BRAND GUIDELINES

Colors

The primary color palette adheres to UCF's brand: black, gold, and white. To the right will be the colors and their hexcodes that are used with the logo.

#000000

R: 0 **C:** 0
G: 0 **M:** 0
B: 0 **Y:** 0
K: 100

#FFC904

R: 255 **C:** 000
G: 202 **M:** 021
B: 006 **Y:** 100
K: 000

#FFFFFF

R: 255 **C:** 0
G: 255 **M:** 0
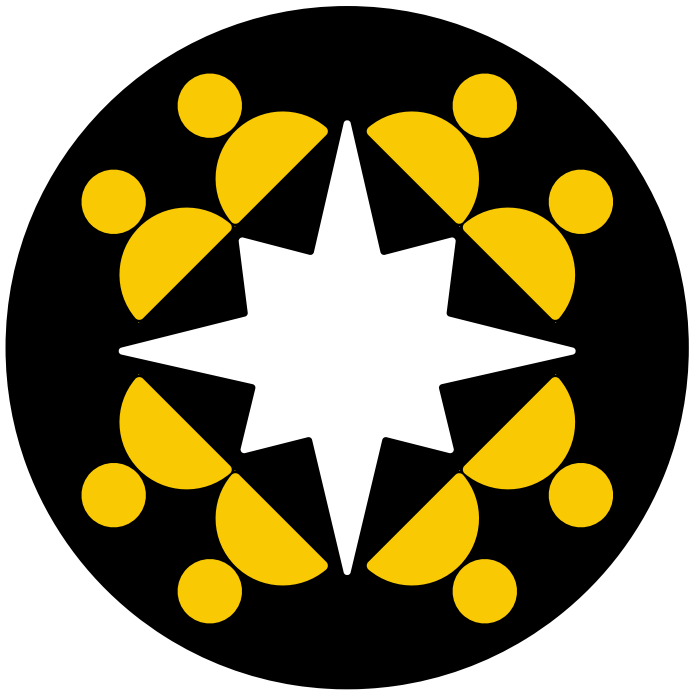**B:** 255 **Y:** 0
K: 0

Logos

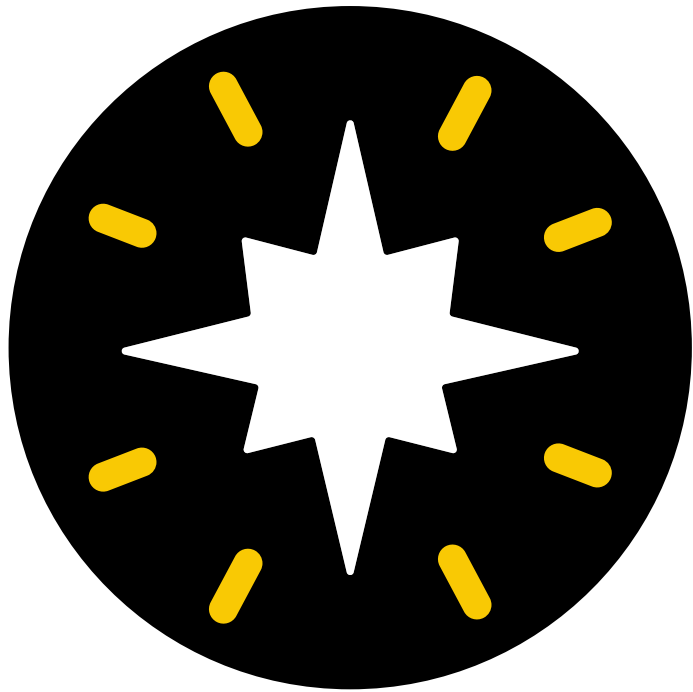BELONGING   ENGAGING   ACHIEVING   MEANING   BEAM

Color Options

The logo must adhere to the UCF color palette. Use sparingly and ensure the logo is chosen with the best legibility.

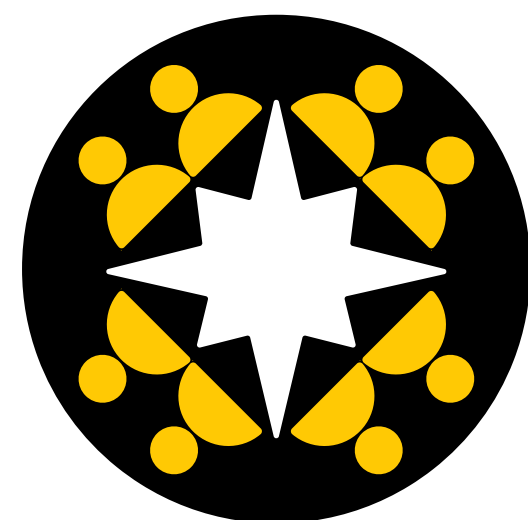**DARK MODE**

UCF YELLOW

LIGHT MODE

Logo & Domain

Each logo should be paired with its domain title.

The Meaning logo, for example is paired with its domain. One ray from the logo is used as clear space indicating correct distance from the domain.

MEANING

Belonging

The primary color palette adheres to UCF's brand: black, gold, and white.

Engaging

The hands represent the unity and teamwork present when engaging in activities.
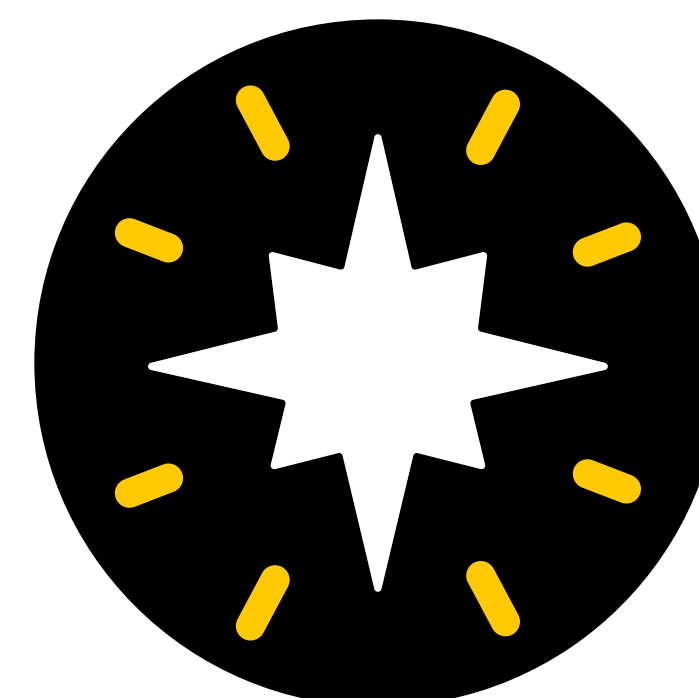

Achieving

The mountains demonstrate the journey to achieving our goals, while the star and dot represent our goals and aspirations.

Meaning

The circled lines represent the path to finding meaning, concluding in the radiant feeling of finding fulfillment.
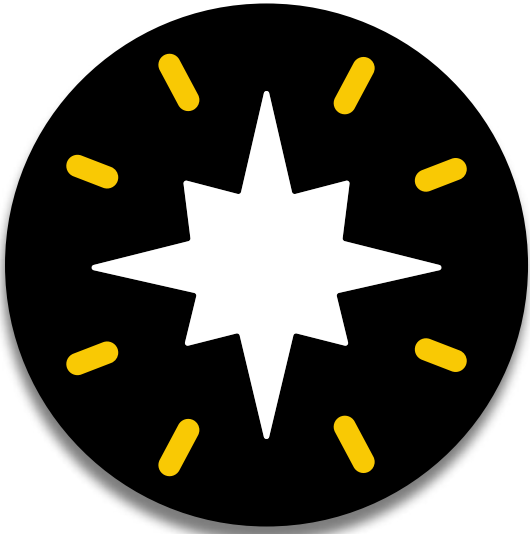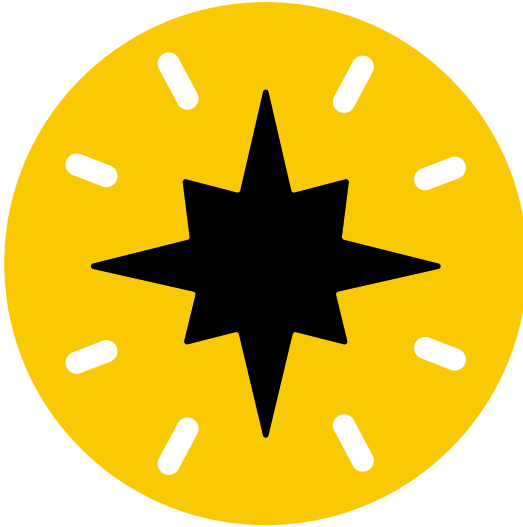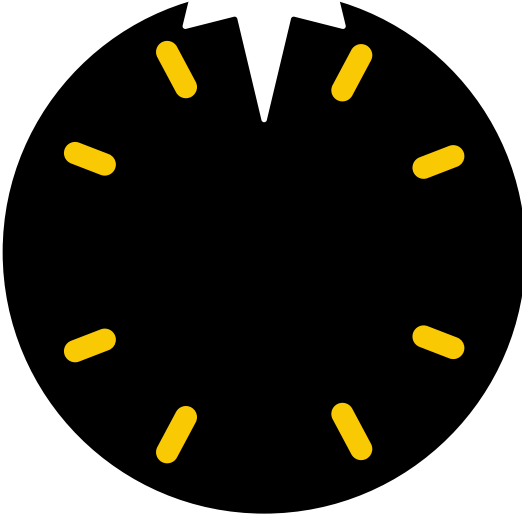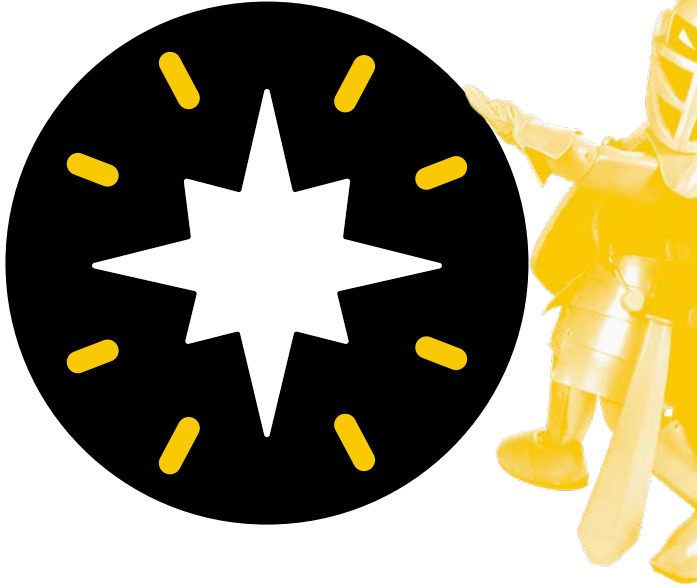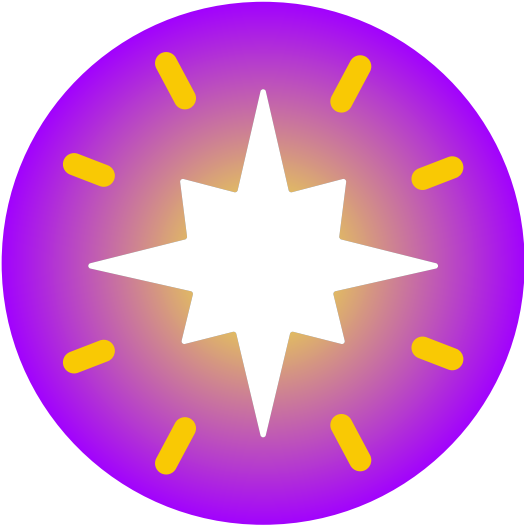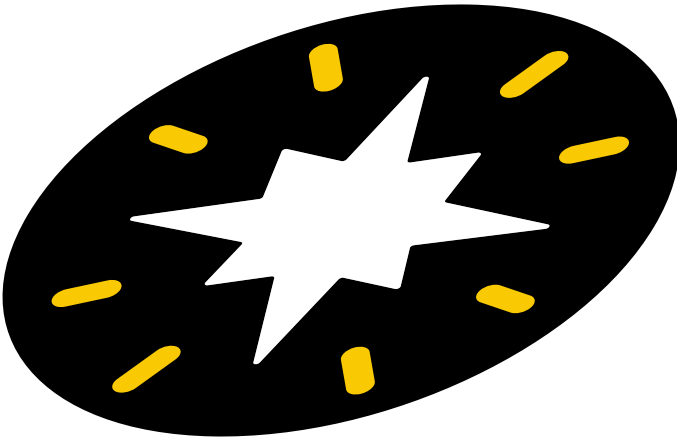

BEAM

BEAM measures student success through four distinct domains. The four points represent these domains, while radiating excitement.

Logo Guidance

None of the logos should be altered.
Examples of unacceptable
alterations are to the right.

Do not recolor.

Do not use drop shadow.

Do not switch colors around.

Do not move shapes.

Do not add shapes.

Do not add elements.

Do not insert photos.

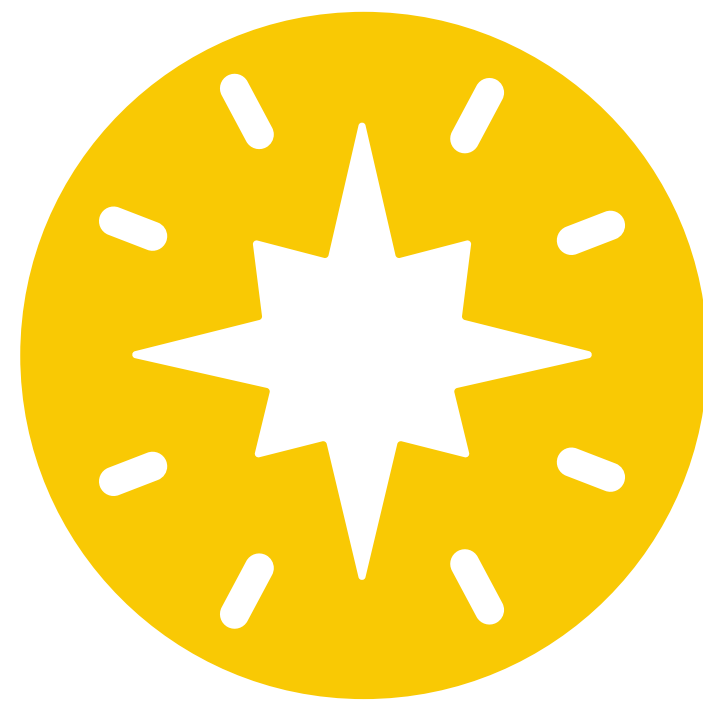Do not add glow.

Do not stretch elements.

Tagline

EMPOWERING STUDENTS TO THRIVE

EMPOWERING STUDENTS TO THRIVE

EMPOWERING STUDENTS TO THRIVE

The tagline of BEAM is "Empowering Students to Thrive"
and should be included with the horizontal lockup.
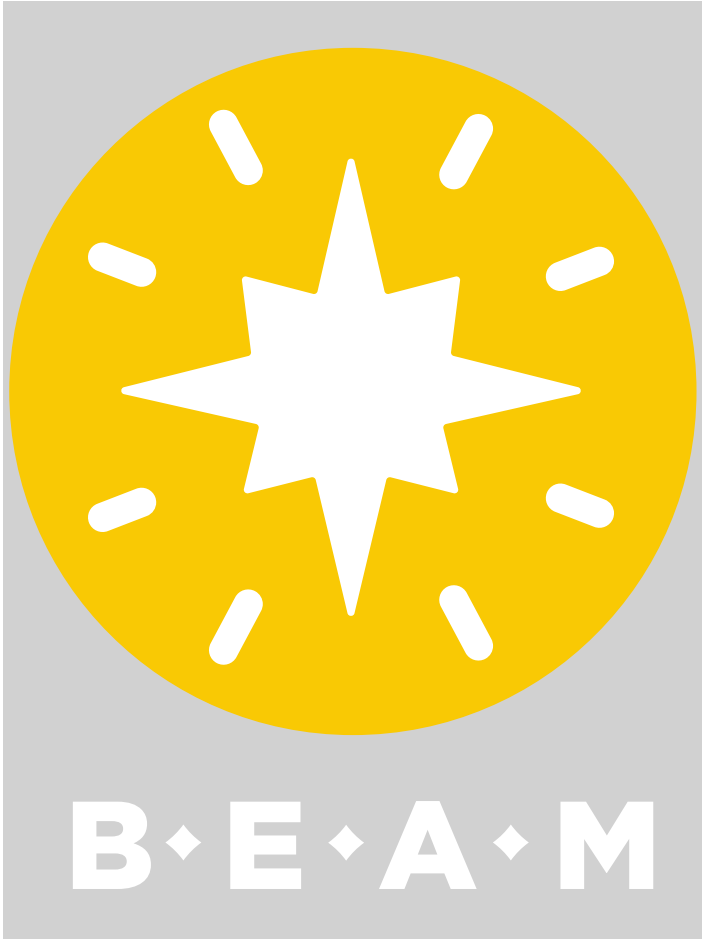
Logo Lockup

UCF YELLOW

VERTICAL

UCF YELLOW

HORIZONTAL

This logo encompasses all of BEAM and should be used for main deliverables and assets.
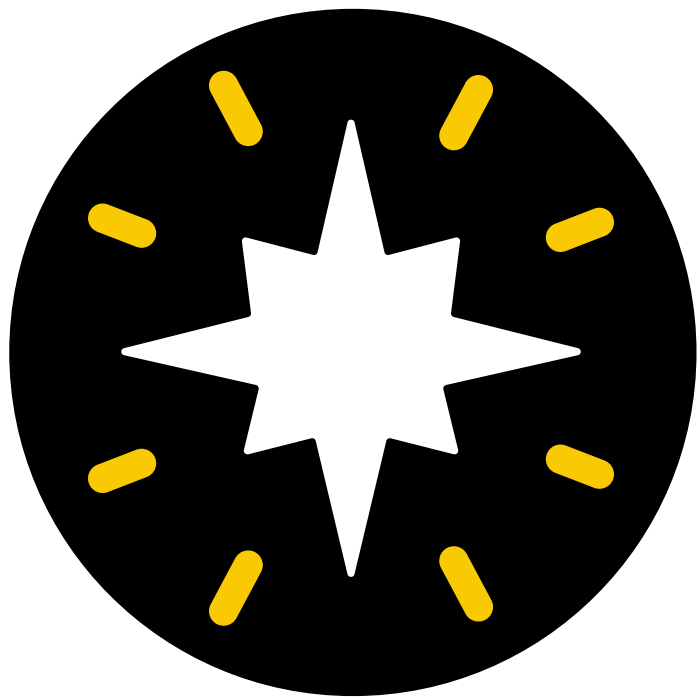
Logo Lockup

LIGHT MODE

VERTICAL

LIGHT MODE

HORIZONTAL

This logo encompasses all of BEAM and should be
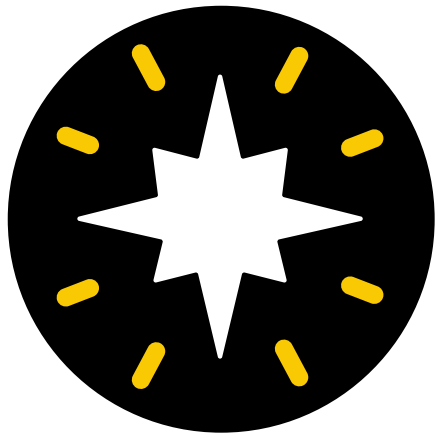used for main deliverables and assets.
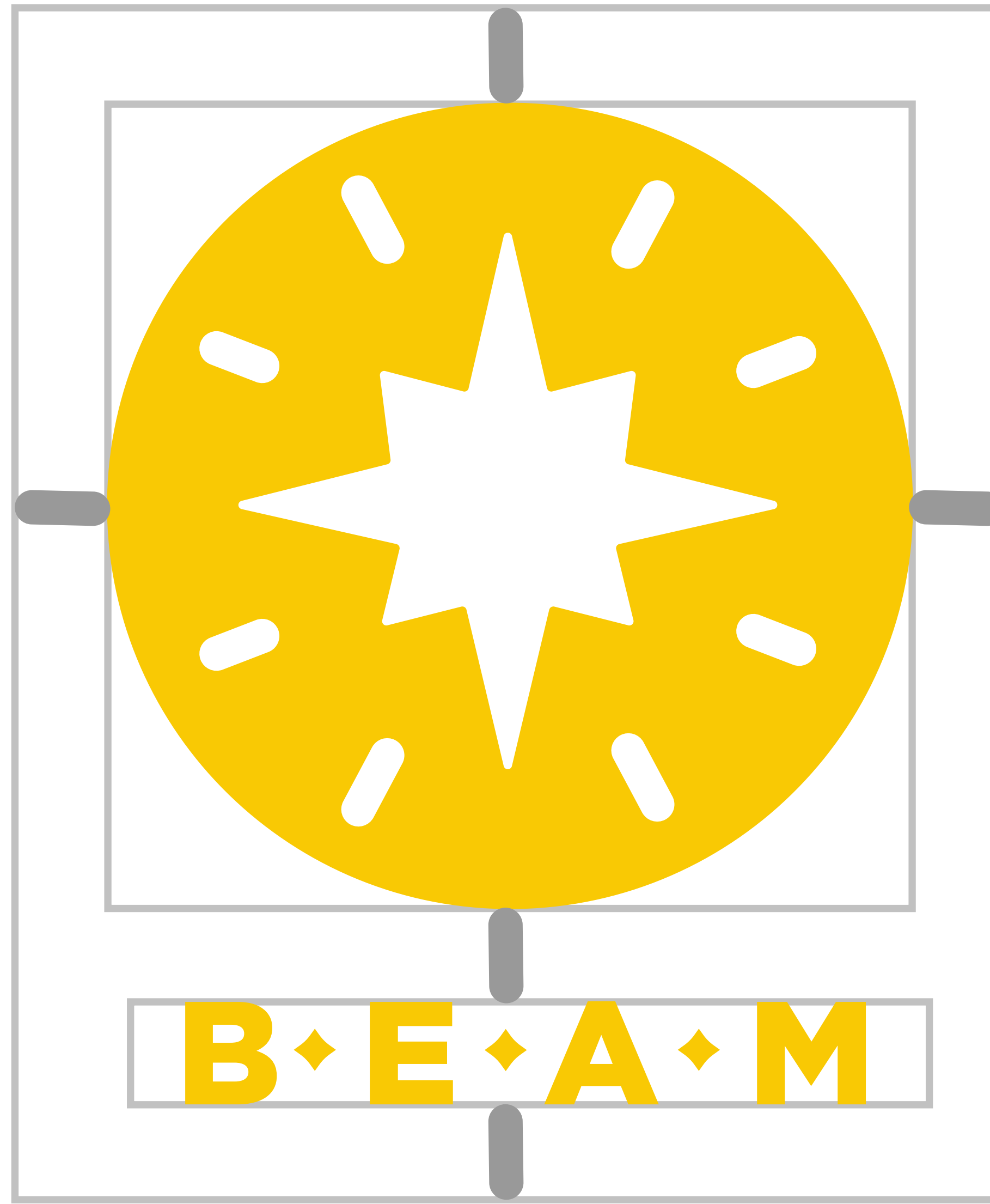
Logo Lockup

DARK MODE

VERTICAL

DARK MODE

HORIZONTAL

This logo encompasses all of BEAM and should be used for main deliverables and assets.
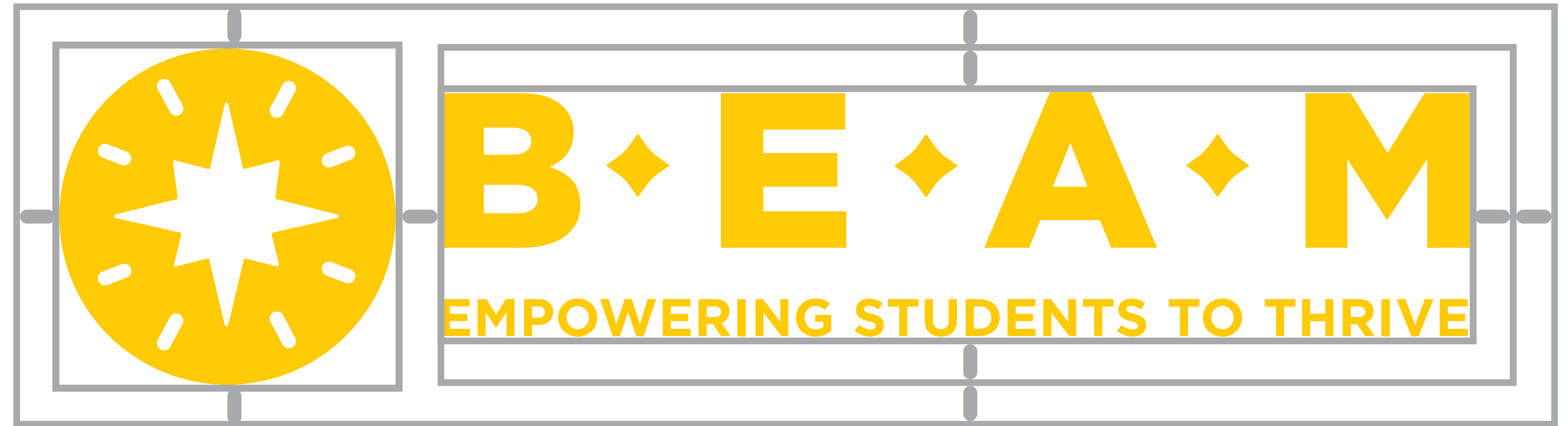
Logo Clearspace

The clearspace of the logo uses one of the rays and should maintain the border in any applications.

MIN SIZE 40PX

Logo Clearspace

The clearspace of the logo uses two
of the rays and should maintain the
border in any applications.

B•E•A•M
EMPOWERING STUDENTS TO THRIVE

B•E•A•M MIN HEIGHT SIZE 40PX
EMPOWERING STUDENTS TO THRIVE

Logo Usage Examples

Legibility of logos is the main priority when choosing colorway options.

BELONGING

ENGAGING

MEANING

UNIVERSITY OF CENTRAL FLORIDA