The first section of this document is a style guide for the UF College of Engineering, covering brand positioning, tone and visual components.

The second section covers specific uses and executions of the brand through a series of templates; newsletters, postcards, brochures and dashboards, which are available for use from the college. (See page 71 for more information regarding template usage)
The more impossible a challenge seems, the harder a Gator will work to overcome it. Whether it’s curing blindness, advancing treatments for juvenile diabetes or protecting the citrus crop, we approach every day with a singular purpose. One that’s bigger than ourselves. **Because we are Gators. Always.** And we’ll pull together, inspire each other and move the whole world forward.

It’s more than a sunny disposition. It’s the foundation of the University of Florida’s brand. As UF continues to gain national preeminence, the new look, feel and tone of the UF master brand and the new brand created for the UF College of Engineering reflect our mission to rise up in the rankings of public institutions, while influencing a brighter future.
UNIVERSITY WIDE USP
Starting from a place of truth is a powerful way to position a brand. Just ask Nike, Coca-Cola and Apple, who look at their own company values to establish tight bonds with their consumers. The same relationship applies to university brands like UF. So what’s true about us? UF has:

- MEANINGFUL BREADTH AND DEPTH
- SPIRIT OF COLLABORATION
- UNRELENTING WORK ETHIC

Combine these three truths and we have our Unique Selling Proposition (USP). The USP should serve as an internal code, not for external messaging.

TOGETHER, UNSTOPPABLE

INSIGHT
This should be used for internal audiences as a platform for messaging, not a headline or tagline. This messaging platform serves as the strategy for “How” both the college and Gator engineers are uniquely positioned to influence. The college’s physical layout and inter-department focus encourages collaboration. Additionally, the educational structure at the college develops both the technical and interpersonal skills of students. Together, these characteristics, empower a new kind of engineer.

ENGINEERED TO INFLUENCE

CAMPAIGN
This external campaign messaging focuses on the result of the internal strategy. This message introduces and supports the COE advancement campaign. The focus of the campaign is to raise awareness, funding, and recruitment of the college while tying to the university’s preeminence initiative. This campaign messaging should plan to have a shelf life of 1-2 years.

POWERING THE NEW ENGINEER
The UF College of Engineering equips every engineer with an ability to solve both the problems at hand and realize solutions for problems not yet posed. Here, we build engineers differently. They do research, create companies and take products to market before they even graduate. Gator Engineers are trained to redefine convention. Ready with a sense of ability and accomplishment, our engineers are shaping the future, not just for themselves, but for all of us.
TONE WORDS
We’ve established a set of tone words that not only reflect the university’s USP “Together, Unstoppable,” but also embody/underscore the unique personality/brand character of a Gator Engineer. Keeping them in mind will help when developing communications. When speaking to different audiences, certain tone words will be emphasized or understated depending upon whom you’re addressing. For practical examples please see the creative samples starting on page 13 of this document.

PROUD REMARKABLE
ENERGETIC PREMIER
BOLD PURPOSEFUL
UNCONVENTIONAL

COPY TONE
The voice of the UF College of Engineering is confident and self-assured yet never in a self-indulgent or self-righteous manner. Copy tone is always clear and conversational with descriptive messaging that conveys the positive benefits of the various programs.
COLOR

The palette for UF Engineering is based on the master UF brand color palette. Subtle contemporary adjustments have been made to emphasize the spirit of the Gator Engineer.
As the primary UF master brand typeface, Gentona is often used in headlines, but can also be used throughout. It is a modern, clean, sans serif with a touch of humanity. Its varying weights, from thin to thick, provide dynamic variations to grab the attention of different audiences.

The UF master brand secondary typeface, Quadon, is used only in body copy and call outs as a compliment to bold Gentona headlines.

For further information regarding the UF master brand typography including additional font weights, styles and obtaining licenses, please contact:
Jim Harrison, Director, Creative Services: jim.harrison@ufl.edu | 352.846.3903

GENTONA

Thin, Thin Italic
Extra Light, Extra Light Italic
Light, Light Italic
Book, Book Italic
Medium, Medium Italic
Semibold, Semibold Italic
Bold, Bold Italic
Extra Bold, Extra Bold Italic
Heavy, Heavy Italic

QUADON

Thin
Medium
Bold

QUADON ACTIVATED
Using Gentona bold in all caps, the headline is placed in stacked boxes to give emphasis to different words or parts of the copy. We connect corners of the boxes in unique and varied combinations to relay the sense of connection that is fostered at UF Engineering.

**BODY COPY**

Body copy is set in Quadon Medium. The serif typeface complements the bold sans serif in the headlines and relays a more nuanced effect to the letterforms.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores

**DROP CAP**

An additional typographic element to be used is the activated Quadon drop cap. Used sparingly, and only for the first letter of the first paragraph of the body copy, this element reinforces the connections concept and provides a visual relationship between the headline and the body copy.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit,
COLOR OVERLAYS
Using color overlays to enhance photography involves taking a common picture and filtering it to produce a graphic backdrop for headlines and body copy. This approach works best for materials that are copy heavy or information driven.

TILED BACKGROUND
A background built from multiple images helps to illustrate the multi-faceted nature of the narrative and is also representative of the variety of moving parts that fit together to construct a story.
**IMAGERY**

**PORTRAITS**
Individual portraits reflect the forward thinking attitude and traits possessed by all Gator Engineers.

**ACTIVATED PORTRAITS**
Incorporating color overlays and tiled backgrounds into the portraits begins to activate the original photos into branded imagery; the backgrounds represent the influences and sources of inspiration that drive these individuals and further specific narratives within the materials being produced.
Elements from nature are used to illustrate power and strength. There’s a hierarchy and order in the natural world that inspires and influences our man-made world on so many levels.

The use of imagery reflecting natural order and systems helps to establish a sense of the individual and their place in the world or universe around them.
EVER HEAR THE ONE ABOUT THE JELLYFISH, 
THE UNDERWATER DRONE AND 
THE CATEGORY 5 HURRICANE?

Whenever we hear the words, “That’s crazy,” we know we’re on to something. Because “That’s crazy” tells us we’re not thinking like everyone else. We heard it when we engineered an unmanned submarine with a jellyfish-like propulsion system so it would remain stable while tracking hurricanes. Using one force to pull the other helps another. It just one way a Google Engineer tackles a problem, such as avoiding dangerous storms. With that critical information, we can help others do the same. And there’s nothing crazy about that.

HEADLINE
Employs connected box structure. The copy tone is confident and lighthearted.

BACKGROUND
Color overlays and a tiled image background help tell the story of all the pieces behind the bigger narrative.

INTERMEDIATE LAYER
On top of the background, but not on top of the individual, the jellyfish is the crux around which the narrative hinges. A burst of orange contrasts with the predominance of blue.

PORTRAIT IMAGE
Hero image of a confident and forward moving individual, using the collective forces of the background to propel her forward.
Sure, we have an affinity for numbers. And data. And oversized computer screens filled with numbers and data. But guess what we love even more? People. They’re the reason we do what we do. And to make the world more enjoyable for us all, we’ll partner with anyone from scientists to CEOs to entrepreneurs. That’s the beauty of being at the University of Florida. All of our resources and all of our influences make for a pretty incredible engineer. And an even better person.
Legislative Audience: Bold, Purposeful, Premier, Proud

**Headline**
Employs connected box structure. The copy tone is proud and purposeful speaking directly to the impact the research at UF Engineering makes.

**Body Copy**
Body copy is more formal, but still self-assured. Speaks to overall qualities of the college but still emphasizes the impact it’s having on our state. Uses elegant drop cap to lead in to body copy.

**Callout**
Provides bold immediate pieces of relevant information targeted at the audience and the goal of conveying impact.

**Call to Action**
Copy is tailored to the audience to give them a chance to learn more about the economic impact of UF Engineering.

**Primary Image**
Showing state from above gives a top level subject matter to compliment the headline and body copy. Image tiles can speak broadly to entire program.

**Background**
Emphasizing a lighter background elevates layout when speaking to a higher level audience, lending a more serious visual tone.

---

When you look at the world differently, you see the potential for underwater robots that move like jellyfish and can be used to track hurricanes. You see how a crustacean’s keen sense of smell could make better landmine detectors. And you see solutions to things before others even realize they were a problem. This is the view that inspires the research we’re doing at the University of Florida.

**Making an Impact**

<table>
<thead>
<tr>
<th>New Companies</th>
<th>New Inventions</th>
</tr>
</thead>
<tbody>
<tr>
<td>5x</td>
<td>2x</td>
</tr>
</tbody>
</table>

The National Rate

Research like this not only creates jobs, it inspires companies like Mindtree, a global technology firm to locate here because of the talent pool. And it’s one of the reasons the University of Florida contributes over nine billion dollars a year to the state’s bottom line. When you look at the world the way we do, you can’t help but see great things for the Florida economy.

**Discover All The Ways Our Research Impacts The Florida Economy**
3.5 billion people around the world live in coastal areas with potential to be impacted by a catastrophic storm. We’d never convince them to move, but what if we protected them better? This is how a UF engineer looks at the world. And the reason we developed wind resistant roof shingles, stronger construction materials and pushed for tougher building codes. We’ve even designed an underwater robot with jellyfish-like propulsion to track storms from the inside, giving us better information about their movement and strength.

Research like this not only saves lives, it creates jobs, builds businesses and impacts the economy. But research is only the beginning. Here at UF, we’re powering the kind of engineers that are not only shaping the future they’re taking the wind out of hurricanes.

Ever hear the one about the jellyfish underwater drone and category 5 hurricane? Discover what else we’re working on eng.ufl.edu
Engineers at the University of Florida look at the world differently. They’re able to visualize solutions to things before others even realize there’s a problem. It’s how we developed technology to eliminate the inconsistent flow of energy captured through solar power. Paving the way for solar to meet up to 50% of our energy needs in the near future. It’s also why we built one of the fastest and most powerful supercomputers in the nation. Allowing us to cut our research times from years to weeks.

But research is only the beginning. We’re also creating new companies at five times the national average and developing new products at twice the national rate. Here at UF, we’re super-powering a new kind of engineer. One that not only stares at the sun but shoots for the stars, as well.

Discover what else we’re working on—eng.ufl.edu
CREATIVE SAMPLES

Peer Audience: Remarkable, Purposeful, Premier, Unconventional

1. **HEADLINE**
   - When we put lobsters & landmines together

2. **BACKGROUND**
   - Working with the space constraints of medium, single background image is used to convey the narrative.

3. **SUBJECT**
   - The foreground provides an unusual subject matter to propel the narrative.

4. **HEADLINE 2**
   - We develop new inventions at 2x the national rate

5. **CALL TO ACTION**
   - Invites viewers to actively pursue more information about our research. Uses first person (we’re) to maintain a personal approach.

6. **BACKGROUND**
   - Working with the space constraints of medium, single background image is used to convey the narrative.

7. **SUBJECT**
   - The foreground provides an unusual subject matter to propel the narrative.

8. **HEADLINE**
   - Discover what else we’re working on

9. **CALL TO ACTION**
   - Invites viewers to actively pursue more information about our research. Uses first person (we’re) to maintain a personal approach.

10. **BACKGROUND**
    - Working with the space constraints of medium, single background image is used to convey the narrative.

11. **SUBJECT**
    - The foreground provides an unusual subject matter to propel the narrative.
Curiosity piquing headline focused around research story. The tone is purposeful, but still unconventional.

Straight-forward and confident individual conveys the image of a Gator Engineer. Uses the intermediate layer to create juxtaposition, creating a bright and energetic foreground.

Provides specific on our college’s impact.

Layout is predominantly the blue image tiles to give a more energetic approach to the piece. Individual images support the narrative of the headline and research.

Invites viewers to actively pursue more information about our research. Uses first person (we’re) to maintain a personal approach.
Prospective Graduate Student Audience: Unconventional, Energetic, Proud, Premier

HEADLINE
Uses connected box structure. The copy tone is unconventional and fun, speaking to the unique research opportunities to which this audience is attracted.

PRIMARY IMAGE
Unusual image of lobster is a more energetic and active subject matter alluding to the exciting and unusual research opportunities. Increased blue space of a single background image, contains space for headline to continue the energetic quality of the header.

BODY COPY
Body copy is more personal, but still proud and self-assured. Speaks to overall qualities of our college but still emphasizes the unique research opportunities available.

CALL TO ACTION
Uses the second person to speak directly to and involve the viewer, bringing them into the discussion.

Random? Not to a Gator Engineer. We look at the world differently. What appears illogical to someone else just might make perfect sense to us. Like how a lobster’s keen sense of smell could be used to improve devices that protect troops from landmines and other explosives. And ultimately save lives.

Whether it’s using big data to cure cancer or developing anti-bacterial materials based on sharkskin, there’s nothing random about the things we’re doing. But research is only the beginning. Here at UF, we’re powering the engineers who are taking on tomorrow’s challenges. Today.

HOW WILL YOU
SHAPE THE FUTURE?
Curiosity piquing headline focused around research story. Unconventional headline uses a bit of levity and intrigue to speak to a younger audience.

Speaks to the unique opportunities at UF which allow the research to go farther.

Uses the second person to speak directly to and involve the viewer, bringing them into the discussion.

Working with the space constraints of medium, single background image is used to convey the narrative.

The foreground provides an unusual subject matter to propel the narrative.
Curiosity piquing headline focused around research story. Unconventional headline uses a bit of levity and intrigue to speak to a younger audience.

Straight-forward and confident individual conveys the image of a Gator Engineer. Uses the intermediate layer to create juxtaposition, creating a bright and energetic foreground.

Speaks to the unique opportunities at UF which allow the research to go farther.

Layout is predominantly the blue image tiles to give a more energetic approach to the piece. Individual images support the narrative of the headline and research.

Uses the second person to speak directly to and involve the viewer, bringing them into the discussion.

Peer Audience: Remarkable, Purposeful, Premier, Unconventional
FOR INFORMATION REGARDING THIS DOCUMENT, PLEASE CONTACT:

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UF College of Engineering
330 Weil Hall | PO Box 116575 | Gainesville, FL 32611
352.392.0984 | hgoh@eng.ufl.edu
Templates have been developed for use throughout the college. This section of the guide covers specific uses and executions of the brand through these templates, which are available for use from the college. (See page 71 for more information regarding template usage).

**NEWSLETTERS**

PAGES 26-51

**DASHBOARDS**

PAGES 52-55

**POSTCARDS**

PAGES 56-58

**BROCHURES**

PAGES 59-70
Three newsletter templates are available for use. The templates follow a set of visual standards specific to each version. In the following pages, the templates' layout and grid structure, typography standards and graphic elements are outlined, and then demonstrated through creative samples.
PAGE LAYOUT

Fixed elements on the page include header graphic, which can be used to label sections or articles, and the folio, where the page number appears.
GUIDES
The InDesign templates have a custom set of guides for laying out newsletters. This section will look at how these guides are set up and the flexibility they provide to the layouts. Creative samples are provided starting on page 48 that display how these guides are used in actual layouts.

COLOR CODED
Guides are color coded according to their different uses:

Layout guides:
- gray: outermost content area, which includes header bar at the top and folio at the bottom
- magenta: delinieates content area

Copy guides:
- pink: three column copy format
- orange: two color copy format

Horizontal:
- green: 1/2 and 1/4 height content areas
- blue: 1/3 height content areas
NEWSLETTER LAYOUT STRUCTURE

CONTENT AREA

The magenta guides frame the content area, indicated by the gray fields below.
2 COLUMN BODY COPY

The orange guides indicate the layout for 2 columns of body copy. These layouts are reserved for feature spreads and other occasions where a more unique moment is appropriate. These guides are also used for placement of headlines, subheads, graphics, sidebars and other elements of the layout.

Below, these guides are shown with sample body copy in place.
HORIZONTAL GUIDES: 1/2 & 1/4 HEIGHT CONTENT AREAS

The green guides provide placement for dividing the content area horizontally in 1/4 height increments, allowing multiple features and sidebars to exist on the same page. This allows for multiple layout options. Light green indicates the edge of the content areas while the dark green guides provide interior guides for these sections. These guides are also used for placement of headlines, subheads, graphics, sidebars and other elements of the layout.

Left page: Two 1/2 height content areas.

Right page: Two 1/2 height content areas, the bottom is a full bleed. Full bleed content areas can provide extra separation from the other content on the page.
NEWSLETTER LAYOUT STRUCTURE

HORIZONTAL GUIDES: 1/2 & 1/4 HEIGHT CONTENT AREAS

Left page: 1/4 height content areas at the bottom of the layout.

Right page: 1/4 height content areas at the top of the layout.
1/4 height full-spread sidebar with bleeds.
HORIZONTAL GUIDES: 1/3 HEIGHT CONTENT AREAS

Left page: 1/3 height content areas.
Right page: 1/3 and 2/3 height content areas.
HORIZONTAL GUIDES: 1/3 HEIGHT CONTENT AREAS

Left page: 2/3 height and 1/3 height content areas.
Right page: 2/3 height with a bleeding 1/3 height content area.
HEADLINES

HEADLINE
HEAD LINE
HEAD LINE

Features: Gentona Bold All Caps  Size: 60pt  Leading: 54

HEADLINE
HEAD LINE

Article: Gentona Bold All Caps  Size: 36pt  Leading: 30

HEADLINE
HEAD LINE

Article: Solid Boxed Gentona Bold All Caps  Size: 20pt  Tracking: 100
HEADLINES

Headline
Head Line
Head Line

Feature: Gentona Extra Light  Size: 72pt  Leading: 59pt  Tracking: -50

Headline
Head Line

Articles: Gentona Extra Light  Size: 40pt  Leading: 36pt  Tracking: -50

Headline
Head Line

Sidebars: Gentona Extra Light  Size: 24pt  Leading: 24pt  Tracking: -40
HEADLINES

HEADLINE HEADLINE HEADLINE

Features: Quadon Heavy All Caps  Size: 36pt  Leading: 36pt  Tracking: 40

Headline Head Line

Article: Quadon Medium Title Case  Size: 36pt  Leading: 36pt

**SUBHEAD SUB SUB HEAD**


**SUBHEAD DIVIDERS**

**SUBHEAD SUB SUB HEAD**

<table>
<thead>
<tr>
<th>Subhead 1: Gentona Bold</th>
<th>Size: 8pt</th>
<th>Leading: 12pt</th>
<th>Tracking: 280</th>
</tr>
</thead>
</table>

**SUB HEADER**

<table>
<thead>
<tr>
<th>Subhead 2: Boxed Gentona Bold</th>
<th>Size: 8pt</th>
<th>Tracking: 150</th>
</tr>
</thead>
</table>
ARTICLE LEAD-INS

Lead-ins can be used before an article to provide transition between the size of the headlines and the density of the body copy.

T-BONE SHORT RIBS BEEF RIBS, ANDOUILLE CHUCK SAUSAGE. T-BONE SHORT RIBS T-BONE SHORT RIBS

Lead-In 1: Gentona Bold All Caps  Size: 11pt  Leading: 16pt  Tracking: 180

BACON IPSUM DOLOR AMET KEVIN JOWL FRANKFURTER LANDJAEGER ANDOUILLE. CHUCK KIELBASA STRIP STEAK, BALL TIP SAUSAGE FILET MIGNON CUPIM

Lead-In 2: Quadon Heavy All Caps  Size: 12pt  Leading: 18pt  Tracking: 100
Pull quotes can be placed either within the body copy or on their own within the structure of the layout. Pull quotes are framed by 3pt horizontal lines.

**“T-BONE SHORT RIBS BEEF RIBS, ANDOUILLE CHUCK SAUSAGE. T-BONE SHORT RIBS”**


*Example shows a pull quote within the body copy. See the creative samples on page 48 for more call out usage.*
CALL OUTS

These are placed in the body copy; with versions for each column of the layout. Call outs are framed by one of our graphic elements: a line with ball terminals.

EXAMPLE SHOWS A MIDDLE COLUMN CALL OUT. SEE THE CREATIVE SAMPLES ON PAGE 48 FOR MORE CALL OUT USAGE.

T-BONE SHORT RIBS BEEF RIBS, ANDOUILLE CHUCK SAUSAGE.

T-BONE SHORT RIBS BEEF RIBS, ANDOUILLE CHUCK SAUSAGE.

T-BONE SHORT RIBS BEEF RIBS, ANDOUILLE CHUCK SAUSAGE.

acon ipsum dolor amet kevin jowl frankfurter landjaeger andouille. Chuck kielbasa strip steak, ball tip sausage filet mignon cupim alcatra ham hock. T-bone pork chop türducken cow, tongue tenderloin kevin. Filet mignon kevin leberkas pork belly ham hock beef ribs shoulder rump cupim shankle venison ham.

Boudin spare ribs flank capicola salami short loin beef corned beef venison shank frankfurter ham hock short ribs kielbasa. Ball tip shoulder pork short loin meatloaf beef ribs ham hock capicola porchetta biltong frankfurter landjaeger sausage loin beef corned beef.

Beef landjaeger ham beef ribs, frankfurter t-bone jerky pork belly short loin doner capicola pancetta. Flank filet mignon strip steak bacon, pig...

T-BONE SHORT RIBS BEEF RIBS, ANDOUILLE CHUCK SAUSAGE.


Salami corned beef turkey ball tip capicola doner chicken. Ball tip filet mignon türducken jerky ham tenderloin shoulder pancetta biltong doner spare ribs pork loin jowl chicken sir-
NEWSLETTER TYPOGRAPHY STANDARDS

DROP CAPS

In the graphic library included with these templates is an alphabet of activated drop caps. These can be used to begin an article or a new section within the article. For standard body copy, the drop cap occupies the first three lines of the paragraph and aligns slightly outside of the copy box on the top and the left.

Drop caps are an illustrated version of the Quadon font.


Example of drop cap usage.
CAPTIONS

Captions can be displayed in several configurations, but use the consistent type style.

_Bacon ipsum dolor amet kevin jowl frankfurter landjaeger andouille. Chuck kielbasa._
_Bacon ipsum dolor amet kevin jowl frankfurter landjaeger andouille. Chuck kielbasa_

**Captions:** Gentona book italic  
_size: 8pt_  
_leading: 12pt_  
_tracking: 40_
SIDEBARS

Sidebars provide space for stand alone pieces of content that may accompany an article or feature. Here we’ve provided a horizontal and a vertical sidebar with typography standards.

BACON IPSUM DOLOR AMET KEVIN JOWL FRANKFURTER

BACON IPSUM DOLOR AMET KEVIN JOWL HOT DOG BACON IPSUM DOLOR AMET KEVIN JOWL FRANKFURTER.
Chuck kielbasa strip steak, ball tip sausage filet mignon cupim alcatra ham hock. T-bone pork chop turgducken cow, tongue tenderloin kevin. Filet mignon kevin leberkas pork belly ham.

BACON IPSUM DOLOR AMET KEVIN JOWL FRANKFURTER
Chuck kielbasa strip steak, ball tip sausage filet mignon cupim alcatra ham hock. T-bone pork chop turgducken cow, tongue tenderloin kevin. Filet mignon kevin leberkas pork belly ham.

---

**Headers & Subheaders:** Gentona Bold All Caps
**Size:** 8pt
**Leading:** 12pt
**Tracking:** 180

---

**Headers:** Boxed Gentona Bold All Caps
**Size:** 8pt
**Leading:** 12pt
**Tracking:** 150

**Subhead:** Gentona Bold All Caps
**Size:** 8pt
**Leading:** 12pt
**Tracking:** 150

**Body Copy:** Gentona Bold
**Size:** 8pt
**Leading:** 12pt
**Tracking:** 150
ACTIVE HEADLINES

LINES AND RULES

- hairline: .5pt
- block rule: 3pt
- block rule: 7pt
- ball terminal thin: 1pt
- ball terminal thick: 3pt

NUMBERING

1 2 3 4
MEAT SAMPLES
- Ribs, pork, kielbasa, pastrami, alcatra, kev-jerky, pancetta, venison, pork chops, short meatballs, turkey tenderloin, hamburger, brisket, kevin, swine, ham hock, meatball.
- Ribs, pork belly, flank, hamburger.
- Pork belly, flank, hamburger.

GREEN ELECTRONICS & OUR ENVIRONMENT
- Name Last Position/Title
- Name Last Position/Title

“T-BONE SHORT RIBS, BEEF BUCK,”

Captions/alineations here sample photo here.

Name Last Position/Title

“GREEN ELECTRONICS & OUR ENVIRONMENT”
NEWS AND RESEARCH

UFTI LAUNCHES

“THE GOAL OF UFTI IS TO DEVELOP INNOVATIVE SOLUTIONS TO CULTIVATE A COLLABORATIVE ENVIRONMENT, IN ORDER TO IMPROVE THE TRANSPORTATION SYSTEM.”

Lily Elefteriadou, Ph.D., UFTI Director

This institute brings together talent from all over campus, positioning us to understand every aspect of the transportation challenges facing our country and to solve them.”

Dr. Cammy Abernathy, Dean of the College of Engineering

NEWSLETTER CREATIVE SAMPLES

HEADLINE

LEAD-IN

CAPTION STYLE

PULL QUOTE

SIDEBAR

Dashboards are single-page documents that can be used to promote a variety of content. Each template is designed with interchangeable 1/3 height content areas for mix and match usage. The typography and visual elements of these templates are based on the newsletter standards. However, some variations in sizing and usage exist to accommodate for the limited space of the dashboards.
DASHBOARD CREATIVE SAMPLES

Available in InDesign and Microsoft Word.
DASHBOARD CREATIVE SAMPLES

Available in InDesign.
Postcard templates are designed for mix and match usage between fronts and backs, depending on content. The typography and visual elements of these templates are based on the newsletter standards. However, some variations in sizing and usage exist to accommodate for the limited space of the postcards.
Available in InDesign.

Available in InDesign.

Available in InDesign.

Available in InDesign.

Available in InDesign and Microsoft Word.
We are pleased to announce that Dr. Gregory Hudalla has received a 2015 National Science Foundation Career Award!

Dr. Hudalla and his team are creating biomaterials that modulate the activity of galectins, a family of carbohydrate-binding proteins that direct cell behavior in normal and pathological processes, including immunity, cancer, and viral infection. This NSF Career award supports research to create biomaterials that can be tailored to recognize a specific galectin, rather than the entire family, because different galectins can have unique or opposing roles within a given biological process. Toward this end, Dr. Hudalla and his team merge building blocks that spontaneously self-assemble with bio-inspired enzymatic synthesis to prepare biomaterials with precisely tailored carbohydrate composition. Ultimately, this work seeks to establish guidelines for designing biomaterials for therapeutic applications.

Available in InDesign.
Brochure templates consist of individual panel layouts from which standard size tri-fold brochures can be produced. The typography and visual elements of these templates are based on the newsletter standards. However, some variations in sizing and usage exist to accommodate for the limited space of the brochures.
BROCHURE CREATIVE SAMPLES

COVER PANELS

Available in InDesign.

Available in InDesign.

Available in InDesign.
THE UF COLLEGE OF ENGINEERING EQUIPS EVERY ENGINEER WITH AN ABILITY TO SOLVE BOTH THE PROBLEMS AT HAND AND REALIZE SOLUTIONS FOR PROBLEMS NOT YETPOSED. HERE, WE BUILD ENGINEERS DIFFERENTLY. THEY DO RESEARCH, CREATE COMPANIES AND TAKE PRODUCTS TO MARKET BEFORE THEY EVEN GRADUATE. GATOR ENGINEERS ARE TRAINED TO REDEFINE CONVENTION. READY WITH A SENSE OF ABILITY AND ACCOMPLISHMENT, OUR ENGINEERS ARE SHAPING THE FUTURE, NOT JUST FOR THEMSELVES, BUT FOR ALL OF US.

The UF College of Engineering equips every engineer with an ability to solve both the problems at hand and realize solutions for problems not yet posed.

Here, we build engineers differently. They do research, create companies and take products to market before they even graduate. Gator Engineers are trained to redefine convention. Ready with a sense of ability and accomplishment, our engineers are shaping the future, not just for themselves, but for all of us.
BROCHURE CREATIVE SAMPLES

INTERIOR PANELS

Available in InDesign.

Available in InDesign and Microsoft Word.

Available in InDesign.

LANDJAEGER KIELBASA
FRANKFURTER BOUDIN HAM.
TONGUE BRESAOLA STRIP
STEW PANCETTA LEBER-
KAS PIG SPARE RIBS SHORT
LOIN ALCATRA. BEEF RIBS
HAM SHORT RIBS, T-BONE
BRESAOLA SWINE BACON
LANDJAEGER PORK SHOUL-
DER PASTRAMI PORCHETTA
SHANK CORNED BEEF, CUPIM
VENISON CAPICOLA TUR-
DUCKEN ALCATRA PORK BEL-
LY PORCHETTA CHUCK SHORT
LOIN DRUMSTICK LEBERKAS
GROUND ROUND HAM, BEEF
RIBS TURDUCKEN CHICKEN,
PROSCIUTTO LEBERKAS BRE-
SAOLA CUPIM TENDERLOIN
DRUMSTICK SHANK, FLANK

LANDJAEGER KIELBASA
FRANKFURTER BOUDIN HAM.
TONGUE BRESAOLA STRIP
STEW PANCETTA LEBER-
KAS PIG SPARE RIBS SHORT
LOIN ALCATRA. BEEF RIBS
HAM SHORT RIBS, T-BONE
BRESAOLA SWINE BACON
LANDJAEGER PORK SHOUL-
DER PASTRAMI PORCHETTA
SHANK CORNED BEEF, CUPIM
VENISON CAPICOLA TUR-
DUCKEN ALCATRA PORK BEL-
LY PORCHETTA CHUCK SHORT
LOIN DRUMSTICK LEBERKAS
GROUND ROUND HAM, BEEF
RIBS TURDUCKEN CHICKEN,
PROSCIUTTO LEBERKAS BRE-
SAOLA CUPIM TENDERLOIN
DRUMSTICK SHANK, FLANK

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Bacon ipsum dolor amet kevin jowl frankfurter
Bacon ipsum dolor amet kevin jowl hot dog Bacon ipsum dolor amet kevin jowl frankfurter.
Bacon ipsum dolor amet kevin jowl hot dog Bacon ipsum dolor amet kevin jowl frankfurter.

“BACON IPSUM DOLOR AMET KEVIN JOWL ANDOUILLE CHUCK KIELBASA”

Bacon ipsum dolor amet kevin jowl hot dog Bacon ipsum dolor amet kevin jowl frankfurter.
“BACON IPSUM DOLOR AMET KEVIN JOWL FRANKFURTER LAND JÄGER ANDOUILLE. CHUCK KIELBASA.”


“BACON IPSUM DOLOR AMET KEVIN JOWL FRANKFURTER LAND JÄGER ANDOUILLE. CHUCK KIELBASA.”

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Bacon ipsum dolor amet kevin jowl frankfurter landjaeger andouille. Chuck kielbasa T-BONE SHORT RIBS BEEF RIBS, ANDOUILLE CHUCK SAUSAGE, SHORT RIBS.

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T-BONE SHORT RIBS
BEEF RIBS, ANDOUILLE
CHUCK SAUSAGE. T-BONE SHORT RIBS, ANDOUILLE
CHUCK SAUSAGE.

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Aliquam ex purus, venenatis ut arcu sit amet, phantra.

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