COMMUNICATION TOOLS

to get you UP AND RUNNING

Offered by
Office of Communications and Creative Services (OCCS)
What we do for UGA Extension

- Manage numbered publications.
- Write and distribute news.
- Provide DIY communication resources.
- Create branded marketing materials.
- Promote and assist with key events.
- Develop and deliver trainings.
Distributing university research to the people of Georgia.

- Written by Extension specialists and agents.
- Peer reviewed.
- Updated every three years.
Three ways to get:

- Online
- For-Sale
- Print on Demand
Online: The Publications Website

UGA Extension publications offer research-based, free information to Georgians on topics including agriculture, the environment, families, food, lawn and garden, and youth.

Search publications:

Search

Browse by:
Subject, author, series, department, or A-to-Z list.

Popular titles

- Your Household Water Quality: Odors in Your Water (C 1016)
- Native Plants for Georgia Part I: Trees, Shrubs and Woody Vines (B 997)
Online: The Publications Website

- Free for everyone.
- Search or browse by subject, author, series or department.
- Share the url for the html page, not the pdf.
- Expired publications are removed from public access until they are reviewed and/or revised.
- Don’t distribute expired publications to the public.

Example - Is Your Heifer Fit to Show? A Guide to Fitting and Showing Dairy Animals (B 1427)
For-Sale Publications

- Anyone can purchase.
- Must order through OCCS.
- High-quality print materials.
For-Sale Publications

Available Titles

UGA Extension offers a number of high-quality publications for sale. All currently available publications are listed below.

<table>
<thead>
<tr>
<th>Agriculture and Natural Resources</th>
<th>Characteristics of Herbicides for Turf and Ornamental Landscapes</th>
<th>10.00</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Designing, Constructing and Maintaining Bermudagrass Sports Fields</td>
<td>15.00</td>
</tr>
<tr>
<td>Georgia AGtivity Coloring Book</td>
<td>(One box includes 175 individual copies)</td>
<td>55.00 / box</td>
</tr>
<tr>
<td>2014 Georgia County Guide</td>
<td></td>
<td>25.00</td>
</tr>
<tr>
<td>2014 Georgia County Guide Excel Data (USB key)</td>
<td></td>
<td>15.00</td>
</tr>
<tr>
<td>Georgia Master Gardener Handbook</td>
<td></td>
<td>75.00</td>
</tr>
</tbody>
</table>
For-Sale Publications
Print on Demand Catalog

Order hard copies for your office.

- Must order through OfficeMax website.  
  Go to OCCS resource page to request account.
- Only county personnel can access.
- District office gives counties yearly budget.
- Free shipping.
- Turn around time is about 4 days.
Print on Demand Catalog

Tips for using the catalog:

- Find the publication on the Extension site first, then search the POD catalog by number.
- If it’s not on the publication website, it won’t be in the POD catalog.
- It’s better to get FCS publications directly from specialists.
- Archived training available online.
Print on Demand Catalog

Print on Demand catalog through OfficeMax Workplace

The Print on Demand catalog through OfficeMax Workplace provides an interface for UGA Extension county personnel to order hard copies of UGA Extension numbered publications. The system includes:

- Search tools to select publications
- Shopping cart to hold items
- Order and shipment history to track orders
- The ability for district offices to pay for county orders by invoice
- Fast turnaround times – usually four days between placing an order and delivery
- Publications printed in color
- No order minimums
- Multiple users per county office

OCCS Contact

Andrea Gonzalez - Email
Phone: (706) 542-8981

Do it yourself.

Need help? View our tools and resources:

- Print on Demand and OfficeMax Workplace information sheet (pdf)
- Using the POD system
- Order suggestions
- Printing
- Publications
- more >>
Find UGA Extension stories at Georgia FACES.

January Weather

January 2015 was drier and cooler than normal.

By Pam Knox
University of Georgia

Georgians' introduction to 2015 included cooler-than-normal temperatures, which hurt some winter grain crops, but conserved soil moisture for the coming planting season.

Read the top story.

Latest News
Georgia FACES

- Sign up for weekly digest.
- Submit your own column.
Electronic Templates

Download from OCCS resources page.

- Tri-fold brochure
- Event program
- Annual report
- Letterhead templates
- Certificate template
- Newsletter template
- Fact/info
- PowerPoint
- Poster session
Electronic Templates
Download from OCCS resources page.

OCCS: Resources
Templates for UGA Extension

Using a standard format for communication pieces maintains brand integrity and consistency. Pre-produced templates include:

- Annual report/event program
- Certificate
- Tri-fold brochure
- Electronic letterhead
- Newsletter
- Fact sheets
- Poster sessions
- PowerPoint slides

NOTE: Most of the graphic elements in the templates are saved as PDFs and set in the background. This is to keep them locked into place, ensuring uniformity. Please use the default fonts Arial and Times New Roman.
Resources for Print Materials

- Branding cheat sheet
- Photos
- Georgia maps
- EEO statement
- OfficeMax Upload and Print
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.

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.

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.

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.

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 an 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 Convictional 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 | 706-542-2955

WHAT’S THE MINIMUM LOGO SIZE?

Room to breathe
The space around the logo (gray box below) should be at least the x height of the word “extension.” Do not place any elements in the gray zone.

Print materials for programs, events
These wordmarks and the logo should serve as a “presented by,” or “brought to you by” function.
Branding Cheat Sheet

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.

UGA EXTENSION 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 preproduced templates, including:
• Annual report/event program
• Trifold 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/shares/CAESstore.

Customizing items with the “Super G” and 4-H emblem are available by working directly with PMS. Contact Promotional Marketing Services: pmsi@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/acts/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 0.10 0.00 0.70 0.10
PMS 200
WEB #CC0000

CMYK 0.00 0.00 0.00 1.00
PMS Solid black
WEB #000000

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
e-mail@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.

Capitalization and style
UGA Extension must be used on the first reference. After, 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.
Free Photos

CAES AND UGA EXTENSION PHOTOS:
- OCCS Flickr
- Georgia FACES

PHOTO SITES NOT MANAGED BY OCCS:
- UGA FACS Flickr
- UGA Library (CAES historic photos)
- UGA Photographic Services (low resolution)
- Bugwood
- Forestry Images
- USDA
- U.S. Fish & Wildlife Service
Flickr

Search for your subject of interest via the “Albums” tab.

OR

Conduct a search using key words. Search the College’s Photostream.
Flickr albums look like this.
To download: Click and hold the arrow at the bottom right of page.
Select the size you need for your end use and download.
Faces images

Morning Glory
Download the high-resolution, print-quality version of this image.

Eric Prostko
Georgia Maps

- Customizable
- Download from OCCS resources page
- PowerPoint file includes:
  Slide 1 - Color map of counties with labels
  Slide 2 - Color map of counties
  Slide 3 - Map of labels only
  Slide 4 - B&W map of counties with labels
Georgia Maps
EEO Statement

The University of Georgia is committed to principles of equal opportunity and affirmative action.

- Should be used on brochures, newsletters, fliers, posters, etc.
- Does not need to be in email.
- Numbered publications use longer version and already have it included.
Office Max Upload and Print

- Print brochures, newsletters, bookmarks, etc., at a contracted (reduced) price.
- Use same website and login as Print on Demand.
- Must pay for with credit card at time of purchase (POD budget cannot be used).
Office Max Upload and Print
Free Print Materials
Order from OCCS.

- Letterhead
- Envelopes
- Newsletter Shells

Please note that letterhead and envelopes only have UGA logo on them due to the university’s branding policy.
For Sale Materials
Order via online Qualtrics survey.

- Notecards
- Notepads
- Pocket folders
- Table runners
- General Extension brochure
- Master Gardener collateral
- Branded Giveaway
For Sale Materials
Order via online Qualtrics survey.
Over the past century, we’ve built a network of educators who bring university-based research to help grow communities. University of Georgia Extension was officially formed in 1914 through the Smith-Lever Act, a federal law that established and funded the Cooperative Extension System—a national network of educators who bring research-based research and knowledge to the public.

For help, advice or information on local programs and events, get in touch with your county office. University of Georgia Extension is local, trusted support for farmers, families, youth and communities across the state of Georgia.

For Sale Materials
Order via online Qualtrics survey.
Learn Serve Grow

Can you dig it?

Order via online Qualtrics survey.

Georgia Master Gardener Extension Volunteer Program

The down and dirty.

What is the Georgia Master Gardener Extension Volunteer Program?

The Georgia Master Gardener Extension Volunteer Program connects Extension agents have trained these volunteers to help fulfill UGA Extension's mission of helping Georgians become healthier, more productive, financially independent and environmentally responsible. Since 1979, these steps within the first year earns you the title of and assisting with UGA Extension projects. Completing all of the final exam, you will complete 50 hours of volunteer service, after finishing the classroom training, including passing a minimal registration fee covers instruction, supplies and an extensive training manual.

Classes are taught by UGA Extension agents and specialists, and hands-on instruction in horticulture and related fields. Volunteer, you will receive more than 40 hours of classroom training to prepare you for your role as a Master Gardener Extension Volunteer. Reap.

Receive comprehensive training.

• Water efficient gardening.
• Ornamentals and turf.
• Selecting, planting and maintaining annuals, perennials, and weed problems.
• Basic plant biology, physiology and nutrition.

Contribute individual event planning, teaching valuable skills like writing newspaper articles.
• Staffing information booths at community events.
• Maintaining compost and gardening demonstration sites.
• Designing and maintaining educational garden plots at schools, parks or community sites.
• Answering gardening questions on the phone, via email or assisting walk-in clients in your local Extension office. Each certified Master Gardener Extension Volunteer provides at least 25 hours of volunteer service to their local UGA Extension office each year.

Sow.

Volunteerism in your community.

Who are Master Gardeners?

They are trained volunteers with unique skills and abilities, who share a love of gardening and enthusiasm for learning.

They are a variety of ages, personalities and professions united by a passion for teaching others.

Recognition as Master Gardener Extension Volunteer.

Master Gardeners say the friendships they make and experiences volunteering together are the biggest rewards of the program.

Do I have to know a lot about gardening to apply?

No! Some basic experience and knowledge is preferable, but we are looking for enthusiastic people who want to teach others. If you have the time and commitment to learn and want to put your knowledge and skills to work through volunteer services, contact you through the application and screening process.

Your local, participating UGA Extension office. Staff there will guide you through the application and screening process.

www.GAmastergardener.org | masterg@uga.edu | 1-800-ASKUGA1

www.GAmastergardener.org | masterg@uga.edu | 1-800-ASKUGA1
Promotional Items
Order from Promotional Marketing Services online store.

- Caps
- Clothing
- Bags
- Water bottles

Please note that you can use a local vendor instead. The vendor must be licensed. Use of the Super G must have signed approval from UGA athletics department.
Promotional videos and public service announcements

Order via online Qualtrics survey.

HOW TO VIEW
- DVD
- You Tube

WHAT’S AVAILABLE
- Video overview of UGA Extension – 10 minutes
- 60-second PSA
- 30-second PSA
OCCS Exhibits
Check out from main office.

FLOOR EXHIBITS
- Generic Extension fabric burst display (8 ft.)
- Photo back drop (10 ft.)
OCCS Exhibits
Check out from main office.

WINDOW SHADE BANNERS
- General Extension
- Master Gardener
- School garden resources
- Walk Georgia
- Water conservation
- Wellness
District Office Exhibits
Contact district secretary to ask about borrowing.

WINDOW SHADE BANNERS
- General Extension (style depends on office)
- Program specific: ANR, FCS, 4-H
- Walk Georgia
- Water conservation

UGA Extension’s Walk Georgia is an online community promoting physical activity. Track your physical activity and earn points to virtually “travel” the state by logging your activity through the Walk Georgia website. Walking the dog, biking to work, going for a run, gardening – this activity counts!

In the Walk Georgia website:
- Set personal fitness goals
- Join a group! Support each other with mutual goals
- Schedule and track activity on your personal calendar
- Free worksite wellness program for employers, supported locally by county Extension agents
- Schools can encourage fun, healthy contests among students
- Find recipes, state park information, website and app reviews, and more on the Walk Georgia blog

www.WalkGeorgia.org
In-person and online

IN-PERSON
- Foundations of Communication
- Communication Tools
- Branding
- Social Media
- Marketing

ONLINE
- Design for Non-designers
- Branding
- Social Media
- Impact Writing
- Mindful Branding
Foundations of Communications

TOPICS
- News Writing
- Media Relations
- Design for Non-designers
- Marketing
- Presentation Building
- Crisis Communications
Office of Communications and Creative Services (OCCS)

DIRECTOR
Angela Rowell
arowell@uga.edu

MARKETING/SOCIAL MEDIA
Josh Paine
jpaine@uga.edu

NEWS
Sharon Dowdy
sharono@uga.edu

ORDERS/EXHIBITS
Angela Peloquin
apelouq1@uga.edu

PUBLICATIONS
Andrea Gonzalez
alg88l@uga.edu

UGA EXTENSION BRANDING
Cindy Allen
callen1@uga.edu