



Logo Use Guidelines

The Healthy Gator 2010 policy is designed to carefully control the use of the logo and slogan to avoid confusion and improper and unauthorized trading upon the committee's and/or the University of Florida's reputation. Use of the Healthy Gators 2010 logo must comply with the guidelines set forth in the following Logo Use Guidelines.

- The logo is to be reproduced from authorized original illustrations and cannot be redrawn, re-proportioned or modified in any way, including by adding or removing components, or using components separately.
- The logo must be placed right side up, and should not be tilted or turned.
- The Healthy Gators 2010 web site address (www.healthygators.hhp.ufl.edu) must appear in conjunction with the logo unless otherwise authorized by the Healthy Gators 2010 Communications/PR Work Group.
- The logo should not share the same space with the university's official workmark or other type of artwork or words, other than background.
- Explicit permission must be granted in order to use the Healthy Gators 2010 logo with all other logos, marks or other symbols. The proposed size of the Healthy Gators logo to be used in relation to others logos, graphics or symbols should be included as part of the authorization request.
- Other graphics, type, photographs, or illustrations should not encroach upon the minimum clear space around the logo; the clear space margin is 1/8th the vertical height of the logo in its reproduced size.
- The logo may not be reproduced on any materials (T-shirts, key-chains, etc.) or publications for which money is charged without prior approval of the Healthy Gators 2010 Communications/PR Work Group. The Work Group reserves the right to request a fee when the logo is used on any article or publication for which money is charged.
- The user agrees to send to the chair of the Healthy Gators 2010 Communications/PR Work Group copies of all printed and electronic materials that show the use of the logo.

Logo use permission will be considered on a case-by-case basis, and new permission is required for each use. Approval for one specific use does not in any way imply approval for any other use, even if only small changes in usage or minor extensions of time of use are contemplated. Permission for use of the logo cannot be assigned to another entity. Healthy Gators 2010 may withhold approval at its sole discretion. Any use of the logo that Healthy Gators 2010 deems is a misrepresentation of the intended use may result in the suspension of the permission.

Created: October 2005 by the Communications/PR Work Group