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.

COLOR

Primary
- PANTONE: 2415C
- PANTONE: 2352C
- PANTONE: 2034C
- White

Secondary
- PANTONE: 2935C
- PANTONE: 2352C
- PANTONE: 2034C
- Nautilus Blue
- Luna Blue
- Spring Green

Tertiary
- PANTONE: 2054C
- PANTONE: 2015C
- PANTONE: 2054C
- K.60
- Armadillo Grey

Argonaut Athletics
- PANTONE: 2810C
- PANTONE: 2812C
- PANTONE: 2812C
- PANTONE: 2812C
- President’s Gold

TYPOGRAPHY

Headlines
- Primary
  - 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
- (Serif)
  - Primary
    - Gotham Book
    - Gotham Book Italic
  - Secondary
    - Gotham Medium
    - Gotham Medium Italic

- (Sans-serif)
  - Primary
    - Chronicle Deck Roman
    - Chronicle Deck Semibold
    - Chronicle Deck Bold
  - Secondary
    - Chronicle Deck Italic
    - Chronicle Deck Semibold Italic
    - Chronicle Deck Bold Italic