Developmental Research School
at the University of Florida

BRAND IDENTITY GUIDELINES
BRAND GUIDELINES

ACADEMICS
This brand and style guide is designed to illustrate the basic requirements for appropriate usage of P.K. Yonge's logo and design elements in a variety of mediums. All client acquisition and retention materials, marketing materials, publications, event collateral and electronic media should reflect the P.K. Yonge brand.

This guide serves as an aid for third parties such as designers, agencies, printers, specialty companies and others producing communication materials for P.K. Yonge.
What is a brand

A brand is more than a logo or illustration. It represents the sum total of the experiences someone has in dealing with an organization.

Our brand is:

☐ Our identity.
☐ Our reputation.
☐ Our image.
☐ The feelings associated with our organization.
☐ The thing that makes us unique.
☐ The structure that connects our presence.
☐ A mental construct behind our identity and services.
Logo Use Overview
All print, online, marketing and collateral communications should clearly be identified as originating from P.K. Yonge through the use of the logo, typography and colors. On brochures, post cards, direct mail, newsletters and other printed pieces, an official logo must appear on the outside of the piece, either front or back.

Signature
The signature is the choice for use on the majority of P.K. Yonge communications. There are several variations of the primary signature to meet differing design needs, and together they comprise the P.K. Yonge system.

Visual Elements
The logo consists of two elements: the blue box with typography and the wordmark. The primary logo appears in blue on a white background. The logo is a unique piece of artwork. The proportion and arrangement of the symbol and wordmark have been specifically determined.

• The logo should never be typeset, recreated or altered, which could cause inconsistencies that dilute the impact of the brand’s power.
• The logo may be used without the tagline.
• Refer to page 6 for approved logo graphics.
Our **brand** is the experience that occurs **every** time P.K. Yonge and our audience **touch**.
<table>
<thead>
<tr>
<th>Variations</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4 Color Process</td>
<td>4 Color Process</td>
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<tr>
<td></td>
<td>2 Color Spot</td>
<td>2 Color Spot</td>
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<tr>
<td></td>
<td>Grayscale</td>
<td>Grayscale</td>
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<tr>
<td></td>
<td>Reversed</td>
<td>Reversed</td>
</tr>
<tr>
<td></td>
<td>Lineart</td>
<td>Lineart</td>
</tr>
</tbody>
</table>
The PK. Yonge logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced in print too small, it is no longer legible and its impact is diminished. The minimum size of the logo for print is determined by the width of overall logo graphic, which should not be reproduced in a size smaller than 1” in width for the vertical version of the logo and 1.825” for the horizontal. When used on its own, the symbol may not be used smaller than .65” tall.
The exclusion zone is the clear area around the logo in which nothing else should appear. It helps to ensure clarity and maximize the impact of the logo. The clear space zone is proportional and is half the height of the PK. Yonge logo square icon, at whichever size the logo is reproduced.
The colors we chose – as well as how those colors are combined with other design elements – work together to create a unique and compelling brand expression. The more consistently we use color, the more powerful the P.K. Yonge brand will become.

A consistent color palette allows for instant company identification. Consistent and correct use over time will enhance the impact of the brand identity and differentiate the brand from competitors.

### Core Brand Colors

<table>
<thead>
<tr>
<th>Pantone</th>
<th>C: 100</th>
<th>M: 46</th>
<th>Y: 2</th>
<th>K: 0</th>
</tr>
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<tbody>
<tr>
<td>3005C</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Process Blue Uncoated</td>
<td>#0075C9</td>
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<table>
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<th>Pantone</th>
<th>C: 65</th>
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<th>Y: 53</th>
<th>K: 29</th>
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<tbody>
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<td>425C</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>425 Uncoated</td>
<td>#555759</td>
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### Secondary Colors

<table>
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<tr>
<th>Pantone</th>
<th>C: 25</th>
<th>M: 6</th>
<th>Y: 3</th>
<th>K: 0</th>
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<tbody>
<tr>
<td>290C</td>
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<td></td>
<td></td>
<td>#BAD8EB</td>
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<table>
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<tr>
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<th>C: 4</th>
<th>M: 82</th>
<th>Y: 100</th>
<th>K: 0</th>
</tr>
</thead>
<tbody>
<tr>
<td>166C</td>
<td></td>
<td></td>
<td>#E75300</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
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<th>C: 77</th>
<th>M: 78</th>
<th>Y: 10</th>
<th>K: 1</th>
</tr>
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<tbody>
<tr>
<td>7670C</td>
<td></td>
<td></td>
<td>#595194</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pantone</th>
<th>C: 10</th>
<th>M: 6</th>
<th>Y: 67</th>
<th>K: 0</th>
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</thead>
<tbody>
<tr>
<td>609C</td>
<td></td>
<td></td>
<td>#E9DD76</td>
<td></td>
</tr>
</tbody>
</table>
Logo Usage: Incorrect Applications

- Never change the logo font
- Never add effects to the logo
- Never place the logo at an angle
- Do not change the colors of the logo
- Never scale the logo disproportionately horizontally or vertically
- Never crop the logo
- Never outline the logo
- Never place the logo on a busy photograph or background

PK Yonge
Developmental Research School at the University of Florida
Sample Logo Lock-Ups

University of Florida Lock-Up

Performing Arts Lock-Up

National Honor Society Lock-Up
For print-based communications that will be reproduced by a professional printer, use only ITC Franklin Gothic Standard Book for main copy. It combines legibility with the flexibility of a timeless typeface. The variety of weights of this typeface make it highly versatile and enable clear differentiation for all levels of information.

**ITC Franklin Gothic Standard Book**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**ITC Franklin Gothic Standard Demi**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**ITC Franklin Gothic Standard Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**ITC Franklin Gothic Standard Heavy**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
For headlines or main headers, the use of Palatino LT Std Medium is recommended. Being a very practical and traditional font, it also provides help tie in the P.K. Yonge brand to the University of Florida’s well branded campaign.

**Typography**

**Serif**

- **Palatino LT Std Roman**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz 1234567890

- **Palatino LT Std Medium**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz 1234567890

- **Palatino LT Std Bold**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz 1234567890
Typography
Webfont

**Palatino**
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**Palatino Bold**
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**Franklin Gothic Book**
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
This brand and style guide is designed to illustrate the basic requirements for appropriate usage of PK. Yonge’s Athletics logo and design elements in a variety of mediums. All client acquisition and retention materials, marketing materials, publications, event collateral and electronic media should reflect the PK. Yonge Athletics brand.

This guide serves as an aid for third parties such as designers, agencies, printers, specialty companies and others producing communication materials for PK. Yonge Athletics.
Evaluating the brand

**Logo Use Overview**
All print, online, marketing and collateral communications should clearly be identified as originating from P.K. Yonge Athletics through the use of the logo, typography and colors. On programs, uniforms, t-shirts, newsletters and other printed pieces, an official logo must appear on the outside of the piece, either front or back.

**Signature**
The signature is the choice for use on the majority of P.K. Yonge Athletics communications. There are several variations of the primary signature to meet differing design and teams’ needs, and together they comprise the P.K. Yonge Athletics system.

**Visual Elements**
The logo consists of three elements: the blue wave, PKY typography and the Blue Wave wordmark. The primary logo appears in various blues on a white background. The logo is a unique piece of artwork. The proportion and arrangement of the symbol and wordmark have been specifically determined.

- The logo should never be typeset, recreated or altered, which could cause inconsistencies that dilute the impact of the brand’s power.
- The logo may be used without the tagline.
- Refer to page 18 for approved logo graphics.
Logo Variations
The P.K. Yonge Athletics logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced in print too small, it is no longer legible and its impact is diminished. The minimum size of the logo for print is determined by the height of logo, which should not be reproduced in a size smaller than 1.5” tall for the preferred logo as illustrated. When the secondary logo is used, the symbol may not be used smaller than 1.25” tall.
Clear Space

The exclusion zone is the clear area around the logo in which nothing else should appear. It helps to ensure clarity and maximize the impact of the logo. The clear space zone is proportional and is 1/4 of the height of the P.K. Yonge logo square icon, at whichever size the logo is reproduced.
The colors we chose – as well as how those colors are combined with other design elements – work together to create a unique and compelling brand expression. The more consistently we use color, the more powerful the P.K. Yonge Athletics brand will become.

A consistent color palette allows for instant company identification. Consistent and correct use over time will enhance the impact of the brand identity and differentiate the brand from competitors.

**Primary Colors**

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Values</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 3005C</td>
<td>C: 100 M: 46 Y: 2 K: 0</td>
<td>#0075C9</td>
</tr>
<tr>
<td>Pantone 274C</td>
<td>C: 100 M: 100 Y: 34 K: 36</td>
<td>#201B51</td>
</tr>
<tr>
<td>Pantone 299C</td>
<td>C: 80 M: 18 Y: 0 K: 0</td>
<td>#00A1DF</td>
</tr>
<tr>
<td>Pantone 7686C</td>
<td>C: 100 M: 73 Y: 0 K: 10</td>
<td>#1D4F91</td>
</tr>
</tbody>
</table>

**Secondary Colors**

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Values</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 166C</td>
<td>C: 4 M: 82 Y: 100 K: 0</td>
<td>#E75300</td>
</tr>
<tr>
<td>Pantone Neutral Black</td>
<td>C: 81 M: 71 Y: 59 K: 76</td>
<td>#111820</td>
</tr>
</tbody>
</table>
Logo Usage: Incorrect Applications

- Never change the logo font
- Never add effects to the logo
- Never place the logo at an angle
- Do not change the colors of the logo
- Never scale the logo disproportionately horizontally or vertically
- Never crop the logo
- Never outline the logo
- Never place the logo on a busy photograph or background
For print-based communications that will be reproduced by a professional printer, use only ITC Franklin Gothic Standard Book for main copy. It combines legibility with the flexibility of a timeless typeface. The variety of weights of this typeface make it highly versatile and enable clear differentiation for all levels of information.

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**ITC Franklin Gothic Standard Demi**

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abcdefghijklmnopqrstuvwxyz 1234567890

**ITC Franklin Gothic Standard Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**ITC Franklin Gothic Standard Heavy**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Use only Vitesse Black Italic for headlines, headers and collateral, such as t-shirts or jerseys. It is a highly-legible, strong serif typeface. However, Vitesse Black Italic is not suitable in the use of body copy because it lacks the variety and versatility of ITC Frankline Gothic Standard. When possible, use Vitesse Black Italic with an angled box behind it (see sample below).
Collateral
T-shirt Design
Electronic Files

P.K. Yonge logo files can be accessed on TBD.