



A quick reference guide to the UGA EXTENSION BRAND

Our brand is the impression we leave with the public at every encounter. We are a valued asset to the state and its residents. Our goal is to help the public **REMEMBER** what organization is providing them valued information, services and programs.

As the public is exposed to **consistent messaging** paired with **unified communication materials**, they will develop a clear understanding of who we are and what we do. This unified presence will strengthen the UGA Extension brand and link us to our greatest strength, the University of Georgia.

Building a unified brand requires commitment, participation and support from all of us. This guide provides basic information on properly implementing the brand.

WHAT'S OUR NAME AGAIN?

You should refer to our organization as **UGA Extension**. While our formal name is University of Georgia Cooperative Extension and we operate through the College of Agricultural and Environmental Sciences and College of Family and Consumer Sciences, we intend to project a single, unified image and identity. **This means identifying our people and programs as being a part of UGA Extension in all public references.**

10 WAYS YOU CAN HELP BRAND UGA EXTENSION

1. Introduce yourself as a part of UGA Extension and include your county name and title. For example, *"Hi, my name is John Smith, and I work for UGA Extension in (Sample) County as a(n) _____ agent."*
2. Answer phones and voicemail by saying, *"UGA Extension in (Sample) County, how may I help you?"*
3. Always wear your name tag whenever you are representing UGA Extension.
4. Wear branded apparel and use branded merchandise when possible.
5. Make sure your email signature follows the official guidelines.
6. Use the UGA Extension logo on everything you distribute.
7. Make sure your web and social media sites are up-to-date with the new logo and name. For Facebook, follow this example: *"UGA Extension - (Sample) County."*
8. Order the new window shade banner. Use it at events and programs. Display it in the county office when it's not elsewhere.
9. Work with Georgia Correctional Industries to update your county signs by July 1, 2014. GCI can also assist with vehicle decals and more.
10. Contact the CAES Office of Communications and Creative Services (OCCS) if you need help or have questions. ochelp@uga.edu | 706-542-2956

THE UGA EXTENSION LOGO

The new UGA Extension logo **must always appear** on any signs, programs, posters, brochures, newsletters, flyers, fact sheets, websites, presentations and other material associated with UGA Extension, including 4-H. Always use the original digital file.

Getting the official logo

The recommended file format for the logo is EPS (Encapsulated Post Script). Note that an EPS file generally CANNOT be opened for viewing by itself. Follow these steps to insert the logo into your document:

1. Select the logo you want to use from the marketing disc/website and save it to your computer.
2. Open the document needing the logo and use the "insert picture" command to place the file in your document.
3. When changing the size of the logo, **keep its horizontal and vertical proportions intact**. Clicking on a corner of the graphic file, not the middle of the boundary line, keeps the proportion while scaling.

Minimum logo size



Room to breathe

The space around the logo (grey box below) should be at least the x height of the word "extension." Do not place any elements in the grey zone.



CO-BRANDING

County logos

OCCS has developed wordmarks for each county. When possible, use the official wordmark for your county instead of using a separate county logo and the UGA Extension logo. Do not create your own wordmark.



County government partnerships need visual representation from time to time. In association with county logos, the UGA Extension logo must always be used. It must appear above or to the left of the county logo and remain equal in size to the county logo.



Extension groups

Organizations and groups that are part of UGA Extension must be branded with official wordmarks. Some of these groups are well-known but their association with UGA Extension is not. OCCS has developed official wordmarks for these entities. Other "logos" representing these groups should be phased out.



Print materials for programs, events

These wordmarks and the logo should serve as a "presented by," or "brought to you by" function.



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BRANDING RESOURCES

Templates and videos

Using a standard format for communication pieces maintains brand integrity and consistency. OCCS has provided each county with a marketing disk, which includes the general marketing video, PSA's and all current pre-produced templates, including:

- Annual report/event program
- Tri-fold brochure
- Electronic letterhead
- Newsletter
- Fact sheet
- Poster session
- PowerPoint slides

Promotional materials

UGA Extension branded materials are available for purchase directly from the UGA-approved vendor Promotional Marketing Services (PMS). To see the product line, visit www.promotionalmarketingservices.net/stores/CAESstore.

Customizing items with the "Super G" and 4-H emblem are available by working directly with PMS. Contact Promotional Marketing Services: pmi@charter.net | 706-714-1036

Printed materials

Branded materials such as print letterhead and testing kits are available for **free** via the Athens campus mail room and can be ordered by visiting caes.uga.edu/Applications/SupplyList/

Branded print materials such as note pads, note cards, pocket folders and table runners are available for purchase by contacting OCCS or visiting caes.uga.edu/unit/octs/resources/marketing/materials.html

Note: We do not have an official slogan. Materials or logos containing slogans such as "Learning for Life" or other sayings should not be used in any capacity.

OFFICIAL UGA COLORS

UGA red and black color formulas

CMYK	0.100.70.10
PMS	200
WEB	#CC0000
CMYK	0.0.0.100
PMS	Solid black
WEB	#000000

Share the logo when sponsoring events and partnering with others!

Always offer the UGA 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 UGA Extension is the main sponsor, logo sizes and placement should reflect that. (Find instructions for getting the logo in the UGA Extension logo section of this reference guide.)

UGA EXTENSION AND 4-H

The 4-H emblem is one of the most recognized logos on the planet, but the fact that Georgia 4-H is part of UGA Extension is not. In order to visually tie the 4-H emblem to Extension, the UGA Extension logo must appear any time the emblem is used.

Print materials for 4-H programs, events

On these type of materials, the UGA Extension logo serves a "presented by," or "brought to you by" function. On these materials, the UGA Extension logo can be subordinate to the 4-H Emblem.

Signage and vehicles

On signage and vehicles, in association with the 4-H emblem, the UGA Extension logo must always be used. It must appear above or to the left of the 4-H emblem and remain equal in size or be bigger than the 4-H emblem.



COMMUNICATING WITH THE PUBLIC

UGA letterhead and business cards

Printed letterhead may be ordered for free from the Athens campus mail room at caes.uga.edu/Applications/SupplyList/. Business cards should be ordered through the district office. State staff should order through UGA Printing at printing.uga.edu/assets/order_forms/business_card_order.pdf.

Email and email signatures

You are representing the university and UGA Extension when you send email to clients, partners and the public. It is important to maintain a professional look in your email.

Use information contained in the example email signature provided below. Any other details, including quotes, wallpaper, logos or art are not allowed. They can increase the size of your email, making it more difficult to send and, more importantly, diluting the brand.

Use the typeface Arial set in 10 point
Use black type only.

EXAMPLE:

First & Last Name
County Coordinator
Agriculture and Natural Resources Agent
UGA Extension - Sample County

123 Any Street | Anywhere, GA 12345
xxx-xxx-xxxx Office | xxx-xxx-xxxx Mobile
email@uga.edu | www.ugaextension.com/county

Note: General email messages do not require a legal statement or disclaimer. Social media links are allowed but not their icons/logos.

Written Communication

University of Georgia Cooperative Extension must be used on the first reference. After, use *UGA Extension*. *Extension* is permissible but it should always be capitalized because it is referring to the proper name. I.E. If *Extension* can be replaced with *UGA Extension*, it should be capitalized.