



Test. Trace. Protect.

UF Health Test and Trace

Mark Options



Test. Trace. Protect.



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UF HEALTH TEST AND TRACE

Color Palette

Feel free to use different opacities of the colors.

CMYK: 0/75/80/0	CMYK: 0/20/80/0	CMYK: 0/20/80/0	CMYK: 89/46/30/0	CMYK: 12/4/5/0
RGB: 240/102/66	RGB: 255/205/78	RGB: 37/64/143	RGB: 7/120/153	RGB: 221/231/234
HEX: #F06642	HEX: #FFCC4E	HEX: #25408F	HEX: #077899	HEX: #DDE7EA

Fonts

Myriad Pro

Regular
Condensed
Semi

Quadon

Thin
Medium
Heavy

Logos



Iconography style



PERSISTENT COUGH FEVER: 100.4+ HEAD/BODY ACHES SHORTNESS OF BREATH



Tip No. 1

If your symptoms get worse, call your doctors and tell them you have COVID-19.



Tip No. 2

Stay in a specific room and use a separate bathroom. Do not have visitors at home.



Tip No. 3

Rest and drink fluids. Wear a mask around other people.



Tip No. 4

Put contaminated items in a lined container before disposing them with all other household waste.



Tip No. 5

Cover your coughs and sneezes. Do not touch your eyes, nose and mouth with your unwashed hands.



Tip No. 6

Wash your hands often with soap and water. Clean your hands with an alcohol-based hand sanitizer.



Tip No. 7

Clean counters, tables and doorknobs with sprays or wipes.

Photography

When incorporating images into your Test and Trace materials, use the following guidelines to ensure a cohesive approach with other produced materials.

Gradient overlay: Please incorporate gradient overlays like those used in the UF brand. Primary colors for the gradient are Gold/Blue and Orange/Blue.

Social Distancing: Be sure to show images that accurately represent social distancing of 6 feet apart.

PPE: Please use images that show proper use of PPE or barriers.

Images of medical professionals:



Images of individuals:



Images of groups:



Tone words

Keep the following tone words in mind when creating communications efforts for UF Health Test and Trace. When speaking to different audiences, consider the best tone words to emphasize.

Unifying
Empowering

Informative
Responsible

Approachable
Purposeful

Illustrative options

When photography options cannot satisfy the visual need, illustrative options are permitted. Please use illustrations that depict accurate PPE/social distancing. Illustrations should be simple and stylized but not cartoon-like or childish.



Advertising Mock-ups

Options using guide suggestions for consideration



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UF HEALTH TEST AND TRACE

Care, Kindness and Cooperation.

At the University of Florida, we're no stranger to the test. Our students face down exams, our athletes prove their mettle on the field, our faculty chase the latest hypotheses. Our health providers meet the challenge to compassionately and expertly care for their patients. As Gators we are always looking to solve the next problem. And COVID-19 is no exception. Now we've banded together for one more test — UF Health Test and Trace. Together, in collaboration with the Department of Health, we can slow the spread of COVID-19 and ensure we all return to campus as safely as possible. It's going to take each one of us to play a part. So, whether you're heading back for class, work or research, together let's team up and test ourselves yet again.

Let's look out for our colleagues, our campus and our community!

UF Health Test and Trace.
Learn more at [Coronavirus.UFHealth.org](https://www.Coronavirus.UFHealth.org)



Test



Trace



Protect

Caring for Yourself. Caring for Our Campus Community.

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UF HEALTH TEST AND TRACE

Caring for Our Campus Community – Together

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CARING FOR OUR CAMPUS COMMUNITY — TOGETHER

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2 Bits, 4 bits, 6 feet, a dollar!

Gators staying safer – stand up and holler!

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6 Feet Can Save Lives.

Remember to practice social distancing and get tested.

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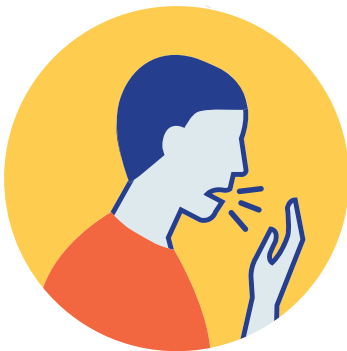
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Signage Mock-ups

A variety of options for campus

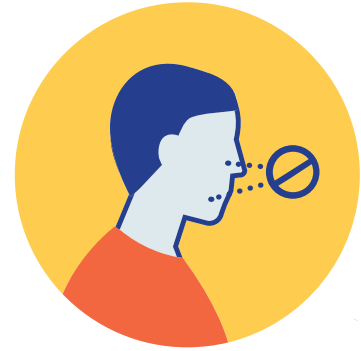
Seek Medical Help for COVID-19 Symptoms*



Persistent
Cough



Fever: 100.4+



New Loss of
Taste or Smell



Muscle Pain/
Headaches



Shortness
of Breath



Sore Throat

**Other symptoms may include chills, diarrhea or feeling ill in any other way.*

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GETTING TESTED: **What to expect**



Health care workers wear goggles or a face shield, a face mask, a gown and gloves. They will protect your privacy.

Step 1



A swab — think of it as a long Q-tip — will be inserted into your nose as it is for a flu test. This takes about 10 seconds and doesn't hurt.

Step 2



The sample is sent to a lab.

Step 3



You will get your results in about 2 days.

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UF HEALTH TEST AND TRACE

Face Coverings Required

Face coverings are **MANDATORY** in
ALL UF AND UF HEALTH FACILITIES.

Please continue to wash your hands and
practice social distancing.

Learn more at [Coronavirus.UFHealth.org](https://www.covid19.ufl.edu)





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UF HEALTH TEST AND TRACE

Face Coverings Required

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Please continue to wash your hands and practice social distancing.**

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HOW TO WEAR A FACE COVERING

SAFELY AND EFFECTIVELY



YOUR FACE COVERING SHOULD:

- Fit snugly but comfortably against the side of the face
- Be secured with ties or ear loops
- Include multiple layers of fabric
- Allow for breathing without restriction
- Be able to be laundered and machine dried without damage or change to shape

TYPES OF FACE COVERINGS



Mask



Cloth



Bandana

Step 1 — SECURE

Secure your mask or face covering by tightening ear loops or ties.
Wash your hands afterward.

Step 2 — WEAR

Avoid touching your eyes or the surface of your mask or face covering while wearing it. Always wear in common areas.

Step 3 — REMOVE

When removing your mask or face covering, avoid touching the surface and your eyes, nose and mouth.

Step 4 — WASH

Wash hands immediately upon removing your mask or face covering, which should be washed frequently.

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CAMPUSWIDE POLICY

FACE COVERINGS

EMPLOYEES, STUDENTS, VENDORS, VOLUNTEERS AND VISITORS WILL GENERALLY BE REQUIRED TO WEAR A FACE MASK OR CLOTH FACE COVERING WHILE ATTENDING CLASSES OR WORKING IN UF AND UF HEALTH FACILITIES.

A face mask or cloth face covering will be required everywhere on campus except when in a private office, a work area away from others or in well-ventilated outdoor areas where people are separated by at least 6 feet. People not using a face mask or covering (outside of the exceptions noted) will be asked to put one on or leave the area to help maintain the safety of our faculty, staff and students.

While face masks and coverings may provide you with some protection, their primary purpose is to decrease the risk of spreading viruses and other respiratory diseases by protecting people exposed to you, as you may not be showing outward signs of infection. It is important to use a face mask or covering correctly and follow the basic guidance below, which mirrors CDC recommendations:

TYPES OF FACE COVERINGS



Mask



Cloth



Bandana

- Cover your mouth and nose with a face mask or cloth face covering when around others.
- Wear a face mask/cloth face covering when around others or out in public — for example, in the common area of an office suite or in the restroom, at the grocery store or when picking up other necessities, etc.
- Do not place a face mask or cloth face covering on children under age 6 or on anyone who has trouble breathing or is unconscious, incapacitated or otherwise unable to remove the mask without assistance.
- A face mask meant for a health care worker (N95) is not necessary, unless you are in a setting where there is the potential for direct exposure to a person/persons infected with COVID-19.
- Continue to keep about 6 feet (2 meters) between yourself and others.
- Note that the face mask/cloth face covering is not a substitute for social distancing.

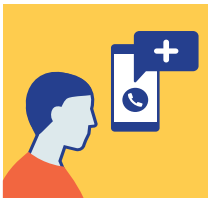
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WHAT IF I Test Positive?

STOP THE SPREAD OF COVID-19 BY FOLLOWING THESE TIPS:



Tip No. 1

If your symptoms get worse, call your doctors and tell them you have COVID-19.



Tip No. 2

Stay in a specific room and use a separate bathroom. Do not have visitors at home.



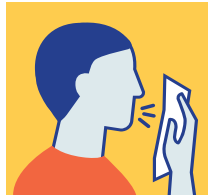
Tip No. 3

Rest and drink fluids. Wear a mask around other people.



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