As energy and momentum continue to build toward the launch of UF's new branding campaign, it's essential that we all understand and reference UF's communications initiatives correctly and appropriately. This allows everyone to leverage UF's accomplishments to their maximum benefit, minimize confusion, and deliver a fuller understanding of the University's efforts to all our audiences.

When promoting your College, Unit or area's successes, here's what to consider:

**UF Branding Initiative**

**Messaging:**

FOR THE GATOR GOOD / For all Seven Billion / Moving Florida and the Whole World Forward

**What is it?:**

Our brand is what students, faculty, staff, alumni, corporations, peers and outside observers think, feel and respond to when they hear the University of Florida mentioned. UF will launch a new branding campaign in Fall 2014 with a singular look, feel and tone that reflects our mission to rise up the rankings of public institutions, while building a bright future.

**Use when:**

Your story, news item, promotion or advertisement relates to great things that UF or Gators have achieved, or is mostly relatable to UF changing lives.

**Graphical elements:**

DO: Use new branding guidelines when appropriate (contact University Relations in advance for a copy; an online guide is coming soon.)

DO NOT: Use UF Rising logos

**Boilerplate:**

Some people dream about making the world a better place. Gators are out there doing it. Every day. Through intellect and effort, Gators pull together, inspire each other and move the world forward. The more impossible a challenge seems, the harder a Gator will work to overcome it. Whether it's advancing treatments for juvenile diabetes or protecting the orange crop, we approach every day with a singular purpose. One that's bigger than ourselves. Because we are Gators. Always.