![UF] **COLLEGE OF EDUCATION**

Brand Style Guide

COLORS

LAKE ALICE

HEX
#194588

CMYK
100 82 16 4

OLD NORMAN

HEX
#CC4927

CMYK
13 85 100 3

BAT HOUSE

HEX
#1C2F3D

CMYK
89 71 52 53

MARSTON FRIES

HEX
#EDBA75

CMYK
6 28 62 0

GRAFFITI TUNNEL

HEX
#2697B7

CMYK
84 38 29 3

CENTURY TOWER

HEX
#E8E8E8

CMYK
7 5 5 0

COLOR CONTRAST COMPLIANCE

BACKGROUND

FOREGROUND	Lake Alice	Old Norman	Bat House	Graffiti Tunnel	Marston Fries	Century Tower	Black
(Lake Alice)	✗	✗	✗	✗	✓	✓	✗
(Old Norman)	✗	✗	✗	✗	✗	!	✓
(Bat House)	✗	✗	✗	!	✓	✓	✗
(Graffiti Tunnel)	✗	✗	!	✗	✗	✗	✓
(Marston Fries)	✓	✗	✓	✗	✗	✗	✓
(Century Tower)	✓	!	✓	✗	✗	✗	✓
(Black)	✗	✓	✗	✓	✓	✓	✗

✓ Color combination is ADA-Compliant.

! Large text only is ADA-Compliant.

✗ Color combination is not ADA-Compliant.

TYPOGRAPHY

Headline Style
Museo Sans - Display Black

SUBHEADING
Lato - Black Caps

Paragraph. Equi tenditatem aut quidis dolent poris dicita cuptamu sandus velecul paritatiae lis dignimus, cusciist quisci officaborion periae id ut voluption necustorit aut volor modit occabo. Nobitat.

Minis quae enimpel modiscia dignimus solorum unte volut volores explati cus nonsectem que a que volore, sam quam fugiatempos utecaecto maio omnit diciam est harum delestem veritam fugite voluptatibus magnates re, ad quat.

Lato - Regular
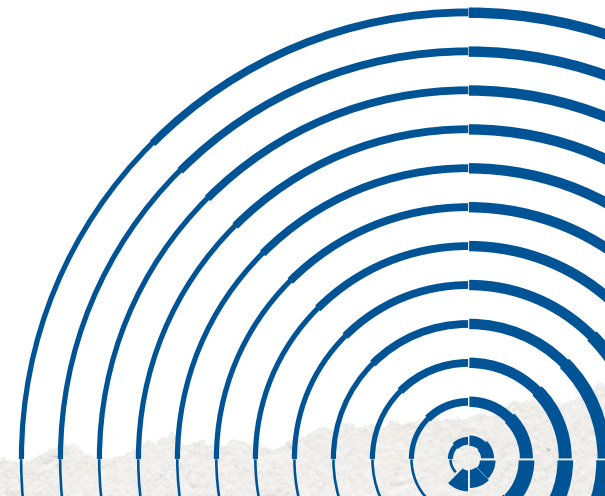
PRIMARY LOGO USAGE

Primary- Horizontal (8 variations)

Primary- Vertical (8 variations)

LOGO USAGE

- The logo should have clear space surrounding all sides
- Minimum size for print applications is 1 ½ in or 70 pixels for digital
- Do not alter the logo in any way

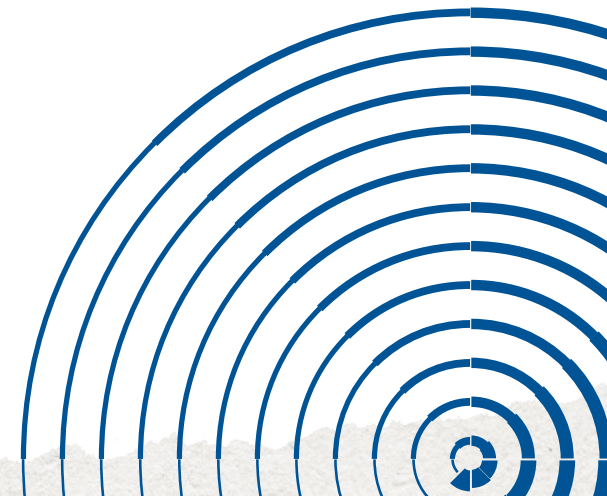# SCHOOL/PROGRAM LOGO USAGE

Schools (5 variations)

Programs (5 variations)

LOGO USAGE

- School and program logos should be in this format
- The logo should have clear space surrounding all sides
- Minimum size for print applications is 1 ½ in or 70 pixels for digital
- Do not alter the logo in any way

IMAGERY

IMAGE GUIDELINES

- Avoid stock photos
- Subject should be "people focused"
- Avoid over edited, over/underexposed or heavily filtered photos
- Images should be in focus with clear leading lines and subjects

HAVE QUESTIONS?

Still have questions about the College of Education branding?
Visit our website or contact us directly for assistance.

COLLEGE OF EDUCATION
education.ufl.edu/helpdesk

KAYLA SHARP
kaylasharp@ufl.edu