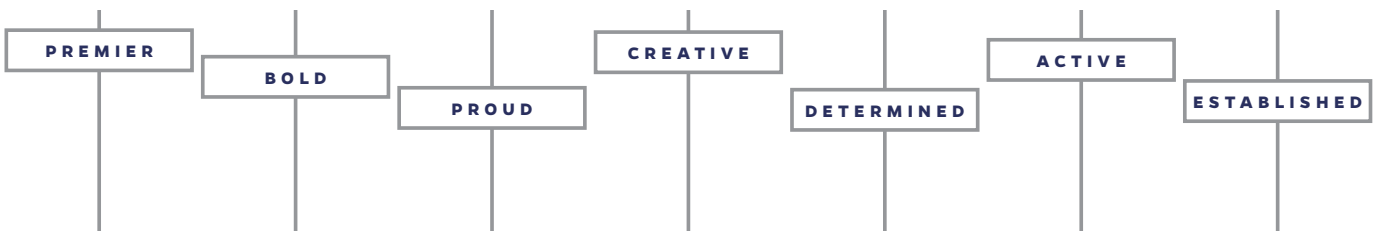
WORKING PROFESSIONAL



EXECUTIVE



ONLINE



COPY TONE

The copy tone for the college should feel confident, driven, premier and empowering. We are motivated by the people we help, so finding ways to attach that motivation to how we speak about our pursuits enriches our messaging.

SAMPLE HEADLINE

IT'S MORE THAN THE COMMUNITY YOU BUILD, IT'S THE ONE YOU COME FROM.

Here we took the idea that, at its core, real estate is about building communities and turned it around to highlight one of Bergstrom's strengths: its own connected community. Playing in the realm of the tone words of bold, premier and active, the line communicates the brand's commitment to community and brings to life ideas established in the rationale.

SAMPLE BODY COPY

From our drive to compete to our willingness to contribute, Fisher grads share a commitment that's not just learned—it's lived. Because where others are satisfied, we dig deeper. While they go off to find their measure, we've already found ours. We've earned our place and emerge ready to put up numbers. It's why a 98% placement and 75% CPA exam passing rate aren't good, they're a good start. Why we have an undergrad program ranked 6th and CEOs committed to giving back. It's what happens when you deal with elite talent without the ego, because when you spend your time in great company, it's not long before you're running one.

Hitting on the tone words of established, bold and determined, this piece makes use of alliteration and repetition to develop a strong cadence and a confident, but not elitist flow. Rather than just listing a bunch of statistics, we're able to incorporate them into a cohesive narrative. And always leave on a strong note, thinking of the final sentence almost like another impactful headline.

In an effort to streamline the way we talk about our components (schools, departments, programs and centers) at Warrington, a set of naming standards has been developed to ensure consistency and clarity in messaging for both display and body copy usage.

DISPLAY

Standard display for the overall Warrington brand.



When focusing on schools, the component is displayed in the primary position, with the school name emphasized, while Warrington is secondary.



WARRINGTON COLLEGE of BUSINESS



WARRINGTON COLLEGE of BUSINESS



WARRINGTON COLLEGE of BUSINESS

Departments, programs or research centers are displayed in a similar manner, offering a donor recognition modifier for endowed units.



WARRINGTON COLLEGE of BUSINESS



WARRINGTON COLLEGE of BUSINESS

DISPLAY EXAMPLES

 **HEAVENER**
SCHOOL OF BUSINESS

WARRINGTON COLLEGE *of* BUSINESS

 **ENTREPRENEURSHIP
& INNOVATION CENTER**

WARRINGTON COLLEGE *of* BUSINESS

 *William R. Hough*
**MASTER OF SCIENCE
IN FINANCE**

WARRINGTON COLLEGE *of* BUSINESS

USAGE

Logos should not be altered without help from the Marketing & Communication Services Team. All elements of the logo should be present (*UF block, unit name and Warrington block*).

CORRECT

 **HEAVENER**
SCHOOL OF BUSINESS

WARRINGTON COLLEGE *of* BUSINESS

INCORRECT

 **HEAVENER**
SCHOOL OF BUSINESS

INCORRECT

HEAVENER
SCHOOL OF BUSINESS

IN BODY COPY

When the subject matter of a communication is used in body copy, the first reference utilizes the full nesting structure, and subsequent references use only the component's common name or full name.*

EXAMPLE: One Component Level

It's not just who you know, but how well you know them—and how well they know you. At Bergstrom Center for Real Estate Studies at the UF Warrington College of Business you'll build connections and gain experience now that others might develop in a year or two. As one of the only centers of its kind, the Bergstrom Center measures applied research against real-world experience so we can be uniquely prepared for the most competitive market in business.

EXAMPLE: Two Component Levels

It's not just who you know, but how well you know them—and how well they know you. At the Nathan S. Collier Master of Science in Real Estate at Hough Graduate School of Business at the UF Warrington College of Business, you'll build connections and gain experience now that others might develop in a year or two. The Collier MSRE measures applied research against real-world experience so we can be uniquely prepared for the most competitive market in business.

Note: if the Warrington logo is on communication, there is no need to mention Warrington in the body copy.

TYPEFACES

As the primary UF master brand typeface, Gentona is often used in headlines, but can also be used throughout. It is a modern, clean, sans serif with a touch of humanity. Its varying weights, from thin to thick, provide dynamic variations to grab the attention of different audiences.

The UF master brand secondary typeface, Quadon, is used only in body copy and call-outs as a compliment to bold Gentona headlines.

Refrigerator Deluxe, the Warrington brand tertiary typeface, is used when a condensed font is necessary.

For further information regarding the UF master brand typography including additional font weights, styles and obtaining licenses, please contact:

Jim Harrison, Director, Creative Services
jim.harrison@ufl.edu | 352.846.3903

GENTONA

Thin *Thin Italic*
Extra Light *Extra Light Italic*
Light *Light Italic*
Book *Book Italic*
Medium *Medium Italic*
Semibold *Semibold Italic*
Bold *Bold Italic*
Extra Bold *Extra Bold Italic*
Heavy *Heavy Italic*

QUADON

Thin *Thin Italic*
Light *Light Italic*
Regular *Regular Italic*
Medium *Medium Italic*
Bold *Bold Italic*
Extra Bold *Extra Bold Italic*
Ultra Bold *Ultra Bold Italic*
Black *Black Italic*
Heavy *Heavy Italic*

REFRIGERATOR DELUXE

Light Regular **Bold Heavy**

HEADLINES

Two different headline styles are available to use depending on audience and desired tone. Headlines set in Gentona Thin represent a refined and premier tone while the Gentona Heavy outlined treatment is more active and bold.

HEADLINE

Gentona Thin, all caps

HEADLINE

Gentona Heavy, all caps, outlined
fill color transparency

SECONDARY HEADLINES

Subheads can precede and set up, or follow and support headlines.

**SECONDARY
HEADLINE**

Gentona Bold, all caps

BODY COPY

Body copy is set in *Quadon Medium*.

As a Warrington graduate, you'll learn that limitations are only fuel for motivation. That the only path in front of you will be the one you forge—one where expectations become starting points and laurels are home grown. You'll see that when you pair our experience with your drive, we can build something greater than the sum of our parts.

Quadon Medium, kerning: 60

CAPTIONS AND CALLOUTS

Captions are set in a hierarchy of *Gentona Bold*, *Bold Italic* and *Medium Italic*.

KIM KAUPE BSBA
FOUNDER ZINEPAK

*Secured \$725,000 in funding
on Shark Tank*

Gentona Bold, all caps, kerning: 300

Gentona Bold, italic, all caps, kerning: 300

Gentona Medium, italic, kerning 100

COLOR PALETTE

By working in tandem with and building on the university's colors, the Warrington brand provides a focused color palette for promotion of the college.

UNIVERSITY PRIMARY COLOR PALETTE

PMS 172	PMS 287
C 0 M 70 Y 100 K 0	C 100 M 60 Y 0 K 20
R 255 G 74 B 0	R 0 G 33 B 165

WARRINGTON COLOR PALETTE

PMS 2757	PMS 292				
C 95 M 90 Y 35 K 25	C 60 M 30 Y 10 K 0	C 35 M 0 Y 5 K 5	C 8 M 33 Y 50 K 0	C 25 M 17 Y 15 K 30	C 25 M 17 Y 30 K 0
R 45 G 49 B 95	R 108 G 155 B 195	R 154 G 210 B 225	R 233 G 178 B 132	R 143 G 148 B 154	R 193 G 195 B 178

Blue spectrum

Neutrals

C 0 M 85 Y 100 K 0

Warrington CMYK orange variant (+15 Magenta vs. UF CMYK Orange)

Warrington's orange CMYK variant draws out the richness of the UF orange pantone and RGB.

SOCIAL MEDIA

Social media at the UF Warrington College of Business is a communications vehicle used to develop and strengthen relationships with prospective students, current students, alumni, employers, companies, peers, etc.

ACCOUNT NAMING

In an effort to strengthen the Warrington and UF brands, standards have been developed to ensure consistency and clarity across social media platforms.

An important social media branding element is the account name. When naming an account, include the component name along with the letters “UF,” in keeping with UF social media policy.

EXAMPLE

UF Heavener School of Business

Outside audiences may not be familiar with acronyms used to reference components, thus spell out component names wherever technically possible.

EXAMPLE

UF Bergstrom Real Estate Center
UFBREC

Wherever possible, maintain consistency in account names across all social media platforms.

EXAMPLE

Facebook: UF Warrington College of Business
Twitter: UF Warrington (@UFWarrington)

For further information regarding Warrington social media support, please contact:

Laura Vickery, Social Media Manager
laura.vickery@warrington.ufl.edu | 352.273.2017

SOCIAL MEDIA

AVATARS

Another important social media branding element is the avatar. Warrington avatars showcase the connection between Warrington and the University of Florida. Leveraging this relationship will extend credibility and relevance to social media audiences for every school, program, department or center.

WARRINGTON ACCOUNTS



Square usage

HEAVENER ACCOUNTS



Square usage

FISHER ACCOUNTS



Square usage

HOUGH ACCOUNTS



Square usage

CENTER ACCOUNTS



Square usage

NON-STANDARD SIZES

Some social media platforms utilize round or rectangular avatars in one or both of their desktop or mobile versions. Specific avatars are available for these cases.



Round usage
(ex. YouTube)



Rectangular usage
(ex. LinkedIn Groups)

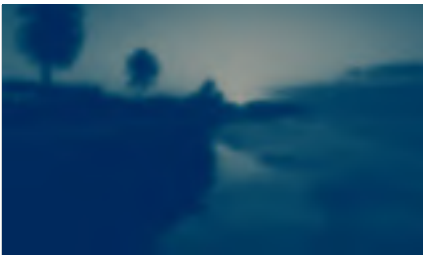
PHOTOGRAPHY

The photography style for Warrington originates in the university's overall approach to subject matter and content. We build upon this by focusing on engaged and active people. The tone of the image should be serious and sharp; color and vibrancy are pulled back without making images dull. Individuals should be portrayed in a moment of discovery or progress. Images of multiple people should show them engaged and active with one another. Try to use photos that have real, candid moments. Avoid static portraiture. A natural smile is always better than a forced one. When selecting images with multiple people, keep diversity of age, race, gender and ability in mind.



TREATED IMAGERY

Using background imagery gives a sense of a broader perspective, alluding to the larger purpose of the college and its students. This can be achieved through several image treatments applied to photography, graphics or illustration.



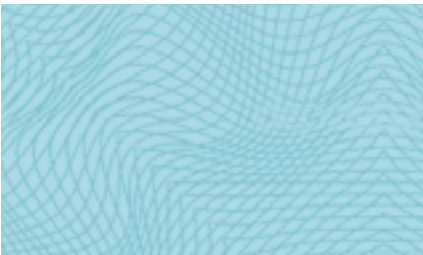
Color filter, blur and added grain



Color filter



Color filter and blur



Color filter

GRAPHIC ELEMENTS

Several graphic elements can be used within the Warrington brand.

ACTIVE NETWORK

The vast and well-connected resources of the larger Warrington community—students, faculty and alumni—are a key strength of the brand. We represent this quality through our active network imagery.



RULES AND DIVIDERS

A palette of graphic lines are used to divide space as well as call attention to and embellish copy and imagery.



Thin rule with ball terminal



Hashed rule

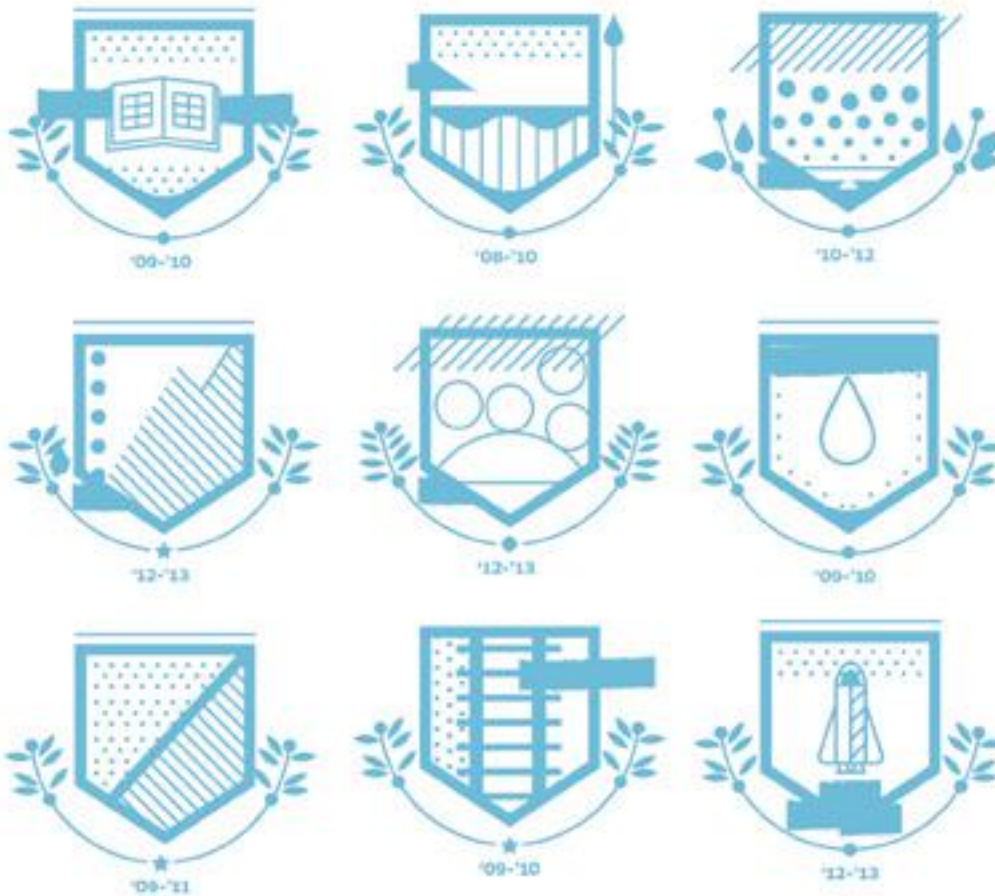


Hand drawn rule

GRAPHIC ELEMENTS

PERSONAL CREST

The personal crest graphics are born out of the idea that at Warrington we're not resting on our laurels. We're not relying on heritage to make us successful. We're creating our own laurels. Each crest is custom to the student and their own successes. We use these graphics in layouts in three ways; an empty crest represents a student's potential, the elements of a crest represent the process, and a completed crest represents an alumni's success.



GRAPHIC ELEMENTS

CREST ELEMENTS

The elements that make up a completed crest are: Degree level (either graduate or undergraduate), School or Program (i.e. Hough School of Finance, Fisher School of Accounting, MBA, etc.), Outcome (the individual's own story) and Personality (customizations made by the individual to represent themselves). Both the Outcome and Personality graphics are meant to be expanded. The graphics shown below are only sample executions of these elements.

DEGREE LEVEL



SCHOOL OR PROGRAM

These graphics represent the school, program or center attended by the individual.



OUTCOMES

These are sample graphics which could be used to tell an individual's story, for example an alumni who now works for NASA could use a graphic of a shuttle.



PERSONALITY

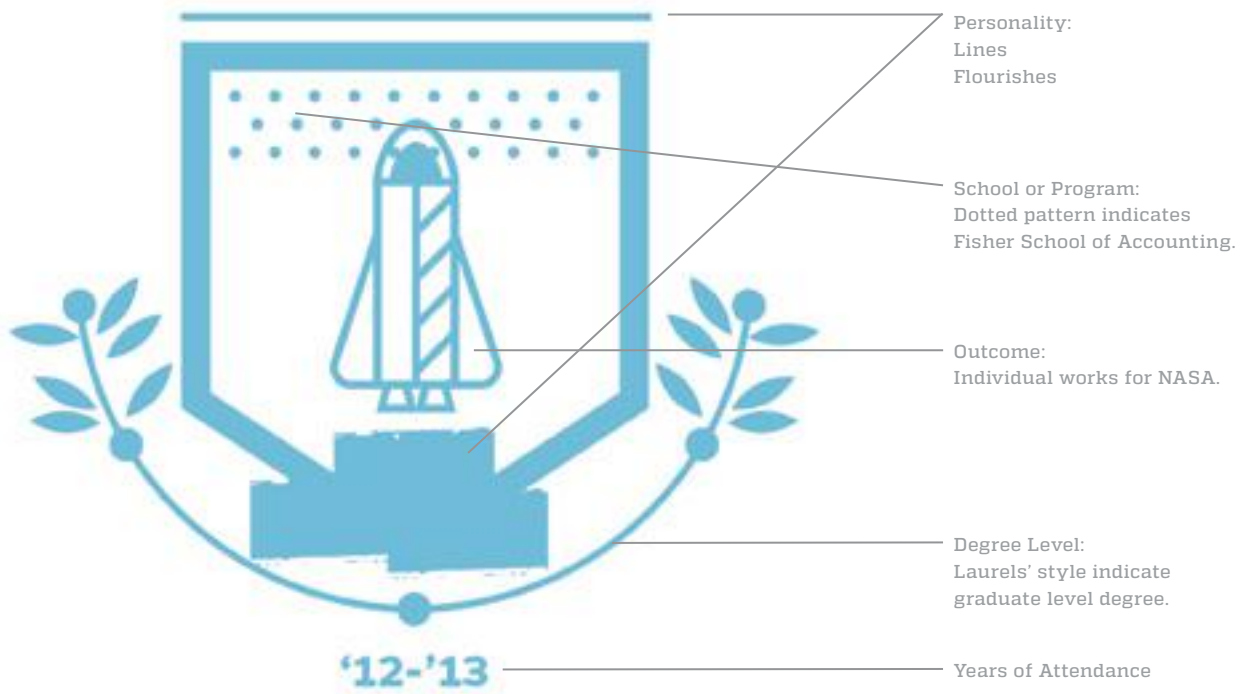
These are sample graphics which can represent the uniqueness of each individual and can be set in any arrangement on the crest.



GRAPHIC ELEMENTS

SAMPLE CREST

Here's an example of a finished crest. This individual completed a Masters in Accounting from the Fisher School of Accounting in 2013 and now works for NASA.



LAYERING

The concept of revealing inner strength or motivation is realized through a layering treatment to imagery. This is achieved through a peeling back or building up effect. Varying the textures and shapes used to create these layers reinforces the meaning behind the narrative.



Peeling away reveals inner depth.



Building up communicates growth.

BUILDING AND ASSEMBLING

Personal growth is a primary theme throughout the Warrington brand. We show this through imagery of multiple pieces building into a whole. This is achieved with photo montage and graphic elements.



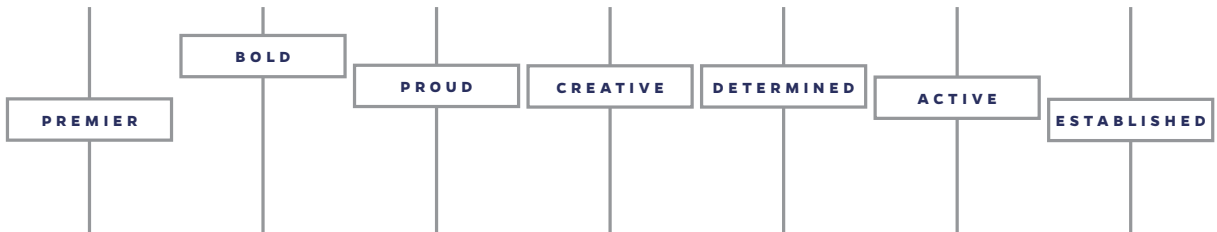
Both the photography and the grid structure are building in this layout.



Pieces are assembling into a whole graphic element.

WARRINGTON BRAND ART

TONE



VISUALS



ASSEMBLING
IMAGERY
CAPTION STYLE

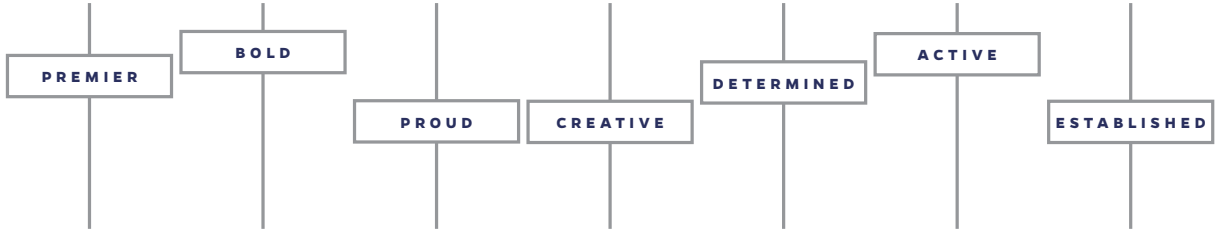
HAND-DRAWN RULE

HEADLINE
BODY COPY
CAPTION STYLES

PERSONAL
CREST
IMAGERY

HEAVENER BRAND ART

STONE



VISUALS



SUBHEADLINE AND HEADLINE STYLE

PHOTOGRAPHY TONE

ACTIVE NETWORK GRAPHIC

HASHED RULE

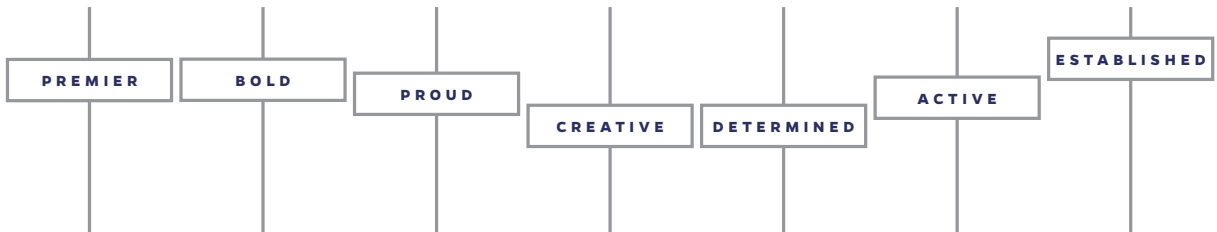
CAPTION & CREST IMAGERY

BACKGROUND IMAGERY

CREST ELEMENTS

FISHER BRAND ART

TONE



VISUALS

A large graphic design featuring a stylized number '3' on the left, composed of layered blue and white shapes. To the right of the '3' is the headline 'THERE'S STRENGTH IN OUR NUMBERS' in a bold, sans-serif font. Below the headline is a small block of text. In the bottom right corner, there is a photograph of two men in business attire, one wearing glasses. The background is a light blue with a subtle pattern of lines and dots. Several orange lines point from labels at the bottom to specific elements in the graphic.

ACTIVE NETWORK

BACKGROUND TREATMENT

LAYERED IMAGERY

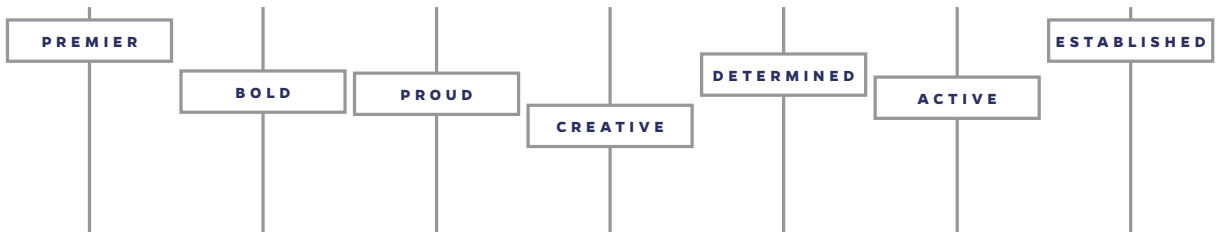
HEADLINE STYLE

HASHED RULE

CAPTION STYLE
CREST IMAGERY
PHOTOGRAPHY TONE

HOUGH BRAND ART

STONE



VISUALS



HEADLINE
STYLE

BUILDING IMAGERY
AND GRAPHICS

HASHED RULE

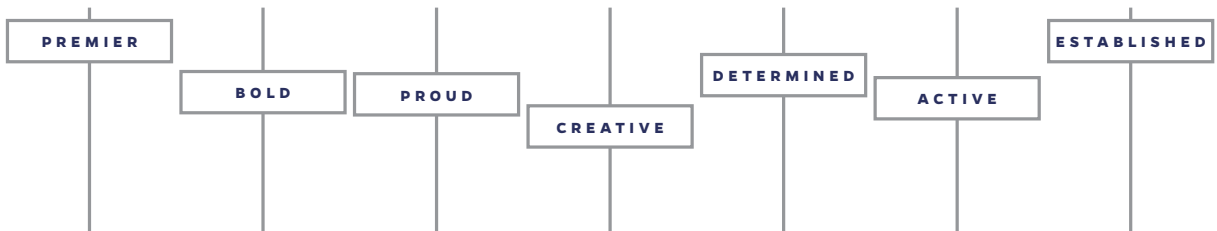
CAPTION STYLE
CREST ELEMENT

PHOTOGRAPHY
TONE

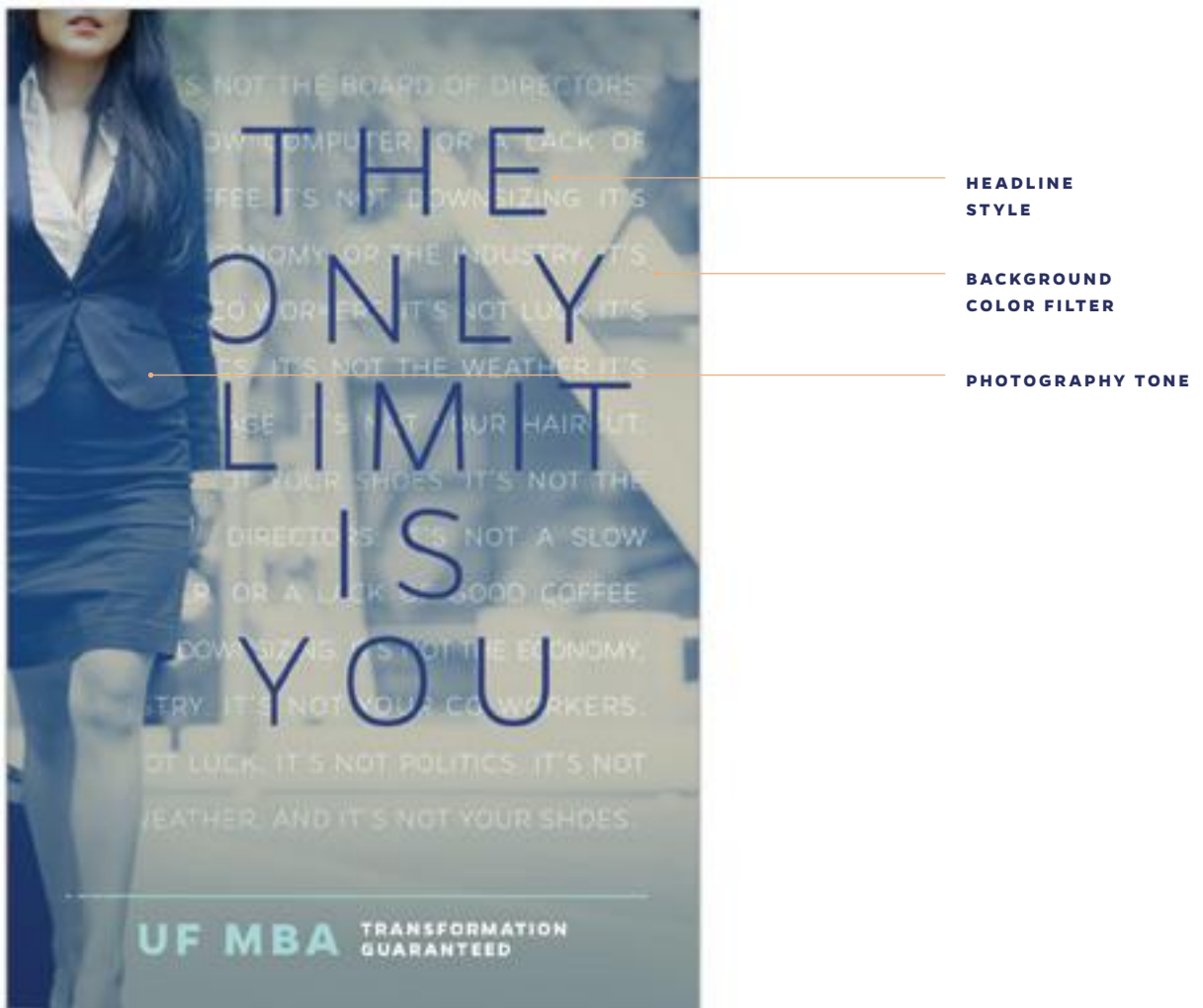
BODY COPY
STYLE

MBA PRINT AD

tone



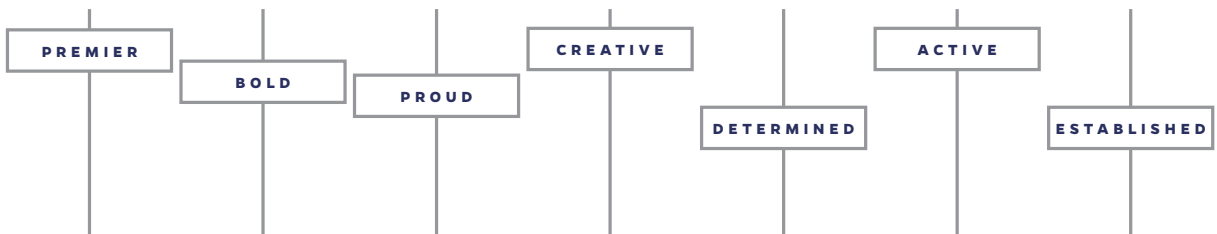
VISUALS



This piece was developed under the MBA sub-brand. Refer to the MBA-specific style guide for more information.

BERGSTROM BRAND ART

STONE



VISUALS



LAYERING
IMAGERY

HEADLINE
STYLE

ACTIVE NETWORK

CAPTION STYLE
CREST ELEMENT

BODY COPY
STYLE

FOR INFORMATION REGARDING THIS DOCUMENT, PLEASE CONTACT:

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