

UNIVERSITY *of* WEST FLORIDA
HISTORIC TRUST

UWF Historic Trust Identity Standards

This document offers guidance for those producing marketing materials, print or electronic, on behalf of UWF Historic Trust. Providing these clear boundaries to work within ensures a consistent identity and high level of quality that enables us to effectively tell our story.

UWF Historic Trust Branding

The UWF Historic Trust identity system has been designed to embody and communicate the organization's core brand attributes, while also reinforcing the value that the Trust brings to the University as well as Northwest Florida. Branding is critical to the development and management of an organization's identity. It is our opportunity to define who we are as well as who we want to be in the future. It is the responsibility of each member of our team to uphold the standards that give the UWF Historic Trust brand its look and feel. With your help, we can achieve the awareness, recognition and loyalty needed to establish and grow the organization's identity by improving the quality and consistency of all of our marketing efforts.

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Core Platform Identity

The Mission

UWF Historic Trust is *dedicated to collecting, preserving, interpreting and communicating* the history of Northwest Florida.

The Vision

To be nationally known for bringing our past to life.

The Values

Perseverance, Honesty, Authenticity, Belief and Commitment to the Community, Service, Integrity and Diversity

The Promise

The UWF Historic Trust brand will be successfully built upon the expectations, memories, stories and relationships that, taken together, will be the beginning of how the Trust stakeholders engage with the organization and its assets. The promise, specifically, is the intersection of our mission, vision and values, and it's our job to uphold the promise with every interaction and experience any of our stakeholders can have with the organization.

The UWF Historic Trust promise is to **bring the past to life by remaining dedicated to collecting, preserving, interpreting and communicating the history of Northwest Florida.**

Brand Architecture

The UWF Historic Trust brand is represented visually through logos, colors, fonts and graphic elements. The brand has been carefully architected to reflect the organization's structure and how different stakeholders may encounter the brand in a consistent fashion.

Primary Categories

UWF Historic Trust is made up of three primary categories consisting of *museums, centers, and sites & monuments*, within which all of its assets are organized. The break down of the properties is as follows:

Museums

Dorr House	Museum of Industry
Julee Cottage	Old Christ Church
Lavalle House	Pensacola Children's Museum
Lear-Rocheblave House	Pensacola Museum of Art
Manuel Barrios Cottage	T.T. Wentworth, Jr. Florida State Museum
McMillan House	
Museum of Commerce	

Centers

Barkley House	L&N Marine Terminal
J. Earle Bowden Building	Tivoli High House
Kate Coulson House	Voices of Pensacola Multi-Cultural Center

Sites & Monuments

Arcadia Mill	Fountain Park
Archeological Site	Historic Pensacola Village
Colonial Archeological Trail	



Logo Standards

Primary Logo

The UWF Historic Trust primary logo uniquely identifies and distinguishes us from other organizations. The logo consists of three elements: a graphic of a key containing a ship's helm; the primary words "Historic Trust" in a horizontal configuration; and the identifier "University of West Florida." This primary logo should be used when showcasing the UWF Historic Trust as a collective and as a means to create a clear attachment to the University. Standards for use of the UWF Historic Trust primary logo are as follows:

- Alterations to the primary logo are prohibited. This applies to typeface, proportions, color and placement of graphic elements.
- The full-color logo, one-color UWF Blue, gold, black and white are the only permitted color variations. The full-color version is the preferred choice whenever possible.
- Logos must not be rendered smaller than one inch in width.
- Logos are not to be used as a background for text or graphics and must be legible.
- Logos are to be surrounded by a clear area as illustrated on page 4. No other graphics or words are to overprint, touch or appear in this clear area.



Use of any version of a West Florida Historic Preservation, Inc. or specific property logo prior to the development of the UWF Historic Trust brand is prohibited. All UWF Historic Trust properties must use the updated logos per the above standards. Competing logos dilute the impact of the Historic Trust brand and should not be used or created.

Lettermark Logo

The UWF Historic Trust lettermark logo should be used when the connection to the University has already been established or if the legibility of the primary logo is compromised. The lettermark logo consists of two elements: a graphic of a key containing a ship's helm; and the primary words "UWF Historic Trust" in a horizontal configuration. The lettermark logo must follow the same standards as the primary logo but may not be rendered smaller than .75 inches in width.



Primary Category Logos—Signature System

The UWF Historic Trust primary category logos function as a signature system and distinguish the categories within the trust collective by providing reference to the individual properties. These logos should be used when materials are created for the category in its entirety or for a specific asset within the category. For example, the appropriate category signature should be used for event promotion or exhibits at a specific property. When a category signature is required and involves properties from two or more categories, the primary or lettermark logo should be used. When used, the logos must adhere to the same standards as the primary logos.

Primary Category Logos



Lettermark Primary Category Logos



Clear Area

The logos are to be surrounded by a clear area as shown on the right. The minimum clear space is equal to the height of the 'H.' No other graphics or words are to overprint, touch or appear in this clear area.

Clear area = height of 'H'



UWF Historic Trust Identity Standards

Improper Usage

Below are examples of improper usage for the UWF Historic Trust logo. Improper usage damages the perception and recognition of the Historic Trust brand, and even well-intentioned changes can have a negative impact. Please note that the examples shown here do not include all non-compliant possibilities.



DO NOT condense, stretch or distort the UWF Historic Trust logo. Proportions of all logo elements must be maintained.



DO NOT alter the placement or scale of any elements in the UWF Historic Trust logo.



DO NOT apply any graphic effects to the UWF Historic Trust logo such as drop shadows or textures.



DO NOT add additional graphic elements to the UWF Historic Trust logo.



DO NOT add text to the UWF Historic Trust logo.



DO NOT rotate the orientation of the UWF Historic Trust logo.



DO NOT use colors that are not specified for use for the UWF Historic Trust logo.



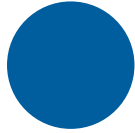
DO NOT use the UWF Historic Trust logo as background for text.

UWF Historic Trust Identity Standards

Color

The UWF Historic Trust colors are a critical component of maintaining brand integrity. Use the color standards as follows to ensure consistent translation across all mediums:

Primary Colors



UWF Blue—Pantone 2945C
Process C: 100 M: 53 Y: 2 K: 16
RGB R: 0 G: 76 B: 151
Hex Code #004C97



UWF Metallic Gold—Pantone 871C*
Process C: 20 M: 25 Y: 60 K: 25
RGB R: 163 G: 145 B: 97
Hex Code #A39161

Secondary Colors



Rust—Pantone 7581C
Process C: 0 M: 64 Y: 70 K: 60
RGB R: 134 G: 74 B: 51
Hex Code #864A33



Earth—Pantone 7603C
Process C: 16 M: 69 Y: 98 K: 73
RGB R: 103 G: 66 B: 48
Hex Code #674230



Sand—Pantone Warm Grey 4C
Process C: 0 M: 4 Y: 9 K: 24
RGB R: 182 G: 173 B: 165
Hex Code #B6ADA5

**The UWF Metallic Gold can be printed as spot metallic or can be printed as a process color without metallic.*

Typography

UWF Historic Trust uses Mrs. Eaves as its primary typeface because of its strength, as well as its historic flavor and timeless design. Supporting fonts should be from both the Mrs. Eaves and Gotham sets used thoughtfully in contrasting weights and styles.

Headlines

Primary

MRS. EAVES ROMAN
SMALL CAPS

Subheads/
Body copy

Mrs. Eaves OT Roman

Mrs. Eaves OT Italic

Mrs. Eaves OT Bold

Mrs. Eaves OT Bold Italic

Secondary

Gotham Bold

Gotham Bold Italic

Gotham Book

Gotham Book Italic

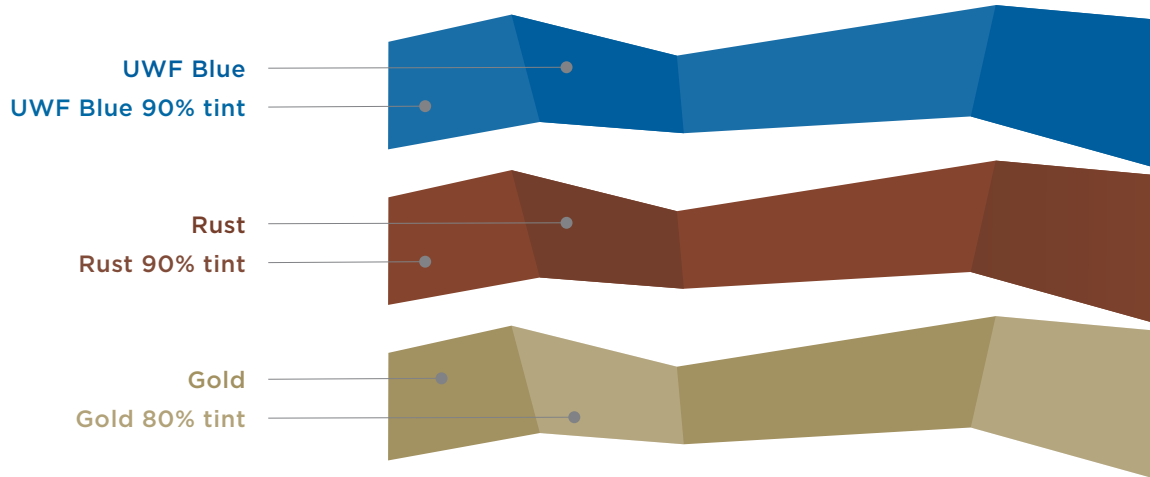
Gotham Medium

Gotham Medium Italic

Visual Elements

Angle Element

The angle element was designed to mimic the angles of the Pensacola Colonial Archaeological Trail outlining the historic fort. When used, they can be adjusted to fit the layout of the specific project you're working on, but there should always be a distinct up/down relationship between each section as well as dimensional shading to complete the geometric style. They can be rendered in any color in the UWF Historic Trust palette.



Compass

The compass graphic can be used as a subtle background element for added interest. It should be used in white and can be screened over any color background.



See the UWF Historic Trust brand elements incorporated into an ad below.

Line Elements

A double or single line element, as shown below, can be used to assist in your layout as well as add visual interest. It is preferred that they are used in gold if possible.



Map

The map element is an additional background treatment that can be used for added interest. It can be used at full opacity at the top of a marketing piece or screened in the background. The colors used can change as needed.



Linen Texture

The linen texture is available to add texture to UWF Historic Trust pieces and give it a deeper historic feel.



Yes, I would like to support the UWF Historic Trust at the

Individual Level Family Level Family Plus Level
 Conservator Level Preservationist level

Member Name _____
 2nd Member Name _____
 Relationship _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____
 Email _____

Are you a UWF Alumnus or UWF Faculty/Staff?
 Please check all that apply.

SELECT YOUR BENEFITS
 (PLEASE REFER TO LIST ON RIGHT).

Please send me the UWF Historic Trust membership packet for my chosen level.
 I do not want to receive any benefits. Please accept my full contribution as a tax-deductible gift.
 I am interested in learning about volunteering, corporate membership, major gifts, planned giving and additional ways to support the UWF Historic Trust. Please circle your area(s) of interest.

PAYMENT OPTIONS:

- On-site (receive an additional free welcome gift!)
- Online at uwf.edu/give/HistoricTrust
- By phone at 850.595.5985
- By mail to UWF Foundation, Inc.

Amount \$ _____
 Make check payable to UWF Foundation, Inc.
 11000 University Parkway, Pensacola, FL 32514

Membership Levels & Benefits

INDIVIDUAL

- Annual Pass to Historic Pensacola
- 10% discount on museum store purchases
- Invitations to special events, programming and trips
- Subscription to the *Pensacola History Today*
- Subscription to *Pensacola History Illustrated*
- Email communication
- 50% off admission to Bok Tower Gardens (Lake Wales, FL)
- Time Travelers reciprocal membership – Free admission and/or discounts at more than 250 historical sites and museums in the USA
- Federal tax deduction

Annual Contribution: \$50.00

FAMILY

All of the prior, plus

- Additional Annual Pass to Historic Pensacola
- Free admission for accompanying children younger than 15
- 5% discount on summer camp registration

Annual Contribution: \$75.00

FAMILY PLUS

All of the prior, plus

- 10% discount on children's birthday parties
- Association of Children's Museums Reciprocal Network – Discounted admission for up to six individuals at more than 200 children's museums in the USA

Annual Contribution: \$125.00

Our Conservator and Preservationist levels offer members access as well as the opportunity to affirm their support of our mission with additional financial support.

CONSERVATOR

All of the prior, plus

- Private tour for up to six individuals
- Recognition as an Conservator level member on historicpensacola.org

Annual Contribution: \$250.00 - \$499.00

PRESERVATIONIST

All of the prior, plus

- Private tour including an additional four individuals (10 total)
- Recognition as a Preservationist level member in our bi-monthly newsletter *Pensacola History Today*
- 10% discount on Historic Pensacola venue rentals

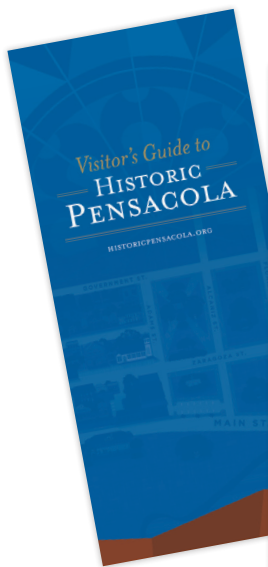
Annual Contribution: \$500.00 - \$1,558.00

Under IRS regulations, contributions are tax deductible in the amount they exceed the fair market value of any goods received.

Membership Brochure

Historic Pensacola Placard

Historic Pensacola does not have an official logo, but a type treatment is available for use when needed. There are two variations on the type treatment, rendered as placards. These should not be used in lieu of the UWF Historic Trust logo, but rather as graphic elements to add interest to a project. This element should be used sparingly and thoughtfully.



Historic Pensacola Walking Map

Historic Pensacola Buildingscape

The Historic Pensacola buildingscape is a sampling of some of the historic properties that can be used together or as individual buildings within marketing materials as needed. They are generally used on projects like brochures, annual reports or invitations.



Arcadia Mill

The Arcadia Mill branding adheres to the same rules as the overall UWF Historic Trust brand and uses the same brand elements with a few subtle differences. There are additional graphic elements, textures and colors as noted below.

Arcadia Mill Wheel Mark

It is preferred that the UWF Historic Trust logo is used as the primary logo, but the Arcadia Mill Wheel mark can be used in conjunction with the primary logo when needed on Arcadia Mill collateral.



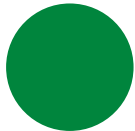
Wood Grain Texture

In addition to the UWF Historic Trust graphic elements, Arcadia mill pieces include a wood grain texture as needed. For example, it can be used inside of the angle element.



Wood Grain Texture

Colors



UWF Green—Pantone 356C
Process C: 91 M: 4 Y: 100 K: 25
RGB R: 0 G: 122 B: 51
Hex Code #007A33



Cannon Green—Pantone 361C
Process C: 77 M: 0 Y: 100 K: 0
RGB R: 67 G: 176 B: 42
Hex Code #43B02A



Rust—Pantone 7581C
Process C: 0 M: 64 Y: 70 K: 60
RGB R: 134 G: 74 B: 51
Hex Code #864A33

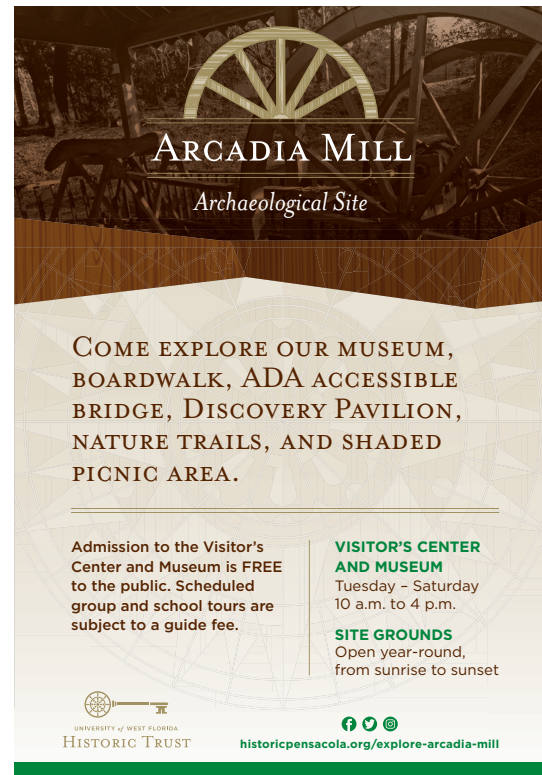


Earth—Pantone 7603C
Process C: 16 M: 69 Y: 98 K: 73
RGB R: 103 G: 66 B: 48
Hex Code #674230



UWF Metallic Gold—Pantone 871C*
Process C: 20 M: 25 Y: 60 K: 25
RGB R: 163 G: 145 B: 97
Hex Code #A39161

*The UWF Metallic Gold can be printed as spot metallic or can be printed as a process color without metallic.



Arcadia Mill Trolley Shelter Ad

Pensacola Children’s Museum

The Pensacola Children’s Museum is a sub brand of the UWF Historic Trust branding which includes a distinct logo, graphic elements, typefaces and colors as outlined in this section. While the logo is unique, a simplified Historic Trust key icon is included, as is the Historic Trust’s secondary typeface to create an instant visual connection. The PCM logo must follow the same standards as the UWF Historic Trust logo and may not be rendered in any color other than what is shown below.

Primary Logo

Full-color
Preferred



Nautilus Blue



Reversed



Secondary Logo



Lettermark and Badge



Typography

The Pensacola Children’s Museum uses the adobe font Variex as the primary font in the logo and as a decorative, display font for limited use in headlines. It is recommended to use this decorative font sparingly as to not compete with the logo. To strengthen the connection to the UWF Historic Trust brand, Gotham is the PCM Primary font that can be used alongside Variex as a headline, a subhead and as body copy.

Logo Font

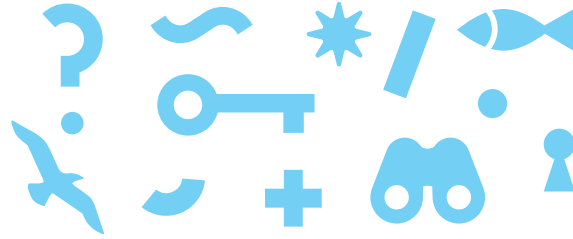
variex

Primary

Gotham Bold
Gotham Bold Italic
Gotham Book
Gotham Book Italic
Gotham Medium
Gotham Medium Italic

Graphic Elements

A set of icons are available for use to add visual interest to PCM pieces. They can be used as a single icon or as a group to create a confetti effect as illustrated on the example materials below.

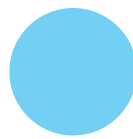


PCM Color Palette

A colorful palette is available to add flavor and fun to the PCM pieces.



Nautilus Blue—Pantone 2925C
 Process C: 85 M: 21 Y: 0 K: 0
 RGB R: 0 G: 156 B: 222
 Hex Code #009CDE



Luna Blue—Pantone 2905C
 Process C: 45 M: 1 Y: 0 K: 1
 RGB R: 141 G: 200 B: 232
 Hex Code #8DC8E8



Cannon Green—Pantone 361C
 Process C: 77 M: 0 Y: 100 K: 0
 RGB R: 67 G: 176 B: 42
 Hex Code #43B02A



Marigold—Pantone 1235C
 Process C: 0 M: 31 Y: 98 K: 0
 RGB R: 255 G: 184 B: 28
 Hex Code #FFB81C



Spring Green—Pantone 375C
 Process C: 46 M: 0 Y: 90 K: 0
 RGB R: 151 G: 210 B: 0
 Hex Code #97D200



Tangerine Orange—Pantone 1655C
 Process C: 0 M: 73 Y: 98 K: 0
 RGB R: 252 G: 76 B: 2
 Hex Code #FC4C02



PCM Brochure



PCM Postcard

Other Educational Collateral

All educational collateral promoting classes, tours, or other events marketed toward children that do not fall under the Pensacola Children's Museum or Pensacola Museum of Art must use UWF Historic Trust branding.

Stationery

The full UWF Historic Trust stationery set is shown below. Employees have a choice among seven different options for the back of their business card, shown in the stationery set below, featuring various properties owned by UWF Historic Trust.



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PENSACOLA, FL 32502

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