

UNIVERSITY *of*
WEST FLORIDA



50th Anniversary

UWF 50th Anniversary

- Brand Platform
- Capital Campaign
- Signature Initiatives

—————1967—————

From breaking ground to
ground-breaking research

—————2017—————

1967

From 1,200 students
to 12,000+

2017

—————1967—————

From growing pines
(in the wild) to growing minds
(on a state-of-the-art) campus

—————2017—————

—————1967—————

From a graduating class of
58 to a worldwide alumni
network of 78,000+

—————2017—————

1967

From zero to \$1.47 billion
in economic impact

2017

About UMC

University Marketing and Communications is the primary communications and marketing department for the University of West Florida.

University Marketing and Communications:

- Enhances and protects the institution's reputation
- Advances and strengthens the University's visibility and brand
- Reinforces the University's relevance in the lives of key target audiences.

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University Marketing and Communications Priorities

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Brand Platform

Brand Platform: Goals

The University of West Florida strives to:

- Build its status, both in Florida and beyond
- Become a first-choice university, vis a vis recruitment
- Use the 50th celebration to reconnect with alumni and kick off football
- Establish a brand that is transformational for both UWF and Northwest Florida

Bottom line: *Generate excitement about UWF!*

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Due Diligence

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About Branding

“Branding” is another word for integrity. UWF’s brand should reflect the University of West Florida’s deepest truth.

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The Brand

UWF Brand Elements

Brand essence: The transformational energy cycle

Brand promise: To make waves around the world

Brand values: Innovation, collaboration, optimism, persistence

Brand persona: Confident, creative, innovative, entrepreneurial

Brand strategy: To make UWF synonymous with
“the forward-thinking, innovative side of Florida”

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Brand Statement

At the University of West Florida,

At the University of West Florida,
we see change and rush forward.

Because we see change

Because we see change
as inspirational:

Because we see change
as inspirational: A source of
ideas and insights,

Because we see change
as inspirational: A source of
ideas and insights, startups
and breakthroughs,

Because we see change
as inspirational: A source of
ideas and insights, startups
and breakthroughs, innovation
and collaboration.

We see change coming,
faster than ever, and
we're ready for it.

We see change coming,
faster than ever, and
we're ready for it.
Because we're leading it.

sea change | UNIVERSITY *of* WEST FLORIDA

What is sea change?

A profound transformation.

A major leap forward.

A total shake up.

We see change
and feel fearless.



UNIVERSITY of WEST FLORIDA | *sea change*

We see change
and embrace it.



UNIVERSITY of WEST FLORIDA | *sea change*



We see history
in the making.



We see
a world of
opportunity.





Change the way you see everything.

Somehow we've come to believe that change is threatening. Truth is, change is exhilarating. Fifty years ago, the University of West Florida was a very different place. So was Northwest Florida. Together, we've grown. A lot. Today, UWF leads ground-breaking research. The kind that changes lives, helps small businesses thrive, and unlocks the power of people. Transformation starts here.

sea change

UNIVERSITY of WEST FLORIDA

We see you
changing the world.



Our graduates are NASA astronauts. Business and community leaders. Thought innovators. They go to work for Pulitzer Prize-winning newspapers, Fortune 500 companies, and non-profits making big splashes.

What's your sea change?

UNIVERSITY of WEST FLORIDA | *sea change*



I see a world with cleaner oceans

Let's make it happen. Senior Rachel Richardson led cleanup dives to remove more than 300 pounds of trash from Pensacola waters. At the University of West Florida, our students and professors see beyond the impossible, improbable and unthinkable. A strong current of change flows through us. And we're using it to make a difference anywhere we see untapped possibility.

UNIVERSITY of WEST FLORIDA | *sea change*

sea change

#WeSeaChange #MySeaChange #UWFfootball #WestFlorida50



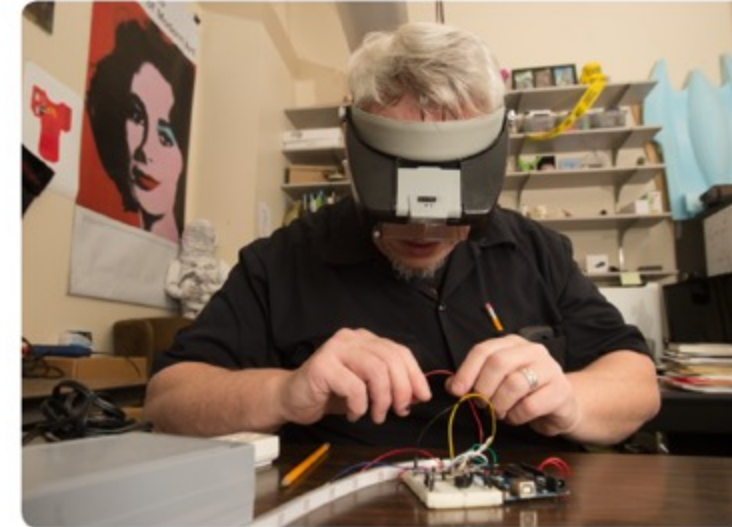
University of West Florida
@UWF



What is sea change? A profound transformation. A major leap forward. A total shake up. At UWF [#WeSeaChange](#) because we're leading it.



University of West Florida
@UWF



Dr. Asmuth is making waves with his brain sensor technology. He's fusing science and art to change the world one mind at a time. [#WeSeaChange](#)

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Graphic Identity

UWF Primary Logos

**UNIVERSITY *of*
WEST FLORIDA**

UNIVERSITY *of* WEST FLORIDA

UWF Lettermark

UWF

UWF Logos with Tagline

UNIVERSITY of
WEST FLORIDA | *sea change*

UNIVERSITY of **WEST FLORIDA** | *sea change*

UWF | *sea change*

UWF Logo Signature System

UWF | Department of
Communication

UNIVERSITY of
WEST FLORIDA | Department of
Communication

UNIVERSITY of
WEST FLORIDA | Department of
Communication
*College of Arts, Social
Sciences & Humanities*

UWF Color Palette

Primary

PANTONE: 2945C
C:100 M:53 Y:2 K:16
R:0 G:76 B:151
HEX:004C97

UWF Blue

PANTONE: 356C
C:91 M:4 Y:100 K:25
R:0 G:122 B:51
HEX:007A33

UWF Green

Secondary

PANTONE: 2925C
C:85 M:21 Y:0 K:0
R:0 G:156 B:222
HEX:009CDE

Nautilus Blue

PANTONE: 361C
C:77 M:0 Y:100 K:0
R:67 G:176 B:42
HEX:43B02A

Cannon Green

PANTONE: 2905C
C:45 M:1 Y:0 K:1
R:141 G:200 B:232
HEX:8DC8E8

Luna Blue

PANTONE: 375C
C:46 M:0 Y:90 K:0
R:151 G:210 B:0
HEX:97D200

Spring Green

K: 60

Armadillo Grey

*For Sea Change
Body Copy*

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Recruitment



Make a Capitol splash

UNIVERSITY of WEST FLORIDA | *sea change*

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Brand Resources

Brand Portal

The UWF Brand Portal serves as a resource to ensure a consistent brand identity in alignment with the University's visual strategy and editorial style. This valuable resource provides any UWF communicator with the tools necessary for cohesive and properly-branded communications, including digital and creative assets, graphic standards and approved templates.

[Letter from the Vice President >](#)

The Brand

Logo Basics



Messaging



Templates 



Graphic Elements



Photography



Video



Color



Typography



Social Media



Editorial Style Guide



Licensing



Wallpapers



Stationery

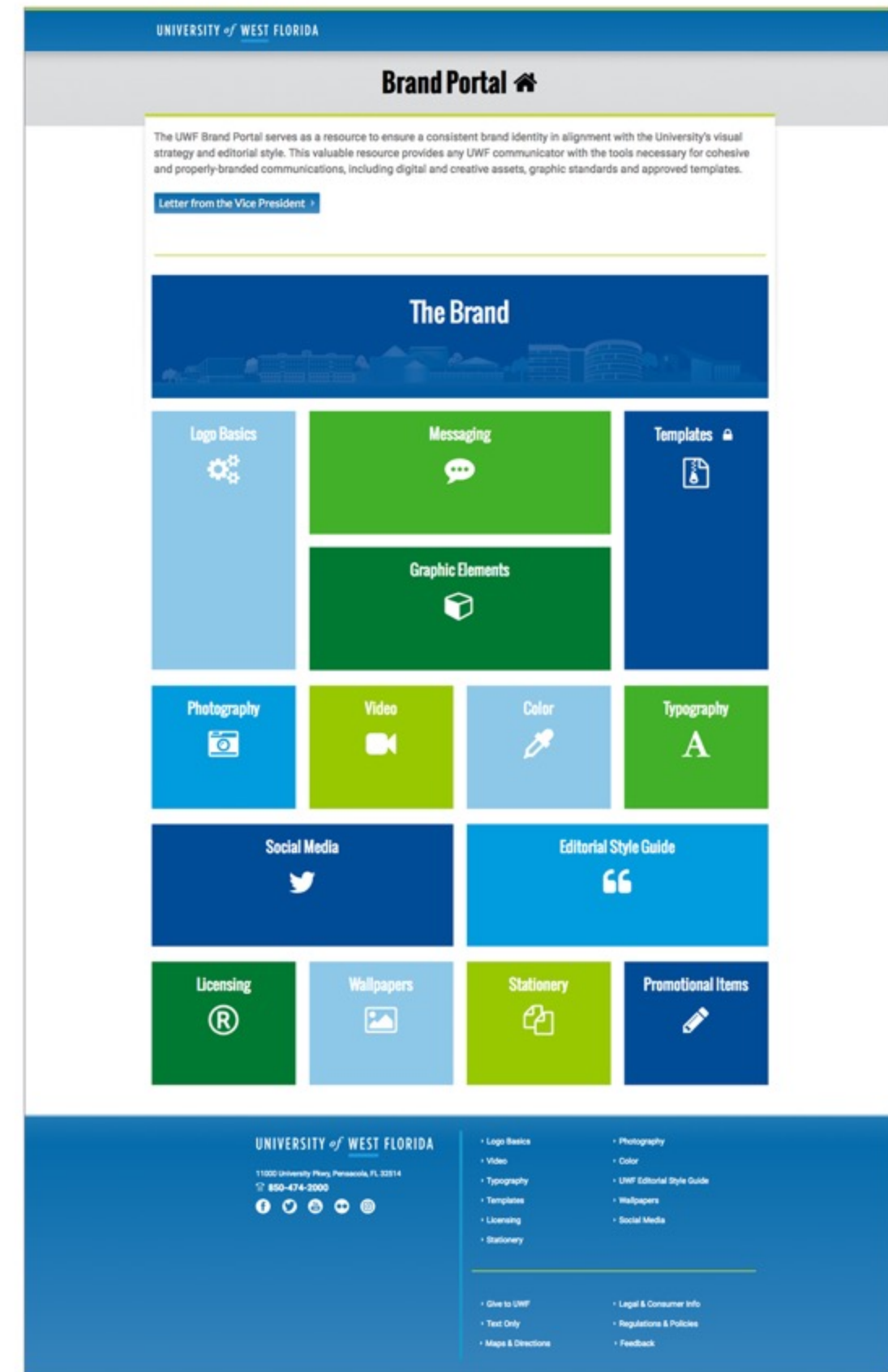


Promotional Items



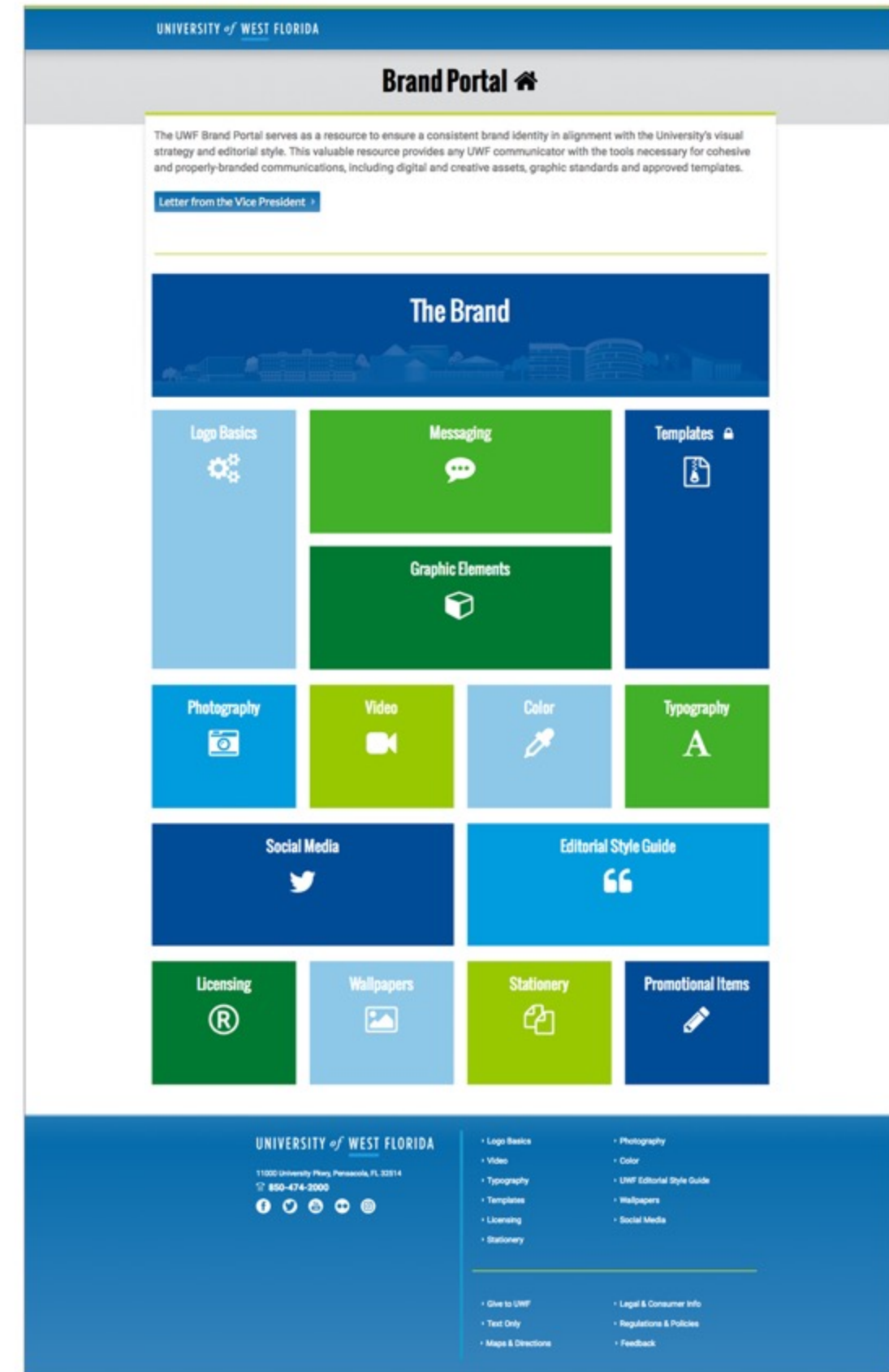
Additions

- About the Brand
- Brand Messaging
- Graphic Elements
- Logo Signatures
- Promotional Item Guidance



Updates

- Institutional Logo
- Color Palette
- Photography Guidance
- Typography
- Wallpapers
- Templates
- Social Media



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Templates

Headline, Name of Event Here

Subhead for Event

Event Date Here
Include Location Information Here
Time and Additional Info Here

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uwf.edu/department

UNIVERSITY of WEST FLORIDA | University Marketing and Communications



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Subhead, Event Date Here
Include Location and Time Information Here

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Subhead for Event

Event Date Here
Include Location Information Here
Time and Additional Info Here

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uwf.edu/department

UNIVERSITY of WEST FLORIDA | University Marketing and Communications

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50th Anniversary Marketing



Fifty years ago, this was
just a pine forest.

Today, it's a brain trust.

UNIVERSITY of WEST FLORIDA | *sea change*



Fifty years ago was just the beginning.

Here's to the next 50 years of creation,
innovation, and transformation.

UNIVERSITY *of* WEST FLORIDA | *sea change*





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Signature Initiatives

Initiatives

- UWF Football
- UWF Historic Trust Interpretive Master Plan
- 50th Anniversary *Connection Magazine*
- 50th Anniversary Book
- 50th Anniversary Video
- 50th Anniversary Marketing and Communication Materials
- 50 Years of Firsts
- 50 Years of UWF Traveling Exhibit
- Alumni Story Collection
- Alumni Advocates Program

Events

- Blue and Green Kickoff
- Argonaut 5K 50th Run/Walk
- UWF National Countdown Week and Series of Events
- Homecoming 2017
- Capital Campaign Gala

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Capital Campaign

Capital Campaign

- Public Phase Launch in November



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Next Steps

Brand Platform Phase I: Internal Launch

Aug. 29, 2016

Brand Platform Phase II: Official Public Launch

Sept. 19, 2016

Brand Platform Phase II: 50th Anniversary Campaign

November 2016

UNIVERSITY *of* WEST FLORIDA

50th Anniversary Planning Committee

Dr. Judith Bense, President

Dr. Martha Saunders, Provost and Executive Vice President

Dr. Kevin Bailey, Vice President of Student Affairs

Dr. Steve Cunningham, Vice President, Finance and Administration

Dr. Brendan Kelly, Vice President of University Advancement

Megan Gonzalez, Executive Director, University Marketing and Communications

Kenda Hembrough, Past Assistant Director of Development, Alumni Relations

Tori Fish, Major Gift Officer

Brittany Boyd, Assistant Director, University Marketing and Communications

Lauren Smith, Assistant Director of Digital Media, University Marketing and Communications

Kelsey Haupt, Past Alumni Relations Coordinator, Alumni Relations

Eryka Wallace, Assistant to the Dean, University College

Matthew Schwartz, Chair, Earth and Environmental Sciences

Pola Young, Creative Director, University Marketing and Communications

Julie Young, Past Development Coordinator, Alumni Relations

Bob Dugan, Dean of Libraries

Wanda Edwards, Chief Curator, UWF Historic Trust

Dr. Chris Fenner, Assistant Professor, Communication Arts

Jennifer Peck, Art Director, University Marketing and Communications

Trish Allison, Member Services and Community Engagement Director, WUWF

Jerre Brisky, Director, Center for Fine and Performing Arts

Jay Massey, Past Director, Web Services, University Marketing and Communications

Matt Rowley, Assistant Director of University Communications

Lauren Loeffler, Director, Career Services

Ben Stubbs, Associate Director of Student Involvement

Robin Zimmern, Associate Dean, Student Affairs

Dr. Jim Hurd, Senior Associate Vice President, Student Affairs

Alesia Ross, Past Coordinator, Alumni Program and Services, Alumni Relations

John Markowitz, Program Director of Art

Dr. Kimberly McCorkle, Associate Dean, College of Education and Professional Studies

Rick Scott, Lecturer, Department of Communication Arts

Dr. Eman El-Sheikh, Interim Director, Center for Cybersecurity, College of Science and Engineering

Dr. Greg Tomso, Chair, Department of English

Dr. Scott Keller, Distinguished Professor, Department of Marketing and Economics

Patrice Moorer, Assistant Dean, College of Science and Engineering

Patricia Barlow, Administrative Specialist, Office of the Vice President of University Advancement

Missy Grace, Director, Alumni Relations

James Hosman, University of West Florida Alumnus

Harriet Wyer, University of West Florida Alumna

Butch Seabrook, Jr., Past President of the Retired Employees Association

Meredith Wolf, Donor Relations Coordinator, Office of Development

Sheyna Marcey, Director of Education, UWF Historic Trust

Dr. Jocelyn Evans, Associate Dean, College of Arts, Social Sciences and Humanities

Brandy Gottlieb, Communications Coordinator, College of Arts, Social Sciences and Humanities

Pat Crawford, Executive Director, WUWF

Dr. Kim LeDuff, Chief Diversity Officer & Associate Vice Provost

Sherry Hartnett, Director, Executive Mentor Program, College of Business

Brett Berg, Associate Director for Development for Athletics, Office of Development

Melissa Wolter, Head Volleyball Coach

Stephanie Yelton, Head Women's Basketball Coach

Dave Scott, Athletic Director

Dr. Pat Wentz, Interim Chairperson Research and Advanced Studies

Eddie Rodgers, Associate Director, Office of the Registrar

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