



# Brand at a Glance

## UWF LOGOS

Primary Vertical



Primary Horizontal



Secondary



Lettermark Vertical



Lettermark Horizontal



## VISION STATEMENT

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

## 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  
(Sans-serif)

Primary

Gotham Book  
*Gotham Book Italic*  
**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***

## 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.

Examples of Use



## COLOR

Primary

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

**UWF Blue**

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**

K: 60

**Armadillo Grey**

PANTONE: 361C  
C:77 M:0 Y:100 K:0  
R:67 G:176 B:42  
HEX:40A829

**Cannon Green**

PANTONE: 375C  
C:46 M:0 Y:90 K:0  
R:151 G:210 B:0  
HEX:97C800

**Spring Green**

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**