STYLE GUIDE

VERSION 1.3

UF WARRINGTON
COLLEGE of BUSINESS
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.

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.
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.
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.
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.

**TONE WORDS**

- Premier
- Bold
- Proud
- Creative
- Determined
- Active
- Established
- 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.

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

![Correct Logo](image)

**Incorrect**

![Incorrect Logo](image)

**Incorrect**

![Incorrect Logo](image)
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.
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 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.

SECONDARY HEADLINES

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

<table>
<thead>
<tr>
<th>PMS 172</th>
<th>PMS 287</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 0 M 70 Y 100 K 0</td>
<td>C 100 M 60 Y 0 K 20</td>
</tr>
<tr>
<td>R 255 G 74 B 0</td>
<td>R 0 G 33 B 165</td>
</tr>
</tbody>
</table>

WARRINGTON COLOR PALETTE

<table>
<thead>
<tr>
<th>PMS 2757</th>
<th>PMS 292</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 95 M 30 Y 35 K 25</td>
<td>C 60 M 30 Y 10 K 0</td>
</tr>
<tr>
<td>R 45 G 49 B 95</td>
<td>R 108 G 155 B 195</td>
</tr>
</tbody>
</table>

| C 8 M 33 Y 50 K 0 | C 35 M 0 Y 5 K 5 |
| R 184 G 215 B 225 | R 233 G 178 B 132 |

Blue spectrum

| C 0 M 88 Y 100 K 0 | C 25 M 17 Y 30 K 0 |
| R 193 G 195 B 178 |

Neutrals

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 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

*UFREC*

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.
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
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 alumn’s success.
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**

- Undergraduate
- Specialty Masters
- MBA
- Doctorate

**School or Program**

- Fisher
- Hough
- Heavener

**Outcomes**

These are sample graphics which could be used to tell an individual’s story, for example an alumn 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.

Personality:
Lines
Flourishes

School or Program:
Dotted pattern indicates Fisher School of Accounting.

Outcome:
Individual works for NASA.

Degree Level:
Laurels’ style indicate graduate level degree.

Years of Attendance
‘12-'13
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.
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

PREMIER  BOLD  PROUD  CREATIVE  DETERMINED  ACTIVE  ESTABLISHED

VISUALS

ASSEMBLING IMAGERY  CAPTION STYLE  HAND-DRAWN RULE  HEADLINE BODY COPY CAPTION STYLES  PERSONAL CREST IMAGERY
HEAVENER BRAND ART

TONE

- PREMIER
- BOLD
- PROUD
- CREATIVE
- DETERMINED
- ACTIVE
- ESTABLISHED

VISUALS

MAKE THE TRANSITION FROM CLASSROOM TO BOARDROOM

- SUBHEADLINE AND HEADLINE STYLE
- PHOTOGRAPHY TONE
- ACTIVE NETWORK GRAPHIC
- CREST ELEMENTS
- HASHED RULE
- CAPTION & CREST IMAGERY
- BACKGROUND IMAGERY
FISHER BRAND ART

TONE

PREMIER  BOLD  PROUD  CREATIVE  DETERMINED  ACTIVE  ESTABLISHED

VISUALS

THERE’S STRENGTH IN OUR NUMBERS

BACKGROUND TREATMENT  ACTIVE NETWORK  LAYERED IMAGERY  HEADLINE STYLE  CREST IMAGERY PHOTORAPHY TONE  HASHED RULE
HOUGH BRAND ART

TONE

PREMIER

BOLD

PROUD

CREATIVE

DETERMINED

ACTIVE

ESTABLISHED

VISUALS

SET A DANGEROUS PRECEDENT FOR YOURSELF

BUILDING IMAGERY AND GRAPHICS

CAPTION STYLE CREST ELEMENT

BODY COPY STYLE

HEADLINE STYLE

HASHED RULE

PHOTOGRAPHY TONE
MBA PRINT AD

TONE

- Premier
- Bold
- Proud
- Creative
- Determined
- Active
- Established

VISUALS

The Only Limit Is You

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

TONE

PREMIER  BOLD  PROUD  CREATIVE  DETERMINED  ACTIVE  ESTABLISHED

VISUALS

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

LAYERING IMAGERY  HEADLINE STYLE  ACTIVE NETWORK  BODY COPY STYLE  CAPTION STYLE CREST ELEMENT
FOR INFORMATION REGARDING THIS DOCUMENT, PLEASE CONTACT:

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