



University *of* Idaho  
Extension

BRAND RESOURCE GUIDE

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# 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](http://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



Hawaii Life Science



# 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 Please do not use outdated names such as University of Idaho Cooperative Extension System or University of Idaho Cooperative Extension Service.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.



### PRIDE GOLD

PMS 3514  
CMYK 0-27-100-0  
RGB 241-179-0  
#F1B300



### SILVER

PMS Metallic 877  
CMYK 0-0-0-50  
RGB 128-128-128  
#808080



### BLACK

CMYK 20-20-20-100  
RGB 0-0-0  
#000000



### WHITE

CMYK 0-0-0-0  
RGB 255-255-255  
#FFFFFF



# TYPOGRAPHY

## PRIMARY TYPEFACE

This typeface should be used in headlines, subheads and body copy. **Archivo can be downloaded for free from [fonts.google.com](https://fonts.google.com).**

### ARCHIVO

Aa **Aa**

Archivo Regular

*Italic*

Medium

*Medium Italic*

SemiBold

SemiBold *Italic*

**Bold**

***Bold Italic***

**Archivo Black**

## SECONDARY TYPEFACE

This typeface should be used for body copy or accents. **Noto Serif can be downloaded from [fonts.google.com](https://fonts.google.com).**

### NOTO SERIF

Aa **Aa**

Noto Serif Regular

*Italic*

**Bold**

***Bold Italic***

## MICROSOFT FONT

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

### FRANKLIN GOTHIC

Aa **Aa**

Franklin Gothic Book

*Book Italic*

**Demi**

***Demi Italic***

**Heavy**

***Heavy Italic***

# LOGO MARKS



## LOGOMARK

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

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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



**University of Idaho**  
Extension

## 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

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Each office name can be presented in conjunction with the UI Extension logo in a vertical or horizontal arrangement.

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Download the art files for your office from the brand resources section of the UI Extension employee website: [www.uidaho.edu/extension/brand](http://www.uidaho.edu/extension/brand). Do not create your own combinations or variations.



**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.



**University of Idaho**  
Extension

Pride gold and black



**University of Idaho**  
Extension

One-color black



**University of Idaho**  
Extension

Two-color pride gold and  
white reverse



**University of Idaho**  
Extension

One-color white reverse

## 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.

## CORRECT LOGO



University of Idaho  
Extension



University of Idaho  
Extension

## IMPROPER LOGO USE



**Do not** combine the logo with other wordmarks or logos.



**Do not** distort the logo.



**Do not** show the logo in other colors than specified in this guide.



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**Do not** alter the "I" symbol.



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**Do not** use the wordmark without the "I" symbol



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**Do not** typeset your own logo.

## IMPROPER LOGO USE, CONTINUED



**Do not** move or remove logo elements.



**Do not** add anything to the logo.



**Do not** place the logo on a distracting background.



**Do not** encroach on the clear space requirements detailed on page 13.



**Do not** place a drop shadow on the logo.



**Do not** position logo at an angle.

**Never** use a discontinued logo.



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 Accommodation 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 research-based 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-H YOUTH DEVELOPMENT**

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## BRANDING 4-H

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

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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



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# LOGO USAGE

## COLOR OPTIONS



## IMPROPER LOGO USE



# CO-BRANDING

Several UI Extension programs have their own established program logos. To ensure that clients are aware that these programs are part of the University of Idaho, the UI Extension logo should always be included on program materials. This includes, but is not limited to, brochures, flyers, fact sheets, newsletters, posters, promotional items, emails and advertisements.

When dealing with multiple logos, the UI Extension logo should be as prominent as the program logo. Make sure there is ample space between the logos – it should always be clear that they are two separate logos.

The only exception is the UI Extension 4-H Youth Development logo which is already locked with the official UI Extension logo. You do not need to include both logos on materials.

Using the official UI Extension logo will help build and strengthen brand awareness and ensure consistent messaging. It's important for stakeholders to realize that these programs are part of the UI Extension system.



JUNE 2021 | ISSUE 1

### NAME OF NEWSLETTER

Official Eat Smart Idaho faculty and staff newsletter

#### One Line Headline Here

Aliquam vehicula, magna in rutrum volutpat, dolor leo mattis tellus, vel ullamcorper lacus nisi ac ipsum. Integer nisi felis, lacinia eget, venenatis et, pretium eu, justo. In quis dolor ac lorem cursus consectetur. Nullam interdum. Nam venenatis congue urna. Aliquam erat volutpat. Pellentesque blandit turpis at dolor. Vestibulum vel eros a leo elementum vestibulum. Cras nisi. Nullam mattis consequat velit, amet tortor. Maecenas rhoncus. Aliquam vehicula, magna in rutrum volutpat, dolor leo mattis tellus, vel ullamcorper lacus nisi ac ipsum. Integer nisi felis.

Aliquam vehicula, magna in rutrum volutpat, dolor leo mattis tellus, vel ullamcorper lacus nisi ac ipsum. Integer nisi felis, lacinia eget, venenatis et, pretium eu, justo. In quis dolor ac lorem cursus consectetur. Nullam interdum. Nam venenatis congue urna. Aliquam erat volutpat. Pellentesque blandit turpis at dolor. Vestibulum vel eros a leo elementum vestibulum. Cras nisi. Nullam mattis consequat velit, amet tortor. Maecenas rhoncus. Aliquam vehicula, magna in rutrum volutpat, dolor leo mattis tellus, vel ullamcorper lacus nisi ac ipsum. Integer nisi felis.



Photo caption

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UI Extension,  
COUNTY



IDAHO  
GARDENER  
UNIVERSITY OF IDAHO  
EXTENSION



Subtitle

## EVENT TITLE



Date

Time

Location

Descriptive information here.

Adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

#### For More Information:

XXX-XXX-XXXX  
webaddress.edu



University of Idaho  
Extension

It is the policy of the University of Idaho to prohibit any adverse discrimination on the basis of race, color, national origin, religion, sex, marital status, and gender identity/expression, age, disability, or status as a domestic partner. This policy applies to all programs, activities, and facilities, and includes, but is not limited to, applications, admissions, access to programs and services, and employment.







