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
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 Please do not use outdated names such as University of Idaho Cooperative Extension System or University of Idaho Cooperative Extension Service.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
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.
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](http://www.uidaho.edu/extension/brand). Do not create your own combinations or variations.
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.

Univertsity of Idaho Extension
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

IMPROPER LOGO USE

1. Do not combine the logo with other wordmarks or logos.
2. Do not distort the logo.
3. Do not show the logo in other colors than specified in this guide.
4. Do not alter the "I" symbol.
5. Do not use the wordmark without the "I" symbol.
6. 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.
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.

**Standard POLICY STATEMENTS**

The University of Idaho and the 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.

**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.
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.
4-H 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, two lockup logo options have been provided that include adequate white space around each element and a rule that separates them.

COLOR

Clover green:
PMS: 347
CMYK: 100-0-90-0
RGB: 51-153-102

Black:
CMYK: 20-20-20-100
RGB: 0-0-0
LOGO USAGE

COLOR OPTIONS

- University of Idaho Extension
  - 4-H green and black
- University of Idaho Extension
  - Two-color 4-H green and white reverse
- University of Idaho Extension
  - One-color black
- University of Idaho Extension
  - One-color white reverse

IMPROPER LOGO USE

- The emblem and logo are too close together.
- Do not use discontinued logos.
- The clover should always be above or to the left of the UI Extension logo.
- Do not add the clover to the full UI Extension logo with the I symbol.
- Do not use an unapproved shade of green.