Communicating the UF/IFAS Brand on the Web

A strong brand needs a unified web presence to communicate its value to audiences every day. Websites are a combination of words and images—so website managers in UF/IFAS will need to pay attention to a website's language and visual identity to stay in line with the UF/IFAS brand. In this section, you will learn about promoting the UF/IFAS brand on the web, including website design guidelines and policies, as well as UF/IFAS social media guidelines.

UF/IFAS BRANDING

Web Identity

UF/IFAS has a variety of websites to meet the needs of many different audiences. Some are only for internal users, while others are used frequently by the public. With this in mind, each UF/IFAS website still needs to clearly be a part of UF/IFAS. Also, all UF/IFAS websites must meet the policies and guidelines found at
http://imm.ifas.ufl.edu/6_150/6150-5.htm and
http://imm.ifas.ufl.edu/6_150/6150-6.htm.

To maintain consistent institutional branding for all UF/IFAS pages, cascading style sheets (CSS) are used to standardize the text size, style, colors and links within the various page elements (content, header, footer and navigation). Standard HTML markup is used to address page structure.

UF/IFAS Extension pages should use the templates found at
http://solutionsforyourlife.ufl.edu/customer_service/templates_and_training.html.

UF/IFAS Departments, Research and Education Centers, Programs, Institutes, and Centers should adhere to the look and feel supplied by UF/IFAS Web Services. The site files for this new design are available through the Web Content Management System (WCMS) TERMINALFOUR (T4) system. Please contact UF/IFAS Web Services for details about our three templates. (webteam@ifas.ufl.edu).

On these types of sites, the individuality of each unit is also encouraged. Examples of appropriate individuality are discussed in the following sections. For help determining appropriate individuality, please contact UF/IFAS Web Services (webteam@ifas.ufl.edu).

Coding and Identity

The UF/IFAS favicon is mandatory for all UF/IFAS websites and is available at
http://ifas.ufl.edu/media/ifasufledu/ifas-dark-blue/style-assets/css/images/favicon.ico.

Tags inside the HEAD section of an HTML document are used to supply information to browsers, search engines and other tools used to discover, display, sort and manage web pages. The TITLE tag must be included on all web pages; it is used to generate the display name in the browser top bar, bookmarks and search results. The description meta tag is recommended for all site home pages; many search engines include information in this field in their search results. For more information on extending your metadata for SEO (search engine optimization) purposes, please contact webteam@ifas.ufl.edu.

UF/IFAS favicon

Title Tags should follow this format:

<title>**Unit name** – University of Florida, Institute of Food and Agricultural Sciences </title>

Title Tags for secondary pages should follow this format:

<title>**Meaningful Page Title - Unit name** – University of Florida, Institute of Food and Agricultural Sciences</title>

<title>**Meaningful Page Title** – UF/IFAS Extension **County name**</title>

Writing and Identity

When writing for your website, please follow the guidelines outlined in the section on communicating the UF/IFAS brand in writing (pg. 27). Also, use the stylebook section (pg. 69) for the proper names of UF/IFAS entities.

This section divides UF/IFAS websites into four categories — UF/IFAS Extension, Departments, Research and Education Centers, and Programs. Each of these categories must adhere to the following basic guidelines.

UF/IFAS Extension

Identity and Branding

The new tagline for UF/IFAS Extension is "Solutions," and it must be included in the header of UF/IFAS Extension websites. As mentioned above, it is recommended that all UF/IFAS Extension pages use the available cascading style sheets (CSS) to standardize the text size, style, colors and links within the various page elements (content, header, footer and navigation). Standard HTML markup is available to address page structure. These templates are available at http://solutionsforyourlife.ufl.edu/customer_service/templates_and_training.html.

All UF/IFAS Extension offices are advised to make UF/IFAS Extension branding clearly visible in the upper left-hand area of your webpage. You should also include the county logo. If a county logo is not available, type out the name of your county.

In the header image, you should link the UF/IFAS Extension logo to the main Solutions website (http://sfyl.ifas.ufl.edu), and the county logo should link to your county website. In the footer, you will need to have the UF/IFAS logo, which links to the UF/IFAS website (http://www.ifas.ufl.edu), and a text link to UF, which must link to the UF website (http://www.ufl.edu).

For more information about logo usage, see the earlier section on the visual identity of the UF/IFAS brand (pg. 15) and the UF Brand Center (http://identity.ufl.edu). For the new UF/IFAS and UF/IFAS Extension logo, visit http://branding.ifas.ufl.edu.

All UF/IFAS Extension sites **are required** to have the following:

- **UF/IFAS Extension logos.** The UF/IFAS Extension logo should link to http://solutionsforyourlife.ufl.edu.
- **County logo or county name.** This should be placed near the UF/IFAS Extension logo to represent the partnership between UF/IFAS and the county. (Remember that the UF/IFAS logo always needs to be surrounded on all sides by clear space that is no less than one-half the height of the "UF" monogram. See pg. 15 of this guide.)
- **A way to contact persons responsible for web updates.** This should be included in the footer as well (e.g., "Site Feedback" or "Contact the Webmaster" can link to a technical contact on your "contact" page or a specific email address).
- **Date of last revision.** This is required on the homepage, but is recommended for all pages.
- **An active link to the UF homepage.** Please add to the footer.

UF/IFAS BRANDING

Graphics and Identity

NOTE: UF/IFAS Extension and UF/IFAS Extension county websites are under review. While under review we encourage the use of the UF/IFAS Extension web templates as a model (see Web Templates section).

Web Templates

It is strongly recommended and preferred that UF/IFAS websites use current UF/IFAS web templates. UF/IFAS templates already meet web policy and accessibility standards and visually convey affiliation with UF and IFAS. Sample templates for county Extension websites are available by contacting **webteam@ifas.ufl.edu**.

Sample templates for other UF/IFAS websites are available through the TERMINALFOUR (T4) Web Content Management System (WCMS) after gaining access. An overview of UF/IFAS templates can be found in the links below. These templates will dictate other parameters to promote consistency across our web presence.

1. **UF/IFAS White**, http://tinyurl.com/UFIFASWhite
2. **UF/IFAS Light Blue**, http://tinyurl.com/UFIFASLightBlue
3. **UF/IFAS Dark Blue**, http://tinyurl.com/UFIFASDarkBlue

Departments and Schools

UF/IFAS Department websites **are required** to include the following:

- **Name of the department or unit on the right or under the UF/IFAS logo.** As an example, see the Environmental Horticulture page at http://hort.ifas.ufl.edu.

- **UF/IFAS logo on the left.** The UF/IFAS logo should link to http://ifas.ufl.edu.

- **A way to contact persons responsible for web updates.** This should be included in the footer as well (e.g., "Site Feedback" or "Contact the Webmaster" can link to a technical contact on your "contact" page or a specific email address).

- **Date of last revision.** This is required on the homepage, but is recommended for all pages. If you are using (.shtml) includes on a website you maintain, add "the date of last revision" in the footer area, but outside the footer.shtml include.

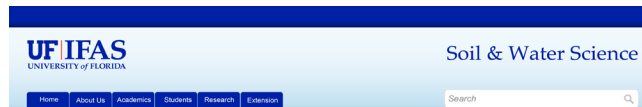- **An active link to the UF homepage.** Please add to the footer.

Location

- The Physical address of the unit and other contact information should be included in the footer.

Policy Links

- A link to Google Analytics (optional if not using Google Analytics), UF Disability, SSN, and Privacy policies should be included in the footer.

Example Header:

Example Footer:

Look and Feel

Departments are strongly encouraged to adhere to the look and feel of one of three web templates that can be found in the links below. However, individuality of the unit is also encouraged. For help determining appropriate the individuality, please contact **webteam@ifas.ufl.edu**.

1. **UF/IFAS White**, **http://tinyurl.com/UFIFASWhite**
2. **UF/IFAS Light Blue**, **http://tinyurl.com/UFIFASLightBlue**
3. **UF/IFAS Dark Blue**, **http://tinyurl.com/UFIFASDarkBlue**

Research and Education Centers

All Research and Education Center websites are required to have the following information:

- **Name of the Research and Education Center on the right**. For example, Gulf Coast Research and Education Center (this should link to the REC's homepage).

- **UF/IFAS logo on the left.** The UF/IFAS logo should link to **http://ifas.ufl.edu**.

- **A way to contact persons responsible for web updates.** This should be included in the footer as well (e.g., "Site Feedback" or "Contact the Webmaster" can link to a technical contact on your "contact" page or a specific email address).

- **Date of last revision.** This is required on the homepage, but is recommended for all pages. If you are using (.shtml) includes on a website you maintain, add "the date of last revision" in the footer area, but outside the footer.shtml include.

- **An active link to the UF homepage.** Please add to the footer.

Example Header:

Example Footer:

UF/IFAS BRANDING

Look and Feel

RECs are are strongly encouraged to adhere to the look and feel of one of three web templates here: **UF/IFAS Light Blue**, **http://tinyurl.com/UFIFASLightBlue**. However, the individuality of the unit is also encouraged. For help determining appropriate individuality, please contact **webteam@ifas.ufl.edu**.

Programs, Centers or Institutes

All UF/IFAS programs should follow the basic UF/IFAS web branding guidelines. In addition, each program website **is required** to have the following:

- **Name of the Program or Center under the UF/IFAS or UF/IFAS Extension logo.** For example, the UF/IFAS Shared Services Centers (this should link to the program's web page).

- **UF/IFAS or UF/IFAS Extension logo on the left.** The UF/IFAS logo should link to **http://ifas.ufl.edu**. The UF/IFAS Extension logo should link to **http://sfyl.ifas.ufl.edu**.

- **A way to contact persons responsible for web updates.** This should be included in the footer as well (e.g., "Site Feedback" or "Contact the Webmaster" can link to a technical contact on your "contact" page or a specific email address).

- **Date of last revision.** This is required on the homepage, but is recommended for all pages. If you are using (.shtml) includes on a website you maintain, add "the date of last revision" in the footer area, but outside the footer.shtml include.

- **An active link to the UF homepage.** Please add to the footer.

Additional Guidelines

- If an additional logo is required on your program website (for example, partnerships or sponsorships), position the logo under the UF/IFAS logo or in the footer area. Also, review "Third-party Sponsorships or Affiliations" under "Other Web policies" (pg. 51).

Program, Center, or Institute Header: Example 1

Technical contact | © 2013 Entity Name | University of Florida, Institute of Food and Agricultural Sciences, 2001 McCarty Hall D, PO Box 110270 Gainesville, FL 32611

(352) 392-1963 | This page uses Google Analytics (Google Privacy Policy) | Policies: Disability Services| UF Privacy | SSN Privacy | Last Modified 10/02/2012

Other Web Policies

Please review the following policy overviews to verify your website is in compliance:

- **Accessibility/Section 508 standards.** Because we are a public university with government funding, we need to maintain high standards for universal accessibility (http://www.it.ufl.edu/policies/).

- **UF privacy and security policy.** http://privacy.ufl.edu/privacystatement.html and http://www.it.ufl.edu/policies/security/

- **UF Web policies.** http://www.it.ufl.edu/webservices/policies/index.html

WordPress and TERMINALFOUR (T4) Web Content Management Systems (WCMS)

IFAS/IT and UF/IFAS Communications do not recommend or support the use of WordPress as a website platform.

As of June 2013, TERMINALFOUR (T4) was chosen by UF as the new WCMS system for the next five years. T4 is a replacement for WordPress.

UF/IFAS Web Services will provide leadership, instruction and support when the time comes to migrate to the official UF/IFAS Content Management System.

For questions about migrating your website to TERMINALFOUR contact webteam@ifas.ufl.edu or Dr. Tennille L. Herron at therron@ufl.edu.

Third-Party Sponsorships or Affiliations

All UF/IFAS websites and e-learning environments must adhere to the following policy related to corporate sponsors and other third-party affiliates found here: http://www.it.ufl.edu/policies/corporate_support_standard.html. The below example appropriately addresses the policy related to displaying corporate sponsorships on a UF/IFAS webpage:

OUR PARTNERS

Albertsons   BURGER KING   Walmart Save money. Live better. PFG Performance Food Group   Kroger   Publix.   OUTBACK STEAKHOUSE

*Corporate supporters listed on the CFDR website does not imply university or unit endorsement of the entity, its products, or its services.

The following statement should be in either the footer or near the sponsor logos on the page:

"Corporate sponsors listed on this UF/IFAS website do not imply university or unit endorsement of the entity or its products or services."

Individuality

At a minimum, all UF/IFAS websites should clearly demonstrate the following:

- **Structure.** Please use standard UF/IFAS headers and footers as indicated above.
- **UF/IFAS Web Colors.** See the following tables for the colors to use.

Mandatory Colors and Use

Color	Hex #	Used For	Recommended Use For
	#f0f8fc , #dfe2f3, #ffffff	Page background color	
	#0021a5		Some links, top navigation tabs, all Headings, and specifically "Heading 1"
	#ff6730		Links, link hovers
	#c3521c		A higher contrast version of #ff6730 color above often used for the background color for slider and photo captions with white text.

Colors to Promote Unit Individualization

Color	Hex #	Used For	Recommended Use For
	#6270ad	Background table header color	"Heading 2," "Heading 3," and tables
	#ebefff	Background color for table rows	
	#00b14c	Accent Color	Social media tab
	#ff6730		Links, link hovers
	#333333	Body text (paragraphs and lists)	
	#c3521c		A higher contrast version of #ff6730 often used for the background color for slider and photo captions with white text.

Other Colors

Some UF/IFAS initiatives have pre-existingstyle guides. For questions about integrating your style guide with UF/IFAS colors, contact webteam@ifas.ufl.edu.

For More Information

For more information about web guidelines, services, and technical inquiries and questions, contact:

UF/IFAS Web Services, webteam@ifas.ufl.edu

Dr. Tennille Herron, web team manager, therron@ufl.edu or 352-294-3310

Social Media Guidelines

Over the past year, UF/IFAS's social media following has nearly doubled in size. And in our connected age, social media will continue to be an important communications and marketing tool for UF/IFAS in the years to come. The following guidelines are essential to present a consistent, unified presence for UF/IFAS on social media, whether it's Facebook, Twitter, YouTube, or any other platform.

UF/IFAS Social Media Checklist

Registration with UF

All UF/IFAS social media accounts must register as an official account with the University of Florida. To see UF's registration requirements and official policies, visit http://www.urel.ufl.edu/social-media/social-media-registration/.

- Approval is needed for social media platforms only, not websites or blogs.
- Accounts can be for a unit, program, department, or office.
- Personal accounts affiliated with a specific faculty/staff member are not eligible for approval.
- Blogs are not eligible for approval.

Check with your department head or county Extension director for permission to create and register an account. Truly evaluate if you need a social media account and have the time to manage it. Make a plan for how you will manage the account in terms of content, posting, promotion, etc. And be sure to follow the UF/IFAS social media account approval checklist (https://docs.google.com/document/d/1F9x49qATWo6fZy7Q-EtTbxF-aPxY9TkMQLvtzyaRqQ0/pub).

Facebook accounts need to be sure they're creating pages, rather than personal timelines. (see https://www.facebook.com/help/217671661585622/): How are Pages different from personal timelines?

When the account you have created meets the requirements in the checklist, email your social media request to socialmedia@ifas.ufl.edu and include:

- A description of the account
- Your overall plan for the account (http://goo.gl/forms/R24B4a8nBb)
- Contact information for the account manager(s)

After you send in this information to UF/IFAS Communications, you will hear back from us regarding approval of your account. We will let you know if your account needs changes before approval and what those changes are. You will need to resubmit your approval request after you make the changes. Your account is not an "official" account until you have received an OK from us and then registered with UF.

After you have been approved by UF/IFAS Communications, you must also register as an official UF social media account. You can learn more about registration with UF at http://www.urel.ufl.edu/social-media/social-media-registration/. Once you are registered with UF, contact us at socialmedia@ifas.ufl.edu to let us know you are registered.

Once your account is approved, you will be added to the official UF/IFAS social media directory (http://www.ifas.ufl.edu/social-media.shtml).

For More Information

For more information about social media, contact:

UF/IFAS Social Media,
socialmedia@ifas.ufl.edu

Tifanni Stephenson, social medica manager, tsteph220@ufl.edu or 352-294-3569

UF/IFAS BRANDING

Naming for UF/IFAS Accounts

All UF/IFAS accounts should begin with UF/IFAS or University of Florida to identify the account as part of the University of Florida/IFAS.

Departments

UF/IFAS [insert department name]

For example: "UF/IFAS Department of Animal Sciences"

Extension

UF/IFAS Extension [insert county name]

For example: "UF/IFAS Extension Alachua County"

Program names should **always** come after UF/IFAS and the county name.

For example: "UF/IFAS Extension Alachua County Agriculture"

Twitter

UF IFAS should be in the name OR Twitter handle. (Note: Don't use forward slashes "/" in Twitter or Facebook names or handles.)

For example:

"UF IFAS Alachua" (name)

"@UFIFASAlachua" (handle)

University of Florida Logo

The University of Florida logo is required on all UF communications including social media. UF trademarks cannot be combined with other graphic elements, logos, type or stylized backgrounds, and must be a minimum size for clear readership.

Please use **UF/IFAS social media avatar templates** to design your profile picture for social media platforms. If you need help creating a social media avatar, contact **socialmedia@ifas.ufl.edu**.

The UF athletic logo, trademark, mascot and name are **only authorized** for athletic sites with prior approval from the UAA licensing department.

Avatars/Profile Pictures

Use your official office/department/unit UF/IFAS logo.

Variations are allowed as long as it follows the UF/IFAS social media templates (**http://branding.ifas.ufl.edu/file_category/social-media-downloads/**).

Contact Information

- Include a phone number or email address (you must include a ufl.edu email address).
- Include your "ifas.ufl.edu" website address.
- Include your location (if no street address, use "Town, FL" format; if multiple locations in multiple towns, use "Florida").

Example avatar

Biography/About

Your biography/about page must say that the account is affiliated with the University of Florida/IFAS (UF/IFAS).

Miscellaneous

Facebook

Cover photos and usernames are not required, but recommended. Please use "UFIFAS" or a similar iteration in usernames.

Note: A Facebook username is the extension at the end of your page name in the web address bar. For example, "UFIFASNews" is the username for the UF/IFAS news Facebook page at http://facebook.com/UFIFASNews.

Best Practices for Use

As an official UF/IFAS social media account, you will be representing UF/IFAS and the UF/IFAS brand. Following these best practices will help present UF/IFAS as a professional organization:

- **Use a professional tone in your communication.** While it is OK to communicate somewhat informally on social media, still use proper grammar and punctuation. Avoid using shortened text or Internet slang unless the context specifically calls for it.

- **Think twice before you post.** Your posts can be seen by a large audience on social media. Make sure that what you are posting is representative of UF/IFAS.

- **Match your posts to your audience.** Follow what your audience is posting and liking so that you understand them and can fit your posts to their needs. Provide relevant, valuable content. Also, follow organizational/industry/academic peers, as well as journalists, elected officials, and other stakeholders, for inspiration, ideas, and relationship building.

- **Include visuals (photos, images, and videos) in your posts.** Visuals draw the most attention on social media and can help our audience see what UF/IFAS does.

- **Post to your account on a regular basis.** Update and check your accounts regularly. Post frequently, but don't spam. If your account is dormant for a significant period of time, you may lose your status as an official UF account.

- **Engage in conversations with others.** Social media is a two-way street — you must communicate with others to gain an audience. Tag other users in your posts, and find current conversations on the platforms and contribute (for example, look up conversations by Twitter hashtags, such as #agchat, #gardenchat, or #UFBugs). Ask your current followers to share your information.

- **Respond as quickly as possible if someone asks a question on your page.** If you don't know the answer, try to find someone who does.

- **Promote your accounts.** Get registered as an official UF/IFAS account (official UF/IFAS accounts are listed at http://www.ifas.ufl.edu/social-media.shtml). Place a link to your social media on your website, include links to social media in your email signature, and notify your email subscribers through a listserv. Also, include your social media accounts on print products, and mention your social media accounts during face-to-face interactions with clients.

UF/IFAS BRANDING

Learn More

UF/IFAS Communications can offer training for UF/IFAS units on setting up a social media account, effective use of social media and best practices. You can also view UF/IFAS Communications training on social media:

- Tips for Increasing Social Media Followers
  (**https://docs.google.com/document/pub?id=1UOLPlKgUGpMEyMg_28wpQ270zctRJVgiorEYlAN_Zrg**)
- Establishing a Consistent Social Media Presence
  (**http://ufifas.adobeconnect.com/p5pmtdxzu7z/**)
- The Power and Use of #Hashtags
  (**https://ufifas.adobeconnect.com/_a1048984014/icsocialmedia/**)
- Understanding Facebook Analytics
  (**http://ufifas.adobeconnect.com/p564zp3no48/**)

Contact UF/IFAS Communications Social Media Team

For registration and other inquiries, contact the UF/IFAS Communications social media team (**socialmedia@ifas.ufl.edu**):

Tiffani Stephenson, **tsteph220@ufl.edu**, 352-273-3569