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Utah State University is committed to providing an environment free from harassment and other forms of illegal discrimination based on race, color, religion, sex, national origin, age (40 and older), disability, and veteran’s status. USU’s policy also prohibits discrimination on the basis of sexual orientation in employment and academic related practices and decisions. Utah State University employees and students cannot, because of race, color, religion, sex, national origin, age, disability, or veteran’s status, refuse to hire; discharge; promote; demote; terminate; discriminate in compensation; or discriminate regarding terms, privileges, or conditions of employment, against any person otherwise qualified. Employees and students also cannot discriminate in the classroom, residence halls, or in on/off campus, USU-sponsored events and activities. This publication is issued in furtherance of Cooperative Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, Kenneth L. White, Vice President for Extension and Agriculture, Utah State University.
**BRAND OVERVIEW**

**UTAH STATE UNIVERSITY VISUAL IDENTITY POLICY**

All university entities are permitted and encouraged to use and pair their names with the Utah State University logo. Official university entities are no longer permitted to create their own logos and marks to be used in place of the university logo. The purpose behind the identity program is to create a more unified image for the university. Exception to this rule involves entities that need to market and brand themselves to remain financially solvent. Entities with special funding and brand identity must get an exemption through the USU main campus office of Public Relations & Marketing.

**OVERVIEW OF BRAND PERSONALITY**

Utah State University Extension creates a wide range of print publications, websites, electronic newsletters, signage, and other materials to communicate with a variety of audiences. To foster a professional and more consistent visual identity for USU Extension, design guidelines have been developed for Extension employees on the proper use of USU Extension logos and the design of print and electronic communications. Templates have been developed for flyers, posters, postcards, presentations, and website images to assist employees in using the Extension brand.

The brand personality describes the individuality and character of the Utah State University Extension identity. It describes how the organization would like to be perceived by target audiences, and outlines the characteristics that should be expressed through the design elements, tone, and style of the brand presentation. Extension’s brand personality consists of a fresh, new design that will attract a younger audience. It includes a bright, eye catching color scheme and a variety of unique fonts to allow our materials to stand out. By using plenty of white space, Extension’s brand can avoid complications and keep the design focused on the subject matter. Throughout this visual identity guide are examples of how we have used this design on several collateral materials. Our goal is to give USU Extension a consistent and distinct personality that will complement Utah State University main campus marketing strategies.

For more marketing resources, visit: [extension.usu.edu/marketing](http://extension.usu.edu/marketing).

**EQUAL EMPLOYMENT OPPORTUNITY (EEO) STATEMENT**

For letterhead, newsletters, job announcements, flyers, and most brochures, the following statement must be used:

Utah State University is an affirmative action/equal opportunity institution.

For publications, fact sheets, and other numbered publications, the following statement must be used:

Utah State University is committed to providing an environment free from harassment and other forms of illegal discrimination based on race, color, religion, sex, national origin, age (40 and older), disability, and veteran's status. USU's policy also prohibits discrimination on the basis of sexual orientation in employment and academic related practices and decisions. Utah State University employees and students cannot, because of race, color, religion, sex, national origin, age, disability, or veteran's status, refuse to hire; discharge; promote; demote; terminate; discriminate in compensation; or discriminate regarding terms, privileges, or conditions of employment, against any person otherwise qualified. Employees and students also cannot discriminate in the classroom, residence halls, or in on/off campus, USU-sponsored events and activities. This publication is issued in furtherance of Cooperative Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, Kenneth L. White, Vice President for Extension and Agriculture, Utah State University.
GUIDE TO GARDENING

Utah’s “How to” Experts

BEST TIME TO PLANT VEGGIES

WHAT SOIL SHOULD YOU USE

GUIDE TO GARDENING
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

BEST TIME TO PLANT VEGGIES
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

WHAT SOIL SHOULD YOU USE
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

BUILDING KNOWLEDGE. IMPROVING LIVES.

HEADLINES

Title should be bold and the first thing you see.

Small hairline border is used as a design element on top of images.

Images are bold and eye catching. Muted colored photos are preferred as they allow the design to focus on the brand’s color palette. Images must be high quality.

Tagline is placed on most Extension materials either underneath the main title or at the bottom.

BADGES AND BANNERS

Headlines are often times arched to complement the overall title.

Badges and banners are used as design elements.

The USU Extension logo is always visible and often placed in a badge or rectangle over the top of the artwork.

Text is simple and straightforward and shouldn’t take up too much space.

Placing a box around small amounts of text is used as a design element.
Color is an integral part of the Utah State University Extension identity. To maintain recognition of the identity, use the color palette specified below. In addition to Utah State University’s dominant color of Aggie Blue, the following colors may be used to properly identify Utah State University Extension. The bright green swatch is to be used for a small pop of color and not to be used as the main swatch. Additional white space will often be used on Extension’s collateral material. In rare cases, other colors are appropriate but must be approved prior to use.

- COLOR PALETTE -

AGGIE BLUE
#0B3254

TEAL BLUE
#5499A3

LIGHT BROWN
#C4BA98

BRIGHT GREEN
#DBDD85

LIGHT TAN
#D9D2CA

OFF-WHITE
#F5F4F2
To create a more uniform look and feel for Extension, you are encouraged to use the following fonts for most Extension materials. The following fonts are used for headings and other small amounts of text: Trend Sans One, Trend Sans Four, Wisdom Script, Thirsty Script and Univers Condensed Medium. See our designs for examples on how to appropriately use a mixture of these fonts. For any body text, we recommend using Lato, in any of its various weights, or a similar sans-serif font. The preferred colors for body text are black or Aggie Blue. In rare cases, other fonts are appropriate but must be approved prior to use. You may also use 4-H clover green on 4-H materials.
The current USU Extension tagline is “Building Knowledge. Improving Lives.” You are not required to place this tagline on all your materials, but it is recommended if an appropriate amount of room is available. There are no restrictions with fonts or colors of the tagline, but it is most commonly used in Trend Sans One. We recommend including the tagline below the Extension logo in your email signature. See below for an example. You can download the logo and tagline combination on this website: extension.usu.edu/marketing/wordmarks. We feel that the tagline can be used as a simple phrase to summarize what USU Extension is.

The four icons you see below are a simple depiction of USU Extension’s program areas. You are not required to use these icons on any of your materials, but they are available to you as an additional design element. See our designs for examples on how to incorporate these icons into your design.
- FOLDER AND NOTEPAD -

COLLATERAL MATERIAL

Folder

Notepad
WEBSITE POD TEMPLATES
COLLATERAL MATERIAL

CATEGORY
TITLE OF POD GOES RIGHT HERE
READ MORE

Large Website Pod Template

TITLE OF POD GOES RIGHT HERE
CATEGORY

Small Website Pod Template
The following is an example of an acceptable letterhead design. The Extension wordmark should always be featured at the top left-hand corner of the document. The specific department or county may then be listed to the right if desired. Contact information should generally be shown at the bottom of the document. Margins on both sides and at the bottom should be 1 inch while the top margin should be 2 inches.

The following is an example of an acceptable envelope design. The Extension wordmark should always be featured at the top left-hand corner. Contact information should be shown directly below the wordmark, flush left. It may be printed in Aggie Blue or black, Univers 8 pt. font.
USU Extension faculty and staff business cards should feature the Extension wordmark at the top. If an additional logo or graphic is desired, it may be placed below the title line and between the contact information columns. The following is an example of an acceptable business card design. Also included below are examples of acceptable name badges and county office signs.
The USU Extension wordmark should be featured on clothing and promotional items. Wordmarks on clothing should feature a registered trademark symbol ® after Utah State University. All clothing and promotional merchandise artwork must be approved by the USU Trademark Licensing Director and must be purchased through an approved vendor.
USU Extension provides several wordmark styles to allow for design flexibility, printing purposes, and electronic reproductions. These wordmarks are subject to area of isolation and size guidelines found on page 19. The following wordmark styles and color variations are available for use throughout USU Extension.

The wordmarks including the tower, are only to be used on letterhead and business cards.
AREA OF ISOLATION

To maintain the integrity of the Utah State University Extension visual identity, a certain amount of space around the wordmark must be kept clear of competing visual elements. The space is based upon the size of the "U" of Utah State. This area of isolation also applies to the Extension 4-H wordmark and county wordmarks.

PLACEMENT AND SIZE OF THE EXTENSION WORDMARK

The Utah State University Extension wordmark must be placed on the front cover of all printed and electronic communications, both internal and external, for quick university identification. The Extension wordmark, except in electronic publications, may be placed anywhere on the page. The Extension wordmark should have a proportionally weighted role. The minimum size allowed for a postcard or similarly sized publication is 5/8-inch tall for the vertical tower wordmark, 1/2-inch tall for the horizontal tower wordmark, and 1/4-inch tall for the horizontal wordmark. As the publication size increases, the minimum size of the wordmark should increase proportionally. For example, it would be inappropriate for the wordmark to be reproduced at 1/2-inch on a 4-foot banner. These guidelines also apply to the Extension 4-H wordmark and county wordmarks.
- 4-H EMBLEM GUIDELINES -

BASICS
The official 4-H Emblem is a four-leaf clover with a letter “H” in each leaf with the stem turned to the right. The Emblem may be two-dimensional (flat) or three dimensional (with shadows that show depth and perspective). Authorized users of the 4-H Emblem must ensure the following:

- They have obtained the official 4-H Emblem and are using it in its entirety.
- They do not "flip" the image to create a framed look. The stem on the 4-H Emblem must point to the right as you look at the image.
- They are familiar with resizing graphics through the software application being used, and do not distort or warp the dimensions of the Emblem.
- The 4-H Emblem is never used to imply endorsement.
- They follow the graphic use guidelines outlined in this document, or for questions or clarifications, contact 4HNE@nifa.usda.gov.

USE THE WHOLE EMBLEM
The 4-H Emblem should always appear in its entirety—meaning it should always appear as a whole and complete image.

DO NOT REMOVE ANY LEAVES
The leaves cannot be removed or have another image superimposed over the top of any of the leaves. Other images should be moved and appear completely separate from the 4-H Emblem. This also means you should not “cut off” a leaf by running it off the edge of the paper in print media or other designs.

DO NOT PLACE TEXT OR OTHER IMAGES OVER OR ON TOP OF THE 4-H EMBLEM
The 4-H Emblem should not appear screened or watermarked under words or graphics. No photo, drawing, symbol, word, or other figure or object may be placed on or obscure the 4-H Emblem.

KEEP IT UPRIGHT
The 4-H Emblem 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. Any exceptions must be approved by the authorizing entity.

DISTORTION AND PROPORTION
The appearance, shape, and proportion of the 4-H Emblem should never be distorted to fit in an imprint space. Do not make the 4-H Emblem longer, taller, wider, angled, or squarer. Do not alter the shape in any way. The overall size of the 4-H Emblem may be changed, but the proportions must remain intact.
COLOR

The 4-H Emblem should never be screened, shaded, gradated, or appear in a multi-colored hue. Graphic Designers: The official color is 100% PMS 347 green. The clover can be green, white, black, or metallic gold. The one exception to the below descriptions of the color of the H’s is when only one-color printing is being used. With one-color printing, the H’s can be reversed out to the color of the paper (or medium) on which the emblem is printed. Below are the official guidelines for each color clover:

- **Green**
  - The “H’s” on the green clover can be white, black, or metallic gold.

- **Black**
  - The H’s on the black clover should be white.

- **White**
  - The H’s on the white clover can be black or green.

- **Gold**
  - The H’s on the metallic gold clover can be white, black, or metallic gold (when embossed).

**One-color printing** - Requires either PMS 347 green or black. For commercial applications, the “18 U.S.C. 707” notice should be the same color as the clover leaves. Black or white is the only acceptable alternative to green for one-color printing.

**Two-color printing** - Only PMS 347 green may be used for the leaves and “18 U.S.C. 707” notice.

**Four-color process (full color printing)** - In four-color process printing, PMS colors are approximated using a particular combination of the standard four-color process printing inks. The four-color process percentages required to match 4-H’s PMS 347 green are: cyan 100%, magenta 0%, yellow 90%, and black 0%. There is no PMS equivalent to PMS 873.

**Video and Computer Screen Colors (Electronic Media)** - The colors transmitted by electronic media are created using precise combinations of RGB (red, green, blue). The correct RGB values for the 4-H green are: R=51, G=153, B=102. No other colors are acceptable.