



Fall 2011

Communications Audit

Florida Sod Growers Cooperative

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Center for Public Issues Education
IN AGRICULTURE AND NATURAL RESOURCES
UF|IFAS

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Introduction

In the fall of 2011, the Florida Sod Growers Cooperative (FSGC) approached the UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources (PIE Center) to conduct a communications audit as recommended by the PIE Center after a survey with Extension Horticulture agents. The audit would continue the work of the survey to assist the organization with its continued effort to communicate with its audiences effectively. 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 process internally with the organization as well as externally with its stakeholders.

Methodology

To conduct the communications audit, the PIE Center requested and received a representative sampling of materials used by the Florida Sod Growers Cooperative to communicate with both external and internal audiences. The FSGC's organizational and consumer websites were also audited. These materials were reviewed and analyzed for consistency, usability, messaging strategies, and effectiveness. The following communications materials were reviewed and analyzed:

Web materials

1. FSGC's organizational website: www.floridasodgrowers.com
2. FSGC's consumer website: www.floridalawn.com
3. FSGC social media

Print materials

4. *Florida Lawn*, quarters one through three of 2011
5. *Public Relations Update*, February 2010, September 2010 and February 2011
6. Educational pieces: *Lawns Make Our World Greener* (3)
7. Memos, press releases and formal letters (5)
8. Newspaper articles and editorials (7)

Email

9. *Clippings*, e-Newsletter: January, March, July and August 2011 issues

General

10. Logo
11. Audio Files

Findings

Web Communication Materials

Organization's Website: floridasodgrowers.com

For the audit the organizational website was reviewed generally and then by individual page. The following is a list of weakness and strengths discovered during the review.

Strengths:

- The home page has a link to the cooperative's Facebook page.
- Consistent heading across all pages.
- Large logo on home page.
- Contains pertinent, relevant information that was well targeted to members.

Weaknesses:

- The website did not receive enough traffic to appear in Google Analytics.
- The website was left justified with excessive space on the right side of the window which shows up on most monitors. Left justification places a large volume of information on only half of the screen making the site look crowded.
- Multiple fonts, colors, shading, shapes and bolding used along with irregular capitalization lacks consistency. Lack of consistency makes it harder to maintain a strong brand identity (see Image 1 and 2).
- Links throughout the website were underlined and blue except on the links page, where several of the links were green. Blue links clashed with the main color scheme of the site. In addition, blue links are a default setting and can make the website appear basic in its formatting (see Image 3).
- The site had no dedicated page to explain the history, mission, vision, goals, objectives, or strategic plan of the organization.
- Some of the text contained an unconventional use of exclamation points.
- The pages appear redundant because there were topically similar between grower member page, associate member page in addition to a separate membership page.
- No search bar was available for a viewer to quickly find desired information.
- Associate and grower member pages were very lengthy due to list formatting and organizational style. It was also unclear that the map on the grower member page uses anchor links.
- Lack of high-quality images, graphics and pictures.
- On the site, there were several broken links, for example: "Florida Sod Growers Cooperative 2012 Annual Meeting" on the calendar page.
- Drop down menus used outdated configuration (see Image 4).
- Many events listed on the calendar page were hosted by other organizations like Florida Fertilizer and Agrichemical Association and Florida Turfgrass Association.
- No mention or link to FSGC's consumer website (floridalawn.com).

Image 1: Examples of the various fonts, irregular capitalization, and text shading used throughout the FSGC website.

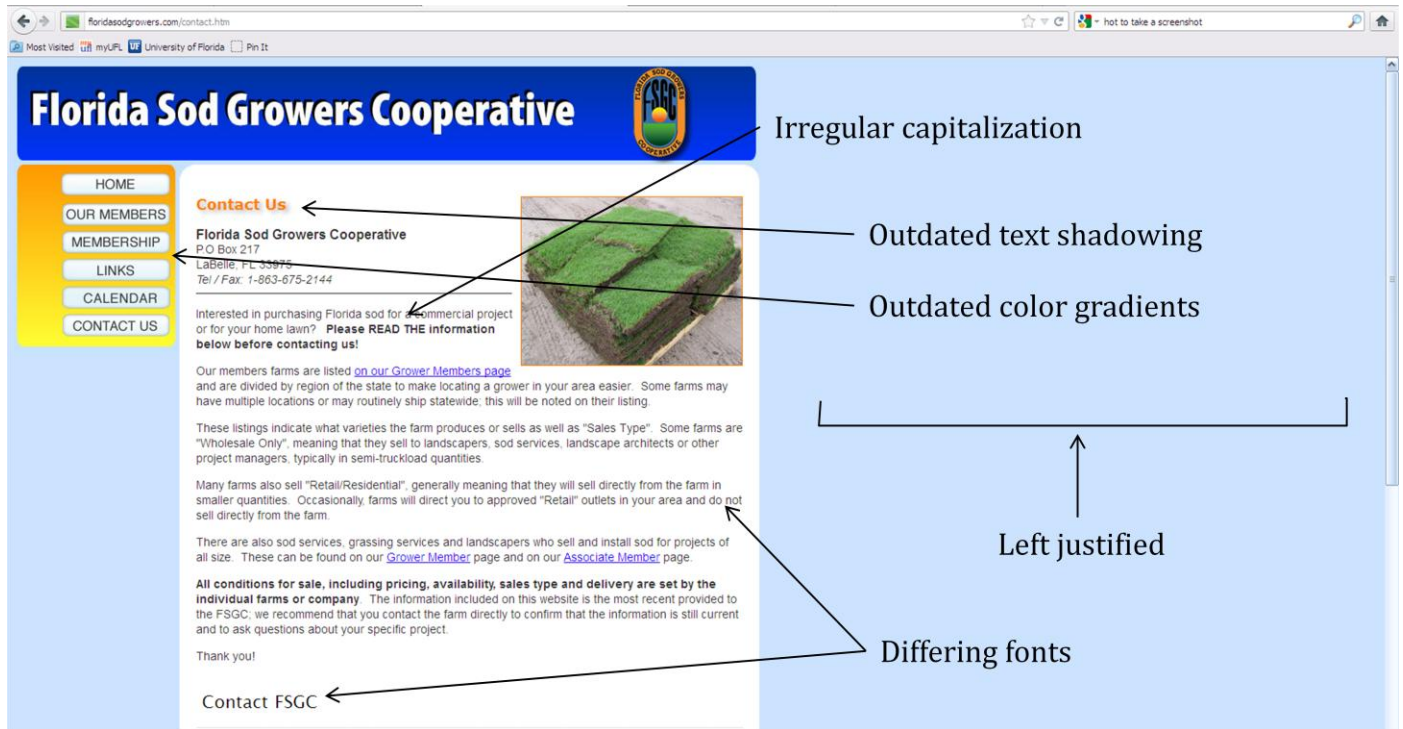


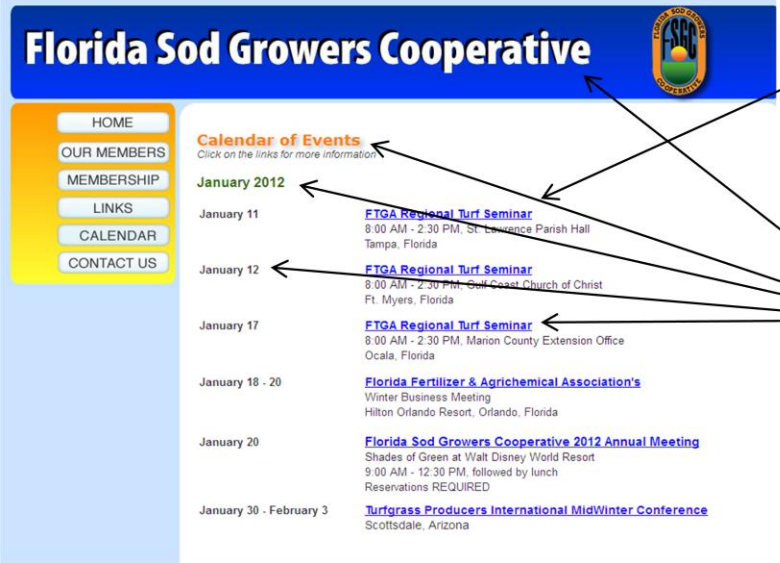
Image 2: An example of the variety of colors used on the FSGC website. On the home page alone, six colors were used.



Image 3: Shows an inconsistency of the color of links on different pages and how many text colors were used on one page.

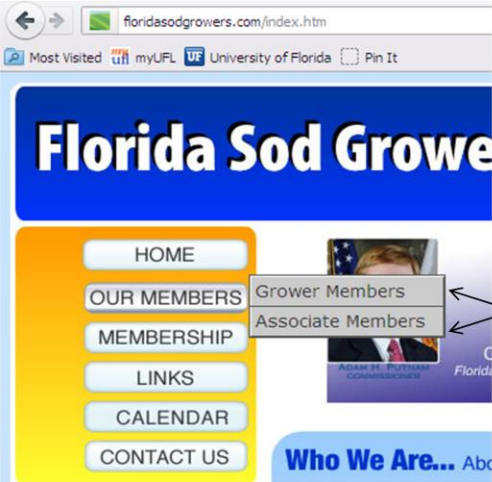


Links are different colors on different pages



5 different text colors on one page

Image 4: Old-fashioned configuration of drop down menus.



Consumer Website: floridalawn.com

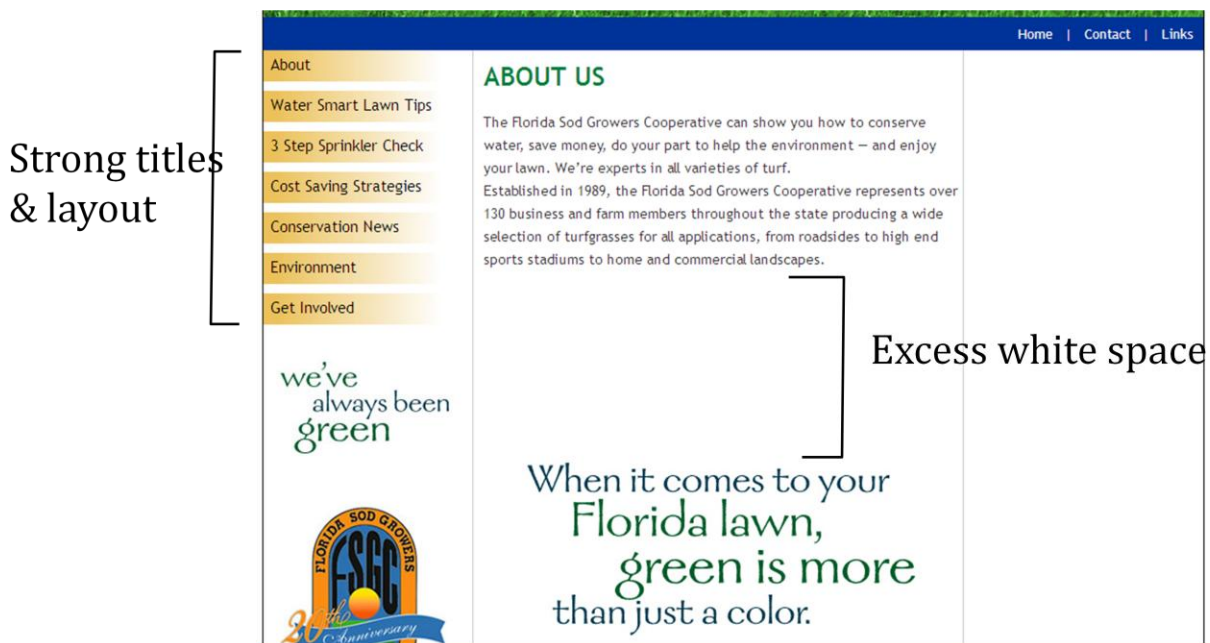
Strengths:

- Strong color scheme.
- Page titles and the layout of the side bar was well organized.
- Overall educational messages seem to fit consumer audience.
- Not overly technical, good focus on tips and promotion of good lawn care practices.

Weaknesses:

- Not enough website traffic to appear in Google Analytics.
- While there was an “About” page on the site, it contained no clear mission, vision or purpose of the educational campaign.
- Home page was left adjusted, while all other pages were centered.
- The “Get Involved” page was blank.
- Lack of high-quality images, graphics and pictures, making the educational information text heavy. Text heavy materials tend to be overlooked because they appear overwhelming.
- No interactive educational elements were available for consumers.
- Several different fonts used throughout the website.
- “Conservation News” page was dually labeled: “Conservation News” and “News and Issues.”
- The “Conservation News” page was very lengthy due to list formatting and organizational style.
- On a couple of pages there was excess white space (see Image 5), which makes the website appear as if it was under construction.
- No mention or link to FSGC’s website (floridasodgrowers.com).

Image 5: Labeled examples of excess white space on website page and how the website sections were laid out.



Social Media

An assessment of FSGC’s use of social media was conducted. Searches for Florida Sod Growers Cooperative on Twitter and YouTube did not provide evidence of a FSGC presence, but a FSGC Facebook page was found.

Upon initial viewing of the Facebook page, it was unclear if the page was directly affiliated with the organization. The photo displayed as the profile picture was not representative of the FSGC brand or logo (see Image 6). In addition, as of December 21, 2011, the FSGC Facebook page had only 54 “likes” and the FSGC had only ‘liked’ 12 other pages or organizations. Therefore, even though the profile image contains similarities to the *Lawns Make Our World Greener* website and pamphlets, it does not convey a strong enough correlation to FSGC for Facebook users to make the connection.

The information section of the FSGC Facebook page included an about and general information section but it was unclear whether those were the mission or vision statements of the organization (see Image 7). The page did have up-to-date photos and photo albums from the 2011 calendar year and consistently used status updates to display a variety of information.

Image 6: FSGC Facebook Page with the unidentifiable profile picture marked as well as the number of “likes.”



Image 7: Current FSGC Facebook “Info” Page with few likes and limited content.

Florida Sod Growers Cooperative Like

Non-Profit Organization

Basic Information

Founded	1989
About	FSGC members are dedicated to the environmentally-responsible production of quality sod for sports, home, commercial and roadside uses.
Company Overview	Established in 1989.
General Information	The FSGC is a not-for-profit association representing growers statewide, as well as business and allied members who work with our industry.
Website	http://www.floridasodgrowers.com

Likes and Interests

Likes

Florida FFA Association, American Farm Bureau Federation, UF Institute of Food and Agricultural Sciences Governmental Affairs, FNGLA (Florida Nursery, Growers & Landscape Association), Florida Cattlemen's Association, Center for Public Issues Education, Florida Agriculture, Sports Turf Managers Association (STMA), Florida Farm Bureau Federation, The Market Place - Agricultural Marketing and Communications, Harmony Turf, Florida Milk, Florida Fruit & Vegetable Association, North Carolina Sod Producers Association, Get to the Point: Powerful Public Presentations and 7 more

Print Communication Materials

Florida Lawn

The *Florida Lawn* publication had strong readability, some good design qualities and information about social media was included on all issues except the fourth quarter of 2010, though it was placed in two different locations.

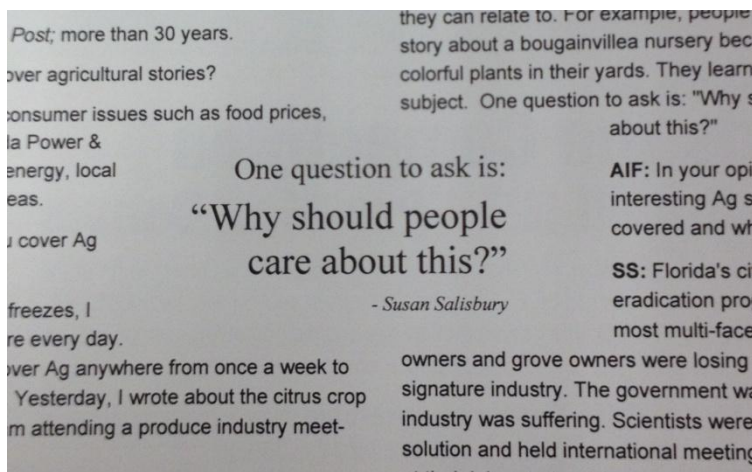
Strengths

- Simply organized and relatively consistent layout.
- Content was well targeted toward membership audience.
- Content was up-to-date and publication was well positioned as key information source for members.

Weaknesses

- The mission and vision of FSGC were not included in any of the issues.
- A few grammatical errors were found and website links were included in the text and underlined as if each was linked from the print to the publication.
- There was inconsistent design and multiple layouts of page 19 in the placement of information and the color in the page varied from issues to issue.
- When placing emphasis on particular text, the formatting on either side of the text box was inconsistent. The left side had a lot of white space and the right side was cleanly outlined (see Image 8).
- Advertisements had large, high quality images, while FSGC’s articles had small, low quality image which were hard to see due to small text and blurriness.
- Most of the publication was text heavy, which can become cumbersome for the reader.

Image 8: Example of inconsistent formatting on the left and right of the emphasized text.



Public Relations Update

The February editions of the *Public Relations Update* were the best FSGC publications in layout and aesthetics and could have the strongest, most wide-ranging impact for the general public and elected or appointed officials.

Strengths

- February editions had a color scheme consistent with *Florida Lawn*.
- February editions had great design layout and color scheme.
- Content appropriately directed at target audience in February editions.

Weaknesses

- Not clear if the title of the publication matches the publication’s main messages.
- The publication was text heavy, which can become cumbersome for the reader.
- Different sections were not clearly separated, making the stories/articles hard to decipher because they were blending together.
- The mission and vision of FSGC were not clearly displayed.
- The cover page of the publication may not give enough credit to the FSGC as the source of the information.
- Inconsistent use of paper type. The February 2010 edition was professionally printed, using cardstock paper, which tends to feel more expensive; while the September 2010 was printed on standard printer paper and the February 2011 was printed professionally on lightweight paper.

- The February editions of the publication have a different audience than the September edition.
- The combination of different audiences and variable printing materials may seem as though the internal audience, who received the September edition on standard printer paper, has been less valued because it appears as if less money and effort were spent putting the publication together.
- Some of the text had grammar issues, for instance, not all of the letters at the beginning of a sentence were capitalized. For example, “here’s how you can help” or “spreading the turfgrass message.”
- In a publication from sod growers, it could be confusing to have sections labeled with “turfgrass.” Even though the words ‘sod’ and ‘turf’ represent similar individuals and operations, there are two distinct organizations in Florida and the overlap in terms may cause uncertainty about the difference between the two.
- Some small images were used that included text and the text was not decipherable, including the FSGC logo. In addition, the logo was outlined in a white box, which takes away from general design of the publication.

Lawns Make Our World Greener

Guide to conservation and sustainability pamphlet

The publication had a clean layout with strong graphics. However, readers may not immediately make the connection that the pamphlet was associated with FSGC because the logo was not on the front and the mission and vision were excluded. In addition, there were minor grammatical mistakes. For instance, the slogan on the back “we’ve always been green,” the ‘w’ should be capitalized.

Overall, the pamphlet was successful in presenting information with a strong visual appeal to consumers and possibly media. However, the pamphlet may not be successful in a legislative setting because it was not persuasive in tone and elected officials may be more informed, but not know how to take action or what action to take. Therefore, this particular piece may not induce action or behavior changes with regard to irrigation or other suggested practices.

How grass fits into a Florida-friendly landscape

The publication was well organized and aesthetically pleasing. The bullet points used in the bottom section make the document reader friendly by keeping the points simple. As an education piece, it could be relatively successful with the general consumer audience. However, the document did not contain the FSGC logo and was outdated (from Spring 2009).

Turf’s water needs and drought survival

The publication was relatively well organized and aesthetically pleasing. However, it was outdated (from Spring 2009), very text heavy and the overall purpose of the document was unknown. As a basic education piece about the drought tolerance of turf, the publication may reach its goals to an interested individual; however, media and legislators may find it cumbersome and the terminology unfamiliar.

In addition, the piece was conflicting because as the sod growers, there was no FSGC logo and the piece discussed studies about turf instead of sod. Also, if the piece was to address Florida media and legislators, it may be off target to include a study from Texas in publication material because it would not be a focus of the audience.

Memos, press releases and formal letters

Generally, sharing education or persuasive materials with elected or appointed officials is done in-person to create camaraderie, but mail could be a second option. The letters were persuasive in tone and informed the recipients of what action would be beneficial to the FSGC. However, a couple of the documents were long and some officials may not read in-depth or text heavy educational or persuasive documents.

In addition, these pieces of communication did not include a boilerplate about FSGC. A FSGC boilerplate would be a great introduction into the organization and give the communication credibility. Lastly, the layout of the letterhead was

irregular; sometimes the physical address and contact information was at the top and others at the bottom. However, the logo was consistently placed at the top.

Newspaper articles and editorials

It's important to use as many avenues for communication and outreach as possible and newspaper articles or editorials are typically an unused tool in Florida agricultural association groups. The articles also stayed away from industry specific lingo or terminology and were appropriately worded for the audience.

While the FSGC newspaper pieces the PIE Center received were strong in educational tone, at first glance, the author was not always clear. It is important to use the organization's name for credibility within the topic. In addition, based on the dates of the articles, all of them were published in March or July of 2009 and geographically focused on central Florida.

Email Communication

Clippings e-Newsletter

Email is a great way to stay in touch with members of an association group and news clippings are a great way to help keep those members stay in the loop about legislative or other issues relevant to the group. However, based on the number of *Clippings* the PIE Center received, the mailings have been somewhat sporadic. Recipients usually have expectations as to when and how frequently they will receive a type of communication. Therefore, the e-newsletter may not be as valued because it has not been as dependable.

In addition, the formatting the articles included in the *Clippings* were not formatted in a standard manner. For instance, the title for each article was not the first line of each section, a link to Facebook was not always provided, sub-headings below the main headings were not used or inconsistent (author, date, source), and the phrases "read more" or "full story" were not used consistently for every article.

General

Logo

The colors and shape on the FSGC logo were concise and complementary (see Image 9). However, the use of cooperative's acronym and fully spelled out name is somewhat redundant. In addition, the colors of the logo are so bright, it could be difficult to consistently use in all publications. Lastly, on a high number of communication materials that the PIE Center received, the FSGC used a 20th anniversary version of the logo. This version was extremely difficult to read due to the addition of a hard to read font used in a small size.

Image 9: Current Florida Sod Growers Cooperative logo



Audio Files

When communicating with large audiences, it is important to use multiple communication methods; however, most agricultural association groups in Florida do not use the radio for interviews or commercial spots. Therefore, the FSGC

was relatively progressive in educating the public on the commodity through radio. Though it was impossible to tell the effectiveness of the interviews and commercials from the communication audit, the education materials were concise, simple and clear enough for the average consumer. In addition, the questions during the two interviews were well answered, relevant and avoided industry specific lingo. In fact, the interview from December 4, 2010 provided a boilerplate about the cooperative.

Email/Contact Information

The use of an AOL email address as the main contact for the cooperative appears unprofessional. Most businesses, nongovernmental organizations, governmental organizations and non profits groups use a domain name specific to the organization for all employee email addresses.

Recommendations

Top Tier Priorities

General

- Implement a consistent color scheme and use it with all online and printed materials. This, along with the organization logo, will solidify the brand and create a strengthened identity for both internal and external audiences alike.
- Develop and include the FSGC mission in all communication materials on the web, in print and social media. This “boilerplate” statement should represent the breadth of the organization in mission and purpose.
- As the Florida Sod Growers Cooperative, all communications should refrain from the use of “turf” as a descriptor. Since there is some confusion about the difference between sod and turf, the organization should not further the confusion by using the terms interchangeably. This is especially significant because there is a Florida Turfgrass Association.
- FSGC should review all material to ensure that the design qualities are consistent for each publication on the web or in print and that all are void of grammatical errors.
- FSGC should create its own domain name for employee email addresses to increase the credibility of the organization’s communication.
- Since only one time of email communication was reviewed (*Clippings* e-newsletter), FSGC should consider increasing the amount of email communication between the cooperative’s staff and members.
- To increase the value of communication method, FSGC should consider the frequency of each communication method and publication so that each on is distributed regularly and is therefore dependable and expected.

Websites

Overall, the PIE Center recommends that the FSGC revamp the cooperative’s website and make a more deliberate connection between the organizational site and the consumer site (floirdalawn.com). To increase the traffic to the websites, FSGC should consider exploring Google AdWords. In addition, several other specific recommendations can be made:

- Consolidate the member pages (Our Members and Membership) to allow more space for other informational pages.
- Use more anchor tags on the two “Our Member” pages to make the site more user friendly and searchable.
- Reduce the clutter on the organizational website’s homepage.

- Add an “About Us” page on the organizational site to include more information about the background of the organization including mission, vision, goals, objectives and/or strategic plan.
- Add a search bar in the heading of web pages to increase the usability of the sites and making finding information faster and easier.
- Cater the “Events” page to the cooperative’s members. This can be accomplished by framing the events as events FSGC is attending, events the members of FSGC may attend or by framing the purpose of the pages by including an explanation that the calendar page serves members by including events from other organizations in which they might be interested.
- Update the overall formatting of the cooperative’s website, including fonts and other text characteristics, to reflect more contemporary aesthetics.
- Use more high resolution pictures and graphics, on both sites, when possible and available, to enhance the aesthetics and intrigue consumers.
- Be sure that each pages has only one name (i.e. “Conservation News” on consumer site)
- Develop more web-based interactive educational elements for the consumer site.

Print

- FSGC could use more persuasive writing techniques to encourage consumers or officials to compel a behavior change or take a desired action.
- The FSGC logo should be relatively large on all publications, no matter what the audience, to ensure the cooperative is receiving the appropriate amount of credit.
- In order to hold the attention of consumers, members and officials, FSGC should avoid a text heavy communication style and try to be as concise as possible. For instance, when bullet points can be used instead of paragraphs, use bullet points.
- To enhance the aesthetics and intrigue the audience, where possible, FSGC should use more high resolution pictures and graphics.
- To make sure the organization stays relevant and up to date, FSGC should update the content of print or education materials more regularly or leave the date off of materials that stand the test of time.

Public Relations Update

As the most approachable publication produced by the cooperative, FSGC should distribute the February and September editions to as many willing readers and audiences as possible. In addition, the following specific recommendations can be offered:

- Use the same paper and color layout for the February and September edition of the publication.
- Distinctly separate the stories with visually stronger headings.
- Distribute both editions to the same audience for consistency and to increase the flow of the FSGC messages.
- Use more high resolution pictures and graphics where possible.

Second Tier Priorities

General

- Create an identity guide for all communication material promoting FSGC. An identity guide establishes a protocol when any new communication material is created, including brochure or additional pages to a website. It specifies requirements for logo placement, colors to represent the organization, which fonts to use for headlines and body text, and any other specifications the organization wishes to use to help develop and maintain brand recognition. See Appendix A for an example of an identity guide from the University of Florida.

- It is recommended that FSGC consider conducting an annual usability test on its website to uncover inconsistencies in color, layout or text formatting as well as broken links. Usability testing ensures that documents or websites are straightforward, honest, and easy to understand by the prospective audience.

Social media

Facebook

As FSGC seeks to increase communication efficiencies, it is recommended that the organization increase its presence in social media, specifically the Facebook page. To increase the FSGC’s presence on Facebook, the organization should:

- Increase the current number of “likes” on the page.
- Update and enhance the Facebook page by using the FSGC logo as the profile picture and increase the amount of information about the organization.
- After the update, FSGC should promote the page on the website, in printed publications and any other available venue.
- Once promoted, Facebook user will have an expectation that the FSGC will push content to the page. Therefore, the Facebook page should be active and parallel other communication activities or events happening within the organization including status update, links to articles and posting pictures. For instance, FSGC could post the *Clippings* newsletter on Facebook for users to view.
- Create content that will generate conversations with members and non-members. Be sure to keep track of the metrics to see if improved promotion and activities increases interaction with the page.

Twitter & YouTube

Creating and promoting a Twitter account could also strengthen the communication channels and online presence of FSGC. However, a FSGC Twitter account should only be created if FSGC personnel are confident that an additional communication channel could be managed and used advantageously. In addition, FSGC should consider establishing a YouTube channel where any educational or outreach videos can be posted.

In general, the following social media best management practices should also be implemented:

- Assign someone in the association the responsibility of maintaining social media profiles. A consistent, unified voice is extremely important.
- Limit the number of posts to 1-2 times a day and no more than 5-7 times a week. Too many updates discourage users to continue following. Limiting the number of posts and updates also limits the amount of conversation you should monitor.

Logo

The FSGC should strive to maintain logo and brand consistency between all print and online material for the Florida Sod Growers Cooperative as well as Florida Lawn. It is recommended that FSGC have an “umbrella brand.” An umbrella brand is the overall branding element/logo of an organization. From this umbrella, specific identifiers can be added for sub-brands or programs. Both the organizational and specific program logos should be designed to complement each other and often appear together. This concept of a brand-within-a-brand should be the major focus of FSGC to make sure that all current and future programs are visually identified as belonging to the overall umbrella. In addition, FSGC should consider the following when using the logo:

- Make sure the logo is large enough to easily read all aspects of the logo.
- Use a black and white version when the colors of the logo conflict with the colors of the communication piece, otherwise use the full color logo.

- If creating multiple versions of the logo (anniversary or other) makes sure the additions are not too distracting from the standard logo and that any new fonts used are readable.
- The FSGC could consider removing either the acronym or full spelled out organizational name in the logo to reduce redundancy and form a cleaner look.

Newspaper paper articles, editorials and audio clips

To maintain a constant media presence, articles and audio should be consistently submitted throughout the year in multiple locations in Florida, unless used in crisis communication, which is more targeted. Furthermore, if possible, articles and audio should clearly be labeled from the cooperative's perspective, even if not written directly by a FSGC employee.

Memos, press releases and formal letters

To make more reader friendly, documents should be one page or less and always include the cooperative's boilerplate to ensure the basic message of the organization is read.

Appendix A

Identity and Signature System Quick Reference

The University of Florida Signature System

The University of Florida has several variations of the signature to meet differing design needs. Together they comprise the university's signature system. The University of Florida signature is the official logo for use on all university communications. The signature consists of two elements: a typographic rendition of the monogram "UF" and the words "University of Florida." These two elements work together to create a graphic identity representation of the University of Florida.

The signature is the most identifiable image that the university uses. It consistently represents the university in all of its communications.

General UF Signature Usage Summary

- A primary UF signature must be used as a prominent graphic element in all publications — print and electronic — affiliated with the university.
- A primary UF signature should not be used in conjunction with any other logo.
- The UF signatures should not be modified in any manner. These symbols may be reproduced only from original master copies at www.identity.ufl.edu. If you do not find the signature you need, contact the University Relations Publications Group at 352-392-0186 or identity@admin.ufl.edu.
- Any associations or affiliates of the university wishing to use a specific identifier other than a primary UF signature must have prior approval and must use it in accordance with the guidelines in the UF Graphic Identity manual found at identity.ufl.edu.
- Secondary signatures are NOT to be used on major publication covers, advertising, stationery or business cards.

For More Information

Visit identity.ufl.edu

Frequently Asked Questions

Visit identity.ufl.edu/faq

Signature Downloads

The University of Florida signatures are available for download at <http://identity.ufl.edu/signatureSystem/> in EPS and TIF file formats.

Secondary Signatures

These versions of the signature have been developed for use by colleges, units, departments, schools, administration, centers, institutes and extended campus units. By replacing the University of Florida with the unit name, the unit name receives prominence while retaining an overall university identity. The secondary signatures are not to be used on major publication covers, stationery or business cards.

The University of Florida as the primary identifier:



One Level Unit:



Two Level Unit:



Three Level Unit with Supervising Unit:



Secondary signatures: For use by individual colleges and units. Best for applications such as internal publications, promotional items, staff attire, internal newsletters, etc. Not to be used on external publication covers, stationery or business cards.

Variations of the UF Signature:

Primary UF Signature:

Primary signature. The preferred logo graphic for all applications. Required on stationery & business cards, and the covers of publications and other collateral materials. Reproduce in orange-and-blue whenever possible.

UF Signature with Themeline:



Primary signature with themeline. Use this version whenever possible, when size allows the themeline to be large enough to be legible.

UF Vertical Signature:



Vertical signature. Can be used when space is limited or when the signature must be placed in a grouping of other logos. (For example, sponsorship or partnership listings)

UF Wordmark:



Wordmark: For limited use on publications when, for design reasons, the complete signature cannot be used.

Other UF Marks

University Seal: UF Monogram:



Seal: The seal is reserved for official use. It is not to be used for official UF documents or recognition such as diplomas, awards and certificates, as well as legal documents and formal invitations. It should never be combined with other logos, or used in this way without approval.

Monogram: Primarily for promotional items. Cannot replace a primary university signature on covers of publications, advertising or web sites. May be used alone on inside pages of publications, but should never be combined with other logos, or used in this way without approval.

Identity and Signature System Quick Reference

Stationery System

A letterhead Word template is available at: <http://identity.ufl.edu/print/ltrletterhead>

Secondary signatures should not be used on letterhead, envelopes or business cards.

Personal information, such as names and personal email addresses, should not appear at the top of the letterhead with unit contact information.

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PO Box 117200
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www.university.ufl.edu



UNIVERSITY OF FLORIDA
College of Liberal Arts & Sciences
Department of History



UNIVERSITY OF FLORIDA
College of Liberal Arts & Sciences
Department of History
Gainesville, FL 32611-7200

Special printing prices for letterhead, business cards and envelopes can be found at: <http://identity.ufl.edu/print/printvendors>



The Foundation for The Gator Student
an Equal Opportunity Institution

Special Pricing for Printing Orders/UF Purchasing

Special printing prices for letterhead, business cards and envelopes can be found at <http://identity.ufl.edu/print/#printVendors>

Collateral Materials

Fliers, Announcements, Posters, Banners, etc.

A primary UF signature must be used in all advertising and appear prominently in the layout. Any usage with a partner logo or logos should be reviewed with University Relations prior to production.

Audio and Video

All radio, video and film produced for the university requires a "University of Florida" reference in the completed published or aired version.

Advice, Approvals and Licensing

These standards have been developed as a resource for anyone responsible for the creation or implementation of communication materials. Should you need a custom signature, additional information or interpretation, please contact:
Office of University Relations
352-846-3903 or identity@admin.ufl.edu

Athletic Marks

The University of Florida athletic logo, trademark, mascot and name are reserved for use by the University Athletic Association and its entities. The "Gator Head" logo should never appear with or replace the primary university signature.



The athletic logo is available to organizations that have signed an agreement with the university.

For more information, contact the UF Licensing Department at 352-375-4683 or debbieq@gators.ufl.edu for permission to use University Athletic Association logos.

Colors

Orange and blue are one of the most distinguishable elements of the university's identity. The two-color signature is always preferred. Both black, blue and white signatures may be used as a substitute if the official colors do not work or are not available.

Official UF colors are:

Pantone 172 (UF orange)

PMS: 172
RGB: 255, 74, 0
CMYK: C0, M70, Y100, K0
HEX: #FF4A00

Pantone 287 (UF blue)

PMS: 287
RGB: 0, 33, 165
CMYK: C100, M60, Y0, K20
HEX: #0021A5

Clear Zones

The signature must be surrounded on all sides by clear space. The clear space should be no less than one-half the height of the "UF" monogram. Do not print graphics, rules, typography or other elements in this area.



Size

For the greatest impact and readability, a minimum logo size has been established. The size of the UF signature should not be less than one and one-half inch in length, and proportions should not be altered.

Questions?

Contact the Office of University Relations
352-846-3903 or
identity@admin.ufl.edu

Publications Checklist

- A primary university signature must be clearly and prominently displayed on the front cover of all university publications.
- No other logo or icon affiliated with the University of Florida may appear on the cover of primary publications. Some exceptions may be permitted for secondary publications targeting internal audiences.
- Units of the university that have long-standing graphic identifiers can use such marks only on inside pages or the back cover of printed materials. No secondary logos are allowed on the front cover of publications or in proximity to a primary university signature.
- In magazines, a primary university signature must appear on the front cover. When and where appropriate, the words "University of Florida" are to be used in page folios.
- A primary university signature may be printed over a photograph or other image, provided it remains a prominent visual element and is legible.

Web Identity Standards

Content standards, graphic standards, web signature downloads, web colors and accessibility guidelines are available at identity.ufl.edu/web

Need More Information?

Contact the Office of University Relations 352-846-3903 or identity@admin.ufl.edu