



Gators Unidos Guidebook

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Gators Unidos **Overview**

Mission

Gators UNIDOS focuses on educational, mentorship, and sponsorship opportunities connecting one generation of Latino University of Florida Gators to the next.

[CLICK HERE](#)



Gators Unidos Program

[LEARN MORE OF OUR SCHOLARSHIP RECIPIENTS](#)

Scholarship

- The Gator Unidos Scholarship Fund Award was created to bridge a connection between previous generations of Latino Gator Alumni to the next
- Recipients receive \$2,500 financial aid as well as access to professional development resources below.

Mentorship

- Peer Mentorship is provided in our [Private Gators Unidos LinkedIn Group](#)

Sponsorship

- Gator Unidos Scholarship recipients will be matched with Latino Gator Alumni in their industry of interest or study for a 12 month program
- [Suma Wealth](#) Financial Planning AI Bot Access



Gators Unidos Collection

[SHOP TODAY](#)

WHY

Beyond creating equal access to opportunity for Latino Gators, we've decided to take things a step further. This new initiative is about representation and pride.

Latino pride. Gator pride.

And about letting that pride shine from the inside out. With our newly dropped Gators Unidos Collection in partnership with the UF Bookstore, Latino Gators and everyone in their community will be able to show off their Latinidad and their Gator spirit all at once.

With every purchase of merch from the Gators Unidos Collection, a portion of the proceeds will go directly to supporting the next generation of Latino Gators via scholarship and professional development experiences.

LATINO GATORS: UNIDOS POR SIEMPRE.

Representation | Uniquely UF, Uniquely Latino

Gators Unidos Merchandise

The very first Latino Gators collegiate merchandise collection (in partnership with UF Bookstore)

- [Blog Post Launch of Gators Unidos x UF Bookstore x UF Agency Partnership at Launch](#)
- [Specialty Shop](#)
- [Micro Site on Gators Unidos Site](#)
- Insert pictures of the merchandise (linked [here](#))

INTRODUCING THE FIRST-EVER
UF Latino Merch Line
Gators Unidos Collection

THIS IS THE SWAMP

Shop Now >


Look and Feel | Assets to leverage

Photoshoot

Gator Unidos has decided for their visual strategy for photos to be lifestyle which capture day to day moments that allow the viewer to picture themselves there by documenting real-life of being a Latino Gator.

- Photos linked [here](#)



A white rectangular frame is positioned in the upper half of the image, partially enclosing the text below. The frame consists of a top horizontal line, a right vertical line, and a bottom horizontal line, with the left side being an open vertical gap.

Gators Unidos
Social Channels

Instagram Content Strategy

Intentional 3-feed combined posts

- Latest
 - 2023 Scholarship Recipients Announcement
- Launch
 - First 3 feed: Our Future | Current Students
 - Second 3 Feed: Connecting one generation of Latino Gators to the Next
 - Last 3 Feed: Alumni paying it forward to the next generation



LinkedIn

Content Strategy

Video Montage of the Merch Line and tagging all that made it possible to launch the line for recognition/visibility

Gators UNIDOS
257 followers
2mo · Edited · 🌐

Gator Unidos and the [University of Florida](#) Bookstore are proud to present the FIRST-EVER bilingual Latino Gator merch line designed for the Latino community.

Introducing The Gators Unidos Collection! 🇺🇸


With our newly dropped merch line, Latino Gators and everyone in their corners will be able to celebrate Latinidad and Gator spirit all at once.

With every purchase of Latino Gator merch, a portion of the proceeds will go directly to supporting the next generation of Latino Gators via scholarship and professional development experiences.

Tag the [University of Florida](#) Gators in your network and Shop today to join the legacy! ❤️👉
<https://lnkd.in/g25ykhZr>

Latino Gators: Unidos Por Siempre.
[#DelSwampPalante](#) 🇺🇸

A special gracias to all of Gators Unidos Board of Directors, Latino Gator Alumni & Students and partners who worked behind the scenes to bring The Gators Unidos Collection to life. You are a DREAM TEAM!
cc: [Nicole Martinez](#), [Jacqueline Zima](#), [Jason Meneses, CPA](#), [Manny Fragata](#), [Danny Pimentel](#), [Jason Koester](#), [The Agency at UF](#), [Mark Rottensteiner](#), [Angela Roman](#), [Emily Usallan](#), [Yuliana Garcia-Portilla](#), [Blake McClure](#), [Dawson Leary](#), [Tess Fargo](#), [Rosinella D'Ostilio](#), [Gargi Shukla](#), [Stephanie Garcia](#), [Natalie Santiago](#), [Hannah Caudill](#), [Dina Coletti](#), [Carolina Mangru](#), [Sofia Portugal](#), [Blaine Bunch](#), [Robert Blake](#), [Joshua Pulver](#), [Debbie Gay](#)





E-Commerce **Strategy**

Digital Banners

E-Commerce Strategy

Promotional banners that appear on UF's official bookstore website

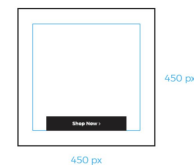
- Desktop
 - 1720 x 430 px
 - Include a CTA & "Shop Now" button
 - Colors: Blue, Orange, White
- Mobile
 - 450 x 450 px
 - Include a CTA & "Shop Now" button
 - Colors: Blue, Orange, White

DIMENSIONS AND SPECS

Hero (Desktop)



Hero (Mobile)



Banner

Dimensions | 1720 x 430 px
 Resolution | 72 ppi
 Max File Size | 250 kb
 File Format(s) | .jpeg, .png, .gif (web optimized)
 Color Profile | RGB
 Margin | 70 px
 Pagination Area | 321 x 35 px (lower right)

Button

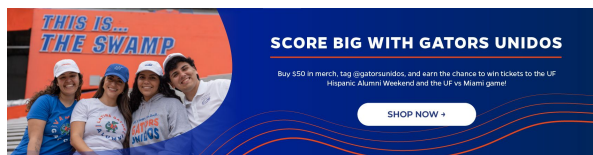
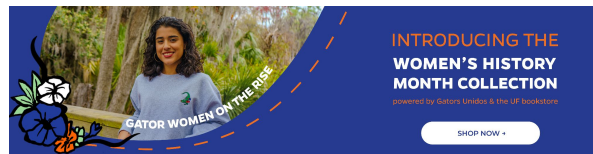
Button Dimensions | 340 x 65 px
 Button Font Size | 20 pt
 Button Font | Montserrat SemiBold
 Arrow Font Size | 15 pt
 Arrow Font | Prestige Elite Std Bold

Banner

Dimensions | 450 x 450 px
 Resolution | 72 ppi
 Max File Size | 200 kb
 File Format(s) | .jpeg, .png, .gif (web optimized)
 Color Profile | RGB
 Margin | 50 px

Button

Button Dimensions | 260 x 45 px
 Button Font Size | 20 pt
 Button Font | Montserrat SemiBold
 Arrow Font Size | 15 pt
 Arrow Font | Prestige Elite Std Bold

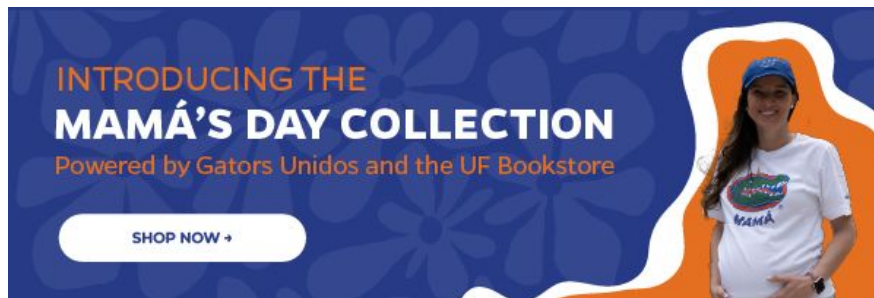


Email Blast

E-Commerce Strategy

Email blasts should include a CTA as the headline, short display copy, an email banner, and a HTML GIF

- Email banner
 - 600 px W x 200 px H
 - Include a CTA & “Shop Now” button
 - Colors: Blue, Orange, White
- HTML GIF
 - 600 x 800 px
 - Include a CTA & “Shop Now” button
 - Colors: Blue, Orange, White



DIMENSIONS AND SPECS

Email (Desktop and Mobile)



Banner

Dimensions | 600 x 800 px
 Resolution | 72 ppi
 Max File Size | 400 kb
 File Format(s) | jpeg, png, gif (web optimized)
 Color Profile | RGB
 Margin | 70 px

Button

Button Dimensions | 340 x 60 px
 Button Font Size | 20 pt
 Button Font | Montserrat SemiBold
 Arrow Font Size | 15 pt
 Arrow Font | Prestige Elite Std Bold

Specialty Shop Banners

E-Commerce Strategy

These banners will show when customers open the Gators Unidos page on the UF bookstore website

- Desktop
 - 1720 x 190 px
- Mobile
 - 450 x 190 px
- Do not need a CTA/Shop Now
- Use GU branding and pictures of the product



In-Store Banner

E-Commerce Strategy

Promotional banners that appear in UF's official bookstore near Gators Unidos product

- 22 x 28 inch sign
- 8 ½ x 11 inch sign



SMS

E-Commerce Strategy

SMS has a 300-character limit including:

- University of Florida Bookstore (30 characters) [replacing University bookstore below as below is an example]
- Text STOP to shop. Message & Data Rates May Apply. (50 chars)
- URL (approx. 25 chars)

Strategy

- Friendly & conversational tone
- Emojis
- Target students by talking to them as a friend to make it seem more humane

Black History Month V2 -

Happy Black History Month! (heart hands emoji) This month, we're acknowledging inspirational strength, resilience, and some of our favorite black-owned businesses. So, I had to get y'all some goodies! Celebrate with us with a 🎁 GIVEAWAY 📩 Click the link to enter :)

April Fool's Day

V1

- Morning besties! just checking in on a totally normal day, nothing weird or silly about it... Anyways, check out our new and definitely real Garnier merch!
- (link)

V2

- Good morning, silly geese! Today is a day full of pranks, shenanigans, and tomfoolery, but there will be none of that here (👉) In other news, we've launched new Garnier merch! Click here for the goods:
- (link)





Estrategia
Strategy

Strategy | Gators Unidos Collection

- Target Audience
- Merchandise Distribution
- Tone and voice
- Tagline
- Analytics Overview

Target Audience

- Primary Target Audience
 - Latino Gators
 - Current Students (Gen-z)
 - Alumni (Millennials & Boomers)
- Secondary Target Audience: All Gators and Fans

Meet Gabriela

- Gainesville
- Identifies as female
- 25 years old
- Millennial
- Speaks English primarily, but understands or is fluent in Spanish
- Wants to shop from brands that align with her values
- Likely to consider buying a product if she sees an influencer she follows posting with it
- Will go to a major UF football game or watch with friends, but isn't an avid football fan
- Enjoys fitting in with trends
- Shops on her phone and computer (laptop or desktop) [Pew Research](#)



Link to live Dashboard of Gators Unidos sales



Meet Carlos

- Miami
- Identifies as male
- 29 years old
- Millennial
- Speaks English primarily, but speaks Spanish at home or with family members
- Enjoys shopping at brands that align with his values or represent him in some way
- Doesn't really pay attention to influencers but will buy something that is advertised to him in a traditional way (e.g. email marketing)
- Avid football fan, will travel to Gainesville for major games and watches all other games at home with friends or at a sports bar
- Shops on his laptop primarily [Pew Research](#)



Merchandise Distribution

IN-STORE RETAIL

- Located in UF Bookstore (Next to Lululemon collection)
- [TV Loop Content Display](#)



E-COMMERCE

- [Specialty Shop](#)
- [Micro Site on Gators Unidos Site](#)

Tone & Voice

Tone:

- Jovial, Approachable, Relatable
- Bad Ass
- Full Rounded Student not just latino lens
- Community - centric

Voice:

- Fun
- Hopeful for our future
- Above all focused on the community of Latino Gators

Tagline & Hashtag

Tagline:

Latino Gators, Unidos por Siempre.

Hashtag:

#DelSwampPalante #LatinoGators

Analytics Overview

- Large female audience
- Products that perform the best are ones with **strong cultural cues** (ex. Cafecito hat, the Familia line, Vamos Gators shirts)
- Positive correlation between impressions on social media and sales
- It is clear that Latinos value their culture and community and lean towards products that show that

Entre bastidores
Behind the Scenes

Creative Platform

MEDIA

- [Linkedin](#)
- [Instagram](#)
- [Programmatic](#)
- Content calendar walk through
- Include examples of previous work



CONTENT CALENDAR

- Each month has a content calendar
 - 3 feed Instagram post
 - 1-2 reels
 - 1x story a week
 - 1 LinkedIn post per month
- Creative call to actions
- Create awareness and consideration to buy merch
- Example [here](#)



Spring Work

PRODUCTION

Moodboard



Spring Work

PRODUCTION

Examples from Spring shoot

- Shoot examples [here](#)
- LinkedIn post along with video [here](#)
- WHM shoot [here](#)

