UCF

DIVISION OF STUDENT SUCCESS AND WELL-BEING

# BRAND GUIDE

V.2 — July 2025

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Questions? Feedback? Additions? Send it to sswbcommunications@ucf.edu.

# INTRODUCTION

## WHAT ARE BRAND GUIDELINES?

Branding is our core identity. It's the collection of colors, slogans and iconography that make the University of Central Florida unique.

Brand guidelines are the boundaries in which you apply that core identity. It's a common set of rules on how we use and apply the UCF brand.

## WHY ARE BRAND GUIDELINES IMPORTANT?

UCF's authority and reputation are directly tied to our brand guidelines. Black and gold are more than colors; they are a standard of excellence. An improper or unauthorized use of our logo dilutes that bond of trust, or, worse, can appear like an endorsement of something contrary to our core values.

Brand guidelines are guardrails around the use of the elements that make us UCF. It allows your unit to interpret and tailor UCF's identity within specific boundaries.

## HOW THEY'RE APPLIED.

Every email, flyer, social media post and digital sign coming out of your office represents UCF. So it's imperative that it looks and sounds like UCF.

These brand guidelines provide a way to speak to your audiences within established guidelines.

A brand's look (colors, logos) is the front line of the guidelines, but it goes much deeper. We should also be using the same language, tone and voice. Different acronyms or levels of formality signal we are disjointed and siloed.

# UCF BRAND GUIDELINES

The UCF brand guidelines are the ultimate arbiter and standard for the Division of Student Success and Well-Being. What they say goes.

The full list of guidelines can be found here, along with templates for items like presentations.

Here's your starting line.

***The following content has been reproduced unedited from the official UCF brand guidelines.***

## LOGOS

- There should be only one Pegasus per communication.
- A Unity Identity Lockup (UIL) is not typically necessary on the web, as most UCF websites include the header bar with the Pegasus and the name of the university.
- Items using The Tab logo, such as official letterhead and business cards, should not use a UIL.

*Fig. 1 The Tab*

*Fig 2. The Division of Student Success and Well-Being Unit Identity Lockup*

*Fig. 3 UCF Offical letterhead and business cards*

## BEST PRACTICES FOR USING OUR TRADEMARKS

**Do not alter the trademarks.**
We love our trademarks just the way they are. Do not stretch, squish or flip them. Also avoid using them as part of a pattern or adding any decoration to them such as drop shadows or inner glows.

**Stick to UCF Colors.**
Hot pink might be tempting, but please stick with our brand colors of black and gold.

**Avoid using Americana font.**
Prior to 2006, our trademarks exclusively used the Americana font. Since then, they've been updated to use Gotham — a bold, clean, san-serif font that aligns with our modern brand. Avoid using Americana font in trademarks and any design project. A limited number of discounted Gotham font licenses are available for purchase by UCF communicators only. Get Gotham here.

*Fig. 4 Incorrect usage of the Pegasus trademark*

*Fig. 5 UCF colors: Gold and Black*

Americana

*Fig. 6 Americana Font, no longer used at UCF*

*Fig. 7 The Pegasus*

*Fig. 8 The Tab, UCF's Primary Mark*

UNIVERSITY OF CENTRAL FLORIDA

*Fig. 9 The University Signature*

## THE PEGASUS

Our logo is the Pegasus. It is our badge and emblem. It creates, promotes and protects the integrity of the UCF message. It should be used to identify UCF on all communication materials.

## THE TAB

The Tab is our Primary Identity Mark intended to represent UCF to broad public audiences. It is a bold, modern visual representation of our brand. Its effect is strongest when used independently from other visual elements in a layout. It should not be altered in any way or be combined with other logos.

When using the Tab for external audiences, be sure to include the term, "University of Central Florida," in your text or use the University Signature as a separate graphic element in your layout.

If using the Tab on a black background, use the Tab artwork files that include "_NoBox" in its name.

## UNIVERSITY SIGNATURE

The words — "University of Central Florida" — should appear in all external communications to ensure that audiences know what the "UCF" trademark stands for. For consistency, the University Signature is provided as a graphic element that should not be altered.

## PRIMARY MARK LOCKUPS

For situations where space is severely restricted, a horizontal UCF mark is provided. Usage examples include sponsorship identification, trade show identification and promotional products.

## UNIT IDENTITY LOCKUP

The Unit Identity Lockup (UIL) distinguishes a specific unit of the university. It can be used in place of the Tab when the context of the communication is specific to the unit. The Unit Identity Lockup should not be used in combination with the Tab or with any other Unit Identity Lockup.

The internal version (without the University Signature) is intended for campus audiences or situations where the University of Central Florida context is established. The external version (with the University Signature) is intended for broad public audiences or situations where the University of Central Florida context has not been established.

When determining which UCF academic or administrative unit should be represented as a logo, communicators should determine which entity is the highest appropriate authority for a piece of communication to ensure clarity.

*Fig. 10 Primary Mark Horizontal*

*Fig. 11 SSWB Unit Identity Lockup*

*Fig. 12 SSWB Unit Identity Lockup with University Signature for External Audiences*

## TYPOGRAPHY

Using approved fonts also contributes to brand cohesion and unity. The official fonts for UCF are Gotham and Knockout. If you do not have access to those, Arial and Helvetica are accessible substitutes.

**Font:** Gotham Bold (may substitute Helvetica Bold if necessary)
**Size:** Minimum 8 pt. (maximum determined by scale of final layout)
**Spacing:** Can be aligned centered, left or right depending on layout. (leading should be single spaced, words set in initial caps)

GOTHAM

*Fig. 13 Approved University Font, Gotham, for use as Subunit Typography*

KNOCKOUT

*Fig. 14 Approved University Font, Knockout*

Helvetica

*Fig. 15 Approved substitute font, Helvetica*

*Fig. 16 Official Seal*

*Fig. 17 UCF Intercollegiate Athletics Trademark*

## OFFICIAL SEAL

The seal is used at formal, universitywide academic functions.

**Use is restricted to the UCF Board of Trustees, Office of the President, Office of the Provost, and Office of the General Counsel.**

## UCF INTERCOLLEGIATE ATHLETICS TRADEMARKS

- Use of UCF Athletics trademarks is restricted to UCF Athletics
- Cannot be used to represent UCF as a university
- Cannot be used to represent an academic or administrative unit
- Cannot be used in conjunction with the Pegasus, wordmark, monogram, university identifiers, unit identifiers or regional identifiers
- Cannot be used for personal business

# SOCIAL MEDIA

# BEST PRACTICES

## BRANDING

As with any UCF communications piece, be sure to follow the graphic standards established for the UCF logo and associated elements. UCF does not have logos specific to social media. Remember: Legal use of UCF logos and trademarks apply to social media accounts as well. All trademarks, service marks and logos are the property of UCF.

*Fig. 18 Social Media Avatar*

## ETIQUETTE

**Be careful.**
Double-check spelling, grammar and punctuation before posting.

**Social media is social.**
Engage your audience with questions, polls and ways to inspire participation.

**Practice due diligence.**
If you have doubts about whether it is appropriate to write about or post content on certain subjects, ask your supervisor and/or get a second opinion before you post.

**Post wisely.**
Do not include political comments or comments on social issues, except in support of positions UCF has already taken.

**Don’t disclose.**
Do not post confidential information about UCF, students, alumni, faculty or employees.

## MANAGEMENT

**Identify leaders.**
Social profiles should have a manager and a back-up administrator who record passwords and content calendars. They should set a posting protocol for your department, group or organization.

**Have a plan.**
A social media strategy along with an editorial calendar are necessary to create consistent content and maximize your efforts. Develop a regular posting schedule, at least a few times a week, to ensure content is fresh and the page does not become stagnant.

**Know the rules.**
Be familiar with the terms and conditions of the social platforms and networks on which you participate. And pay attention to updates.

**Stay relevant.**
Stay abreast of trends and holidays/observances that you could create content around, connecting back to your college, campus department or organization.

## TRANSPARENCY

**Be consistent.**
You shouldn't need to update your avatar image once it's set. A static, brand-related avatar image for your college, campus department, or organization profile page is essential in building trust with your audience.

**Pay attention.**
Respond in a timely fashion to comments and messages.

**Be human.**
Connect when commenting. Provide an email address or phone number to help with follow-up communication.

## THINGS TO AVOID

**Arguments.**
Your reputation — and UCF's — is best served when you remain above the fray. The tone of your social profile should reflect your college, department, or organization's spirit with respectful professionalism.

**Using copyrighted content.**
Content that is shared on social media must be original content, that includes music, video clips, audio clips, photography, graphic design, and more. Purchase the appropriate license for use or attribute credit where necessary.

**The next shiny thing.**
Jumping onto each new social platform without considering uses, potential impact, and resources necessary to sustain community engagement.

## HELPFUL BRAND ASSETS FOR SOCIAL MEDIA

Social Media Avatars
Logos and Identity System
Writing Style Guide
Photography Assets
Video Assets

# COPYWRITING

To connect with our audiences, we must tell stories that are authentic, accurate and reflect the distinctive brand DNA of UCF.

Our brand lexicon — bold, modern, youthful, entrepreneurial and energetic — captures our collective essence. These aren't simply words — they're our brand language and should be used whenever possible.

Where natural and appropriate, copy should include these terms:

At UCF, we unleash potential to positively change the world. It's what enables us to make a difference by:

- Championing student success.
- Driving discovery.
- Fostering inclusion.
- Innovating solutions.
- Fueling our economy.
- Powering partnerships.

## BEST PRACTICES

**Consider your audience.**
Communicating with students is far different from communicating with donors. Customize your voice and tone based on the reader and your channel.

**Write with economy.**
Communicating a message clearly requires brevity and simplicity. Edit yourself ruthlessly to omit every unnecessary word. Be brief. Be bright. Be done.

**Use an active voice.**
Action verbs make content more interesting and will carry your reader through your story more successfully.

**Make it personal.**
Using first- and second-person voice will create a strong connection with the reader.

**Keep it conversational.**
Write as if you were talking with a friend. Never “write down” to an audience.

**Avoid big words.**
You can engage your audience more effectively using everyday words that everyone can understand. If your reader has to reach for a dictionary, you’ve lost them.

**Employ the UCF voice.**
We are modern, bold, youthful, entrepreneurial and energetic. The tone of our content should be, too.

**Read your copy out loud.**
If it doesn’t sound right, it probably isn’t.

## THINGS TO AVOID

**Jargon.**
Specialized language and obscure terminology might make perfect sense to you, but may confuse your reader. Using simple vocabulary ensures a clear message that everyone can understand.

**A passive voice.**
Using passive verbs will make your content less conversational and lose the attention of your audience.

**An institutional tone.**
Try to explain complex ideas with analogies, examples, illustrations, infographics or images.

**Overuse of exclamation points.**
They’re useful! But too many are gratuitous! Seriously, try not to use them in headings or more than once per page.

UCF is moving forward in alignment with the strategic plan “Unleashing Potential.” That plan can be found here. Facts about the university (diplomas conferred, dates, size) can be found here.

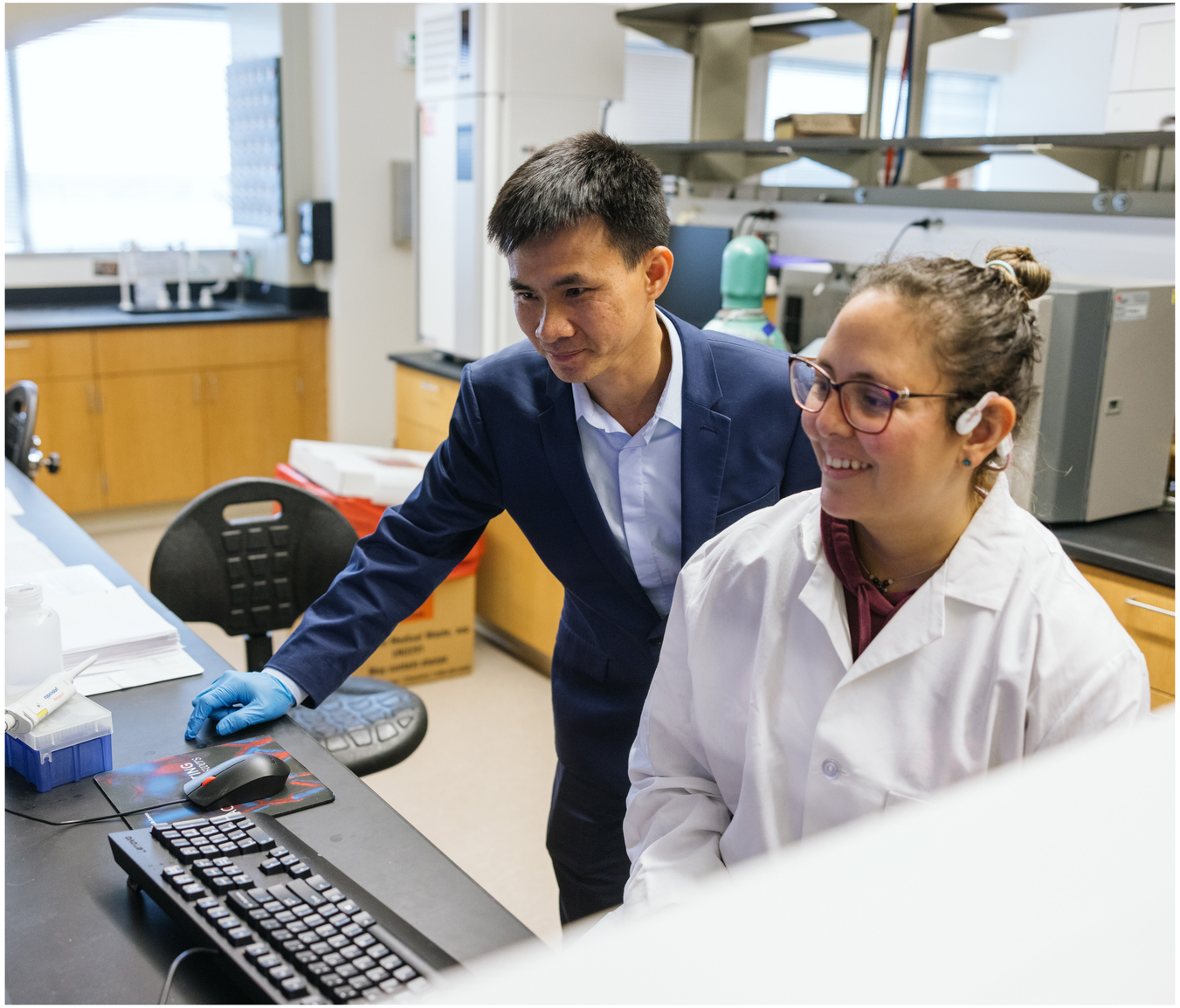
# GLOSSARY

## NORTH STAR STATEMENT

The Division of Student Success and Well-Being fosters a holistic and engaged educational experience that empowers every student to thrive. We prepare individuals to graduate on time and make meaningful contributions to their communities. Through personalized care, guided pathways, and data-informed decisions, we are dedicated to transforming aspirations into achievements.

## COMMON SSWB TERMS

| Term | Meaning |
|---|---|
| **Admitted and Accepted** | Students are “admitted” or “offered admission” to UCF. they are not “accepted.” |
| **The Division of Student Success and Well-Being** | SSWB is appropriate after the name is spelled out the first time. “Well-Being” is always hyphenated. |
| **Residence Hall** | This is where students live, not a dorm. |
| **“Reserve” a spot at orientation** | Suggesting students “register” for orientation confuses the action with registering for classes. |
| **UCF Downtown** | • It is UCF Downtown, the UCF Downtown campus, or the downtown campus, but not the Downtown Campus or DTC.<br>• UCF Downtown is a full-service campus and is not a regional or Direct Connect campus. |



## FREQUENTLY USED ACRONYMS

Acronyms should be spelled out the first time they're used in a specific piece of copy (first reference), with the acronym in parenthesis adjacent to the word. E.g. UCF students are encouraged to broaden their learning outside the classroom using high-impact practices (HIP).

| Acronym | Meaning |
|---|---|
| **SSWB** | **Student Success & Well-Being**<br>The Division of Student Success and Well-Being encompasses almost all student-serving units at UCF. The proper name includes Division and is capitalized. It was formed in 2022 by the merging of two separate units: Student Development and Enrollment Services (SDES) and Student Learning and Advising (SLAS). Neither SDES nor SLAS should be used except as a historical reference. |
| **SDES** | **Student Development & Enrollment Services**<br>The former division that merged with Student Learning and Advising to form SSWB. |
| **HIPs** | **High-Impact Practices**<br>High-impact practices add real-world learning to student academics. Some examples include study abroad and undergraduate research. |
| **SFA** | **Student Financial Aid**<br>The office that aids students with financial aid. |
| **SOC** | **Student of Concern**<br>A student that exhibits concerning behaviors. |
| **SCS** | **Student Care Services**<br>The office that assists students with various needs. |

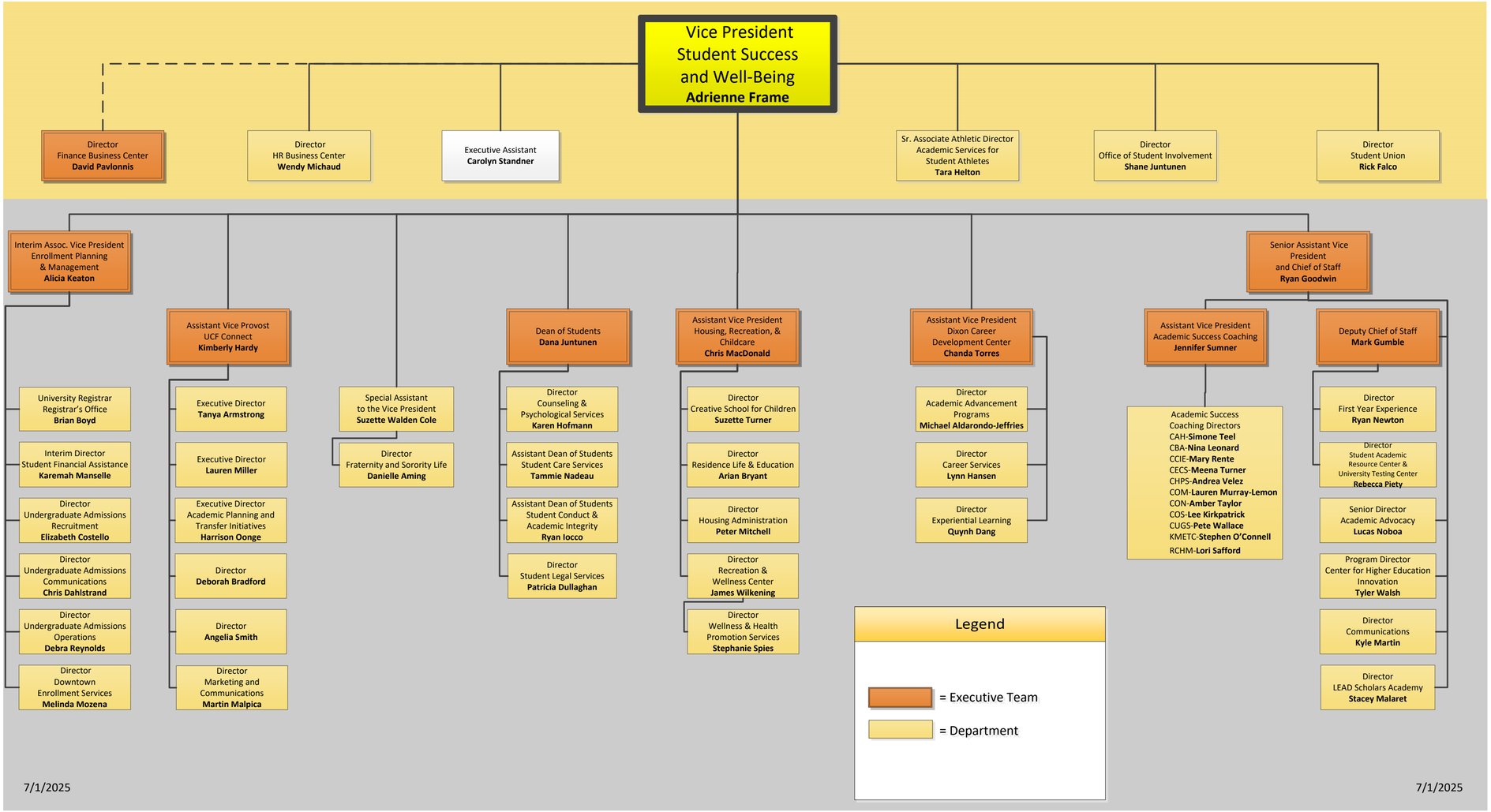
| Acronym | Meaning |
|---|---|
| **FSL or OFSL** | **Fraternity & Sorority Life or Office of Fraternity & Sorority Life**<br>The office that governs fraternities and sororities. |
| **SCAI** | **Student Conduct & Academic Integrity**<br>The office governing student conduct and academic integrity. |
| **OSI** | **Office of Student Involvement**<br>The office hosting student organizations and events. |
| **FYE** | **First Year Experience**<br>The office that assists first year students and organizes orientation. |
| **RWC** | **Recreation & Wellness Center or Rec & Wellness Center** |
| **MH** | **Millican Hall** |
| **ASC** | **Academic Success Coach**<br>Formerly called advisors, Academic Success Coaches provide both specific academic advising and non-academic coaching while working together with students to establish goals, co-design academic plans and strategies, and monitor success to graduation. |
| **AA** | **Academic Advocates**<br>Academic Advocates assist undergraduate students. |

| Acronym | Meaning |
|---|---|
| **BEAM** | **Belonging, Engaging, Achieving, Meaning**<br>The BEAM model provides a framework for student success. |
| **FTIC** | **First-Time in College**<br>Any student who graduates from high school and enrolls at UCF having completed less than 12 college credits since earning their high school diploma. |
| **FTOC** | **First Time on Campus**<br>A student who has transferred to UCF or was an online only student and is now on campus for the first time. |
| **HRL or DHRL** | **Housing & Residence Life or Department of Housing & Residence Life** |
| **FCS** | **Florida College System** |
| **SUS** | **State University System**<br>The 12 public state universities in Florida. |
| **A.A.** | **Associate in/of Arts Degree** |
| **A.S.** | **Associate in/of Science Degree** |
| **CLT** | **Classic Learning Test** is a standardized test that is an alternative to the SAT and ACT. The CLT is an approved exam for undergraduate admission to UCF and other SUS institutions and can be used to earn Bright Futures. |

| Acronym | Meaning |
|---|---|
| **Common App** | **Common Application** is an undergraduate college application that applicants may use to apply to more than 1,000 member colleges and universities worldwide. UCF is a member of Common App for FTICs only. Undergraduate Transfers must apply from the admissions website. |
| **DC2UCF** | **DirectConnect to UCF** is the articulated transfer partnership between UCF and six partner institutions that guarantees admission to students who meet certain admission requirements consistent with university policy. These partners are College of Central Florida, Daytona State College, Eastern Florida State College, Lake-Sumter State College, Seminole State College and Valencia College. |
| **DE** | **Dual Enrollment** is a program for students in grades 6-12 who wish to enroll at UCF on a part-time basis while still completing their high school coursework. |
| **EA** | **Early Admission** is a program for students (usually high school juniors or seniors) who wish to enroll at UCF as full-time students prior to high school graduation. |
| **FAFSA** | **Free Application for Federal Financial Aid** |
| **FAS** | **Florida Academic Scholarship** is one of the two Florida Bright Futures awards that UCF accepts. FAS is the higher of the two awards. |

| Acronym | Meaning |
|---|---|
| **FERPA** | **Family Educational Rights and Privacy Act** |
| **FKP** | Future Knight Portal is the web-based portal that prospective FTIC and transfer undergraduates use to create their initial application for admission, monitor their application status, and satisfy some pre-enrollment checklist requirements. |
| **FLBOG** | **Florida Board of Governors** |
| **FWS** | **Federal Work Study** |
| **MPT** | **Math Placement Test** |
| **NMS** | **National Merit Scholar** |
| **SPARK (a.k.a. SPARK Form)** | **Self Provided Academic Record for Knights** is the form that FTIC applicants must submit to report their high school coursework and grades; this is submitted in lieu of an initial high school transcript. |

# ORGANIZATION CHART



# CONTACT INFORMATION

| Office | Purpose | Phone | Email | Location |
|---|---|---|---|---|
| **Academics Services for Student Athletes (ASSA)** | Contact for specific questions regarding ASSA resources, such as tutoring and ASSA advising before orientation. | | assa@ucf.edu | Wayne Densch Center for Student-Athlete Leadership, Room 201 |
| **Alcohol EDU** | Contact for specific questions regarding AlcoholEDU Completion, account issues, and any other technical issues that may be occurring. | | alcoholedu@ucf.edu | |
| **Burnett Honors College** | Contact for specific questions regarding Burnett Honors College admission/eligibility, advising, and course requirements. | 407-823-2076 | honors@ucf.edu | 12778 Aquarius Agora Dr. Orlando, FL 32816 |
| **Card Services** | Contact for specific questions regarding Knight Cash; UCF Online getting an ID Card (they can on request), and replacing a student ID. | 407-823-2100 | cardsrvc@ucf.edu | John T. Washington Center<br>Across from the UCF Bookstore<br>Room #104 |
| **Chemistry Placement Test** | Contact for specific questions regarding the completion of, study resources for, and consequences of taking the Chemistry Placement Test (UTC Phone Number). | 407-823-5110 | chemplacement@ucf.edu | Howard Phillips Hall, Room 106 |
| **Computer Science Placement Test** | Contact for specific questions regarding the completion of, study resources for, and consequences of taking the Computer Science Placement Test (UTC Phone Number). | 407-823-5111 | CSundergrad@ucf.edu | Howard Phillips Hall, Room 106 |

| Office | Purpose | Phone | Email | Location |
|---|---|---|---|---|
| **Dining Services** | Contact for specific questions regarding meal plans, dining options, and payment extensions. | 407-823-2651 | ucfdining@ucf.edu | Dining Services Office (Ferrell Commons) |
| **Excel/Compass** | Contact for specific questions regarding the processes surrounding Excel/Compass admission/eligibility, housing, and course requirements. | 407-823-6230 | EXCEL@ucf.edu | |
| **Financial Aid** | Contact for specific questions regarding FAFSA, student loans, scholarships, and other financial aid topics. Make sure Student Account Services is not more appropriate first! | 844-376-9160 | finaid@ucf.edu | Millican Hall Room 107 |
| **Health Services** | Contact for specific questions regarding immunizations, medical appointments/ records, and payment holds from this department. | 407-823-2000 | immunizations@ucf.edu | 4000 Central Florida Blvd. Orlando, FL 32816 |
| **Housing** | Contact for specific questions regarding housing applications, payments, and the different kinds of housing options available to students. | 407-823-4663 | housing@ucf.edu | 4000 Central Florida Blvd. Orlando, Florida 32816 |
| **Knights Major and Exploration and Transition Center** | Contact for specific questions regarding major exploration, peer advising, and other information for undeclared students. | 407-823-3165 | kmetc@ucf.edu | Trevor Colbourn Hall, Suite 133 |

| Office | Purpose | Phone | Email | Location |
|---|---|---|---|---|
| **Math Placement Test** | Contact for specific questions regarding the completion of, study resources for, and consequences of taking the MPT (no longer an email, only contact form + UTC Number). (Same Contact info as UTC). | 407-823-5109 | academicsuccess.ucf.edu/utc/math/contact | Howard Phillips Hall, Room 106 |
| **Military and Veteran Success Center** | Contact for specific questions regarding veteran specific resources on campus, such as mental health services, career services, and military benefits at UCF. | 407-823-2707 | MVSC@ucf.edu | 4210 E Plaza Dr, Oviedo, FL 32765 |
| **Registrar's Office** | Contact for specific questions regarding academic records [FERPA], UCF transcripts, and residency reclassification. Enrollment appointments are also handled by them but we only need to direct FTIC to recieve them if a readmit. | 407-823-3100 | registrar@ucf.edu OR ROenrollment@ucf.edu | Millican Hall Room 161 |
| **Student Accessibility Services** | Contact for specific questions regarding academic accommodations, service/emotional support animals, and how disabilities are handled on campus. | 407-823-2371 | sas@ucf.edu | Ferrell Commons, Room 185 |
| **Student Account Services** | Contact for specific questions regarding tuition payment plans, unknown/incorrect charges on their accounts, Florida pre-paid, and making payments on their account charges. | 407-823-2433 | studentaccounts@ucf.edu | Millican Hall Room 109 |
| **UCF Bookstore** | Contact for specific questions regarding textbook payment, finding course materials, and pricing on their merchandise. | 407-823-2665 | | 4000 Central Florida Blvd. Orlando, FL 32816 |

| Office | Purpose | Phone | Email | Location |
|---|---|---|---|---|
| **UCF Global** | Contact for specific questions regarding international students requirements, international student holds, and anything else connected to international students. | 407-823-2337 | ucfglobal@ucf.edu | 4356 Scorpius Street<br>Orlando, FL 32816-0130 |
| **UCF IT** | Contact for specific questions regarding UCF email, UCF Wireless, and/or any technical issues. | 407-823-5117 | itsupport@ucf.edu | 12716 Pegasus Drive<br>Orlando, FL 32816-2500 |
| **UCF Online** | Contact for specific questions regarding UCF online (advising, the orientation modules, orientation holds for UCF Online students etc.). | 855-903-8576 | orientationcoach@ucf.edu | 4000 Central Florida Blvd.<br>Orlando, FL 32816 |
| **Undergraduate Admissions** | Contact for specific questions regarding receiving external transcripts and application status, as well as initial residency classification, and term changes (must reapply). | 844-376-9160 | admission@ucf.edu | Duke Energy UCF Welcome Center |
| **University Testing Center** | Contact for specific questions regarding any specific tests they may be taking through the UTC (CLEP, Biology Exit Exam, etc.), as well as Math Placement Test. | 407-823-5109 | utc@ucf.edu | Howard Phillips Hall, Room 106 |
| **Visitor and Parking Information** | Contact for specific questions regarding UCF parking passes, parking tickets, and other information about parking on campus. | 407-823-5812 | | 4000 Central Florida Blvd, Orlando, FL 32816 |
| **Webcourses Support** | Contact for specific questions regarding technical issues regarding Webcourses, whether it be account or website issues. | 407-823-0407 | webcourses@ucf.edu | |

## ACADEMIC SUCCESS COACHING (ADVISING)

| Office | Purpose | Phone | Email | Location |
|---|---|---|---|---|
| **College of Arts and Humanities** | Contact for specific questions regarding College of Arts and Humanities Student Advising and Student Resources. | 407-823-3312 | cahsa@ucf.edu | Trevor Colbourn Hall, Suite 159 |
| **College of Business** | Contact for specific questions regarding College of Business Student Advising and resources. | 407-823-2185 | opd@ucf.edu | Business Administration II, Room 101 |
| **College of Community Innovation and Education** | Contact for specific questions regarding Community Innovation and Education Student Advising and Student Resources. | 407-823-3723 | | Dr. Phillips Academic Commons (DPAC), Suite 446 |
| **College of Engineering and Computer Science** | Contact for specific questions regarding College of Engineering and Computer Science Student Advising and Student Resources. | 407-823-2455 | eacaf@ucf.edu | Engineering I Building (ENG I), Room 107 |
| **College of Health Professions and Sciences** | Contact for specific questions regarding College of Health Professions and Sciences Student Advising and Student Resources. | 407-823-0010 | chpsundergrad@ucf.edu | Health Sciences II, Room 115 |
| **College of Medicine** | Contact for specific questions regarding College of Medicine Student Advising and Student Resources. | 407-823-5932 | bsbsadvising@ucf.edu | Health Sciences Campus at Lake Nona and Health Sciences II Room 335 |
| **College of Nursing** | Contact for specific questions regarding College of Nursing Student Advising and Student Resources. | 407-823-2744 | UCFnurse@ucf.edu | 12201 Research Parkway, Suite 300, Orlando, Florida 32826 |

| | | | | |
|---|---|---|---|---|
| **College of Optics and Photonics** | Contact for specific questions regarding College of Optics and Photonics Student Advising and Student Resources. | 407-823-6376 | creol@ucf.edu | CREOL Room A213 |
| **College of Sciences** | Contact for specific questions regarding College of Sciences Student Advising and Student Resources. | 407-823-6131 | cosas@ucf.edu | College of Sciences Building Room 250 |
| **College of Undergraduate Studies** | Contact for specific questions regarding College of Undergraduate Studies Student Advising and Student Resources. | 407-823-0144 | cugs@ucf.edu | Trevor Colbourn Hall Room 239 |
| **Rosen College of Hospitality Management** | Contact for specific questions regarding Rosen College of Hospitality Management admission and advising. | 407-823-4447 (Main)<br>407-903-8056 (Rosen) | hospitality@ucf.edu | Main Campus: Classroom Building 1 Suite 302 or 9907 Universal Blvd |

**DIVISION OF STUDENT SUCCESS AND WELL-BEING**

407.823.4625
sswb.ucf.edu
Millican Hall 282

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