GENUINE 100% AUTHENTIC

UNIVERSITY OF CENTRAL FLORIDA

UCF

GRAPHIC STANDARDS &

BRAND BOOK

IDEAS FOR A CLEARER, BRIGHTER MESSAGE

This booklet is for those producing communication materials—print or online—for the University of Central Florida. We offer guidance and provide boundaries within which to work. Adherence to graphic standards makes telling the UCF story easier. The *UCF Graphic Standards & Brand Book* helps you use your creativity to make effective marketing tools.

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THE QUICK 6

This quick reference covers the majority of graphic standards situations. Also see pages 12–13.

1 **Respect.** Don't write over the Pegasus or bleed it off the page.

2 **The logo is flat.** Don't add computer effects (distress, shadows, glows, emboss, etc).

3 **The Pegasus should be separate and distinct.** Don't make the Pegasus part of a larger graphic or illustration.

4 **Use the Pegasus to identify**, not as a pattern, in multiples or as decoration.

5 **The logo looks a certain way.** Please don't flip or squish it.

6 **The logo should be black, gold or white.**

TRADEMARK BASICS

The UCF trademark is a distinctive sign (conventionally, a name, word, phrase, logo, symbol, design, image or a combination of these elements) to uniquely identify the university and distinguish us from other organizations. Major UCF trademarks include:

Our Name

We are known as "UCF" or "University of Central Florida," never just "Central Florida." When stacked, "University of" must be at least 70 percent of the size of "Central Florida." This emphasizes UCF as a university, not a region. It should always appear near or on the same page as the Pegasus logo.

UCF

Our Logo

Our logo is the Pegasus. It is our badge and emblem. It creates, promotes and protects the integrity of the UCF message. It should be used to identify UCF on all communication materials.

WHERE DOES THE PEGASUS COME FROM?

Pegasus is the winged horse of Greek mythology. He carried heroes on to great adventures and earned a place in the stars as a constellation. The logo was officially unveiled by President Charles Millican on April 5, 1968, from a design by Jim Shattuck and Norman Van Meter. More than 50 proposals were considered during the process. The Pegasus design was chosen for its distinctiveness—and it symbolizes the university's vision of limitless possibilities.

Formal Logos

University Identifier

UNIVERSITY OF CENTRAL FLORIDA

Wordmark

University of Central Florida

Monogram

UCF

Unit Identifier (sample)

Unit IDs are always secondary to the university logo (Pegasus). Unit IDs cannot be used together with the primary university logo.

UCF COLLEGE OF SCIENCES

Stands For Opportunity Campaign Logos

In 2005, UCF launched its **Stands For Opportunity** brand campaign in order to maximize our visibility. This sans serif text treatment allows bolder, clearer use of the UCF monogram on promotional materials and advertising. It cannot be customized (for example, as a Unit ID).

Preferred Monogram

UCF

Vertical Monogram

UCF

Monogram with Tagline

UCF

Stands For Opportunity

Select trademarks are available for download at **umark.ucf.edu/logo**

Unit Identifiers

Unit identifiers are reserved for top-level departments and colleges. There are three types of unit identifiers. (We use College of Sciences as the example.) Requests for unit identifiers are made online at **umark.ucf.edu/logo**.

Monogram Unit Identifier

Vertical Monogram Unit Identifier

Unit Identifier

Unofficial UCF Unit Graphics

Unit graphics are NOT official UCF trademarks. UCF strongly discourages units from developing these separate identifying graphics (logos), which are outside of official unit identifiers. Competing graphics dilute the impact of a singular UCF brand.

These graphics CANNOT:

- include the Pegasus
- be more prominent in size or position than the Pegasus, wordmark, monogram, university or unit identifiers
- appear on any single-page, printed piece or the front cover of any multipage printed piece
- appear in any print ad or employment ad
- appear in the header of the home page of a website
- appear on signage, including banners
- appear on UCF official business cards, letterhead, envelopes, name badges, fax cover sheets, or memo pads
- appear on the first or last slide of an electronic slide presentation, or on the first or last frame of a video or other multimedia presentation

Official Seal

The seal is used at formal, universitywide academic functions.
Use is restricted to the UCF Board of Trustees, Office of the President, Office of the Provost, and Office of the General Counsel.

Seal

The seal variation without the university motto, "Reach for the Stars," should be used when the seal is printed at a very small size, making the motto unreadable.

All desktop publishing programs—including Adobe InDesign, Adobe Illustrator, Adobe PageMaker, CorelDRAW, Microsoft Excel, Microsoft Publisher, Microsoft Word, and QuarkXPress—are able to open a particular group of file formats. The following is a list of software programs and graphic formats that reproduce UCF trademarks at the highest quality level.

Offset Print Use	AI	EPS[1]	JPG[2]	TIF	GIF[3]	PNG[3]
Adobe InDesign	•	•	•	•		
Adobe Illustrator	•	•				
CorelDRAW			•	•	•	
QuarkXPress	•	•	•	•		

Desktop/Printer Use	AI	EPS[1]	JPG[2]	TIF	GIF[3]	PNG[3]
Microsoft Publisher		•	•	•	•	•
Microsoft Word			•		•	•
Microsoft PowerPoint			•			•
Microsoft Excel			•		•	•

Web Use	AI	EPS[1]	JPG[2]	TIF	GIF[3]	PNG[3]
Adobe Dreamweaver			•		•	•

NOTE:
1. EPS formats are ideal for high-quality offset printing purposes. These are for vector-based art.
2. JPG formats have white opaque backgrounds and are ideal for web, interactive and screen presentation purposes. These are raster-based low-resolution images.
3. GIF/PNG formats have transparent backgrounds and are ideal for web, interactive and screen presentation purposes. These are raster-based low-resolution images.

## Use of UCF Trademarks by Outside Parties

UCF requires that its marks be used in a manner that is consistent with the goals of the university and the university's legal responsibilities as a trademark owner, and that UCF is properly compensated for the use of university marks in conjunction with authorized use of the marks.

All items produced using the trademarks of the university and for resale are subject to the royalty payment requirements as set forth in approved licensing agreements. Only with prior written approval by the appropriate UCF department may UCF trademarks be used to promote events with UCF partners with an official relationship with the university. Outside parties may only use UCF trademarks if prior written approval has been obtained from UCF Marketing, UCF's General Counsel's Office, UCF Athletics and/or UCF Business Services, as appropriate.

For use of UCF trademarks by outside parties in conjunction with the production or sale of merchandise, please refer to page 29.

All academic and administrative units must use the official UCF business card, letterhead, envelope and fax cover sheet. There is also an official name badge.
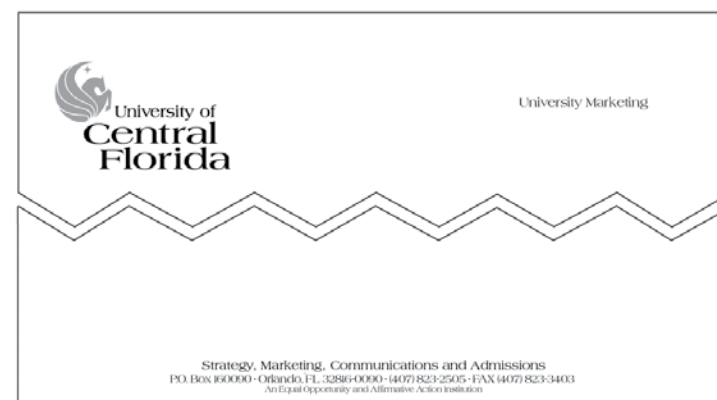
Stationery and business cards are produced by UCF Print & Digital Communications, while name badges are made by The SPOT. You can also order online at the websites below.

LETTERHEAD REQUESTS
UCF Print & Digital Communications
407-823-2277
printing.ucf.edu

NAME BADGE REQUESTS
The SPOT   407-823-2500
spot.ucf.edu

UCF Trademark Guidelines

UCF trademark files are only available through UCF Marketing.

Do's

Who can use UCF trademarks without prior approval from UCF Marketing?

• UCF Board of Trustees; UCF colleges, departments and units; UCF faculty and staff for official university-related business

• UCF Student Government Association (SGA) for official university-related business

• UCF Direct Support Organizations for official university-related business

All of the above shall hereafter be referred to as "authorized UCF trademark users." All others not listed in the section above must secure permission in writing from UCF Marketing prior to using UCF trademarks—this includes but is not limited to students and student clubs and/or student organizations registered through the Office of Student Involvement (OSI).

IN PRINT

When using UCF trademarks on official UCF print materials (including print ads), authorized UCF trademark users shall use the trademarks as follows:

• On the front and/or back cover of a multipage printed piece

• On a single-page, printed piece

• In a print ad (including employment ads)

• On a memo or notepad

• When the Pegasus is the only identifier used, the words "University of Central Florida" or "UCF" must also be present

IN VIDEO

When producing or showing official UCF television, video or multimedia, authorized UCF trademark users shall use the trademarks as follows:

• In a prominent position on the last frame

• On a stationary screen for a minimum of three seconds

• Without transitional or other effects applied to the trademarks other than a dissolve or similar modest transition

IN SIGNAGE

When using UCF trademarks on official UCF signage, authorized UCF trademark users shall use the trademarks as follows:

• All signage, including posters, banners, table cards, table skirts and directional signs, must include one of the following: wordmark, monogram, university identifier, unit identifier or regional identifier

IN WEB

When using UCF trademarks on official UCF websites, or web graphics (including ads, banners, animation), authorized UCF trademarks users shall use the trademarks as follows:

• In the footer of the website

• In a prominent position on the last frame of an animated gif advertisement

• When the Pegasus is the only identifier used, the words "University of Central Florida" or "UCF" must also be present

• In the opening screen of a mobile application and/or in the "About" information or page of the application

The University Header:

The University Header is a top-level navigation header bar that allows departments and units to quickly adapt to the overall UCF web brand.

The header bar is a link to the UCF home page.

It also contains quick links to the most visited sections in the main site (such as the Libraries, Admissions and Financial Aid), myUCF and a Search bar.

It's easy to install the header on your site. Visit **universityheader.ucf.edu** to get the code.
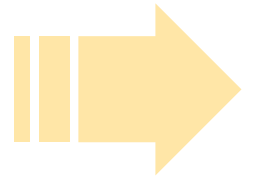
Don'ts

1. *There are several graphic standards violations on this page, beginning with this text. (Don't write over the Pegasus.)*

2. *Don't mix the Pegasus with the Athletic marks.*

3. *Don't flip the Pegasus.*

4. *Don't bleed the Pegasus off the page.*

5. *Don't add computer glows or "embosses" to the Pegasus.*

6. *Don't squish the Pegasus.*

7. *Don't make the Pegasus part of an illustration or a graphic.*

8. *Don't use the Pegasus as a decorative border.*

What is Brand?

There are so many competing definitions for the word *brand*—from the graphics and symbols to the "promise" a company makes. At UCF, we simply say:

Brand is everything we say and do, and how we say and do it.

When branding works:

I don't know you	I've heard of you	I understand and like you	I will support you

UCF has evolved into the nation's second-largest university by implementing innovative growth strategies wrapped around a simple principle: listening to and responding to the region's needs.

We are more than higher education.
We are a whole new category.
We innovate.
We incubate.
We develop skilled labor.
We assist businesses.
We improve lives.
We save lives.

UCF is in the business of creating opportunities.

More formally, our core concept can be summed up in UCF's Brand Value Proposition:

UCF is the university that seeks opportunities, creates opportunities, and brings them to fruition. The university's culture of opportunity is driven by the diverse people it attracts, its Orlando environment, its history of entrepreneurship, and its youth, relevance, and energy.

The six core concepts should inform all UCF communication materials, though obviously not every concept can or need be addressed in every piece.

Our brand is anchored by six core concepts:

1

PEOPLE *Remind your audience that UCF is a united group of talented people.* Not buildings. Not a campus. Not degree programs.

2

PREPARATION *Demonstrate that UCF takes a practical approach to education and prepares its students for careers, not just academic success.* We know why we're here— we haven't forgotten.

3

PARTNERS *Invite the community into our family.* UCF celebrates its people and partnerships, not ivory towers.

4

PLACE *Show that UCF has grown because its beautiful campus is located in the center of a booming metropolitan area*—our success is linked to Orlando's growth.

5

PLAN *Let your audience know we've got a plan, and that we aren't just responding to forces.* Remind readers that UCF balances accessible, high-quality undergraduate education with the research accomplishments of scholars who are supported by graduate programs.

6

PERSONALITY *Claim a history and a legacy that leverages our youth.* It's a good thing. Let your piece evoke our open, spirited and energetic personality.
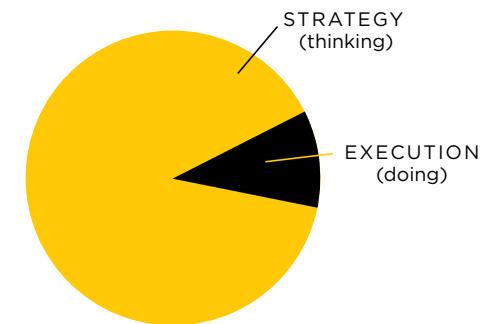
MARKETING

Asking yourself a lot of questions is the first step in telling your part of the UCF story—your answers help you when crafting your message and determining the right look and feel. Here are some good questions to ask before you start.

Ask Yourself

1. Who is our target audience?

2. What does the reader need to know?

3. What would success look like? *Get specific.*

4. What is our deadline?

5. Who are our competitors?

6. What is our budget?

7. What action do we want the audience to take?

8. How do we connect?
   - Word-of-mouth
   - Web and interactive
   - Social media
   - Customer service
   - Public relations
   - Print advertising
   - Internal communications
   - Promotional events
   - Co-marketing
   - Community and affinity groups
   - Direct mail
   - Sponsorship
   - Broadcast advertising (radio, TV)
   - Outdoor advertising

STRATEGY
(thinking)

EXECUTION
(doing)

> **Remember:**
> *Marketing is about determining the needs of your customer and developing solutions to meet those needs.*

WRITING COPY

Writing for marketing and advertising isn't like writing a research paper—it's about conversational copy that gets to the point. Here are some examples of what we mean:

The Copy Quick Six

1 ***Talk about them, not us.*** Relate what you offer to the audience's needs. Remember, the piece is for them, not you or your boss.

2 ***Headlines convert scanners to readers.*** It's not just what you say that stirs people, it's the way you say it.

3 ***Be concrete.*** Simple sentences help. If it is possible to cut out a word, always cut it out. Never use a long word where a short one will do.

4 ***Be great.*** Well-paid copywriters please their boss. Award-winning copywriters please themselves. Great copywriters please the reader.

5 ***Avoid jargon and acronyms.*** Ask yourself: Can my Aunt Sally understand this?

6 ***Get another set of eyes.*** Spell-check is your friend—but so is your coworker.

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Text is More Important Than Images on the Web

In traditional print media, to get attention, images are more powerful than text. But the issue is about using the right tool for the right medium. And on the web, text dominates. Will there be exceptions? Of course. But they will be exceptions that prove the rule: text dominates.

UCF Style Guide

The *UCF Style Guide* is an online guide that includes some of the most frequently used or troublesome items for writers and editors. UCF also follows the Associated Press (AP) Stylebook and the Merriam-Webster Dictionary. Some things are a matter of correctness while others are stylistic choices made by UCF.

Visit **styleguide.ucf.edu** to view the complete UCF Style Guide.

The official colors of UCF—**black and gold**—are as much a part of our identity as the Pegasus. Color management is a key component of any successful brand, but precise color management is difficult across varying media. The color gold can be particularly difficult to translate with consistency.
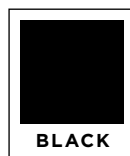
UCF Black

BLACK

SPECIFICATIONS

For print
Spot: Pantone® or Process Black

For web, video, television, multimedia and electronic slide presentations
Hex: 00 00 00
RGB: 0R, 0G, 0B

Embroidered Merchandise
Madeira thread #1006 or #1008

UCF Metallic Gold

GOLD

Metallic gold has a reflective sheen meant to mimic the look of metal and reproduces most accurately on coated (or "glossy") paper. Metallic inks are made of varnish, pigments, and metal dust or flakes. An overprint of gloss varnish or aqueous coating is also generally recommended to protect the metal from flaking.

SPECIFICATIONS

For print
Pantone® 874
Metallic effect is best achieved only on coated stock
CMYK: 30C, 40M, 60Y, 24K
CMYK conversion will not match spot color (any color generated by an ink pure or mixed, that is printed using a single run), and can look brown or greenish.

For web, video, television, multimedia and electronic slide presentations
Hex: CC 99 00
RGB: 204R, 153G, 0B

Embroidered merchandise
Madeira thread #1255 or #1070

GOLD

Great for newsprint, billboards, or anywhere maximum visibility and contrast are desired.

UCF Nonmetallic Gold

Because the metallic effect cannot be reproduced on uncoated (or "dull") paper, cannot be matched in effect or hue in process (CMYK) form, and increases printing costs, a nonmetallic alternative is available. This alternate color works best where visibility, contrast and budget are priorities. PMS 7406 is not significantly affected by paper choice, as other options may be, and is also very similar to its process equivalent (100Y 21M). It reproduces well in newsprint and magazines and is highly visible on billboards and the web. PMS 7406 is not appropriate for presidential materials, prestige pieces, letterhead and business cards, or formal announcements. PMS 7406 should only be used in situations appropriate to the content, context, budget and intended use of a piece.

SPECIFICATIONS

For print
Pantone® 7406
CMYK: 0C, 21M, 100Y, 0K

For web, video, television, multimedia and electronic slide presentations
Hex: FF C9 04
RGB: 255R, 202G, 6B

Embroidered merchandise
Madeira thread 1125 Classic Rayon #40

Design Considerations

- Although black and gold are the university's official colors, communication products can be designed in any color appropriate for the concept.
- During the design process, be aware that certain color combinations (such as orange and blue) are the official colors of other state universities.
- Any appropriate font can be used in communication products (with the exception of official UCF logos).
- Avoid placing the logo on textured or patterned backgrounds.
- Provide sufficient empty space around and between trademarks and other design elements on a page. The recommended minimum distance is approximately half the width of the trademark. UCF trademarks should appear as distinct units independent from other design elements on a page.
- For proper printing, images should be at least 300 dpi at 100 percent size. Images taken from the web are 72 dpi and are not appropriate for printing.

The typeface in the formal UCF logos is Americana. **Americana is best used for display and large headline use. It is not necessary nor recommended to use Americana for supporting type and copy.** In fact, it is generally preferable to use contrasting styles.

Americana

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()

UCF owns a universitywide license. Contact UCF Marketing for a copy of the font.

RECOMMENDED

For the **Stands For Opportunity** campaign, UCF Marketing recommends Gotham and Caslon. It is also acceptable to use any easy-to-read and content-appropriate font.

HTF Gotham

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()

Available at typography.com

Adobe Caslon

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()

Available at adobe.com

Good design is hard work. Having the latest graphic design program no more makes one a designer than having a typewriter makes one William Faulkner. Recognize when you need professional assistance.

If there is a cardinal commandment for design, it is:

Thou Shalt Not Bore.

Also be careful not to confuse adherence to Graphic Standards with good design. Before beginning a project, ask yourself "Who is my audience?" (See Marketing 101: on pg. 19.) The most common design mistake among clients is confusing audience tastes and perspectives with one's own. Who are you competing with? Your audience faces more choices and has busier lives than ever before. Cutting through the clutter is essential, and good design does that.

Let photography do the heavy lifting.
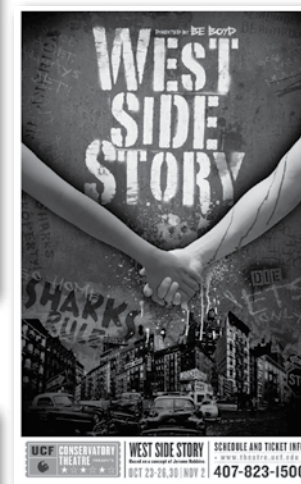
Design should compel your audience to explore further.

Use size, color and placement to help prioritize your message for your audience.

Keep it simple.

The Photography Quick Six

1 ***Think ahead.*** Don't wait for the right image to come to you—create it. Consider your location, props and arrangement.

2 ***Try a new angle.*** Decentering your subject creates a more lifelike image, and sometimes a subject looks better when shot vertically.

3 ***Get a little closer.*** Whether it's a building or a mouse, you need to fill the picture. Also, your flash likely only has a 15-foot range, so take a few steps closer.

4 ***Choose plain-Jane backgrounds.*** Make sure the background doesn't distract from the subject, and that nothing behind the subject affects the image.

5 ***Think about your lighting.*** Make sure your subject stands in the best light—it might be bright out but the sun can cast shadows on a face.

6 ***Lock the focus.*** Auto-focus chooses the subject closest to the center of the image, so check with your camera manual to find out how to lock it on a subject.

UCF Marketing Photography Services

UCF Marketing can take professional photos of your team, your lab or building, or any on-campus location. Simply send an email to **smcaphoto@ucf.edu** or call 407-823-2505 to schedule an appointment.

Headshots
We color-correct and process images as a group; we do not provide individual cosmetic touch-ups. Photos will be provided on a disk and downloadable through the UCF Photofile online. Please schedule a half-day session with a minimum of 10 people.

For full-day and half-day rates, please send your inquiry to **smcaphoto@ucf.edu**. There may be additional fees for special times and locations.

UCF Location Photography
Location photography is limited to the UCF campuses. We will contact you when your images are ready—they will be provided on a disk. There is a fee for the disk, or you can supply your own. Prints require an extra fee. (All appointments are based on photographer availability.)

For full-day and half-day rates and fees, please send an inquiry to **smcaphoto@ucf. edu**. Additional fees may apply for special times and locations.

All Images are UCF Property
We reserve the rights to all images we produce for university use, including UCF websites, brochures or other materials, and for university-related distribution to the campus community.

UCF Photofile

UCF Marketing Photofile is an online image database containing many high-resolution images of our campus, student life, events and more. Images are searchable and downloadable, and new images are added frequently. Log-in is required.

Visit photofile.ucf.edu

What are social media?

Social media are software applications or tools which allow widespread communication using user-generated content. In plain English, they're places where you can communicate online with your peers and friends, colleagues, or other groups directly and immediately. Some examples of social media include Facebook, Twitter and YouTube.

twitter.com/UCF

youtube.com/UCF

I ♥ UCF

facebook.com/UCF

The Social Media Quick Six

1   *Not sure about it? Don't post it.* The second you publish something people see it. Just because it isn't in print doesn't mean it's easy to change.

2   *Add value, not noise or clutter.* Are you sure readers are interested? Self-promotion is viewed negatively and can get you banned from online communities.

3   *Always follow UCF standards and style.* All employees, independent contractors, consultants and students are expected to comply with appropriate codes of conduct, The UCF Golden Rule and UCF Graphic Standards. Users are also expected to adhere to the UCF Creed.

4   *Be the first to respond to your mistakes.* Were you wrong? Did you accidentally delete something? Explain and correct your mistake openly.

5   *Watch your tone.* Figure out how formal or informal your interaction with others should be on a particular site—for example, write in first person only if it's a casual context.

6   *Feedback is about give and take.* You have something to say and you want to see what the world has to say back.

UCF Intercollegiate Athletics Trademarks

Use of UCF Athletics trademarks is restricted to UCF Athletics.
- Cannot be used to represent UCF as a university
- Cannot be used to represent an academic or administrative unit
- Cannot be used in conjunction with the Pegasus, wordmark, monogram, university identifiers, unit identifiers or regional identifiers
- Cannot be used for personal business

Authorized UCF trademark users may use UCF intercollegiate athletics trademarks if they:
- Secure permission in writing from UCF Athletics prior to using the UCF Athletics trademarks in official UCF print or electronic media

How to obtain UCF intercollegiate athletics trademarks
UCF Athletics trademarks can be obtained for approved purposes by contacting Athletics at 407-823-3213.

UCF Merchandise

Permission to produce or sell clothing or other merchandise that incorporates UCF's name, trademark(s) or logo(s) must be secured in advance in writing from each of the following departments:

- University trademarks: Business Services
- Athletics trademarks: Business Services and UCF Athletics

UCF retains all rights to all articles of clothing and other merchandise that represent or promote the university or a unit of the university. Only UCF-approved vendors can produce or sell such merchandise. (Contact Business Services for the current list of approved merchandise vendors.) Individuals and companies producing or selling UCF clothing or merchandise without permission are subject to prosecution.

Freelancers

It is the responsibility of each authorized UCF employee contracting with printers, designers, graphic artists, photographers, merchandisers and web designers to inform them of the university's Graphic Standards and to make certain that the standards are applied to the materials being produced.

CONTACT INFORMATION

ATHLETICS MARKS
407-823-3213
ucfathletics.com

**BUSINESS SERVICES for answers
to university licensing questions:**
407-823-4506
businessservices.ucf.edu

NEWS & INFORMATION
407-823-5007
today.ucf.edu

UCF PRINT & DIGITAL COMMUNICATIONS
407-823-2277
printing.ucf.edu

**For answers to graphic standards and
brand management questions:**
UCF MARKETING
407-823-2621
umark.ucf.edu
graphics@ucf.edu

UCF
Stands For Opportunity