

UTAH STATE UNIVERSITY  
**EXTENSION**  
VISUAL IDENTITY GUIDE

December, 2013



STRATEGY

PERSONALITY

DESIGN

EXECUTION

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## BRAND OVERVIEW

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### 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 the USU Extension logos and the design of print and electronic communications.

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 clean, fresh, and simplistic design. It focuses on open, white space to avoid complications and to keep the design focused on the subject matter. Throughout this visual identity guide, there 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.

### 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.

# DESIGN ELEMENTS

Blue triangle design element is pointing forward.

Primary image is friendly and inviting and portrays confidence.

Title should be bold and noticeable with a smaller subtitle below. A line such as the one shown can be used as a divider.

**TITLE ENTERED RIGHT HERE**  
SUB TITLE ENTERED RIGHT HERE

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**DATE:** March 16, 2013      **TIME:** 7 to 8 pm      **COST:** Free  
**LOCATION:** Morgan Courthouse Auditorium, Utah State, Room 26

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**For more information or to register call: 435-797-1000**

 **EXTENSION**  
UtahStateUniversity

Utah State University is an affirmative action/equal opportunity institution.      [extension.usu.edu](http://extension.usu.edu)

An opaque gradient blue line, such as the one shown here, can be used along the edge of images.

Text boxes are organized and separated from the others.

Opposite blue triangle design element is pointing forward.

The USU Extension logo is always prominently placed and consistently displayed on the front cover along with the EEO statement.

White space should be left on the materials to keep the design clean and simple.

## 4-H DESIGN ELEMENTS

Green triangle design element is pointing forward.

Primary image is friendly and inviting and portrays confidence.

Title should include 4-H clover on the left. Title should be bold and noticeable with a smaller subtitle below. A line such as the one shown can be used as a divider.

**TITLE ENTERED RIGHT HERE**  
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**DATE:** March 16, 2013    **TIME:** 7 to 8 pm    **COST:** Free  
**LOCATION:** Morgan Courthouse Auditorium, Utah State, Room 26

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**For more information or to register call: 435-797-1000**

 **EXTENSION**  
UtahStateUniversity

Utah State University is an affirmative action/equal opportunity institution.    [utah4-h.org](http://utah4-h.org)

An opaque gradient green line, such as the one shown here, can be used along the edge of images.

Text boxes are organized and separated from the others.

Opposite green triangle design element is pointing forward.

The USU Extension 4-H logo is always prominently placed and consistently displayed on the front cover along with the EEO statement.

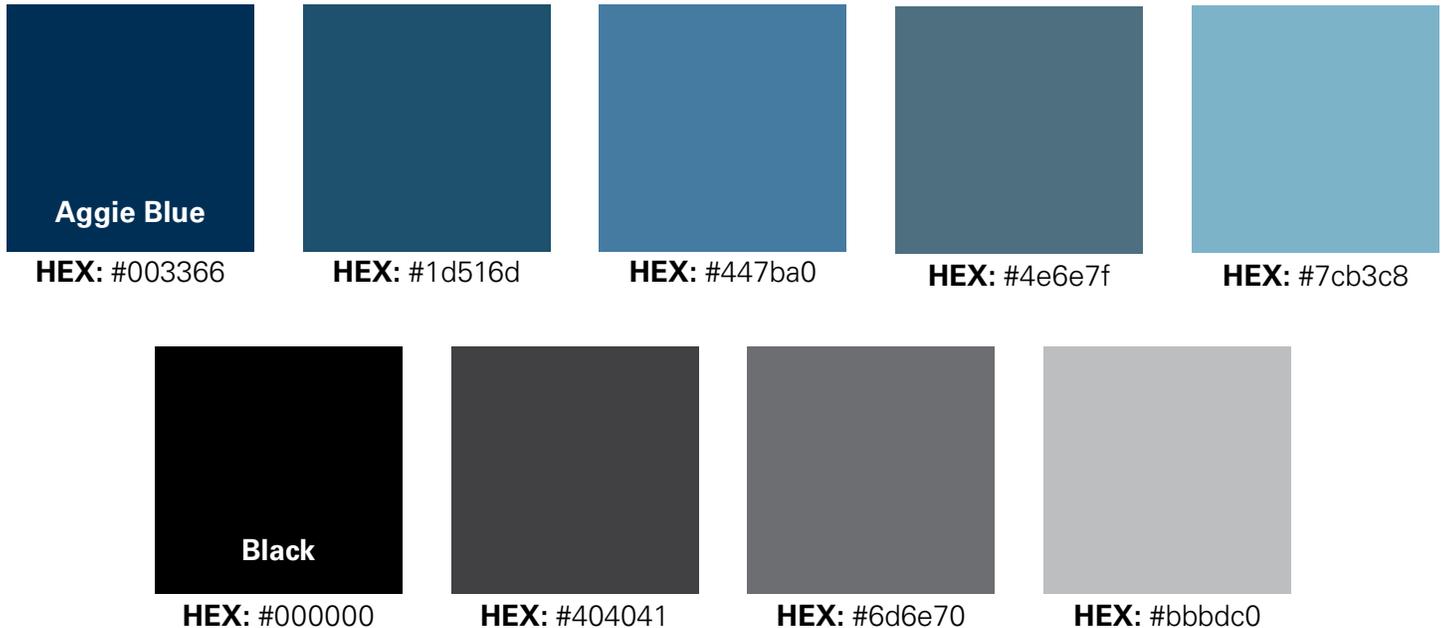
White space should be left on the materials to keep the design clean and simple.

## COLOR PALETTE

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### EXTENSION COLOR PALETTE

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 shades of blue, black, and gray may be used to properly identify Utah State University Extension. Accent colors are acceptable but cannot dominate a page. Large amounts of 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.



### 4-H COLOR PALETTE

To maintain recognition of the 4-H identity, use the color palette specified below. In addition to the following shades of green, light blue and Utah State University's dominant color of Aggie Blue may be used to properly identify the Utah State University Extension 4-H program. Accent colors are acceptable but cannot dominate a page. Large amounts of 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.



## TYPOGRAPHY

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To create a more uniform look and feel for Extension, you are encouraged to use one of the following five fonts for day-to-day business publications: Univers, Helvetica, Arial, Garamond, or Times. There are no restrictions, however, on use of any typefaces in Extension publications.

Selecting appropriate typefaces for publications is essential, depending on the purpose of the publication and the audience it targets. When producing communications materials, various weights of fonts should be used for headlines, body copy, captions, etc. The examples shown below are a small selection of the many variations available in Univers.

Key in the use of fonts is consistency and limiting their uses. For example, it is not recommended that all five fonts be used at once. You are encouraged to limit your selection to two contrasting fonts in combination, such as Helvetica with Garamond or Arial with Times. By choosing certain fonts and staying with them, you help to create a “fresh” and “clean” look for your publication. In rare cases, other fonts are appropriate but must be approved prior to use.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ~ ! ? " ' \$ ¢ @ # % & \* ( ) [ ]

**Univers LT Std  
45 Light**

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ~ ! ? " ' \$ ¢ @ # % & \* ( ) [ ]*

**Univers LT Std  
45 Light Oblique**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ~ ! ? " ' \$ ¢ @ # % & \* ( ) [ ]**

**Univers LT Std  
55 Roman**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ~ ! ? " ' \$ ¢ @ # % & \* ( ) [ ]**

**Univers LT Std  
65 Bold**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ~ ! ? " ' \$ ¢ @ # % & \* ( ) [ ]**

**Univers LT Std  
65 Bold Oblique**

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0 1 2 3 4 5 6 7 8 9 ~ ! ? " ' \$ ¢ @ # % & \* ( ) [ ]

**Univers Condensed  
Regular**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ~ ! ? " ' \$ ¢ @ # % & \* ( ) [ ]**

**Univers Condensed  
Bold**

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**DATE:** March 16, 2013    **TIME:** 7 to 8 pm    **COST:** Free  
**LOCATION:** Morgan Courthouse Auditorium, Utah State, Room 26

<b>Wednesday, Jan 16th</b> Lorem ipsum dolor Sit amet, consectetur adipiscing elit, sed do eiusmod tempor.	<b>Thursday, Jan 17th</b> Lorem ipsum dolor Sit amet, consectetur adipiscing elit, sed do eiusmod tempo.	<b>Friday, Jan 18th</b> Lorem ipsum dolor Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.	<b>Saturday, Jan 19th</b> Lorem ipsum dolor Sit amet, consectetur adipiscing elit, sed do eiusmod.
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For more information or to register call: 435-797-1000



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

Flyer 1



**TITLE ENTERED RIGHT HERE**  
SUB TITLE ENTERED RIGHT HERE

**DATE:** March 16, 2013    **TIME:** 7 to 8 pm    **COST:** Free  
**LOCATION:** Morgan Courthouse Auditorium, Room 26

*Lorem ipsum dolor Sit amet, consectetur 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. Sit amet, consectetur 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.*

For more information or to register call: 435-797-1000



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Flyer 2



**TITLE ENTERED RIGHT HERE**  
SUB TITLE ENTERED RIGHT HERE

**DATE:** March 16, 2013    **TIME:** 7 to 8 pm    **COST:** Free  
**LOCATION:** Morgan Courthouse Auditorium, Utah State, Room 26

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For more information or to register call: 435-797-1000



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Flyer 3



**TITLE ENTERED HERE**  
SUB TITLE ENTERED RIGHT HERE

**MORE INFORMATION ENTERED HERE**  
Lorem ipsum dolor consectetur aipisi endis  
sloum dolor consectetur adipisi



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Flyer 4



Vertical Banner 1



Vertical Banner 2



Horizontal Banner

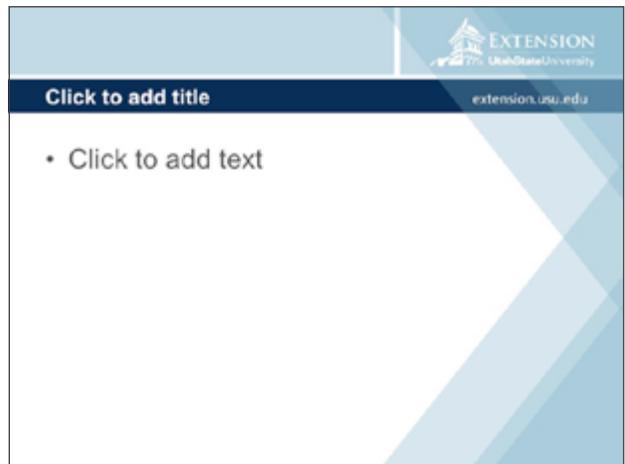
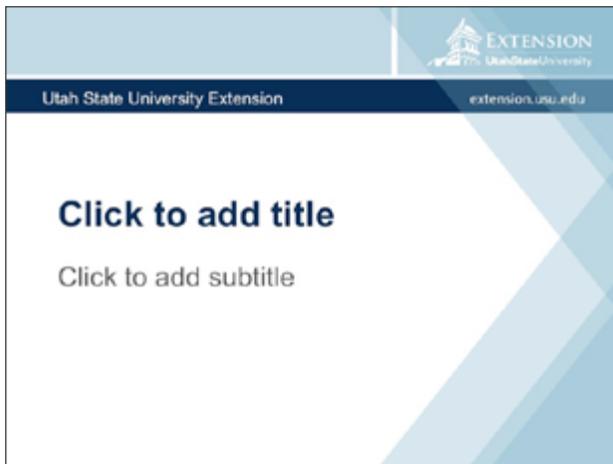
**Title Slide**

**Content Slide**

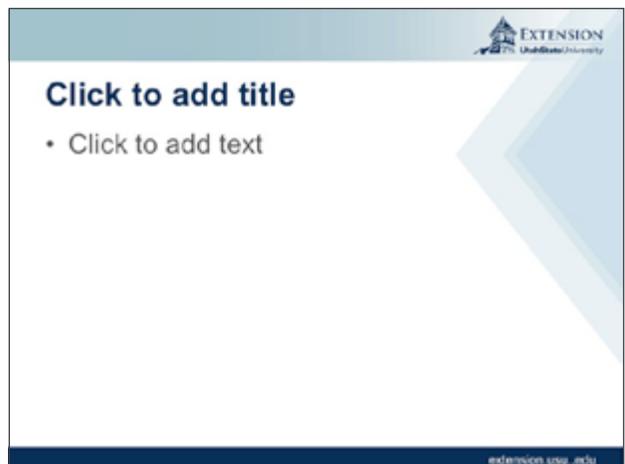
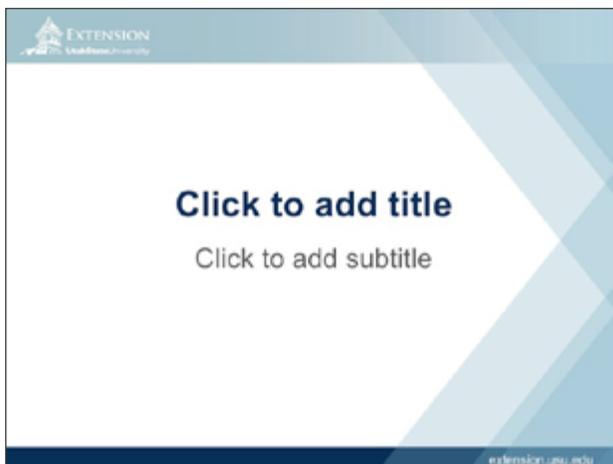
PowerPoint Presentation 1



PowerPoint Presentation 2



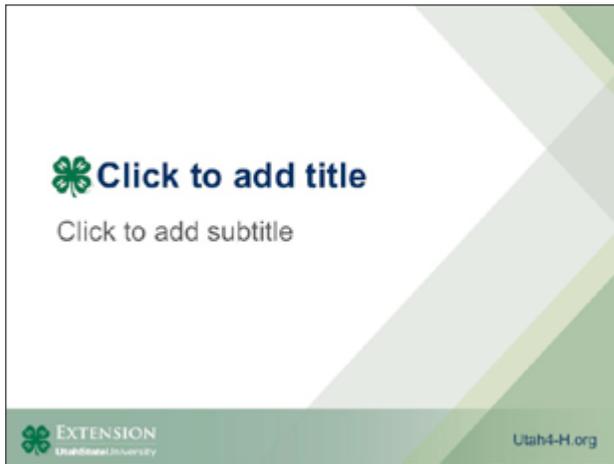
PowerPoint Presentation 3



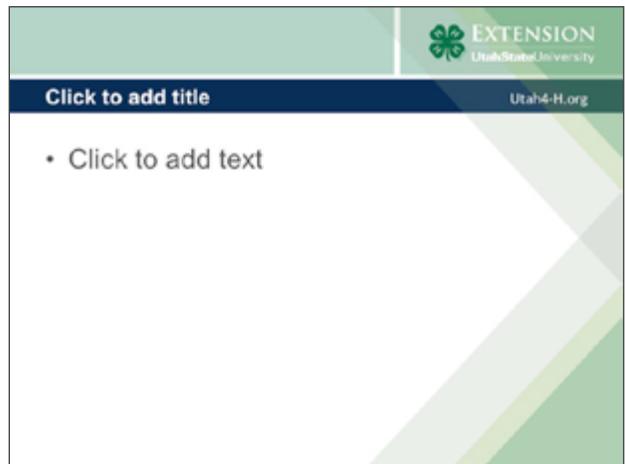
Title Slide

Content Slide

PowerPoint Presentation 1



PowerPoint Presentation 2



PowerPoint Presentation 3







**Extension Offices**

Beaver	435-438-6450
Box Elder (Bigram)	435-734-9945
Cache	435-792-6263
Carbon	435-636-9333
Davis	801-451-3412
Duchesne	435-739-1140
Emery	435-381-2381
Garfield	435-676-1113
Grand	435-259-7558
Iron	435-686-8132
Juab	435-623-3450
Kane	435-644-4901
Millard (Fillmore)	435-864-1480
Moigan	801-839-3472
Ogden Botanical Gardens	801-399-8080
Piute	435-677-2901
Rich	435-793-3435
Salt Lake	801-468-3179
San Juan	435-587-3239
Sanpete	435-393-5977
Sevier	435-893-6470
Summit	435-336-9217
Sweaver-EckCenter	435-649-1707
Thanksgiving Point	801-768-7443
Tooele	435-277-2400
Utah	435-781-6452
Utah Botanical Center	801-953-8969
Wasatch	435-657-3235
Washington	435-634-3706
Wayne	435-336-1312
Weber	801-339-3201

**UTAH STATE UNIVERSITY**  
extension



extension.usu.edu



**Greetings!** Utah State University Extension is dedicated to solving problems at work, home and in your communities with reliable, relevant, research-based information. Because of its partnership with federal, state and local governments and its network of county offices and state universities, Extension efficiently delivers educational programs at the grassroots level throughout each state and the nation. In the digital world, extension.org helps pool the knowledge of land-grant universities across the country.

Extension has a wealth of expertise on topics ranging from money management to farm safety, from food preservation to pruning, from sewing to building robots. Extension faculty work in your communities keeping in touch with the issues that matter to you.



**AGRICULTURE HIGHLIGHTS**

- Agility of Utah
- Agribusiness
- Agriculture in the Classroom
- Agricultural Economics and Marketing
- Agricultural Engineering and Irrigation
- Animal Health and Nutrition
- Crop Management
- Diversified Agriculture
- Equine Science
- Feed and Pest Management
- Farm Safety
- High Tunnels
- Master Beef Program
- New Technologies
- Pesticide Applicator Training
- Range Management
- Risk Management
- Small Acreage Program
- Soil Research and Testing
- Spanish Language Entry School
- Sustainable Agriculture
- Urban Agriculture
- Water Management
- Weed Control and Management
- Livestock Management

**FOOD, NUTRITION AND HEALTH HIGHLIGHTS**

- Dietetics Management
- Expanded Food and Nutrition Education Program (EFNEP)
- Food Allergies and Dietary Needs
- Food and Nutrition Education
- Food Preparation
- Food Preservation
- Food Safety
- Food Security
- Food Service Supplemental
- Nutritional Assistance Program Educator
- Food Storage and Use
- Healthy Lifestyles
- Obesity Prevention
- Sports Nutrition

**HOME AND FAMILY HIGHLIGHTS**

- Building Strong Families
- Cooking
- Dating and Marriage
- Emergency Preparedness
- Family and Human Development
- Family Finance
- Gardening
- Healthy Living
- Hspic Programs
- Marriage and Couples Employment
- Parenting
- Retirement Planning
- Sewing, Clothing and Textiles
- Steadfastly Education
- Sustainability

**NATURAL RESOURCES HIGHLIGHTS**

- Forestry Management
- Utah's Community-based Conservation Program
- Outdoor Recreation and Tourism
- Rangeland Management
- Riverside Science
- Tree Browser
- Urban Forestry
- Utah House
- Water Conservation
- Water Quality
- Wetlands Management and Resources

**4-H AND YOUTH HIGHLIGHTS**

- Aggie Adventures for Kids
- ATV Safety Training
- Citizenship and Life Skills
- Clothing and Textiles
- County and State Fairs
- Early, Physical and Biological Sciences
- Farm Field Days
- Food and Nutrition
- GPS and GIS
- Healthy Living and Relationships
- Livestock Program
- Operation Military Kids
- Outdoor Education and Safety
- Plants and Animals
- Robotics
- Service and Leadership
- Shooting Sports and Gun Safety
- Technology and Engineering
- Visual and Performing Arts
- Youth Camps and Activities
- Junior Master Gardener Program

**BUSINESS AND ECONOMICS HIGHLIGHTS**

- Agribusiness
- Business Outreach Support Service (BOSS)
- Community Leadership Training
- Community Needs Assessment
- Economic Development
- Home-based Business Training
- Small Business
- Land Use and Community Planning
- Manufacturing Extension Partnership (MEP)
- Tourism
- Development Center
- Wildern Round Development Center

**FINANCE AND CONSUMER LIFE HIGHLIGHTS**

- Bankruptcy Prevention Education
- Energy Conservation
- Farm and Ranch Finances
- Home Buyer Education
- Personal Finances
- Retirement Planning
- Smart Shopping
- Sustainable Living
- Utah Saver
- PowerPlay Software
- Smart Shopping
- Sustainable Living
- Utah Saver

**GARDENING HIGHLIGHTS**

- Gardening Basics
- Feed and Pest Management
- Landscape
- Master Gardener Program
- Ornamental Horticulture
- Plant Diseases and Pathology
- Pruning
- Soils and Soil Testing
- Turf and Landscape Irrigation
- Turfgrass Management
- Utah Plant Pest Diagnostic Lab
- Water-wise Plants



Brochure



extension.usu.edu



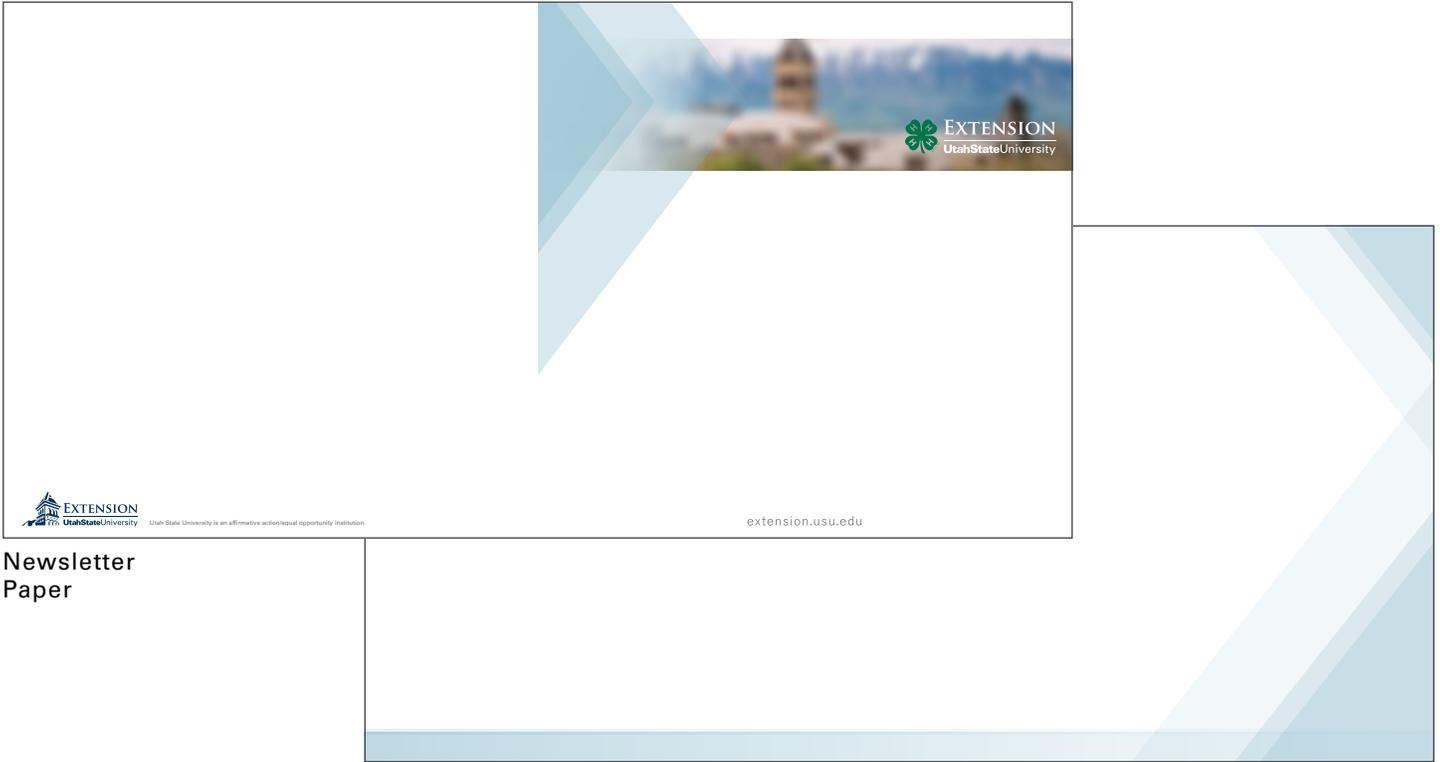
Notepad



extension.usu.edu



Folder



Newsletter Paper



Scientific Research Poster

**BUSINESS CARDS**

USU Extension faculty and staff business cards should feature the Extension wordmark at the top and may incorporate the 4-H clover if appropriate. If an additional logo or graphic is desired, it may be placed below the title line and between the contact information columns. The following are examples of acceptable business card designs:



**NAME BADGES**

The following are examples of acceptable Extension name badges. Where appropriate, the 4-H clover may be included next to the Extension wordmark.



**COUNTY OFFICE SIGNAGE**



LETTERHEAD AND ENVELOPES

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.

Letterhead

0.5"

Top Margin: 2"

1"

EXTENSION  
UtahStateUniversity

CACHE COUNTY OFFICE

Welcome back students,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

Margin: 1"

Margin: 1"

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum.

Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.

1400 Old Main Hill Logan, UT 84322-0500 Ph: (435) 797-1250 Fax: (435) 797-2117  
extension.usu.edu

EXTENSION  
UtahStateUniversity

Cache County Office  
1400 Old Main Hill  
Logan, UT 84322-0500

Envelope

**CLOTHING**

Examples of the Extension secondary wordmark used on clothing are shown below. The Extension secondary wordmark should generally be featured on most clothing and promotional items rather than the primary wordmark.



White Polo Shirt



Blue Polo Shirt



Navy Blue Cap

**VEHICLE MAGNET**



# EXTENSION WORDMARKS

## PRIMARY EXTENSION WORDMARK

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 16. The following wordmark styles and color variations are available for use throughout USU Extension.



## 4-H WORDMARK

To accommodate those involved in the 4-H program, the 4-H clover is incorporated into the USU Extension wordmark. Extension wordmarks incorporating the 4-H clover are subject to area of isolation and size guidelines found on page 16. The following wordmark styles incorporating the 4-H clover are available for use within USU Extension:



## EXTENSION WORDMARKS

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### SECONDARY EXTENSION WORDMARK

USU Extension provides a secondary wordmark that was developed to provide communicators with an option that is bold and immediately recognizable. The secondary wordmark is subject to area of isolation and size guidelines found on page 16. This wordmark is most suited for clothing and promotional items.

The following secondary wordmark styles are available for use within USU Extension:



## WORDMARK GUIDELINES

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### AREA OF ISOLATION

To maintain the integrity of the Utah State University Cooperative 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 Cooperative Extension wordmark is required to 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 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.

