This guide is for everyone who communicates with the public on behalf of University of Idaho Extension—extension educators, extension specialists, extension associates, 4-H program coordinators, and more. Here you will find the specifics that enable you to apply University of Idaho Extension brand standards in your marketing and educational materials. A separate section on 4-H shows how to communicate the 4-H identity within the context of University of Idaho Extension.

**Note:** Personnel with mixed appointments should follow university brand standards when communicating in their academic or research capacity.

**BRAND RESOURCES ONLINE**

[www.extension.uidaho.edu/branding](http://www.extension.uidaho.edu/branding)

Look for Brand Resources in the employees’ section of the University of Idaho Extension web site.

*You will find*

- This guide
- Logos (wordmarks)
- Templates for producing stationery, envelopes, PowerPoint slide shows, and other items
- List of branded products you can order from Educational Communications and from other suppliers
- Art files for posters, thank you cards, t-shirts, and other items

We will add more templates, created in more applications, as they become available. *Let us know your needs.*

For additional information, clarification, suggestions, or help in applying these guidelines in your situation, please contact

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**CONTENTS**

- EXTENSION NAME..........................3
- VISUAL IDENTITY ELEMENTS...........3
- LOGO........................................4
- APPLICATIONS............................8
- 4-H.........................................14
- STANDARD POLICY STATEMENTS....20
NAME
University of Idaho Extension

Please do not use University of Idaho Cooperative Extension System or University of Idaho Cooperative Extension Service (both old names for our organization). Different names create competing identities and confuse the public, elected officials, and others.

“Cooperative Extension System” is, however, used by the Cooperative State Research, Education, and Extension Service (CSREES) and others to describe the nationwide educational network based on partnerships among state land-grant universities, local extension offices, and the federal government. Please DO use “Cooperative Extension System” to describe the national extension effort, but never when identifying University of Idaho Extension in particular.

To acknowledge the cooperative nature of extension work, use the cooperation statement (see Standard Policy Statements, page 20) in your communications.

Using the name
“The” is not part of the name.

AARP partnered with University of Idaho Extension.

University of Idaho Extension has offices in 42 of Idaho’s 44 counties.

If you must abbreviate, use UI Extension, not U of I Extension.

Identifying offices

County offices: University of Idaho Extension, My County

Answering the phone: “University of Idaho Extension, Caribou County, may I help you?”

The program will be held at the University of Idaho Extension office in Caribou County.

I am a family and consumer sciences educator with University of Idaho Extension in Caribou County.

District offices: University of Idaho Extension, District II

The name and nonprofit mailings

Extension offices that applied for nonprofit status using the name “Cooperative Extension System” may want to check with their local post offices before using the name “University of Idaho Extension” in the return address of nonprofit mail pieces. Based on discussions with a few post offices, we do not anticipate you will have problems. If you do, however, please work with your local post office to have the name changed and contact Janice Jones (janicej@uidaho.edu, 885-6833), who handles matters related to nonprofit permits for UI Extension and the College of Agricultural and Life Sciences.

VISUAL IDENTITY ELEMENTS

LOGO
University of Idaho Extension

COLORS
The official colors of the University of Idaho are silver (PMS 877 metallic) and gold (PMS 874 metallic). Black, white, and grays are always acceptable.

TYPOGRAPHY
The typefaces used in official University of Idaho communications are

Bliss (primary typeface) Berling (secondary typeface)

Acceptable substitutes are

Tahoma (for Bliss) Book Antiqua (for Berling)
LOGO (wordmark)

University of Idaho Extension’s wordmark should be used in all University of Idaho Extension marketing and educational materials.

LOGO COLOR

The logo is available in four color combinations. Only in the case of one-color printing (not black) would the logo appear in any other color.

University of Idaho Extension

GOLD AND SILVER

ALL BLACK

University of Idaho Extension

WHITE (REVERSE)

LOGO SIZE AND PLACEMENT

In tight spaces, use the words “University of Idaho Extension” instead of the logo.

Keep white space around all sides of the logo equal to or greater than the “U” in the logo.
OFFICE IDENTITY AND THE LOGO

University of Idaho Extension
Ada County
ALL GOLD

University of Idaho Extension
Fort Hall Reservation
ALL BLACK

LOGO (continued)
OFFICE IDENTITY AND THE LOGO
Each county and district name can be presented in conjunction with the University of Idaho Extension logo in one stylized arrangement—available in either gold or black. Download the art files for your office from the brand resources section of the UI Extension employee web pages (www.extension.uidaho.edu/branding). Please do not create your own combinations or variations.
LOGO (continued)

Maintaining the integrity and consistency of the logotype is important. Never use the logo in any of the ways illustrated at right.

CORRECT USE FOR REFERENCE

IMPROPER LOGO USE

Do not combine the logo with other wordmarks or logos.

Do not distort the logo.

Do not use the logo in any color other than those on the logo color page.

Do not typeset your own logo.
IMPROPER LOGO USE (continued)

Do not add anything to the logo.

University of Idaho Extension
Extension Nutrition Program

Never use a discontinued logo.

University of Idaho Extension
College of Agriculture Cooperative Extension System

Do not use department logos or wordmarks in University of Idaho Extension communications.

AXS
Animal Science

aers
Agricultural Economics

FS
Family and Consumer Sciences
APPLICATIONS

STATIONERY AND ENVELOPES

Standardized templates for stationery and envelopes have been developed for every University of Idaho Extension office (county, district, administrative, 4-H) and for departments and centers that do extension work.

Ordering stationery and envelopes

To ensure consistency in University of Idaho Extension’s visual identity, please have your stationery printed by Creative Services and Print Management on campus (printing@uidaho.edu).

Using electronic templates

Stationery and envelope templates in Microsoft Word, both in color and in all black, allow extension offices to produce these items on a desktop printer. Download templates for your office from the brand resources section of the UI Extension employee web pages (www.extension.uidaho.edu/branding).

Modifying templates

If your stationery or envelopes need any corrections or updates, contact Creative Services and Print Management (printing@uidaho.edu). Creative Services will make the corrections and provide updated templates. Please do not attempt to modify the templates on your own.
APPLICATIONS (continued)

BUSINESS CARDS

Standardized templates for business cards have been developed for the various categories of UI Extension personnel.

Ordering business cards

To ensure consistency in University of Idaho Extension’s visual identity, please have your business cards printed by Creative Services and Print Management on campus (printing@uidaho.edu).

COUNTY OR DISTRICT PERSONNEL

(district name replaces county name)

Jonathan Doe
Extension Educator

Adams County

PHONE: 208-253-4279
FAX: 208-253-4279
EMAIL: jdoe@uidaho.edu

Jonathan Doe
Extension Specialist

University of Idaho Extension

203-1/2 S. Galena
PO Box 49
Council, ID 83612

PHONE: 208-253-4279
FAX: 208-253-4279
EMAIL: jdoe@uidaho.edu

COUNTY OR DISTRICT PERSONNEL

(district name replaces county name)

Jonathan Doe
Extension Specialist

School of Family and Consumer Sciences
College of Agricultural and Life Sciences

PHONE: 208-253-4279
FAX: 208-253-4279
EMAIL: jdoe@uidaho.edu

ON-CAMPUS SPECIALIST

Jonathan Doe
Extension Specialist

University of Idaho Extension

Nicolls Bldg. 8m 103
University of Idaho
PO Box 441983
Moscow, ID 83844-3183

PHONE: 208-253-4279
FAX: 208-253-4279
EMAIL: jdoe@uidaho.edu

OFF-CAMPUS SPECIALIST

Jonathan Doe
Extension Specialist

Department of Plant, Soil, and Entomological Sciences
College of Agricultural and Life Sciences

PHONE: 208-253-4279
FAX: 208-253-4279
EMAIL: jdoe@uidaho.edu

OFF-CAMPUS SPECIALIST

Jonathan Doe
Extension Specialist

Aberdeen Research and Extension Center
1693 S. 2700 W.
Aberdeen, ID 83210

PHONE: 208-253-4279
FAX: 208-253-4279
EMAIL: jdoe@uidaho.edu

OFF-CAMPUS SPECIALIST
APPLICATIONS (continued)

NAME BADGES
University of Idaho Extension name badges come in durable plastic with either pin or magnet fastener. They allow at most three lines of personal information.

Do not include academic degrees or department names. (The departments are not entities within UI Extension, but within colleges.)

Recognition Express, Idaho, keeps UI Extension name badge templates on file:
4117 Three Mile Road
PO Box 412
Weippe, ID 83553
Phone: (208) 435-4422
Fax: (208) 435-4556

COUNTY OR DISTRICT PERSONNEL

Your name
Your title. Optional for titles that aren’t meaningful to the public, such as “extension assistant.”
Your county. County name may be replaced by specialty area such as “crops” or “family and consumer sciences.” District administrators and support staff replace county name with district name.

SPECIALIST

Your name
Your title. Delete the word “extension” in your specialist title.
APPLICATIONS

NEWSLETTERS
All county, district, and specialist newsletters must contain these elements:

**Required institutional elements**
UI Extension logo
Cooperation statement
Equal opportunity statement

**Other necessary elements**
Newsletter name
Date of issue
Name and contact information for issuing office/specialist
Mailing panel with return address

**Using electronic templates**
Specialized University of Idaho Extension newsletter templates in Microsoft Publisher or other applications will be available at [www.extension.uidaho.edu/branding](http://www.extension.uidaho.edu/branding).

**IMPACT STATEMENT**
The impact statement letterhead has been redesigned to reflect the new brand standards. A Microsoft Publisher template is available at [www.extension.uidaho.edu/branding](http://www.extension.uidaho.edu/branding).

**ENCLOSURE SLIPS**
Enclosure slips are no longer required in extension mailings.
APPLICATIONS (continued)

POWERPOINT SLIDE SHOWS
Two templates for University of Idaho Extension are available at www.extension.uidaho.edu/branding.

TEMPORARY NAME TAGS
Templates for temporary name tags are available at www.extension.uidaho.edu/branding.

FAX COVER SHEETS
A fax cover sheet for each extension office is available in PDF at www.extension.uidaho.edu/branding.

FLYERS, BROCHURES, AND OTHER PRINT PIECES
Over time and as needs arise, electronic templates for flyers, brochures, and other print pieces will be made available at www.extension.uidaho.edu/branding.

PENS, PENCILS, FOLDERS, NOTE CARDS, AND OTHER PROMOTIONAL ITEMS
Check www.extension.uidaho.edu/branding for a current list of branded products available for purchase. Contact Diane Noel, Educational Communications, for assistance in developing other branded products.
WEB PAGES
All University of Idaho web pages must comply with local, state, and federal laws and with the University of Idaho’s policies and visual identity standards. These standards ensure that the university is represented with consistency and integrity on the web sites of all of its departments, schools, facilities, organizations, and affiliates.

Educational Communications is working with University Communications and Marketing to develop new web templates for all county and district web sites. More information about access to these templates and how to use them will be made available at www.extension.uidaho.edu/branding.

SIGNAGE
A University of Idaho committee has developed statewide standards for permanent signage. For guidance on signage for your office, contact Cindy Johnson at Creative Services and Print Management (cindyj@uidaho.edu or 885-6293).

CLOTHING
Official shirts for UI Extension personnel will come in a number of styles and colors. Go to www.extension.uidaho.edu/branding for information.

E-MAIL SIGNATURES
Include an e-mail signature block that contains your name, title, and contact information. Use the same font you use in the body of your e-mail message. Please do not use stylized or novelty fonts or unit logos. As an option, include the University of Idaho Extension logo.
**NAME**

University of Idaho Extension 4-H Youth Development

On following references, use 4-H Youth Development.

**EMBLEM**

Never combine the 4-H emblem with the University of Idaho Extension logo. Both the University of Idaho and federal policy prohibit combining the two. Instead, separate the two by at least the width of two “U’s” in the logo or typeset the words University of Idaho Extension.

For detailed information on using the 4-H name and emblem, refer to *Using the 4-H Name and Emblem*, a downloadable guide available through the National 4-H Headquarters web site (www.national4-hheadquarters.gov).

For uses internal to University of Idaho Extension, omission of the statement “18 USC 707” at the base of the stem or below the right leaf of the clover is at the discretion of the state 4-H director (fourh@uidaho.edu, (208) 885-6321).

**COLORS**

In addition to clover green (PMS 347), our Idaho 4-H marketing and promotional materials use metallic gold (PMS 874).

- **PMS 347 green**
  - C:100, M:0, Y:90, K:0
  - R:51, G:153, B:102

- **PMS 874 metallic**
  - C:0, M:23, Y:53, K:35
  - R:177, G:142, B:95

**JUXTAPOSING IDENTITIES**

Adequate white space surrounds each element and a rule separates them.

- The emblem and logo are too close together.
- The extension name is typeset.
APPLICATIONS

4-H STATIONERY AND ENVELOPES
Standardized templates for stationery to be used in 4-H correspondence have been developed for every University of Idaho Extension office that houses 4-H personnel. Only the state office has envelopes customized with the 4-H emblem.

Ordering stationery and envelopes
To ensure consistency among offices, please have your 4-H stationery printed by Creative Services and Print Management on campus (printing@uidaho.edu).

Using electronic templates
Stationery and envelope templates in Microsoft Word, both in color and in all black, allow extension offices to produce these items on a desktop printer. Download templates at www.extension.uidaho.edu/branding.

Modifying templates
If your stationery or envelopes need any corrections or updates, contact Creative Service and Print Management (printing@uidaho.edu). Creative Services will make the corrections and provide updated templates. Please do not attempt to modify the templates on your own.
APPLICATIONS (continued)

4-H BUSINESS CARDS
Standardized templates for 4-H business cards have been developed for the various categories of University of Idaho Extension 4-H personnel.

Ordering business cards
To ensure consistency among offices, please have your business cards printed by Creative Services and Print Management on campus (printing@uidaho.edu).
APPLICATIONS (continued)

4-H NAME BADGES

University of Idaho Extension 4-H name badges come in durable plastic with either pin or magnet fastener. They allow at most three lines of personal information. Please do not include academic degrees.

Recognition Express, Idaho, keeps UI Extension 4-H name badge templates on file:
4117 Three Mile Road
PO Box 412
Weippe, ID 83553
Phone: (208) 435-4422
Fax: (208) 435-4556

Yolanda Bone
4-H Afterschool Coordinator
Coeur d’Alene Reservation

Tim Ewers
4-H Youth Development Specialist
APPLICATIONS (continued)

POWERPOINT SLIDE SHOWS
Two templates for 4-H PowerPoint slide shows are available at www.extension.uidaho.edu/branding.

TEMPORARY NAME TAGS
Templates for temporary name tags are available at www.extension.uidaho.edu/branding.

FAX COVER SHEETS
A fax cover sheet for the state office is available in PDF at www.extension.uidaho.edu/branding.

ENCLOSURE SLIPS
Enclosure slips are no longer required in extension mailings.

NEWSLETTERS, FLYERS, BROCHURES, AND OTHER PRINT PIECES
Over time and as needs arise, electronic templates for newsletters, flyers, brochures, and other print pieces will be made available at www.extension.uidaho.edu/branding.
APPLICATIONS (continued)

CLOTHING

Member t-shirts: Download art for silk screening member t-shirts at www.extension.uidaho.edu/branding.

Staff shirts: Embroidered shirts for 4-H staff will come in standard styles and colors. Go to www.extension.uidaho.edu/branding for more information.

PENS, PENCILS, FOLDERS, NOTE CARDS, AND OTHER PROMOTIONAL ITEMS

Check www.extension.uidaho.edu/branding for a current list of branded products available for purchase. Contact Diane Noel, Educational Communications, for assistance in developing other branded products.

E-MAIL SIGNATURES

Include an e-mail signature block that contains your name, title, and contact information. Use the same font you use in the body of your e-mail message. Please do not use stylized or novelty fonts or unit logos. As an option, include the 4-H emblem.

Mauri Knott
4-H Program Coordinator
University of Idaho Extension, Latah County
phone: 208-883-2267
STANDARD POLICY STATEMENTS

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.

PESTICIDE STATEMENT
This statement should appear in extension materials that make any recommendations for pesticide use:

ALWAYS read and follow the instructions printed on the pesticide label. The pesticide recommendations in this University of Idaho publication do not substitute for instructions on the label. Due to constantly changing pesticide laws and labels, some pesticides may have been cancelled or had certain uses prohibited. Use pesticides with care. Do not use a pesticide unless both the pest and the plant, animal, or other application site are 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 are used to simplify the information; no endorsement or discrimination is intended.

EQUAL OPPORTUNITY STATEMENT
To enrich education through diversity the University of Idaho is an equal opportunity/affirmative action employer and educational institution.

Other versions are available. See the University of Idaho Extension County Operations Handbook or the University of Idaho Faculty-Staff Handbook.

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, e-mail.

See Civil Rights and Diversity in the employees’ section of the UI Extension web site for additional versions.