

UF Hockey D3 – Social Media Brand Guidelines

Brand Overview

Username: @UFHockeyD3

Hashtags: #UFHockey #GoGators #ClubHockey #UFClubHockey

Mission: Promote UF Club Ice Hockey, foster team spirit, engage the student body, and attract fans, recruits, and sponsors through dynamic and consistent content.

Visual Identity

Color Palette

Color	Hex	Use
	Code	
UF	#FA4616	Highlights, accents
Orange		
UF Blue	#0021A5	Primary backgrounds, text
Ice White	#F5F9FF	Clean ice-like backgrounds
Blue	#002657	Dark Secondary blue

Typography

Headlines: Jersey M54 Regular

Body: Anton

Consistency: Use one headline font + one body font across all posts

Content Pillars

Game Coverage: Previews, recaps, scores, highlights

Team Culture: Locker room, practice clips, team traditions

Athlete Features: Player stats, fun facts, birthdays

Fan Engagement: Polls, questions, reposts, giveaways

UF Pride: UF campus tie-ins, Gator branding, school events

Dimensions

Feed Posts: 1080 x 1350px (Portrait for best reach)

Stories: 1080 x 1920px

Reels: 1080 x 1920px, <60 seconds

Carousels: 1080 x 1080px or 1350px (uniform design)

Content Style

Graphics

- Bold, high-contrast graphics
- Ice textures, gator skin texture hockey sticks/pucks, rink lines subtly in backgrounds
- Use consistent templates for gameday posts, score updates, player spotlights

Photography

- Action shots: fast-paced, intensity
- Team moments: celebrations, fan support
- Lifestyle: players on campus, gator pride, behind the scenes

Editing

- Bright, sharp edits with high contrast
- Avoid overly stylized filters, keep colors true to UF Orange & Blue

- Black & white acceptable for dramatic “game day” moments

Copywriting / Tone

- Keep captions short, hype, and bold
- Mix in emojis for energy (i.e.   )
- Always tag location (Community First Igloo, opponent’s arena)

Posting Guidelines

Frequency: 3–5 posts/week + daily stories on game weekends

Timing: Best engagement usually evenings (7–9 PM)

Stories: Use polls, score updates, behind-the-scenes clips

Hashtags

- #UFHockey #FloridaHockey #GatorsOnIce
- #ACHA #CollegeHockey
- #GoGators

Logo Use

Use UF Club Hockey logo to comply with UF RecSports

“All print or digital media must always use the Sport Clubs logo patch.”

Link to more info on logo usage: <https://recsports.ufl.edu/wp-content/uploads/2021/09/SportClubs-Branding-Guide.pdf>

Content Categories

Game Day Posts

- Countdown
- Final score graphics (W/L clearly marked)

Player Spotlights

- Feature player of the week with action photo + quick stats

Behind-the-Scenes

- Locker room prep, road trips, fan shots

Highlights & Reels

- Goals, saves, big hits set to hype music

Community & UF Spirit

- Collabs with other UF clubs, campus events, UF traditions