Brand at a Glance

UWF LOGOS

Primary Vertical



Primary Horizontal



Secondary



Lettermark Vertical





SUWF

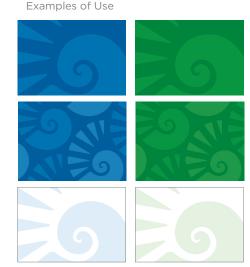
VISION STATEMENT

A spirited community of learners launching the next generation of big thinkers who will change the world.

EVOLVING NAUTILUS



UWF's official emblem, the Nautilus Shell, has re-emerged as a reminder to keep striving and pushing for greatness. Its meaning has evolved into an icon that represents the history and soul of our rich and storied past and a future brimming with possibility and potential.



TYPOGRAPHY

Headlines

37 Helvetica Neue Thin Condensed
37 Helvetica Neue Thin Condensed Oblique
47 Helvetica Neue Light Condensed
47 Helvetica Neue Light Condensed Oblique

Secondary

57 Helvetica Neue Condensed
77 Helvetica Neue Bold
Gotham Black
Gotham Black Italic

Subheads/ Body Copy (Sans-serif) Primary

Gotham Book

Gotham Bold

Gotham Bold Italic

Secondary

Gotham Medium

Gotham Medium Italic

Subheads/ Body Copy (Serif) Chronicle Deck Roman
Chronicle Deck Semibold
Chronicle Deck Bold
Chronicle Deck Italic
Chronicle Deck Semibold Italic
Chronicle Deck Bold Italic

COLOR

Primary

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

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

White

Secondary

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

Nautilus Blue

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:97C800 Spring Green

PANTONE: 361C

R:67 **G:**176 **B:**42

C:77 M:0 Y:100 K:0

Cannon Green

Armadillo Grey

Tertiary

PANTONE: 2955C C:100 M:60 Y:10 K:53 R:0 G:56 B:101 HEX:003865 Midnight Blue

PANTONE: 357C C:92 M:18 Y:94 K:61 R:33 G:87 B:50 HEX:215732 Pine Green

PANTONE: 871C
RESERVED USE

President's Gold

Argonaut Athletics

PANTONE: 285C RESERVED USE

Argo Blue

PANTONE: 282C
RESERVED USE

Argo Navy

PANTONE: 3405C RESERVED USE

Argo Green

PANTONE: 421C
RESERVED USE

Argo Grey

Visit brand.uwf.edu for detailed information and resources.