



Developmental Research School  
*at the University of Florida*

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## BRAND IDENTITY GUIDELINES

# BRAND GUIDELINES

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ACADEMICS

# Using this Brand Guide

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.

# Evaluating the brand

## 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.**

# Logo Variations



Developmental Research School  
*at the University of Florida*

4 Color Process



Developmental Research School  
*at the University of Florida*

2 Color Spot



Developmental Research School  
*at the University of Florida*

Grayscale



Developmental Research School  
*at the University of Florida*

Reversed



Developmental Research School  
*at the University of Florida*

Lineart



Developmental Research School  
*at the University of Florida*

4 Color Process



Developmental Research School  
*at the University of Florida*

2 Color Spot



Developmental Research School  
*at the University of Florida*

Grayscale



Developmental Research School  
*at the University of Florida*

Reversed

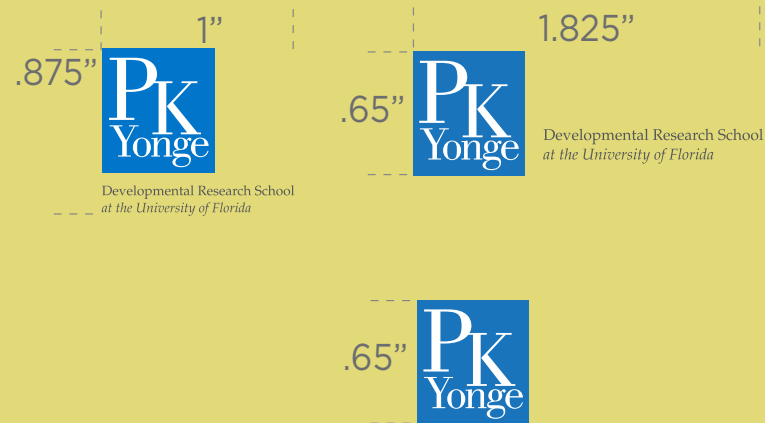


Developmental Research School  
*at the University of Florida*

Lineart

# Minimum Size

The P.K. 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.





# 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 half the height of the P.K. Yonge logo square icon, at whichever size the logo is reproduced.



# Color

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

Pantone  
3005C

C: 100  
M: 46  
Y: 2  
K: 0  
#0075C9

Pantone  
Process Blue Uncoated

Pantone  
425C

C: 65  
M: 56  
Y: 53  
K: 29  
#555759

Pantone  
425 Uncoated

## Secondary Colors

Pantone  
290C

C: 25  
M: 6  
Y: 3  
K: 0  
#BAD8EB

Pantone  
166C

C: 4  
M: 82  
Y: 100  
K: 0  
#E75300

Pantone  
7670C

C: 77  
M: 78  
Y: 10  
K: 1  
#595194

Pantone  
609C

C: 10  
M: 6  
Y: 67  
K: 0  
#E9DD76

# Logo Usage: Incorrect Applications



Developmental Research School  
at the University of Florida

Never change the logo font



Developmental Research School  
at the University of Florida

Never add effects to the logo



Never place the logo at an angle



Developmental Research School  
at the University of Florida

Do not change the colors of  
the logo



Developmental Research School  
at the University of Florida

Never scale the logo  
disproportionately horizontally  
or vertically



Developmental Research School  
at the University of Florida

Never crop the logo



Developmental Research School  
at the University of Florida

Never outline the logo



Never place the  
logo on a busy photograph  
or background

# Sample Logo Lock-Ups



Developmental Research School  
at the University of Florida



University of Florida Lock-Up



Developmental Research School  
at the University of Florida

Performing  
Arts

Performing Arts Lock-Up



Developmental Research School  
at the University of Florida

National  
Honor Society

National Honor Society Lock-Up

# Typography Sans-Serif

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

# Typography

## Serif

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.

### Palatino LT Std Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Palatino LT Std Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Palatino LT Std Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

# Typography Webfont

## Palatino

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Palatino Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

# BRAND GUIDELINES

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ATHLETICS



# Using this Brand Guide

This brand and style guide is designed to illustrate the basic requirements for appropriate usage of P.K. 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 P.K. 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 P.K. 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



4 Color Process



4 Color Process



4 Color Process



Grayscale



Grayscale



Grayscale



Lineart



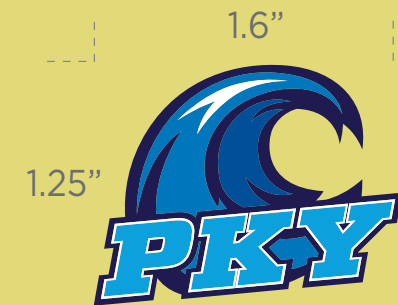
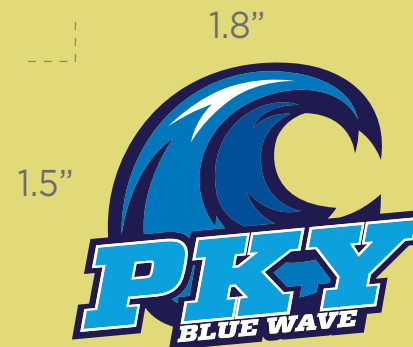
Lineart



Lineart

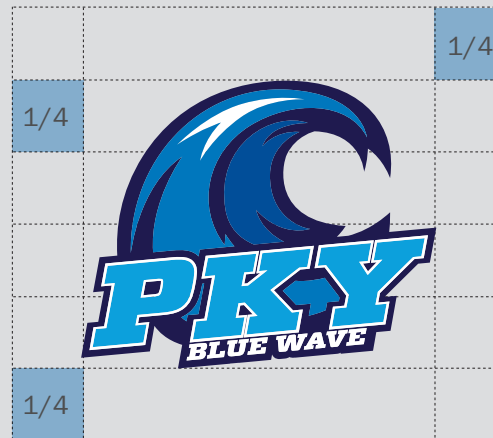
# Minimum Size

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  $\frac{1}{4}$  of the height of the P.K. Yonge logo square icon, at whichever size the logo is reproduced.




# Color



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

 Pantone 3005C	C: 100 M: 46 Y: 2 K: 0 #0075C9	 Pantone 274C	C: 100 M: 100 Y: 34 K: 36 #201B51
 Pantone 299C	C: 80 M: 18 Y: 0 K: 0 #00A1DF	 Pantone 7686C	C: 100 M: 73 Y: 0 K: 10 #1D4F91

## Secondary Colors

 Pantone 166C	C: 4 M: 82 Y: 100 K: 0 #E75300	 Pantone Neutral Black	C: 81 M: 71 Y: 59 K: 76 #111820
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# 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

# Typography Sans-Serif

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



# Typography

## Serif

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).

***VITESSE BLACK ITALIC***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890***

# Collateral T-shirt Design



# Electronic Files

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



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