

UNIVERSITY *of*  
NORTH FLORIDA.



# Visual Identity Standards

**Policies, Procedures and  
Visual Identity Standards for the  
University of North Florida**



Published by The University of North Florida  
Office of Marketing and Publications

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# Letter from the President

Dear friend of UNF:

After an extensive study involving hundreds of people and several professional organizations, we are adopting a new brand identity that captures the essence of what the University of North Florida is all about.

At UNF, students are our first priority. The University of North Florida recognizes that every student is an individual, with different goals, different learning styles and different needs. UNF is committed to offering each student an individualized educational experience made possible by an engaged faculty and dedicated staff. Opportunities for life-changing experiences include internships, study abroad or off-campus programs and dynamic research projects.

We are retiring the familiar “N” with the outline of the state and adopting a new logo and tagline with a new look and feel, to convey a more contemporary, progressive image for the University.

It is very important that everyone use the new logo consistently in all internal and external communications. The standards contained here will provide you with the policies and procedures to follow.

Thank you for your commitment to protect the symbols and reputation of this unique University, of which we are all so proud.

Sincerely,

A handwritten signature in black ink, appearing to read "John A. Delaney". The signature is stylized with a large, sweeping flourish that extends to the right and then loops back down.

John A. Delaney  
President

## Table of Contents

# Contents

Letter from the President	
<b>1</b> Transition Period	
<b>2</b> Introduction	
<b>4</b> Official University Name and Identifying Marks	
<b>5</b> Use of the University Seal	
<b>6</b> University Identity System	
<b>8</b> Variations of the University Logo	
<b>9</b> Unacceptable Uses of the University Logo	
<b>10</b> The Commitment and Tagline	
<b>11</b> The Brand Hierarchy	
– Level Two – for Colleges, Divisions and Major Departments	
– Level Three – for Departments and Programs Within Colleges and Other Non-Academic Departments	
<b>13</b> Logo Usage	
– In Official University Publications	
– In Official University Web Pages	
<b>15</b> Recommended Typefaces	
<b>16</b> University Colors	
<b>17</b> Official University Stationery	
– Letterhead	
– Envelopes	
– Business Cards	
– Formal Social Note Cards	
<b>22</b> Official Athletic Logos and Identifying Marks	

## Transition Period

A transition period is being established to coordinate the changeover to the new Visual Identity. This will allow for adequate time to create new materials to meet important deadlines and to deplete stocks of old materials.

Transition from the old logo to the new logo and from the old Visual Identity Guidelines to the new Visual Identity Standards will be governed according to the following principles and schedule.

**The new logo and Visual Identity Standards** must be used for any new materials being created beginning **May 31, 2005** and published or distributed beginning **August 1, 2005**. Students arriving or returning to campus mid-August should be greeted with the new logo and Visual Identity in class materials, publications, Web site and campus environment.

Exceptions to this will include printed pieces with a long life cycle, such as catalogs and view books that are published annually for distribution prior to mid-August, 2005.

**Existing materials using the current logo and Visual Identity may be used through May 31, 2006,** but not after May 31, 2006.



## Introduction

The purpose of these Visual Identity Standards is to specify the policies and procedures concerning the use of the University name and all official symbols that identify it. These are designed to ensure that the University is promoted in a formalized, professional and uniform manner and to protect its official symbols and identity marks from infringement.

These apply to all reproductions of University identity marks whether in traditional print or electronic form, including the World Wide Web.

The University's name, registered marks, logos and other symbols of the University that are depicted in this document may not be altered, reconfigured or added to in any manner for use in publications.

The name "University of North Florida" can only be used by official UNF units or 501(c) (3) entities which have the University of North Florida officially incorporated into their names. Only two such entities are so authorized: The University of North Florida Foundation and TSI. Both are recognized as a Direct Support Organization under Florida Statue section 240.299.

All University publications, videos, Web pages, letterhead, envelopes and business cards must comply with Visual Identity Standards with respect to the use of the wordmark (University of North Florida), the University seal and official logos unless the University's Visual Identity Standards Committee grants an exemption.

University organizations seeking to develop their own identifying logos cannot incorporate the wordmark or the official University logo without the approval of the Visual Identity Standards Committee. Compliance with standards is an important part of building the University of North Florida brand.

The Visual Identity Standards Committee consists of representatives of each division and a representative of the President's Office. The committee reviews all requests for exemptions from existing standards, considers requests by University departments, divisions and centers for logos that incorporate the wordmark or official University logo and makes recommendations to the president and executive staff on modifications to the standards when appropriate. All decisions of the committee may be appealed to the president.

All exemptions previously granted by the Visual Identity Standards Committee are subject to review following the adoption of UNF's new Visual Identity Standards.

## Introduction *(continued)*

University organizations seeking to use official University symbols in a manner not depicted herein may submit proposed applications to the Office of Marketing and Publications, which will offer advice on proper utilization. A usage that is deemed not to be in compliance with Visual Identity Standards may be submitted to the committee, which can grant an exception to these guidelines. Exceptions are based on the following criteria:

- Does the requesting organization's purpose transcend normal department, division or college operations?
- Does the proposed logo create confusion as to the affiliation of the organization?
- Does the proposed logo infringe upon existing approved University logos?
- Is it in the best interest of the University for the organization to establish a differentiating logo?

The University reserves the right to remove, rescind or withdraw any document or publication including electronic publications, which does not comply with these Visual Identity Standards.

Where possible, these standards should be applied to the use of University symbols on buildings and on signs. The Office of the Vice President for Administration and Finance governs the use of University symbols on buildings and signs.

These standards do not apply to the use of University symbols on products (including apparel) for commercial sale (outlined on page 6). However, the Visual Identity Standards Committee reserves the right to contact vendors producing any products or apparel that blatantly misuse or distort any University symbol or logo and request such usage be discontinued. The University has contracted with The Collegiate Licensing Company (CLC) to govern the use of University symbols on apparel or products. The Athletic Business Manager has been designated as CLC's on-campus contact. For more information, contact the Athletics Department at (904) 620.2833. The Vice President for Student and International Affairs governs student use.

All outside vendors contracted to design and print University publications or marketing materials should be provided with a copy of these standards. Logos are available from the Office of Marketing and Publications and for Web use on the UNF Web site. Any questions in using these elements should be directed to the Office of Marketing and Publications at (904) 620.2140.

## Official University Name and Identifying Marks



*Official University Seal*



*Official University Logo*

The official name of the institution is the University of North Florida.

**Establishing the official name.** Any documents or publications communicating programs of the University should use this name in typeset or logo form on the cover. Web pages, film, video or other digital formats should use the official name in typeset or logo form on the home page, title page or opening frames.

**Shorthand versions of the name.** A shortened version of the name, such as “UNF” or “the University,” may be used in text copy after the official name of the institution has been established. The term “North Florida” alone is *not* an acceptable shortened version of the official name. When using the name of the University in text, use the same font and size as the rest of the document.

**Typesetting the name.** The name of the University should never be set in all lowercase type on official University-sponsored publications.

Details concerning use of the Official University Seal are outlined on page 5.

Details concerning use of the Official University Logo are covered on pages 6 - 8.

## Use of the University Seal



*Because of the fine detail in the Official University Seal, it should be used only in circumstances which ensure clear reproduction of that detail.*



*The minimum size for the seal is 1 inch across.*

A new University Seal has been created and should be used beginning May 31, 2005.

**The Official University Seal functions as a stamp of validation on official documents.** These may include:

- diplomas
- honorary degrees
- institutional certificates
- special awards
- Office of the President correspondence
- medallions (presidential)

The Official University Seal is not to be used in place of the Official University Logo. The seal and logo may not be combined or used simultaneously within the same publication.

**Preferred reproduction.** The seal may be used in a multi-color version blue (PMS 288), gray (PMS Cool Gray 8), silver (PMS 877) and black. It may also be used in a monochromatic version using any one of the official school colors blue (PMS 288), gray (PMS Cool Gray 8), silver (PMS 877) and black.

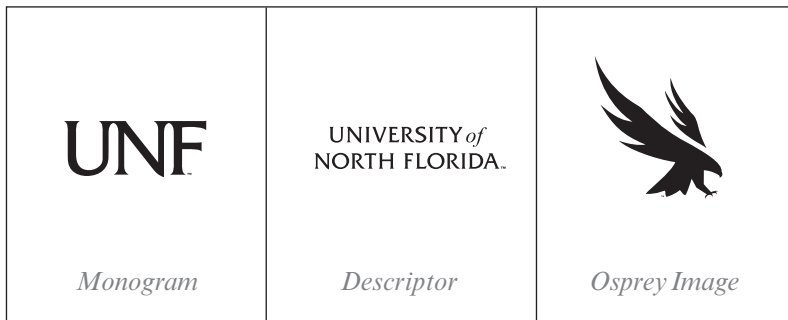
**Minimum size.** Because of the fine detail contained within the Official University Seal, it should be used only in circumstances that ensure clear reproduction of that detail. The minimum width of the seal is 1 inch.

**Architectural and environmental use.** When used as an official architectural element of the University (in relief) the Official University Seal should be fabricated from materials in one of the colors of the primary color palette.



## University Identity System

### *Logo Elements*



### *Logos*



*The identity system is made up of three key elements: the monogram, the descriptor, the Osprey image. These elements combine to form the logo.*

The University identity system is designed to be flexible and work in multiple formats, different configurations, small and large sizes and different media. For purposes of understanding the visual identity system, the following terms will be used:

**Monogram.** The University monogram is the letters U-N-F joined together in a customized design. In certain circumstances, due to space limitations or certain applications, the UNF monogram may be used without the descriptor or the Osprey image. Do not attempt to recreate the monogram using computer type fonts.

**Descriptor.** The words University of North Florida have been configured in a customized design. Do not attempt to recreate the descriptor using computer type fonts. The descriptor may be used as a separate element in a one-line or two-line format. It should not be used in lieu of the complete logo or by itself as a logo.

**Osprey image.** The Osprey image is, first of all, an osprey—a regal bird, indigenous to the area. Many times, an eagle or some other bird of prey has been unwittingly substituted. To prevent confusion and to avoid misrepresentation, always use the Osprey image in official communications. The Osprey image may be used alone as a design element, but may not be used in lieu of the logo.

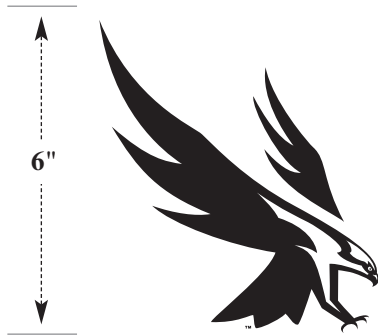
Note: The Athletics Department and the companies which license the UNF identity for apparel and merchandise will have latitude in using osprey images other than the one used in the official logo.

**Official logo.** To establish the full identity of the University, the logo should be used in its complete, official form (monogram, descriptor and Osprey image).

**Simplified logo.** For most uses, the Official Logo (with descriptor) is preferred. However, a simplified version of the logo without the descriptor is acceptable in certain circumstances, such as when space is limited and logo legibility is a concern.

Reproducible logos are available from the Office of Marketing and Publications and may be downloaded from the UNF.edu Web site.

## Alternate Tonal Version of Osprey Image for Large-Format Applications



A version of the University logo and Osprey image showing more detailed markings has been developed for use in certain large-format applications such as entrance signs, sculptures and so forth.

This special version of the logo may not be used for letterhead or business cards.

It may not be used in a printed piece or other applications in which the height of the Osprey image is less than 6 inches. All uses of this version of the logo must be approved in advance by the Office of Marketing and Publications.



## Variations of the University Logo



*Vertical format*



*Horizontal format*

*Clear zone:  
height of  
Monogram  
on all sides*



### Acceptable logo formats

The University logo may be used in the vertical or horizontal format shown here.

Unapproved versions may not be used under any circumstances without the expressed written permission of the Visual Identity Standards Committee.

### Acceptable logo usage

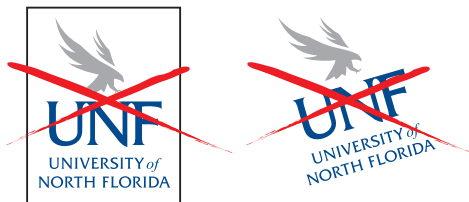
**Clear zone.** For maximum readability and visual impact, the logo must be surrounded by an appropriate “clear zone.” The “clear zone” is defined as the area that visually separates the logo from all other graphic elements. At minimum, that separation should be equal or greater than the height of the monogram on all sides. No copy or graphics are permitted in this area, with the exception of UNF sub-brand and co-brand names (see pages 11-12).

**Logo colors.** The University logo should appear in its official colors (see page 16). It may be reversed to white when reproduced on a dark background.

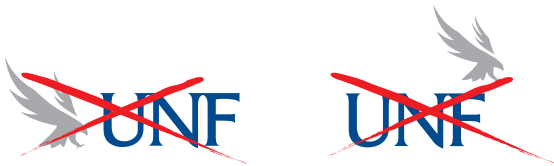
## Unacceptable Uses of the University Logo



*Never alter the proportions of the UNF logo causing it to appear distorted.*



*The logo should never be reproduced within a border or on an angle.*



*Never create new, alternate versions of the logo.*

The logo cannot be redrawn, re-set, re-proportioned or distorted, nor can it be reproduced from an unapproved file or source. The logo should never be reproduced from a Web site or previously printed publication. It should never be reproduced within a border or on an angle.

The University logo should not be combined with or made part of any other logo. If used together with another logo in the same piece or field of vision, the University logo should always be the dominant element. The other logo(s) should be separate and subordinate.

## The Commitment and Tagline

### The Commitment

As part of the brand messaging, the University has adopted a statement of commitment to the concept of individualized attention. If identified as the official University commitment, it must appear exactly as shown below.

*At UNF, students are our first priority. The University of North Florida recognizes that every student is an individual, with different goals, different learning styles and different needs. UNF is committed to offering each student an individualized educational experience made possible by an engaged faculty and dedicated staff. UNF's commitment to individualized attention includes opportunities to participate in life-changing experiences such as internships, study abroad, off-campus programs and dynamic research projects.*

The major tenets of the commitment may be paraphrased in the body copy of publications, as long as they are not identified as the official commitment.

### The Tagline

The University has adopted a short tagline that captures the spirit of the individual attention brand.

**No one like you.  
No place like this.**

“No one like you” acknowledges the individual nature of every student (or other stakeholder) and the “no place like this” demonstrates the pride the University of North Florida takes in delivering a highly individualized educational experience.

The tagline should be used in advertising, publications and Web pages to establish the brand consistently. If space does not allow or if the environment is not appropriate (such as formal or certain academic publications), the tagline does not have to be used.

## The Brand Hierarchy

### Master Brand

The Official University logo is at the highest level of the brand hierarchy. As the master brand, it encompasses and represents all aspects of the University.



### Sub-brands

The colleges, divisions and major departments of the University (referred to here as units) are sub-brands, the second level of the brand hierarchy. Both horizontal and vertical sub-brand formats are acceptable, and are available from the Office of Marketing and Publications for print and publication use. Merchandise, banners and signs are not subject to these guidelines.

Do not re-create these sub-branded logos.



### Sub sub-brands

Departments within a unit are considered the third level of the brand hierarchy. Both horizontal and vertical sub-brand formats are acceptable, and are available from the Office of Marketing and Publications for print and publication use. Merchandise, banners and web headers are not subject to these guidelines.

Do not re-create these sub-branded logos.



## The Brand Hierarchy

### Co-brands

Several units, which have established identities and are known by their own names, fit into the “UNF-co-branded” category. In these cases, the unit name has a more balanced relationship with the University logo as shown. Only the President’s Office may determine if a unit may be classified as “co-branded.”

Centers and initiatives officially designated as University centers are considered the same as unnamed colleges.



### Sub co-brands

Departments within a co-branded unit are managed as shown. Both horizontal and vertical sub co-brand formats are acceptable, and are available from the Office of Marketing and Publications.

Do not re-create these sub-branded logos.



### Geographic Designators

All officially designated State of Florida Centers may have a distinct visual identity with the geographic designator “at the University of North Florida.”

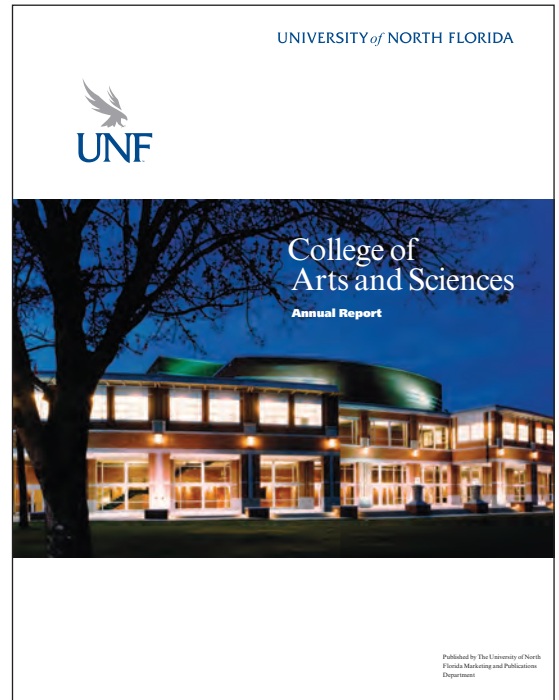
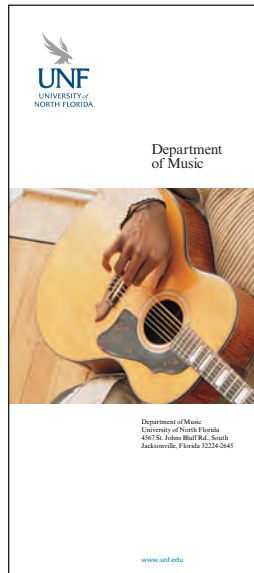
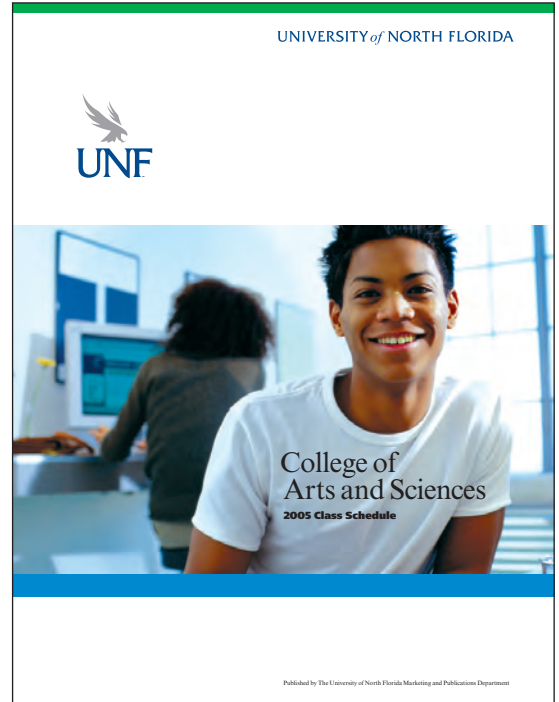
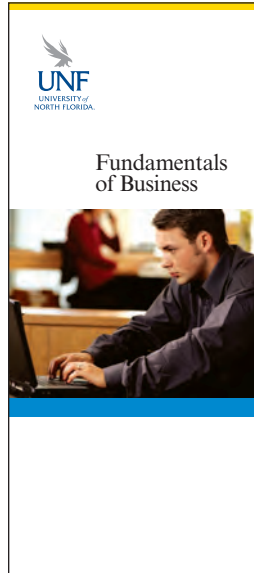


## Logo Usage

### Logo Usage in Official University Publications

The Visual Identity Standards have been developed to promote consistency and protect the University's brand identity. They were not intended to create a template or be a complete set of rules for every conceivable application. Good judgment and good taste must be exercised by anyone creating communications materials.

Use the official University logo for official publications such as a catalog or view book, and in most other situations.





## Logo Usage

### Logo Usage in Official University Web Pages

**Definitions.** The University recognizes three classifications of Web page ownership: official Web pages, academic Web pages and personal Web pages.

Official Web pages of the University shall include the University's home page, related pages, and the main pages of all colleges, divisions, departments, and other units of the University. An official page speaks for the University of North Florida and its colleges, divisions, departments, and other units.

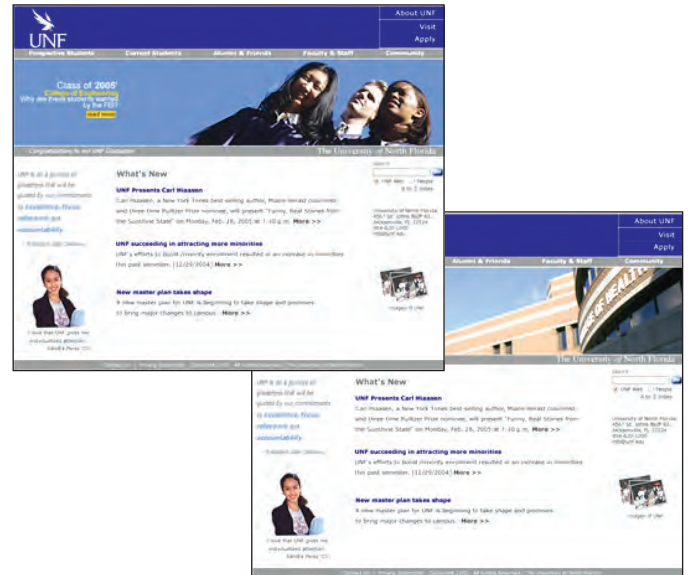
The University's home page is the page that is accessed by the url <http://www.unf.edu/>.

A unit is an officially constituted college, division, department, program, or committee of the University including faculty, employee, student government, and alumni associations.

Academic Web pages are pages that present information relating to University curricula. Academic Web pages do NOT present the University Catalog, the University Course Schedule Booklet, or other documents that fall within the definition of official University pages.

Academic Web pages consist of all curriculum materials not on official University pages. Examples of academic Web pages include, but are not limited to: course outlines, course schedules, course syllabi, course handouts, learning activities, assignment sheets, online textbooks, quizzes, and other course materials including multimedia materials, and discussion group transcripts.

Publishers of academic Web pages may be individual faculty members, a group of faculty members, academic departments, academic units (e.g., special programs), and Academic Affairs. Since academic Web pages present University curricula, these pages are ultimately the responsibility of the faculty and governed by faculty assemblies, e.g., the Faculty Association.



Personal Web pages shall include personal pages of students, faculty, staff, and officially recognized student clubs or organizations (with the exception of the Student Government). These individuals and groups are encouraged to publish on the WWW in accordance with the policies and guidelines outlined herein.

**General policies.** Web publishers at the University of North Florida are responsible for the content of the pages they publish. Publishers of official pages are expected to adhere to the highest standards of quality and responsibility in the development and presentation of Web-based material. They are responsible for ensuring the accuracy and currency of the information presented. When possible, the general design and navigation of the home page and secondary level pages should be maintained throughout all official Web pages.

Improper or inappropriate use of Web-related resources may be grounds for removing the privilege of using these resources, in accordance with the University's established disciplinary policies and procedures.

The full copy of Web guidelines can be found at: <http://www.unf.edu/dept/its/webpub/>.

## Recommended Typefaces

### Friz Quadrata

abcdefghijklmnopqrstuvw1234567890  
ABCDEFGHIJKLMNPOQRSTUVWXYZ

UNF has adopted two type fonts as part of its visual identity system:

The **Friz Quadrata** type family is used on UNF stationery.

### Frutiger

abcdefghijklmnopqrstuv1234567890  
ABCDEFGHIJKLMNPOQRSTUVWXYZ

The **Frutiger** type family is recommended for use on promotional University communications.

### Times New Roman

abcdefghijklmnopqrstuvw1234567890  
ABCDEFGHIJKLMNPOQRSTUVWXYZ

These fonts are commercially available from sources such as Adobe.

**Times New Roman, Arial** and **Verdana** are acceptable fonts, especially for desktop publishing from a PC and for Web-based communications.

### Arial

abcdefghijklmnopqrstuvwxy1234567890  
ABCDEFGHIJKLMNPOQRSTUVWXYZ

### Verdana

abcdefghijklmnopqrstu1234567890  
ABCDEFGHIJKLMNPOQRSTUVWXYZ

## University Colors

### Primary Color Palette



BLACK



Pantone® 288

CYAN: 100%  
MAGENTA: 67%  
BLACK: 23%



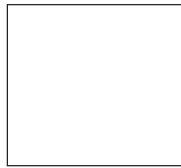
Pantone®  
Cool Gray 8

BLACK: 45%



Pantone® 877  
Metallic Silver

Metallic Silver Foil



WHITE

*The Primary  
Color Palette  
is suitable for  
official  
publications.*

The official school colors are blue and gray. Because both are dark and muted, a primary color palette has been created to allow more flexibility without abandoning the traditional colors.

**Primary Color Palette.** This consists of UNF blue (PMS 288), UNF gray (PMS Cool Gray 8), plus a silver (PMS 877), black and white. The gray can be created with a 45% screen of black. Note that the former gray (PMS 430) has been replaced with a somewhat lighter gray (PMS Cool Gray 8).

**Secondary Color Palette.** To express a lively, modern look and to brighten up documents, Web pages and other applications such as architecture and environmental graphics, a secondary color palette has been developed. The selected bold colors in the secondary color palette include bright red (PMS 1797), a medium green (PMS 355), a bright blue (PMS 3005), a bright purple (PMS 2592) and a bright yellow (PMS 116).

### Secondary Color Palette



Pantone® 1797

CYAN: 10%  
MAGENTA: 100%  
YELLOW: 80%



Pantone® 355

CYAN: 90%  
YELLOW: 100%



Pantone® 3005

CYAN: 100%  
MAGENTA: 30%



Pantone® 2592

CYAN: 60%  
MAGENTA: 90%



Pantone® 116

MAGENTA: 13%  
YELLOW: 100%

This range of colors is intended to complement the primary color palette. Intense or bold colors, such as PMS 1797 red, are to be used in moderation, as an accent.

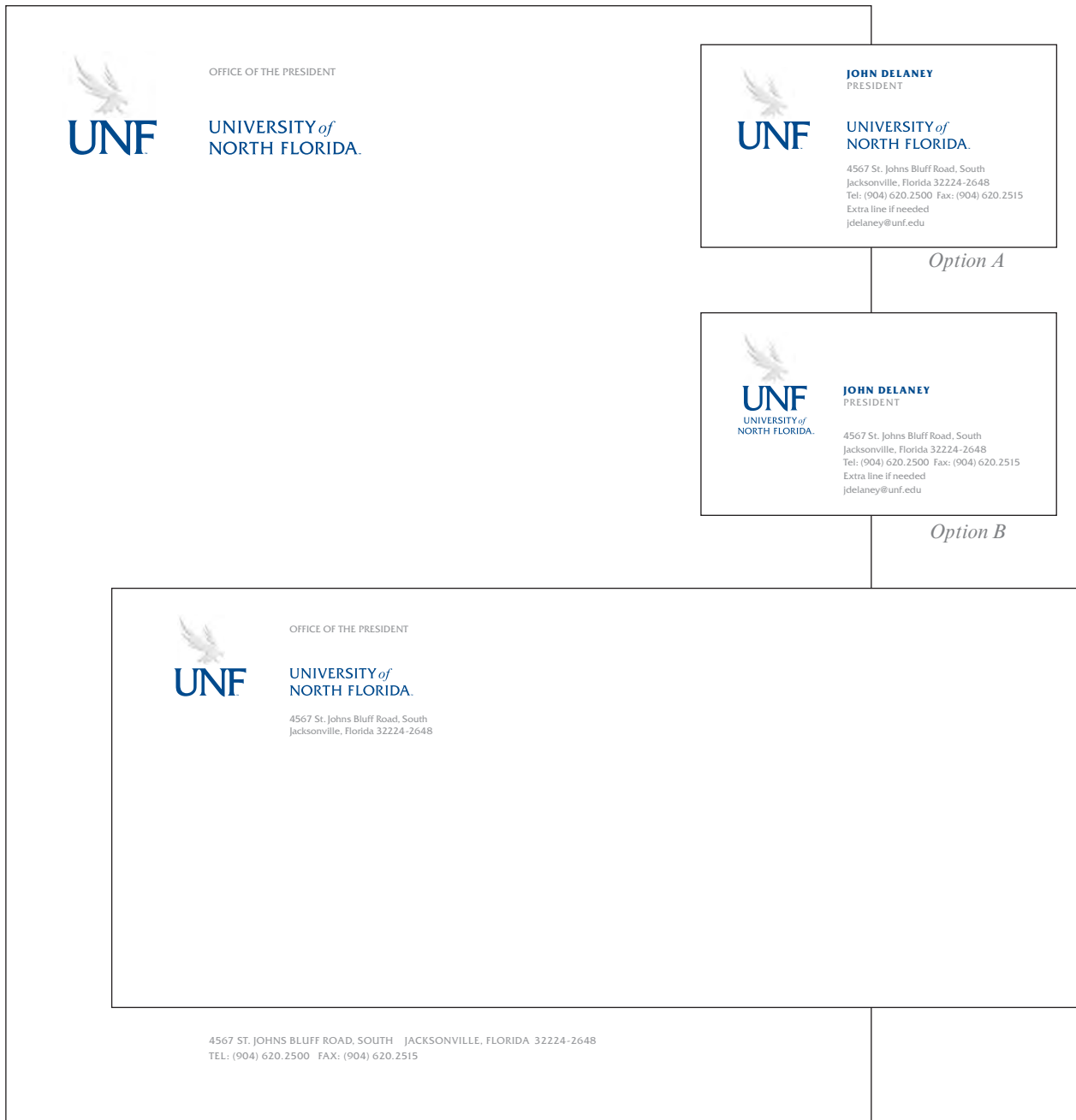
Primary and secondary colors may be used in:

- Pantone inks, as specified
- Four-color process (CMYK)
- RGB (for electronic media only)

A range of tones and hues based on the secondary color palette may be used for large color blocks. Consult with Design Services in the Office of Marketing and Publications before using any colors other than those specified in the primary and secondary color palettes.

## Official University Stationery

A new stationery package has been developed to maintain lower costs, higher readability, quicker visual identity of the institution, and simplicity of address information. All University divisions, departments and units or programs of these entities must use the standard letterhead for official correspondence. Only the President's Office may use the University seal on letterhead. To assure consistency in cover production and paper quality, all University stationery must be printed on campus or by a University-approved vendor.



## Official University Stationery

### Letterhead

The official letterhead is printed in two colors: blue (PMS 288) for the logo and address information block and gray (Cool Gray 8) for the Osprey image and division, department or unit name.

Online order forms are available on the Office of Marketing and Publications Web site.

No University letterhead may contain the name of individuals. University stationery is to be used only for official University business.

The position of the logo and address must appear in the locations shown on the example. No other symbols or devices should appear on the letterhead.

The name of the division or the department is printed below the University descriptor in Cool Gray 8.

Information at the bottom of the letterhead is limited to: name of the unit, street address of the University, city, state, and zip plus four and telephone number with area code. (TDD is acceptable, where applicable). Other phone numbers such as fax and 800 may be included.

Letterhead and envelopes are permitted only for officially recognized colleges, schools, offices, departments, divisions, academic faculties, and recognized UNF organizations and used for official University business purposes only.

Logos from recognized accrediting agencies can be inserted in the lower left corner of official University stationery. The college or department is responsible for securing prior written permission of the accrediting agency. The agency logo cannot be reproduced in a second color although a screened version of PMS 288 is acceptable. Only one accrediting agency logo is permissible on stationery.



*Area for accrediting agency, if desired. It must appear in a subordinate size in the area indicated at left.*

Logos of a decorative nature are not permitted on University stationery.

Logos of partners, affiliates and other institutions are not permitted on University stationery.

Requests for exemptions to any of the above restrictions must be submitted in writing to the Office of Marketing and Publications. The Visual Identity Standards Committee will review all requests within two weeks and provide a written response.

## Official University Stationery

### Envelopes

All University divisions, departments and units or programs of these entities must use standard envelopes for official correspondence. The logo will appear in blue (PMS 288) and the return address in gray (Cool Gray 8).

The division, department or unit name may appear above the University descriptor in gray, as shown.

Online order forms are available on the Intergrated Marketing Team's Web site.



## Official University Stationery

### Option A



Area for accrediting agency, if desired.

### Option B



Area for accrediting agency, if desired.

## Business Cards

The official business card is printed in two colors: blue (PMS 288) for the monogram and descriptor, and gray (Cool Gray 8) for the Osprey image. The Osprey image (only) may be embossed and silver foiled.

The layouts are able to handle telephone numbers, fax, Suncom, TDD, e-mail address, Web page addresses, etc., printed in PMS Cool Gray 8.

Only one accrediting agency logo is permissible on each card. It must appear in a subordinate size in the area indicated at left.

Logos of a decorative nature are not permitted on University business cards.

All University divisions, departments, and units or programs of these units must use the standard business card format.

It is permissible to print the official UNF tagline or commitment on the reverse side of business cards. No other information can be printed on the reverse side unless approved by the Visual Identity Standards Committee.

Online order forms are available on the Intergrated Marketing Team's Web site.

Requests for exemptions to any of the above restrictions must be submitted in writing to the Office of Marketing and Publications. The Visual Identity Standards Committee will review all requests within two weeks and provide a written response.

## Official University Stationery

### Formal Social Note Cards

There is one style of social note card available for formal invitations, University-wide. It comes in an A-6 size (with a 4 3/4" X 6 1/2" envelope). These note cards are appropriate for formal events, printed or engraved in italic font and for handwritten correspondence.

Any formal events hosted by the president should be coordinated with the President's Office and printed with a blind embossed logo. It is recommended that other departments and schools of the University hosting formal events use a bright white social note card with a printed logo positioned exactly as seen here, in the approved blue (PMS 288) or gray (PMS Cool Gray 8).

For other, less formal events, various departments may wish to create more colorful invitations or announcements in keeping with a marketing strategy (if any) for the event. While a University logo is not required on the front cover of such invitations or announcements, it should at least appear on the back, or inside and on the accompanying envelope.



*Formal, blind-embossed invitation*



*Formal, 2-color invitation*



*2-color, co-branded invitation*



## Official Athletic Logos and Identifying Marks



*Athletic Teams' Logo*



*Athletic Teams' Logo*

### Official Athletic Logos and Identifying Marks

The Athletic teams' logos are for use only by sanctioned teams and club sports. All use is governed by the UNF Athletic Business Office.

(The Ozzie Mascot representation is for general usage. No approval is needed for use, but the mascot should not be portrayed as vicious or bloody.)



*Athletic Teams' Logo*



*Mascot "Ozzie"*



*NF Monogram for  
Baseball use only*



*Osprey Script*

University of North Florida  
Office of Marketing and Publications

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