

BRAND RESOURCE GUIDE





## **BRANDING** UI Extension.

This guide is for anyone who communicates with the public on behalf of University of Idaho Extension. Every time we communicate with our audience it is important that we do so in a consistent and focused manner. The brand identity elements expressed in this brand resource guide are specific to UI Extension and are the foundation for all marketing and communications. Adhering to these guidelines will ensure that the UI Extension brand is communicated efficiently and consistently.

#### **BRAND RESOURCES ONLINE**

#### www.uidaho.edu/extension/brand

This website includes templates, logos, guidelines and much more. For additional information, suggestions or assistance in applying these guidelines, please contact:

CALS Communications calsnews@uidaho.edu 208-885-5067



## Our **NAME**

We are **University of Idaho Extension**. Please do not use outdated names such as University of Idaho Cooperative Extension System or University of Idaho Cooperative Extension Service. Different names create competing identities and confuse our clients.

"Cooperative Extension System" should only be used to describe the national extension effort, but never when identifying University of Idaho Extension in particular.

Always use University of Idaho Extension on first reference. The only acceptable abbreviation is UI Extension and only on second or subsequent reference.

#### **IDENTIFYING LOCAL OFFICES**

Always include University of Idaho Extension or UI Extension first, followed by the local office name.

For example: UI Extension, Adams County

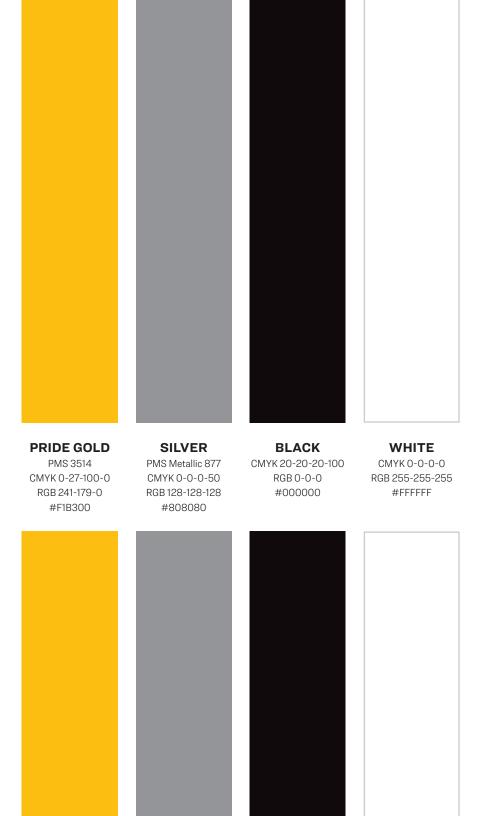
Do not refer to your local office without including University of Idaho. This will help to alleviate confusion from clients as to who is providing programming.

For example: Adams County Extension is not correct.

## COLOR IDENTITY

#### **PRIMARY COLORS**

Color is a critical institutional identifier. Gold, silver, black and white are the primary colors for the University of Idaho and UI Extension.



## TYPOGRAPHY

#### **PRIMARY TYPEFACE**

This typeface should be used in headlines, subheads and body copy. **Archivo can be downloaded for free from fonts.google.com.** 

#### SECONDARY TYPEFACE

This typeface should be used for body copy or accents. **Noto Serif can be downloaded from fonts.google.com.** 

#### **MICROSOFT FONT**

This typeface may be used for MS PowerPoint and MS Word documents.

## ARCHIVO Aa Aa

Archivo Regular Italic Medium Medium Italic SemiBold SemiBold Italic Bold Bold Italic Archivo Black

## NOTO SERIF Aa Aa

Noto Serif Regular Italic Bold Bold Italic FRANKLIN GOTHIC

Franklin Gothic Book Book Italic Demi Demi Italic Heavy

Heavy Italic

# LOGO MARKS

#### LOGOMARK

UI Extension's logomark is one of our institution's most recognized brand elements.

The logomark is comprised of a wordmark and symbol. The development or use of alternate logos is not permitted. The logomark should be used in all UI Extension marketing and educational materials.



## University of Idaho Extension

wordmark

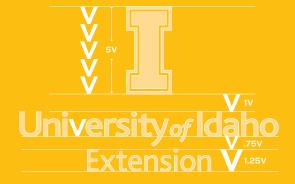




#### LOGO STRUCTURE

Our logo is the face of the university and must be represented consistently.

There are two acceptable versions of the logomark's usage: the primary version and an alternate horizontal version.



#### OFFICE **IDENTITY AND THE LOGOMARK**

Each office name can be in a vertical or horizontal

### University of Idaho Extension Washington County



University of Idaho Extension Washington County

University of Idaho Extension Nez Perce Reservation



University of Idaho Extension Nez Perce Reservation

#### **LOGO COLOR**

The logomark is available in four color combinations.



#### **CLEAR SPACE**

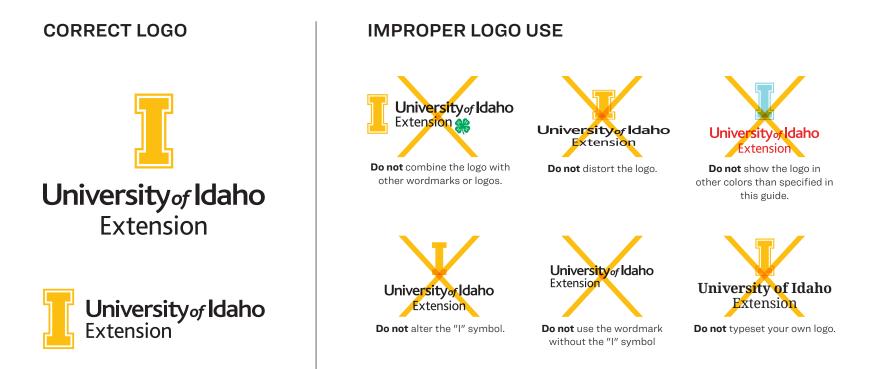
Always separate the logo from other accompanying text and graphic elements by a minimum specified distance of clear space. The distance of clear space is defined by the height of the lowercase "v" letter in the wordmark.



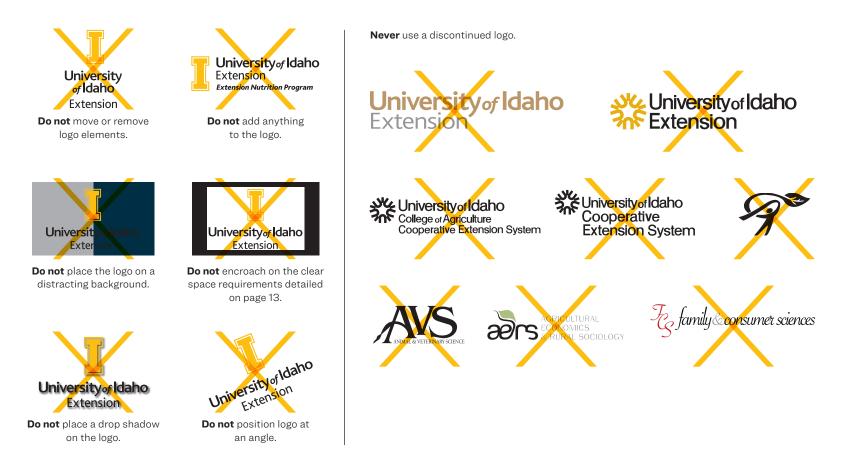


#### LOGO USAGE

Altering the logo can cause misunderstanding and confusion about the brand. Altering or obscuring the logo in any way is not permitted.



#### IMPROPER LOGO USE, CONTINUED



## Standard POLICY STATEMENTS

The University of Idaho is an inclusive community and strives to ensure that all programs, services and materials offered to the public are developed and delivered in an inclusive and equitable manner.

The Nondiscrimination Statement and Reasonable Accomodation statement should be included on publications and materials promoting UI Extension programs, services and activities.

#### **Mission Statement**

University of Idaho Extension improves people's lives by engaging the university and our communities through researchbased education. Our areas of expertise are Agriculture, Community Development, Family and Consumer Sciences, Natural Resources, and Youth Development.

#### **Cooperation Statement**

A statement expressing the cooperation among USDA, the University of Idaho and Idaho counties should be included in any mailings paid for with federal funds (commercial mail) and is recommended on all printed pieces, as appropriate. There are three options:

University of Idaho and U.S. Department of Agriculture cooperating.

University of Idaho, U.S. Department of Agriculture, and Idaho counties cooperating.

University of Idaho, U.S. Department of Agriculture, and (specific county name) cooperating.

#### Nondiscrimination Statement

The University of Idaho has a policy of nondiscrimination on the basis of race, color, religion, national origin, sex, age, sexual orientation, gender identity/expression, disability, genetic information, or status as any protected veteran or military status.

#### Reasonable Accommodation Statement

Persons with disabilities who require alternative means for communication or program information or reasonable accommodations need to contact (name of contact) by (deadline date) at (address, phone, email).

#### **Pesticide Statement**

ALWAYS read and follow the instructions printed on the pesticide label. The pesticide recommendations in this UI publication do not substitute for instructions on the label. Pesticide laws and labels change frequently and may have changed since this publication was written. Some pesticides may have been withdrawn or had certain uses prohibited. Use pesticides with care. Do not use a pesticide unless the specific plant, animal, or other application site is specifically listed on the label. Store pesticides in their original containers and keep them out of the reach of children, pets, and livestock.

Trade Names—To simplify information, trade names have been used. No endorsement of named products is intended nor is criticism implied of similar products not mentioned.

Groundwater—To protect groundwater, when there is a choice of pesticides, the applicator should use the product least likely to leach.

# University of Idaho Extension 4-HYOUTH DEVELOPME

#### **BRANDING 4-H**

The 4-H Emblem is a nationallyrecognized image that represents a century of 4-H achievement.

The 4-H brand and 4-H logo are used by UI Extension 4-H professionals and volunteers to support their work with 4-H youth. These guidelines are provided to ensure proper use of the 4-H logo and brand and the UI Extension logo and brand.

#### NAME

Use University of Idaho Extension 4-H Youth Development on first reference, and UI Extension 4-H Youth Development on second or subsequent reference.



#### UI EXTENSION/ 4-H LOGO

When using the combined UI/4-H logo, an additional clover and/or UI logo is not necessary. Avoid using this logo in close proximity to other uses of the 4-H clover.

#### **4-H EMBLEM**

Clover green: PMS: 347 CMYK: 100-0-90-0 RGB: 51-153-102



**University** of **Idaho** Extension







#### LOGO USAGE

#### **COLOR OPTIONS**



One-color white reverse

#### IMPROPER LOGO USE





Do not use discontinued logos.

The emblem and logo are too close together.



The clover should always be below or to the right of the UI Extension logo.



Do not use an unapproved shade of green.

