



University *of* Idaho
Extension

BRAND RESOURCE GUIDE

ID

AHIO

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

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



GO LIKE THE
BLACK
OUT
THE
DCME

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 Please do not use outdated names such as University of Idaho Cooperative Extension System or University of Idaho Cooperative Extension Service.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

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.**

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

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

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

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

Download the art files for your office from the brand resources section of the UI Extension employee website: 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
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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.



Do not alter the "I" symbol.



Do not use the wordmark without the "I" symbol



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**

NT

BRANDING 4-H

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

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



University of Idaho
Extension



University of Idaho
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LOGO USAGE

COLOR OPTIONS



IMPROPER LOGO USE







