

2011

Communications Audit

Florida Forest Service



Center for Public Issues Education
IN AGRICULTURE AND NATURAL RESOURCES
UFIFAS

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Introduction

In the summer of 2010, the Florida Forest Service (FFS), formerly known as the Florida Division of Forestry, approached the UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources (PIE Center) about conducting a communications audit to help the organization begin the process of rebranding their name and logo, as a result of a legislatively mandated name change. A communications audit is a thorough evaluation of an organization's ability to transfer information. The audit evaluates an organization's external and internal communication capabilities. The purpose of a communications audit is to identify the strengths and weaknesses of an organization's communications processes- directly within the organization as well as with its stakeholders. A panel of experts with backgrounds in public relations, agricultural communications and advertising typically conducts the communications audit. The communications audit conducted on behalf of the FFS was done by a panel of experts consisting of personnel (graduate student, faculty and professional staff) of the PIE Center.

Methodology

To conduct the communications audit, the PIE Center requested and received a representative sampling of materials used by the FFS to communicate with internal and external audiences. These included brochures, flyers, web site and newspaper inserts. These materials were reviewed and analyzed for consistency, messaging strategies and effectiveness. General and specific recommendations were developed that address these elements, as detailed below. The PIE Center met with FFS administration to present findings and discuss on July 29, 2011 before delivering this final report.

The following communications materials were reviewed and analyzed:

1. Wildfire management and prevention materials, such as:
 - ✓ "Living with Fire in the Wildland Urban Interface"
 - ✓ "Florida Division of Forestry presents Wildfire Safety"
 - ✓ "Know the Law Before you Strike that Match in Florida"
2. Florida State Forests Careers Materials
3. Information guides on Florida species
4. State Forest Brochures
5. "Your Forest. Managed." Materials
6. State Forests Checklists of Birds brochures
7. Invasive species prevention materials
8. Florida Forest Service website: <http://www.fl-dof.com/>

General Findings and Recommendations

- Communication materials that were reviewed do reflect the mission of the Florida Forest Service, but materials analyzed do not explicitly state their mission. Make sure the mission of the Florida Forest Service is explicitly stated in communication material where possible.
- Identify and target key audiences for each communication piece. Using images of audience being targeted in materials helps audience members identify with messaging being directed at them.
- In some brochures, pictures were blurry and small. Be sure to use high resolution (300dpi) photos that are clear, pleasing to the eye and convey the messages and purpose of the communication piece.

- There was inconsistency concerning colors used, layout and design of most of the communication materials that were analyzed, and placement of the logo. This made it difficult to tell that these pieces came from the same organization. We recommend adopting an integrated marketing communications approach to external communications materials where possible, which would create consistency by standardizing use and placement of logo and other branding elements through an identity guide.

Create an Identity Guide

To ensure consistency, we recommend creating an identity guide for all communication material promoting the Florida Forest Service. An identity guide establishes protocol when any new communication material is created, whether it is a brochure or an additional page to the website. It specifies requirements for placement of the logo, colors to represent the organization, which fonts to use for headlines and body text, and any other specifications the organizations wishes to use to help their brand stand out and remain consistent.

The University of Florida has an online identity guide that anyone can access who wishes to create communication material representing the University of Florida. They have information regarding which colors represent the university, as well as downloadable logos. Specifications and copyright laws are explained regarding which logos can be used in which setting. The identity guide can be found at <http://identity.ufl.edu/>.

Another example is the Center for Public Issues Education (PIE Center) identity guide. In the guide, there are specifications for typography, graphics elements, color palette, tag line usage and logo usage. This guide ensures consistency and can be used by those who wish to use the PIE Center brand. A copy of the PIE Center Identity Guide is included as an appendix to this communication audit.

The screenshot shows the 'UF Identity' website. The top navigation bar includes 'UF Identity', a search box, and a 'UF Web with Google' dropdown. The left sidebar contains a menu with items like 'Introduction', 'Signature System', 'Stylebook', 'Print', 'Web', 'Signage & Vehicles', 'Licensing', and 'FAQ's'. The main content area is titled 'Setting a Standard' and discusses the importance of a coordinated identification program for the University of Florida, mentioning the 'horizontal signature', 'monogram', and 'wordmark' logos. It also includes contact information for the Office of University Relations.

General Findings and Recommendations for Logo

- The current logo was found on most communications materials; however, the design of the printed material in many cases did not flow with the logo. The location of the logo on the communication material was also inconsistent.
- We recommend utilizing a design for communication materials that compliments the logo. This might involve developing some templates that incorporate the logo in a header or footer that can be used consistently in all print/web materials.
- Determine an ideal place to put the logo on all communication materials. Make sure the placement of the logo is consistent in all communication materials.



Based upon an examination of other states' Division of Forestry logos, other logos have state-specific pictures and elements on their logos, such as plants and animals that are commonly known to represent the state. This provides an iconic focal point that adds brand information to the logo that may assist in recall/recognition of the logo itself. We recommend considering the use of state specific elements in the new FFS logo, such as the outline of the state of Florida.



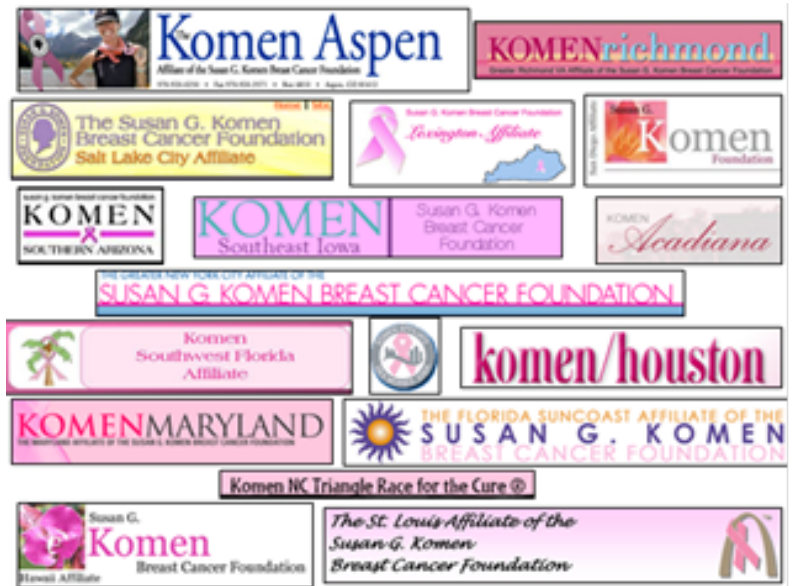
Effective Branding with Logo Consistency

In order to help create a consistent brand, it is important to use similar logos that represent different programs conducted by an organization. To deal with the need to brand specific products or programs, many organizations have an “umbrella brand” – which is the overall organization’s branding element/logo, and then specific identifiers for sub-brands/programs. Both the organizational and the specific program logos are designed to complement each other and often appear together. This concept is called “brand-within-a-brand”, which means that the major focus is to make sure that all programs are visually identified as belonging to the overall “umbrella” brand, in this case the Florida Forest Service.



The Florida Forest Service has several programs with their own logos, causing inconsistency with the brand.

Susan G. Komen for the Cure had the same problem- different logos representing different branches of the same organization:



Now, each brand has a consistent logo, but with an opportunity for each branch to be represented.





“Your Forest. Managed” Recommendations

- The “Your Forest. Managed” campaign was reviewed specifically as an example of a strong, consistently used messaging strategy with complementary visual design elements,
- The material has a consistent message and logo with a clean layout that effectively presents information about how the FFS manages forests, the responsibilities of landowners, and the importance of managing forests.
- The tagline is clear and to the point, however, the design with the dark trees and green background is a bit ominous looking, which may transfer as a perception to viewers. It is recommended that this be considered with respect to visual design and that visual design elements be tested with potential audience members where possible.

Summary of Findings and Recommendations

- Communications materials analyzed did not have consistent branding or layout which made it difficult to tell that these pieces came from the same organization.
- In some brochures, pictures were blurry and small. Be sure to use high resolution photos that are clear and pleasing to the eye.
- Identify and target key audiences for each communication piece.
- Make sure logo compliments layout and design of communication material. Utilizing an identity guide and logo templates may help in this area.

Appendix – PIE Center Identity Guide



identity guide



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This guide details the visual elements that support the PIE Center brand. It also explains how, when used correctly and consistently, these elements speak for the PIE Center in an articulate and compelling way.

Please note: the design of the PIE Center's brand elements was not arbitrary. And their collective impact is not subjective. The PIE Center logo, typefaces, color palette, and usage requirements reflect and reinforce the very essence of the Center.

By following this guide, you help define The PIE Center for our stakeholders, partners, and our industry at large. Equally important, you help them recognize, differentiate, and remember us. In some cases, this guide provides explicit rules on how to use—and how not to use—various elements. But overall, it offers a framework for making and evaluating creative decisions.

If you have questions about how to use any brand elements, or need additional information, contact Kevin Kent, Media Specialist, 352.273.0749, kevin.kent@ufl.edu.

“Design, good or bad, is a vehicle of memory. Good design adds value.”

-Paul Rand

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. Additionally, 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.



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“The design of a logo...
is ultimately a reflection
of the integrity of the
business it symbolizes.
Its effectiveness is
largely dependent on its
exposure, how often
and how well it is used.”

-Paul Rand

logo usage



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Preferred



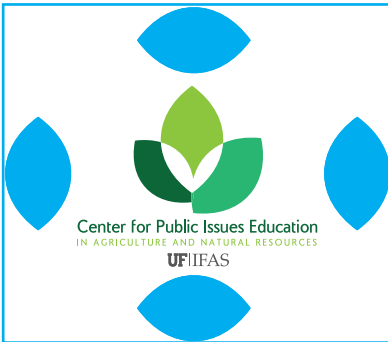
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One Color Option



Preferred Reversed

Clear Space Area for the PIE Center logo



Space equal to the width of the center leaf should remain free of any type on all four sides.

- **DO NOT** use the logo in any colors other than green, black or white.
- **DO NOT** use any artistic filter on the logo, such as embossing.
- **DO NOT** stretch, rotate or distort the logo.



tag line usage

In some cases, depending on the message that accompanies its usage, the PIE Center logo may be treated with the fluid tag line “turning research into practice.”

The term “fluid” is used to describe the tag line because of the option to interchange the word “practice” with other approved terms to help communicate a message more effectively.

The typography of the tag line is design to use independently from the logo, but in a relationship with.

turning research into [practice]

Approved terms include:

- Action
- Results
- Policy
- Productivity
- Profits
- Tools
- Understanding

All terms should be enclosed using the brackets. This identifies the diversity and fluidness of the center.

color palette

The PIE Center uses white space liberally to convey an open, modern, uncluttered feel. That said, the formal PIE Center color palette consists of five main colors and two accent colors.

The color palette creates a modern, fresh feel for the center's new approach to bridging the green divide.



VIVID GREEN

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



TEAL GREEN

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



DARK GREEN

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



GRAPHITE

C 0% M 0% Y 0% K 80%
RGB 88, 89, 91



HIGHLIGHT ORANGE

C 0% M 18% Y 85% K 10%
RGB 232, 189, 59



HIGHLIGHT BLUE

C 39% M 0% Y 0% K 0%
RGB 145, 217, 248

typography

The PIE Center typeface (used in the logo) is COM4t Sans Medium, a clean contemporary typeface used for titles and graphic elements only.

All header and paragraph character styles should use the Minion Pro typeface.

Type may be discretely set in all uppercase to create a hierarchy of information, as in sub-heads and section headings.

For internal documents, such as PowerPoint presentations, Word documents, and e-mails, the typefaces Arial and Times New Roman may be substituted for COM4t Sans Medium and Minion Pro, respectively.

COM4t Sans Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Minion Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Minion Pro Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Minion Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

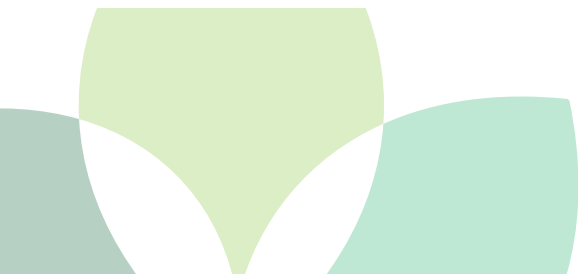
graphic elements

The leaves of the logo can be used as graphic elements to add meaning or distinction to the PIE Center brand. When using the single leaf graphic element, all uses should be subtle and used judiciously.

The leaves and/or leaf of the logo may be used as a background within a container of which the elements bleeds off the page. This usage must not include any typography from the logo.

Additionally, the single leaf element may also be used as an end-of-article character.

Background with Bleed



Single Leaf Element



SOCIALIZING WITH THE PIE CENTER

THE COOLEST WAY TO CONNECT WITH OUR RESEARCH



sign up here



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Monday Media Mention

Monday Media Mention shares newsworthy communication and industry articles to be published in your organization's newsletter or trade publication to help communicate more effectively with the public.

Tuesday Trends and Topics

Tuesday Trends and Topics highlights notable mentions across new media and helps forecast issues that may be facing the agriculture and natural resources industries.

Feedback Fridays

Feedback Fridays encourage fans and followers linked through social media to provide feedback on a recent issue, topic or idea that is relevant to the agriculture and natural resources industries.

thePIECenter.com