UF | College of Journalism and Communications
UNIVERSITY *of* FLORIDA

STYLE GUIDE

TYPOGRAPHY

Body Copy

Open Sans Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Overlay Phrases

Open Sans Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Outlined in a thin white frame, phrases like "Hello Again" and "Nice to Meet You" lay over color coded photography. Other phrases include "Welcome Back," "Nice to Have You," and various student and college statistics.

Headlines

Open Sans Semibold
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Category Callouts

Open Sans Extrabold
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
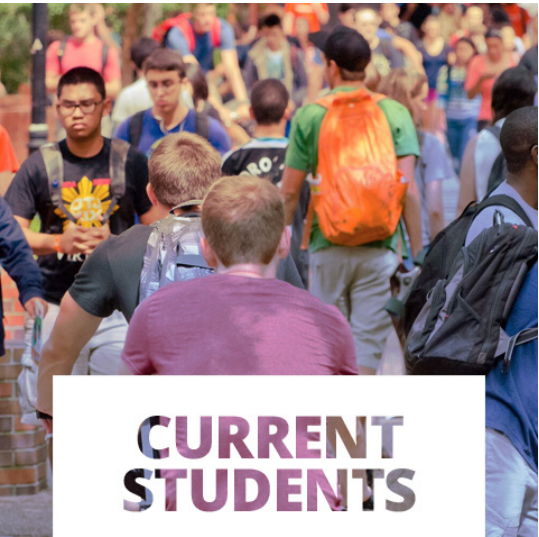**OoPpQqRrSsTtUuVvWwXxYyZz**
1234567890

Main category titles – Current Students, Future Students, Alumni & Support, External – are knocked out of white boxes located at the bottom edge of photos corresponding with each category. This is repeated throughout the site in headers to sections that include photos or when rollover actions are in play.

TYPOGRAPHY APPLICATIONS

Example of Overlay Phrases

HELLO AGAIN
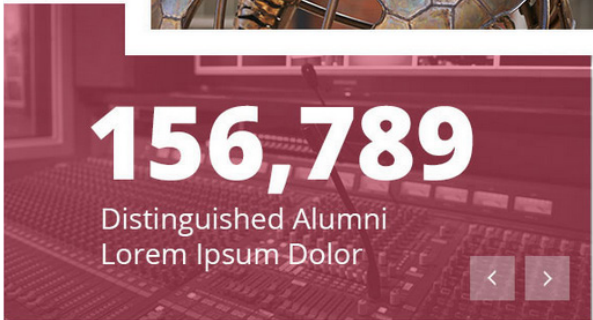
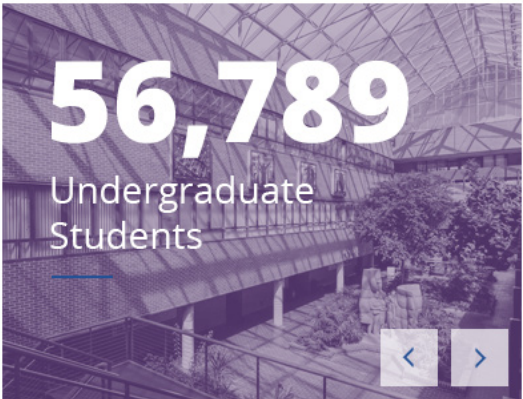Click Here

Example of Category Callout

CURRENT STUDENTS

Example of Infographic Carousel with feature image

Example of Headline & Body Copy

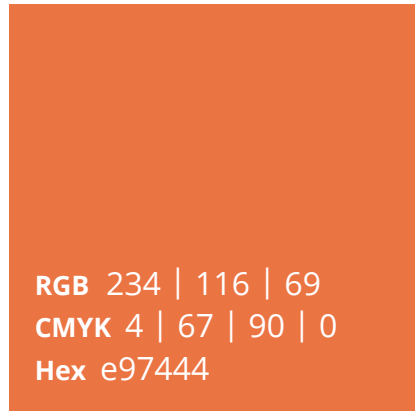**CJC Insights**

Lid est laborum dolo rumes fugats untras?

Etharums ser quidem rerum facilis dolores nemis omnis fugats vitaes nemo minima rerums unsers sadips amets. Etharums ser quidem rerum facilis dolores nemis omnis fugats vitaes nemo minima rerums.

💬 View Comments

Example of Infographic Carousel

56,789

Undergraduate Students

< >

156,789

Distinguished Alumni
Lorem Ipsum Dolor

< >

COLORS

Primary Palette

RGB 234 | 116 | 69
CMYK 4 | 67 | 90 | 0
Hex e97444

RGB 0 | 85 | 150
CMYK 98 | 73 | 13 | 2
Hex 005596

Use for
BODY COPY

RGB 51 | 51 | 51
CMYK 69 | 63 | 62 | 58
Hex 333333

Secondary Palette

Use for
CURRENT STUDENTS

RGB 87 | 52 | 115
CMYK 78 | 93 | 24 | 10
Hex 573473

Use for
FUTURE STUDENTS

RGB 57 | 171 | 174
CMYK 72 | 12 | 34 | 0
Hex 39abae

Use for
ALUMNI & SUPPORT

RGB 245 | 179 | 52
CMYK 3 | 32 | 92 | 0
Hex f5b334

Use for
EXTERNAL

RGB 237 | 49 | 102
CMYK 1 | 94 | 42 | 0
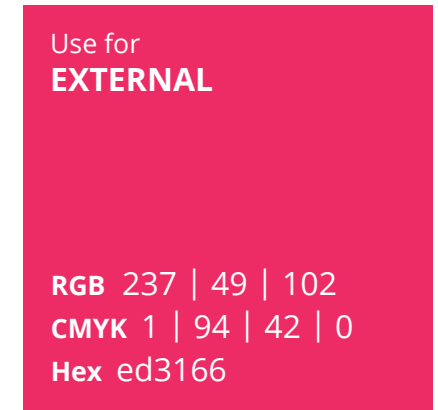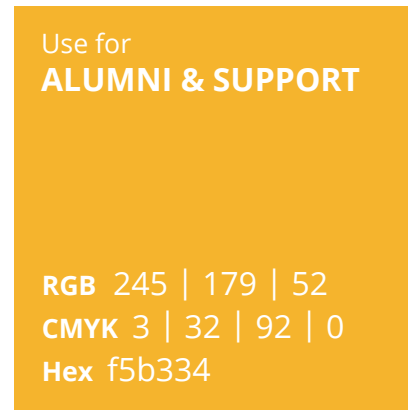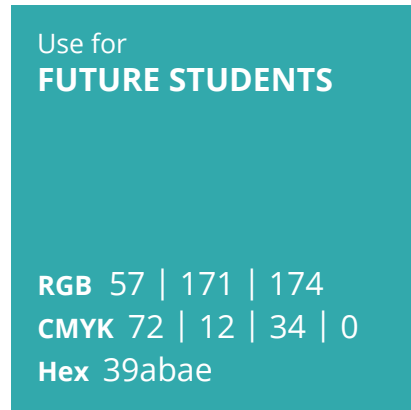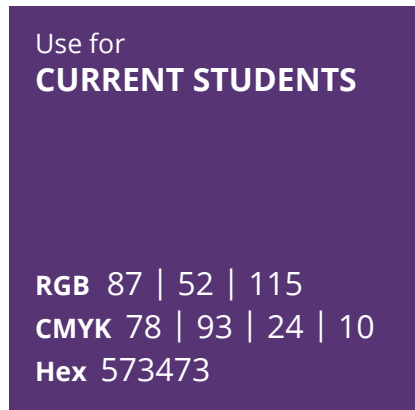**Hex** ed3166

PHOTOGRAPHY

Photo Style

Images should be candid portrayals of student and campus life. Students and faculty are shown together, in transit around campus, and/or in small groups studying and conversing. Include architecture and landmarks for variety and graphic intrigue. Photos should not be posed and should incorporate interesting angles and perspectives.

Photos can be full color or monotone for use as section backgrounds or overlays in the color coding system.

Some photos may require the addition of a blue to yellow gradient overlaid at 20% to match feel of the site.

Example of the Gradient Effect

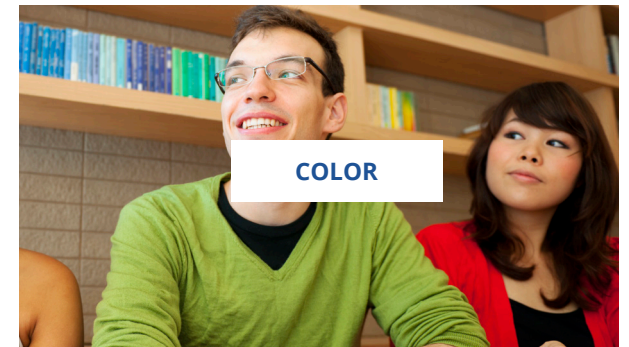Original

Overlay at 20%

Final Image

Examples of Photos Throughout the Site

LANDSCAPES

MOVEMENT

COLOR

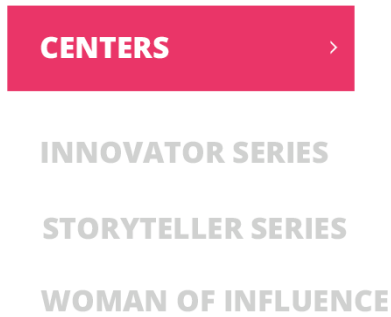ARCHITECTURE

COMMUNICATION

ABSTRACT

GRAPHIC ELEMENTS

Examples of Type Treatments, Lines, Icons, and Arrows Throughout the Site

Section Buttons

UNDERGRADUATE

GRADUATE

PH.D. DEGREE

Directive Box

Pick Your College of Journalism and Communications Path

Sub Nav Left

CENTERS ›

INNOVATOR SERIES

STORYTELLER SERIES

WOMAN OF INFLUENCE

Section Call Outs

ADVERTISING

Calendar Thumbnail

Jan
21

Event Title
Time

Event Thumbnail

Headline
Time Stamp

Lid est laborum dolo rumes
fugats untras. Etharums ser
quidem rerum facilis dolores
nemis omnis.

View Comments

Search / Hamburger

Arrows

< > < >

Links

Undergraduate Catalog 2015-16
Take a look

Buttons

EVENTS

VIEW MORE EVENTS

Social

f 𝕏 ▶ 📷

f 𝕏 ▶ 📷

Sub Nav Highlight

UNDERGRADUATE   GRADUATE   PH.D. DEGREE
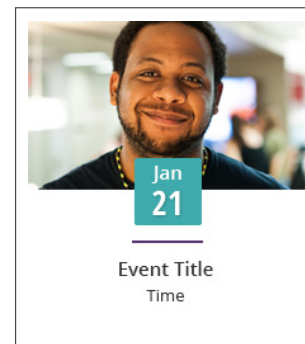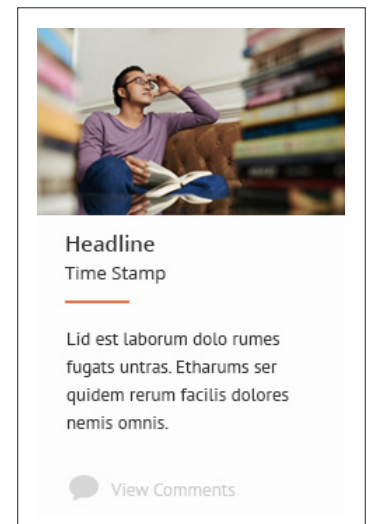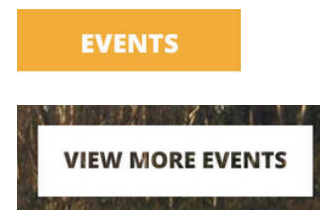
FACULTY GRAPHIC ELEMENTS

Examples of Type Treaments, Lines, Headings, and Quotes

Rollover

LET'S CONNECT

Sub Nav

BIO

EDUCATION

PUBLICATIONS

RESEARCH

COURSES
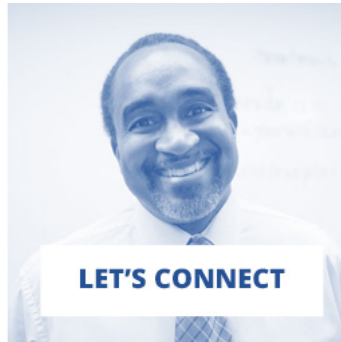
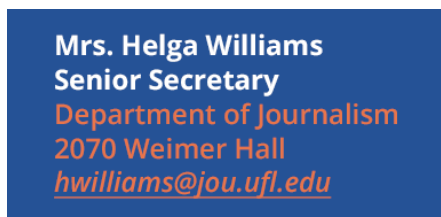Bio Text Treatment

Publications

JOURNALS
Romero, J., & Kelleher, T. (2013, August). *Running with social media: Social media use, athletic identity, and perceived competence.*
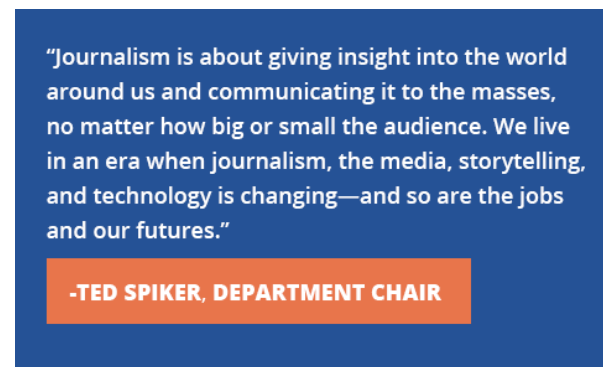
BOOKS

ONLINE ARTICLES

Contact Info Treatment

**Mrs. Helga Williams
Senior Secretary**
Department of Journalism
2070 Weimer Hall
hwilliams@jou.ufl.edu

Quote Treatment

"Journalism is about giving insight into the world around us and communicating it to the masses, no matter how big or small the audience. We live in an era when journalism, the media, storytelling, and technology is changing—and so are the jobs and our futures."

-TED SPIKER, DEPARTMENT CHAIR

Headings & Bio Info

Dept. of Journalism
Faculty + Staff

Name
title
P (352) 392-0447
E *name@jou.ufl.edu*

>View profile

CONTACT

For Brand Related Questions

simplefly simple solutions.
thoughtfully designed.

info@simpleflycreative.com

305.541.1100