



---

UF/IFAS CENTER FOR PUBLIC ISSUES EDUCATION IN AGRICULTURE AND NATURAL RESOURCES

# COMMUNICATION AND BRAND GUIDELINES

---

TURNING RESEARCH INTO UNDERSTANDING.

---

## CONTACT

### Address

**PIE CENTER**  
P.O. Box 112060  
Gainesville, Florida  
32611

### Phone & Fax

Phone: 352-273-2598

Fax: 352-392-0589

### Online

Email: [piecenter@ifas.ufl.edu](mailto:piecenter@ifas.ufl.edu)

Website: [piecenter.com](http://piecenter.com)





# THE CENTER INTRODUCTION

---

## MISSION

The UF/IFAS Center for Public Issues Education conducts and disseminates objective interdisciplinary research and educational programs to increase public understanding of and engagement in agricultural and natural resources issues.

## VISION

The UF/IFAS Center for Public Issues Education will be the preeminent research and education organization on the social science perspectives of agricultural and natural resources issues to promote a more informed and engaged public.

## BRAND GUIDELINES

The following guidelines were created to give direction to the look and feel of the UF/IFAS Center for Public Issues Education. The guidelines will be helpful when choosing appropriate **logos**, **colors**, **icons**, and **messages**. Please follow these guidelines as close as possible to ensure a consistent and noticeable look for the PIE Center.

---

# TABLE OF CONTENTS

---

SECTION 1

SECTION 2

SECTION 3

SECTION 4

SECTION 5

SECTION 6

LOGO AND SIGNAGE

TYPOGRAPHY

COLOR SYSTEM

SOCIAL MEDIA

MESSAGES

ICONOGRAPHY AND PRINT EXAMPLES

---

# **01 THE CENTER LOGO SIGNAGE**

---

**LOGOTYPE**

**AND LOGO APPLICATION**

---

# LOGO CONSTRUCTION AND COMPUTATION

---

## THE FULL LOGOTYPE

The PIE Center's logo was created in conjunction with the University of Florida's Institute of Food and Agricultural Sciences, and represents the center itself and an entity of IFAS.

Please place the logo on any collateral that represents the research, education, or outreach of the center. This may include, but is not limited to, PowerPoint presentations, print publications, research posters, official emails, marketing items of the center.

Do not use the logo in any colors other than green, black or white. Do not use any filter on the logo, such as embossing. Do not stretch, rotate or distort the logo. Do not attempt to alter the logo in any way, in specific regards to the unity of component A and B.

If you have any questions on how to use the logo or need additional information, contact Ashley McLeod, Public Relations Specialist, 352-273-0793



## LOGOTYPE

The PIE Center logo is a cornerstone of the center's purpose, vision and mission. The leaves represent the various sectors of the agriculture and natural resources industry. The grouping of the leaves symbolizes the importance of unity across the industry. The center is also anchored by the University of Florida's Institute of Food and Agricultural Sciences, both graphically and methodically.

---

## LOGO DARK VERSION (PREFERRED)

---



## LOGO DARK VERSION (REVERSED)

---



# 02 **TYPOGRAPHY AND TEXT HIERARCHY**

---

**FONTS**

**TEXT HIERARCHY**

---

# FONTS AND TEXT HIERARCHY

---

## THE FONT

The PIE Center follows official University of Florida branding guidelines for text and use of fonts. For this reason, the PIE Center's primary fonts are Gentona and Quadon. Additionally, the Minion Pro typeface can be utilized for those without access to primary fonts.

For internal documents, such as PowerPoint presentations, Word documents, and official emails, the typefaces Arial and Times New Roman may be used.

If you have any questions on how to use the fonts or need additional information, contact Ashley McLeod, Public Relations Specialist, 352-273-0793

## SAN SERIF FONT

Gentona Book

Gentona Medium

**Gentona Bold**

**Gentona Heavy**

## SERIF FONT

Quadon Regular

Quadon Medium

**Quadon Bold**

**Quadon Heavy**

---

## TEXT HIERARCHY

**CALLOUT: GENTONA BOLD, 7PT TYPE**

Body Copy: Gentona Book, 10pt Type

**SUBHEAD: GENTONA BOLD, 10PT TYPE**

**SUBHEAD2: GENTONA BOLD, 20PT TYPE**

**HEADLINE: GENTONA HEAVY, 40PT TYPE**

---

# **03 THE CENTER COLOR SYSTEM**

---

**THE PRIMARY COLOR SYSTEM  
AND COLOR CODES**

---



# PRIMARY COLOR SYSTEM

---



**PRIMARY COLOR**  
**DARK GREEN**

C 90% M 30% Y 95% K 30%  
RGB 0, 104, 56



**PRIMARY COLOR**  
**TEAL GREEN**

C 75% M 0% Y 75% K 0%  
RGB 43, 182, 115



**PRIMARY COLOR**  
**VIVID GREEN**

C 50% M 0% Y 100% K 0%  
RGB 141, 198, 63

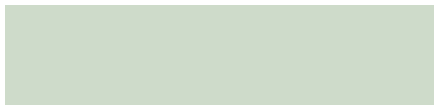
# SECONDARY COLOR SYSTEM

---



**SECONDARY COLOR**  
**UF BLUE**

C 100% M 68% Y 0% K 12%  
RGB 0, 83, 155



**SECONDARY COLOR**  
**UF NUETRAL**

C 10% M 0% Y 15% K 10%  
RGB 207, 219, 203



**SECONDARY COLOR**  
**UF GRAY**

C 0% M 0% Y 0% K 35%  
RGB 177, 179, 182

# 04 THE CENTER SOCIAL MEDIA

---

SOCIAL MEDIA GRAPHICS

ACCOUNT HANDLES

---

# GRAPHICS AND ACCOUNT HANDLES

---

## THE MESSAGE

The PIE Center has a strong social media presence on Facebook, Twitter, and Instagram. Stakeholders can engage with the center by following these accounts, engaging with content and sharing the center's posts with friends.

The center strives to seek a consistent look on social media that represents the PIE Center brand. Social media content must represent the University of Florida, IFAS, and the PIE Center in a way that is appropriate and engaging.

If you have any questions on how to engage with the PIE Center via social media or need additional information, contact Ashley McLeod, Public Relations Specialist, 352-273-0793.

## ACCOUNT INFORMATION

Facebook: UF IFAS Center for Public Issues Education or @thePIECenter

Twitter: UF IFAS PIE Center or @PIECenter

Instagram: UF/IFAS PIE Center or @uf\_piecenter

---

## EXAMPLE GRAPHICS



## TIPS

Share relevant content from other accounts.

Write in a personal, friendly tone.

Comment on relevant posts.

Tag faculty, students, or other organizations that are mentioned the post.

# **05 THE CENTER MESSAGING**

---

**COMMUNICATION FOCUS**

**MESSAGES**

---

# COMMUNICATION AND MESSAGING

---

## THE MESSAGE

The center conducts research and outreach on a broad range of topics in agriculture and natural resources. The center strives to communicate a consistent and clear message about the mission and priority of the PIE Center.

These messages have been created to represent the PIE brand and the work of faculty and staff in the PIE Center. The messages should guide the story of the center and resonate with stakeholders in a personal way.

If you have any questions about the PIE Center's message or need additional information, contact Ashley McLeod, Public Relations Specialist, 352-273-0793.

## THE CENTER

The UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources (PIE Center) conducts research and educates on how people form and act on opinions regarding complex agricultural and natural resources issues. The PIE Center encourages informed decision-making in three important areas.

---

## FOCUS AREAS

Exploring emerging issues impacting food and agriculture.

Advancing the responsible use of water and conservation of natural resources.

Helping communities and organizations understand and adapt to changing agricultural and natural resources issues.

# **06** COMMUNICATION MATERIALS

---

ICONOGRAPHY

PRINT PIECES

---

# ICONOGRAPHY AND PRINT PIECES

## THE PIECES

Communication collateral, such as print pieces, are created to help portray research findings or news from the PIE Center. These pieces are distributed to stakeholders, legislators, industry representatives and affiliate faculty.

Communication collateral from the PIE Center may include, but are not limited to, issue guides, magazine inserts, official press releases, annual reports and informational brochures. The PIE Center has also established icons to represent the PIE Center and research conducted by the center. These icons offer readers a visual representation that is appealing and eye-catching.

If you have any questions about the PIE Center's communication pieces or need additional information, contact Ashley McLeod, Public Relations Specialist, 352-273-0793.

## THE ICONS

The first icon represents the overall center and should be used when discussing the mission of the center. The water drop icon represents the center's research on water and natural resources. The house icon expresses the center's research on communities. The sprout icon exemplifies the center's research on food and agricultural systems. Colors can be used in accordance as well.



## EXAMPLES

**WHAT FLORIDIANS THINK ABOUT WATER AND NATURAL RESOURCES**

Have you seen news coverage on endangered species in the last month?

NO	YES	NOT SURE
29%	55%	20%

Central Floridians' Landscapes

Current	Preferred
42% Minimal lawn landscaped to reduce water use	25% Minimal lawn landscaped to reduce water use
51% Lawn and some water bill covers to reduce water use	7% Lawn and some water bill covers to reduce water use
7% Extend lawn that uses a lot of water	5% Extend lawn that uses a lot of water

How much influence do Floridians have on public policy regarding endangered species?

Too little influence	None	Too much influence	I don't know
14%	11%	22%	53%

Floridians support water policy but lack familiarity

Coastal Residents' Worry That Gulf Coast Seafood is Safe to Eat

Strongly Agree	Agree	Neither Agree/Disagree	Disagree	Strongly Disagree
3%	7%	3%	7%	80%

Coastal Residents' Satisfaction With Gulf Coast Seafood Industry

Very Satisfied	Satisfied	Neutral	Disatisfied	Very Disatisfied
3%	14%	3%	14%	80%

1/3 of Respondents Believe Their Community's Economy Has Fully Recovered From the DWH Oil Spill

Place Sub-Headline Here Above Text

Food Safety is a Major Concern of Mine

42% Agree	29% Disagree	29% Neither
-----------	--------------	-------------

I am responsible for my own food safety

48% Agree	18% Disagree	20% Neither
-----------	--------------	-------------

Are worried about food prepared in your kitchen

16% Agree	49% Disagree	35% Neither
-----------	--------------	-------------

Place Sub-Headline Here Above Text

Consumer Experiences with Strawberries

Seen a Strawberry Field	87%
Picked Strawberries	83%
Washed with a Strawberry Sprayer	48%
Washed with a Garden Hose	37%
Washed with a Dish Towel	24%
Washed with a Paper Towel	15%



---

UF/IFAS CENTER FOR PUBLIC ISSUES EDUCATION IN AGRICULTURE AND NATURAL RESOURCES

# TURNING RESEARCH INTO UNDERSTANDING.

---

TURNING RESEARCH INTO UNDERSTANDING

---

## SUMMARY

This communication and style guide was developed by Public Relations Specialist, Ashley McLeod to describe the PIE Center brand and its various components. PIE Center affiliates, stakeholders and brand ambassadors should use this guide to represent the PIE Center in an honest and noticeable way by creating pieces that share the story of the PIE Center.

Through a consistent look and persistent messages, the PIE Center's brand can be amplified across audiences as the PIE Center continues

**TURNING RESEARCH INTO UNDERSTANDING.**

---