

UW-EXTENSION LOGO POLICY AND VISUAL GUIDELINES FOR COOPERATIVE EXTENSION

Visual Identity Resources



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➤ ***Importance of logo and brand identity***

Our logo is the most powerful and visible symbol of our organization.

To our clients, partners, volunteers and friends, our logo is the most common and recognizable representation of our brand. Our logo identifies the products and services we offer through programs, centers, departments and units. We should treat our logo with the same respect that we treat our culture, purpose, vision and values.

The power of our logo lies in recognition, and consistency is the key to building strong recognition. These graphic standards offer logo guidelines to help us enhance consistency and increase our brand identity.

Strong, consistent logo use will help us:

- **Raise awareness of our existence and educational programs with our funding partners, clients, friends and volunteers**
- **Help us get credit for our work**
- **Maintain public support for our programs**
- **Identify our programs as part of both UW-Extension and the University of Wisconsin system**

➤ ***Our logo policy***

Market research done in the northwest region and in nine of our most populated and diverse Wisconsin counties revealed that more people know us by “UW-Extension,” rather than “Cooperative Extension.” And, counties use “UW-Extension” in their name along with UW-Extension logos with county names underneath. This further supports our UW-Extension identity.

For these reasons, we are adopting the following logo policies within Cooperative Extension. To strengthen our current identity with the public and to be consistent with county use we will use logos as follows.

- ❖ The institutional logo, without the divisional name, will be used as our main logo.
- ❖ Counties will use the modified logo with their name flush right under the logo.
- ❖ The 4-H logo will be used with the UW-Extension institutional logo.
- ❖ Additional logo guidelines are outlined in this document.

- ❖ If you have questions about logo use, please contact Pamela Seelman at pamela.seelman@ces.uwex.edu or (608) 262-9311.

➤ ***When to use the logo***

Any time you see an opportunity to use the UW-Extension logo, you can go to www.uwex.edu/logo and download the logo you need for uses such as:

Ads
Annual reports
Awards
Banners
Brochures and flyers
Business cards
Certificates
Clothing
Course, conference materials
Displays
Email signatures
Handouts
Grant applications
Letterhead/envelopes
Marketing materials
Packaging
Postcards
Posters
Power Points
Printed materials
Proposals
Ribbons
Tablecloths
Videos
Websites

➤ ***Which logo to use***

Institutional logo



Use the institutional logo, at a size of one inch or larger, as our primary logo to:

- Identify our work as coming from the University of Wisconsin.
- Reduce confusion about our identity among our customers and partners.
- Simplify the number of logos we use for consistency.

Again, research conducted in the northwest region and urban counties of Wisconsin revealed greater awareness of UW-Extension rather than Cooperative Extension. Research indicated that our customers recognize and value the University of Wisconsin and are confused by Cooperative Extension references in our title and logo. The institutional logo clearly identifies us as part of the University of Wisconsin, which is helpful for local, state and national audiences. The Extension blue is Pantone 293.

Use the institutional logo for:

- All Cooperative Extension websites, including county websites.
- Program areas.
- Divisional communications.
- When in doubt, use the institutional logo.

Cooperative Extension divisional logo

To simplify logo use and strive for greater logo awareness, recognition and consistency, we will no longer use a divisional logo.

For questions about this new policy, please contact Pamela Seelman at (608) 262-9311.

County logos



Counties may use the county logo for local county materials. This preserves counties' investment in their logo wear, signage and other marketing materials.

County logos will be provided and are available online at:

<https://intranet.ces.uwex.edu/sites/marketing>

- Do not create your own versions.
- Do not alter the logo.
- Do not use the logo smaller than one inch.
- Do not use the logo in color combinations different than those provided.

County websites will use the University of Wisconsin-Extension institutional logo. As websites are used worldwide we need to maintain the value of our connection to the University of Wisconsin. Clearly identify the county name in the website banner. We will soon have Cooperative Extension County Website Templates.

Center logos

Centers serve a direct customer contact role and need to be identified by customers. Centers may use their existing logos and may get them updated with the modified logo by contacting Pamela Seelman.



Custom logos

Chancellor Ray Cross and Cooperative Extension Dean and Director Richard Klemme are committed to building the value of the University of Wisconsin-Extension brand. Logo consistency is key to maintaining a clean and constant image.

No new logos will be created.

Existing custom logos will be grandfathered in, and to be in compliance with the new logo policies, update them to include the words "University of Wisconsin-Extension."

Example:



➤ ***Banners, logo use on websites***

Under construction... coming soon!

➤ ***Multiple partners and agencies***

Cooperative Extension partners with many other organizations and institutions. To recognize and provide value to each partner, it may be appropriate to use each organization's logo together.

Co-branding

When using logos together, provide enough space between the logos to respect each as a unique organization. A guideline is to space them apart by the same width as the "Ext" letters in the word "Extension" in our logo.

An example includes:



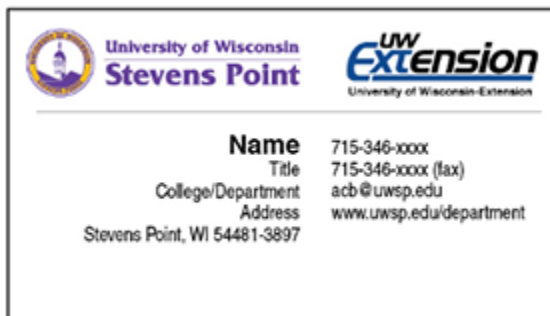
4-H Co-branding



We will always use the co-branded logo for identifying the unique partnership between 4-H and UW-Extension. Please contact Jackie Askins at (608) 262-8083 with any questions about co-branding 4-H Youth Development programs.

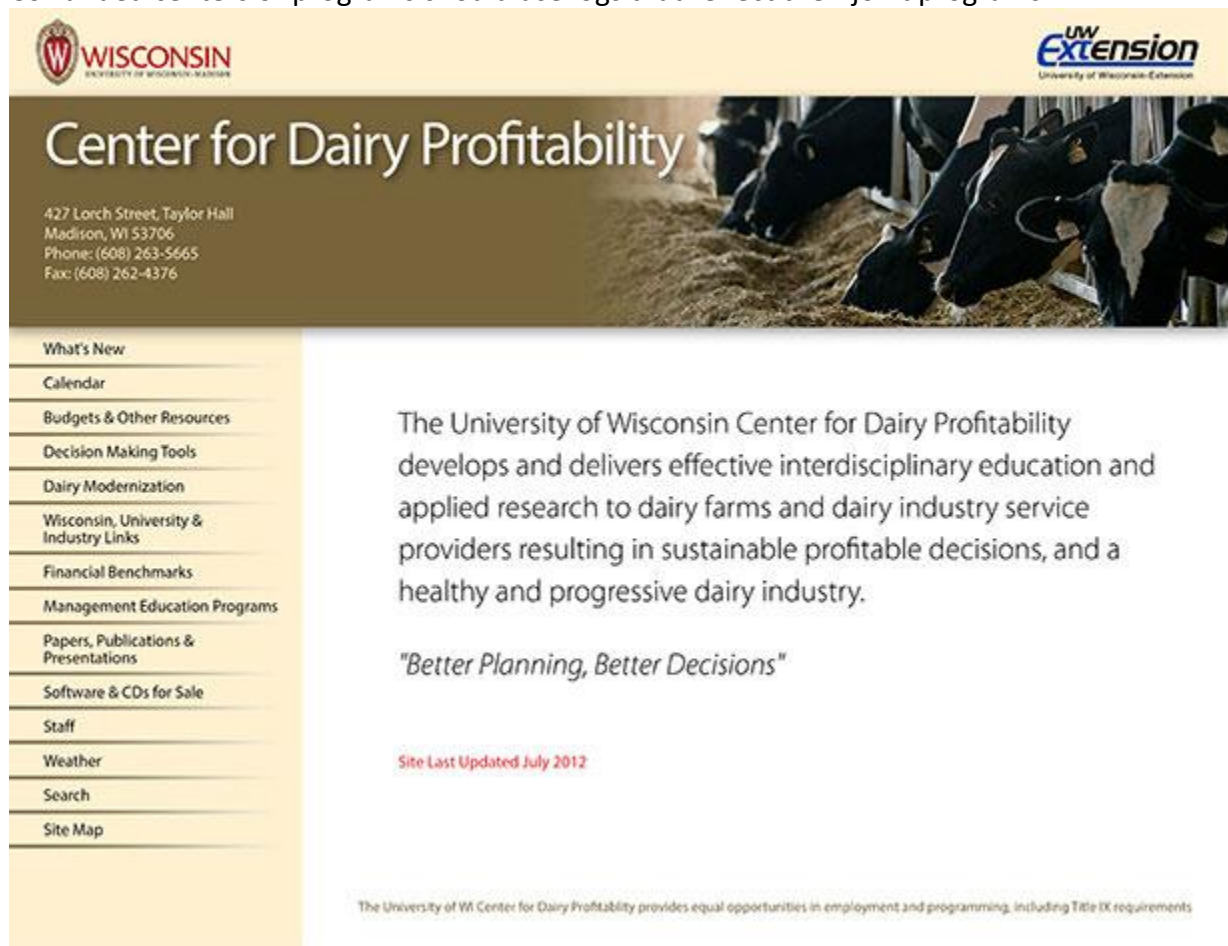
Campus relationships

Integrated faculty and staff should request co-branded business cards like the example below.



Co-branded websites

Co-funded centers or programs should use logs that reflect their joint programs.



➤ Additional logo guidelines

Following are some additional guidelines to make sure we are getting the most identity recognition possible from our logo use. This list of helpful “do’s” and “don’ts” is taken from a 4-H National Headquarters fact sheet on 4-H logo guidelines and can be found online at:

http://www.csrees.usda.gov/nea/family/res/pdfs/using_the_4h_name.pdf

Use the whole logo

The UW-Extension logo should always appear in its entirety. Do not cut portions of the logo off in designs. Don’t place text or other images over the UW-Extension logo. No photo, drawing, symbol or other figure may obscure the UW-Extension logo. This applies

to web pages, where the logo should not be used as a watermark or shadow behind other information. Always use the logo in a size one inch or larger.

Keep it Upright

In general, the UW-Extension logo should not be rotated or turned on its side. There are some exceptions, such as on fabric where the emblem is scattered randomly across the fabric or in other random designs.

Color

The UW-Extension logo should never be screened, shaded or gradated. The logo may appear in blue and black, all-black, or reversed out in white on a black background. The official and preferred color of the UW-Extension logo is Pantone 293 with black.

One-color printing requires that the logo be all black.

For two-color printing, only PMS 293 may be used for the blue portion of the UW-Extension logo, with black used for the rest.

For four-color process (full color printing), PMS tones are approximated using a combination of the standard four-color process printing inks. The four-color process percentages required to match PMS 293 are: cyan 93%, magenta 63%, yellow 1% and black 0%.

➤ *Equal Employment Opportunity (EEO)/Affirmative Action (AA) statements*

Letterhead, Brochures and Publications

All letterhead, brochures and publications must carry one or more of the following statements as appropriate:

"An EEO/AA employer, University of Wisconsin-Extension provides equal opportunities in employment and programming, including Title IX and American with Disabilities (ADA) requirements."

"The University of Wisconsin-Extension provides affirmative action and equal opportunity in education, programming and employment for all qualified persons regardless of race, color, gender/sex, creed, disability, religion, national

origin, ancestry, age, sexual orientation, pregnancy, marital or parental, arrest or conviction record or veteran status."

"Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the (program coordinator) or (list the office giving program)."

Brochures

Here is language you can use on "general" brochures:

"An EEO/AA employer, University of Wisconsin-Extension provides equal opportunities in employment and programming, including Title IX and ADA requirements. Please make requests for reasonable accommodations to ensure equal access to educational programs as early as possible preceding the scheduled program, service or activity."

Position vacancy announcements

On all position vacancy announcements or employment brochures you should use one of the following:

"An offer of employment is contingent upon establishment of identity and verification of employment eligibility as required by the Immigration Reform

"An EEO/AA employer, University of Wisconsin-Extension provides equal opportunities in employment and programming, including Title IX and ADA requirements."

"University of Wisconsin-Extension provides affirmative action and equal opportunity in education, programming and employment for all qualified persons regardless of race, color, gender/sex, sexual orientation, creed, national origin, age, disability, pregnancy, marital or parental status, arrest or conviction record, or veteran status."

"Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the (program coordinator) or (list the office giving the program)."

"University of Wisconsin-Extension is an EEO/AA institution committed to diversity among its employees and in its programs."

Program publication

If it is a publication about an activity or program, you may also use:

"Requests for reasonable accommodations for disabilities or limitations should be made prior to the date of the program or activity for which it is needed."

Please do so as early as possible prior to the program or activity so that proper arrangements can be made. Requests are kept confidential."

"If you need an interpreter, materials in alternate formats or other accommodations to access this program, activity or service, please contact the program coordinator at (area code) - (telephone number) as soon as possible preceding the scheduled event so that proper arrangements can be made in a timely fashion."

"Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the (program coordinator) or (list the office giving the program)."

On occasion, you may want to use the longer statement related to discrimination:

"Discrimination on the basis of age, race, color, creed or religion, national origin, ancestry, sex, sexual orientation, marital or parental status, pregnancy, veterans' status, arrest or non-job or program related conviction record or qualified disability is prohibited."

Spanish statements are available online at <http://inclusion.uwex.uwc.edu/publications-and-reports>.

Example of accessibility-compliant signature

M Carol McCartney, PhD
Outreach Manager
Wisconsin Geological and Natural History Survey
University of Wisconsin - Extension
3817 Mineral Point Road
Madison, WI 53705

Ph: 608 263 7393
711 for Wisconsin Relay
mmccartney@wisc.edu
Facebook: <http://facebook.com/WGNHS>
Web site: <http://wisconsingeologicalsurvey.org/>

University of Wisconsin-Extension provides equal opportunities in employment and programming, including Title IX and ADA requirements.

➤ **Promotional marketing items and apparel**

Clothing at Land's End: <http://www.uwex.edu/logo/>

➤ **Resources**

You can find the institutional logo in many formats and sizes at <http://www.uwex.edu/logo/>.

You can find more logo information and county logos at:
<http://www.uwex.edu/ces/about/logos.cfm>

For more information about visual identity guidelines please contact Communications Marketing Manager Pamela Seelman at (608) 262-9311.

This document was prepared by the Integrated Marketing Communications (IMC) Plan Team and last updated October 2013.

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