



Style Guide

The UF/IFAS Center for Public Issues Education in Agriculture & Natural Resources (PIE Center) strives to maintain a consistent and recognizable brand identity. PIE Center branding is characterized by fonts, swatches, logos, and graphic elements. These guidelines should be referenced when developing PIE Center communication materials. Branding resources can be accessed via the PIE Center’s website at <https://piecenter.com/about/what-is-the-pie-center/>

HEADINGS

Gentona ExtraBold

Masqualero Black

SUBHEADINGS

Gentona Medium

Masqualero Regular

BODY TEXT

Gentona Book

Gentona Light

PRIMARY COLORS



UF|IFAS
UNIVERSITY of FLORIDA



Center for
Public Issues Education

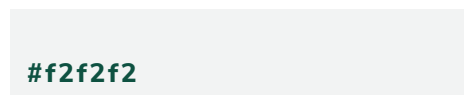


UF|IFAS
UNIVERSITY of FLORIDA



Center for
Public Issues
Education

ACCENT COLORS



UF|IFAS
UNIVERSITY of FLORIDA



Center for
Public Issues Education

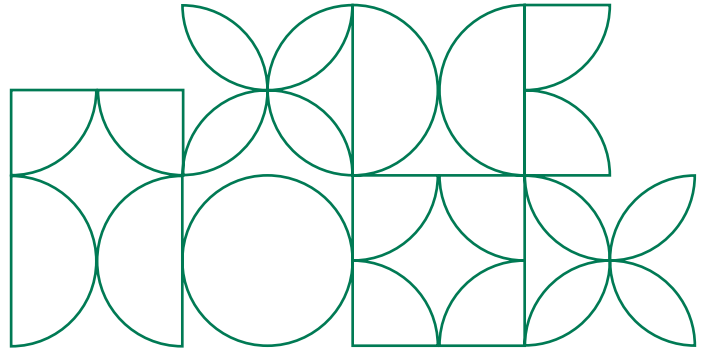


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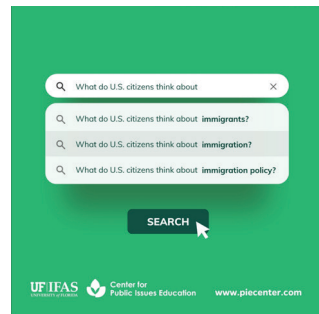


Center for
Public Issues
Education





PATTERNS





EXAMPLE USAGE



SOCIAL MEDIA CONTENT

 @thePIECenter 940 x 788	 @uf_piecenter 1080 x 1080	 @PIECenter 940 x 788	REELS  @uf_piecenter 1080 x 1920
Canva, InDesign			CapCut

DIGITAL & PRINT CONTENT

 RGB color PNG/Digital PDF	 CMYK color Print PDF
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MESSAGING

PIE Center messages reflect the center's mission and vision. The PIE Center aims to engage diverse audiences through strategic messaging. Written content should be free of grammatical errors and abide by current style guidelines (AP style for web, APA style for academic reports).

<https://piecenter.com/about/>