

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	Right amount of influence	Too much influence	I don't know
14%	31%	22%	33%

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%	8%	3%	82%

Coastal Residents' Satisfaction With Gulf Coast Seafood Industry

Very Satisfied	Satisfied	Neutral	Disatisfied	Very Disatisfied
3%	14%	14%	3%	66%

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%	29%	23%
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I am responsible for my own food safety

48%	18%	20%
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80% Agree, 15% Disagree, 5% Neither

Consumer Experiences with Strawberries

Seen a Strawberry Field	87%
Picked Strawberries	83%
Worked on a Strawberry Farm	48%
Owned their Own Strawberry Farm	37%
Job at Strawberry Farm	24%
Visited a Strawberry Farm	15%