## UNIVERSITY OF FLORIDA COLLEGE OF PHARMACY Brand Guidelines





BRAND What is a Brand?
BRAND POSITION  Our Brand Position & Rationale 4  Copy Tone
TYPOGRAPHY Typefaces
LOGO USE OVERVIEW  UF College of Pharmacy Signature
COLOR PALETTE  PMS Colors
GRAPHICS  Graphic Elements

#### **WHAT IS A BRAND?**

Our brand is what students, faculty, alumni, donors, peer institutions and industry professionals all think, feel and respond to when they hear the University of Florida College of Pharmacy mentioned.

#### WHY BRAND BASICS **ARE IMPORTANT**

This brand style guide is designed to illustrate the basic requirements for appropriate usage of the University of Florida College of Pharmacy brand, logo and design elements in a variety of media. All client acquisition and retention materials, marketing materials, publications, event collateral and electronic media should reflect the University of Florida College of Pharmacy brand.

This guide serves as an aid for third parties, such as designers, agencies, printers, specialty companies and others, producing communication and marketing materials for the University of Florida College of Pharmacy.

## PURSUE GREATNESS

It's humbling to be recognized as the best pharmacy school in Florida. Not to mention, top 10 in the nation. But excellence isn't found solely in a high ranking. Driving yourself to go after life-saving breakthroughs and world-changing innovations is the true mark of preeminence. And if the pursuit involves revamping the entire curriculum, embedding ourselves in the state's top medical centers and going to the genetic level to determine the best medication, then so be it. We'll never rest on our laurels. Instead, we'll use our abilities and our shared resources with UF Health to to evolve pharmacy's role, and make communities around the globe healthier and stronger. By always pursuing greatness, there's no limit to how great you can be.

### **COPY TONE**

The University of Florida College of Pharmacy speaks in a voice that is knowledgeable without being too academia heavy. It has an attitude that's sure of itself without being boastful. The following tone words help illustrate how we speak.

#### **UNDAUNTED**

In this life, things aren't always going to go your way. Every setback we encounter is an opportunity to rise up and carry on with a strengthened resolve.

#### **ENERGETIC**

No one sleep walks their way to the top. We stand ready without standing still. Our energy fuels our pursuits.

#### **PROGRESSIVE**

Keeping an open-mind allows us to absorb thoughts and ideas coming from other sources. We build upon them and, together, we create change.

#### **DRIVEN**

Our sights are laser-focused on learning, solving and innovating. Whatever we are hoping to find, we'll chase it with purpose.

#### **RESOURCEFUL**

Giving up isn't in our nature. But using what's around us to overcome a problem is. We are fortunate to have many tools at our fingertips. And we aren't afraid to use them.

#### **COPY EXAMPLE**

#### **HEAD:**

Some call it scuba diving. We call it curing cancer.

#### **COPY:**

Last year, cancer claimed more than 7.6 million lives, prompting President Obama to declare a "Moonshot" initiative to cure it. At the University of Florida College of Pharmacy, we reach for the moon by heading to the depths of the ocean. That's where Dr. Hendrik Luesch and his team of UF medicinal chemistry researchers have located natural elements that stop colorectal cancer cells from growing. While the fight is far from over, it's one giant leap in the right direction. And it proves what we at the UF College of Pharmacy have known all along. That the conventional wisdom is to think unconventionally.

## **TYPEFACES**

In keeping with the collaborative nature of UF, our brand uses two typefaces, Archer and Gentona, that work well together to deliver our messages effectively.

# AaBo

#### **ARCHER**

ACBCDEFHIJKLMNOPQRSTUVWXYZ acbcdefhijklmnopqrstuvwxyz

## Aa Bo

#### **GENTONA**

ACBCDEFHIJKLMNOPQRSTUVWXYZ acbcdefhijklmnopqrstuvwxyz

### LOGOS

In keeping with the University of Florida's signature, the University of Florida College of Pharmacy logo should be used in all communications.





#### **MINIMUM SIZE**

The University of Florida College of Pharmacy logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced in print too small, it is no longer legible and its impact is diminished. The minimum size of the logo for print is determined by the height of the University of Florida College of Pharmacy logo, which should not be reproduced in a size smaller than 0.25in height for the preferred logo, as illustrated.



#### PROTECTED AREA/CLEAR SPACE

To maintain the legibility of the logo, a space equivalent to the distance between the top of the University of Florida College of Pharmacy logo and the baseline of the letters of the logo should be left clear around the logo.



### LOGOS continued

All print, online, marketing and collateral communications should clearly be identified as originating from the University of Florida College of Pharmacy through the use of the logo, typography and colors. However, on brochures, postcards, direct mail, newsletters and other printed pieces the UF master logo must appear on the front of the piece.

#### **VISUAL ELEMENTS**

The logo is a unique piece of artwork. The proportion and arrangement of the symbol and wordmark have been specifically determined.

The following examples show things you should **NOT DO** with the logo.



NEVER SCALE THE LOGO DISPROPORTIONATELY HORIZONTALLY OR VERTICALLY



DO NOT CHANGE THE TYPEFACE



**NEVER CROP THE LOGO** 



DO NOT ALTER THE COLORS OF THE LOGO



DO NOT PLACE THE LOGO ON A BUSY BACKGROUND



DO NOT PLACE THE LOGO ON A BUSY PHOTOGRAPH



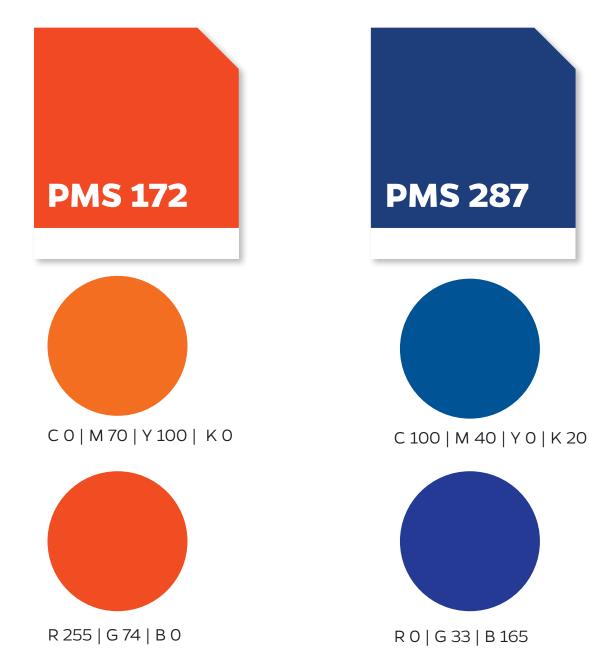
NEVER ADD EFFECTS TO THE LOGO



**NEVER OUTLINE THE LOGO** 

## **COLOR**

The color palette, along with the design elements, work together to create a unique brand mark. Consistent use of the palette allows for a cohesive and harmonious look, as well as instant recognition of the University of Florida College of Pharmacy brand.



## **GRAPHIC ELEMENTS**



#### **#1 DIRECTIONAL BORDER**

A clean, white border is used in various context to help define visual space and provide a clean design aesthetic.

#### **#2 BOX**

A bottom centered white box contains the logo and connects it to the surrounding border element.

#### **#3 TEXTURE**

A subtle, irregular hex pattern can overlay either imagery or solid color backgrounds. The pattern should have enough transparency to be faintly visible, yet still provide a subtle texture effect.

The design elements for the University of Florida College of Pharmacy closely align with those defined by UF Health, in order to leverage a unified identity. Some elements are unique to the UF College of Pharmacy, giving it a visual identity all its own.

## **GRAPHIC EXAMPLES**





**LOOKBOOK** 



**NEWSLETTER BANNER** 



**PURSUE GREATNESS** 

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