

# A QUICK GUIDE TO THE USU EXTENSION BRAND

## 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.

The brand personality describes the individuality and character of the USU Extension identity. The 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. Our goal is to give USU Extension a consistent 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.

## 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 the back page. 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.



## WORDMARK GUIDELINES

### PLACEMENT AND SIZE

The Utah State University Extension wordmark must be placed on the front cover of all printed and electronic communications. It may be placed anywhere on the page. The Extension wordmark should have a proportionally weighted role. Below are the minimum heights that the wordmarks must maintain.



### 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.



## Share the logo when sponsoring events and partnering with others!

Always offer the USU Extension logo. Don't wait to be asked! Always send the EPS file format. You can't make partners use your logo, but you can make using it easy. For these materials, follow the same guidelines for co-branding. If USU Extension is the main sponsor, logo sizes and placement should reflect that. The logos can be viewed and download at [extension.usu.edu/marketing/wordmarks](http://extension.usu.edu/marketing/wordmarks).

## TEMPLATES



USU Extension offers marketing templates to make materials more unified. These templates can be used for events, presentations, or other promotional activities. The designs may be altered if needed, but must follow the branding guidelines. To the left are two examples of flyer templates. To see a full list of available templates and to download them, visit [extension.usu.edu/marketing/templates-toolkits](http://extension.usu.edu/marketing/templates-toolkits).

## EXTENSION SUPPLIES

Utah State University Extension offers a wide range of print materials for their employees. Below are several examples of materials that can be ordered including letterhead, envelopes, business cards, vehicle magnet, name badge, and signage. These supplies can be ordered through our marketing website: [extension.usu.edu/marketing](http://extension.usu.edu/marketing).



## 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 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.



## TYPOGRAPHY

You are encouraged to use the following fonts for Extension materials. For headings and other small amounts of text, use Trend Sans One, Trend Sans Four, Wisdom Script, Thirsty Script and Univers Condensed Medium. For body text, we recommend using Lato in Aggie Blue or Black.

### Trend Sans - One, Four

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789~!?"' \$ % & \* ( ) [ ]

### Thirsty Script - Medium/Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789~!?"' \$ % & \* ( ) [ ]

### Univers - Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789~!?"' \$ % & \* ( ) [ ]

### Lato - All versions

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789~!?"' \$ % & \* ( ) [ ]

## TAGLINE & ICONS

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. The current USU Extension tagline is "Building Knowledge. Improving Lives." You are welcome to use it on your materials, but is not required.



**BUILDING KNOWLEDGE.  
 IMPROVING LIVES.**

## FOR MORE INFORMATION

If you have any questions about this "Quick Guide" or want to learn more, visit our USU Extension marketing website: [extension.usu.edu/marketing](http://extension.usu.edu/marketing).