eXtension GRAPHIC STANDARDS GUIDELINES

Contents

About eXtension

eXtension is an Internet-based collaborative environment where land-grant university content providers exchange objective, research-based knowledge to solve real challenges in real time.

eXtension's Identity

eXtension's identity includes a logo and an established color pallet designed to brand eXtension with a positive, consistent image. This document is meant to serve as a guide to build and maintain the eXtension brand among its partner organizations as well as the press and public.
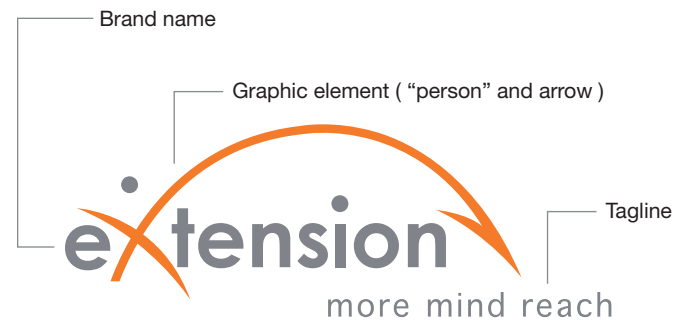
Consistency is key to building a strong brand. These guidelines will help ensure consistent use of the eXtension logo and corresponding graphic element to support the success of eXtension's branding efforts.

Logo Usage

The primary element used to identify eXtension is the logo.

The logo consists of three elements (see right):

- The brand name,"eXtension".

- The graphic element ("person" and arrow).

- The tagline, "more mind reach".

Brand name

Graphic element ("person" and arrow)

Tagline

more mind reach

Logo Colors

eXtension's brand identity is built on two colors: eXtension orange and eXtension gray. It is essential that the precise color specified is used.[1] Never attempt to guess in matching or specifying an eXtension color. See chart for the breakdown of CMYK, RGB and HTML colors.

[1] Exceptions may include foil stamping, metallic signage, and other approved uses.

[2] **What is CMYK?** CMYK refers to the four colors used in process printing; Cyan, Magenta, Yellow and Black. The CMYK values are already imbedded in the logo art files and therefore do not need to be recreated when reproducing the logo in process (CMYK) color.

	Orange	Gray
PANTONE	Match Pantone 158	Match Pantone Cool Gray 8
CMYK [2]	C 0 M 64 Y 95 K 0	C 23 M 17 Y 13 K 41
RGB	R 244 G 123 B 40	R 129 G 133 B 139
HTML	F47B28	81858B

Single Color

If the logo is reproduced in a single color (other than black), it must be one of the logo colors, preferably "eXtension orange" or "eXtension gray." See right for examples.

example A

example B

Black and White

The eXtension logo can be reproduced in 100% black and reversed (black or color background) to white as shown here.
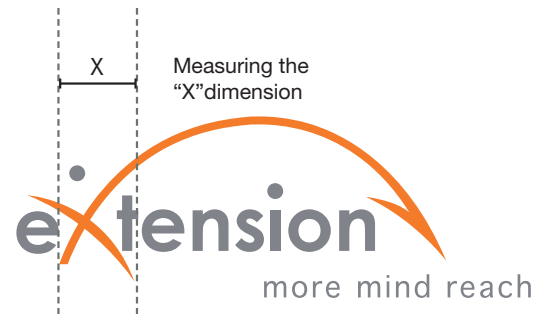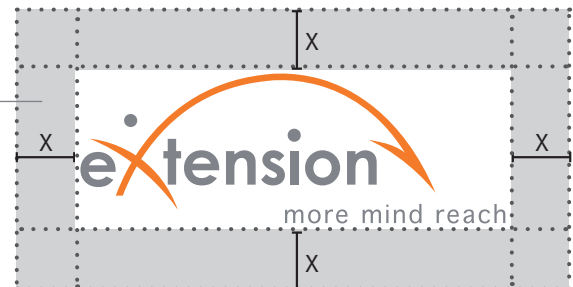
Black

Reverse

Logo area of isolation

To maintain the integrity of the logo and avoid visual clutter, care should be taken to adhere to the positioning guidelines.

It is important to maintain a "comfort zone" defined as "X," around the logo. No copy, images or other graphic elements should infringe in this area. This restriction includes using the logo as part of a headline or a sentence.

X

Measuring the "X"dimension

"Comfort Zone"

X

X

X

X

Logo Minimum Size

When using the eXtension logo in printed material or on the Web, it should appear no smaller than the sizes shown here.

Print

2 Inch Wide: Minimum Size for Print

Web

200 Pixels Wide: Minimum Size for Web

⊘ Don'ts

The logo must not be changed or distorted in any way. The graphic element ("person" and arrow) should not be used alone. The logo, or any part of it, should NOT be used within a headline or as part of a sentence.

Don't alter or add elements to the logo.

Don't distort or compress the logo.

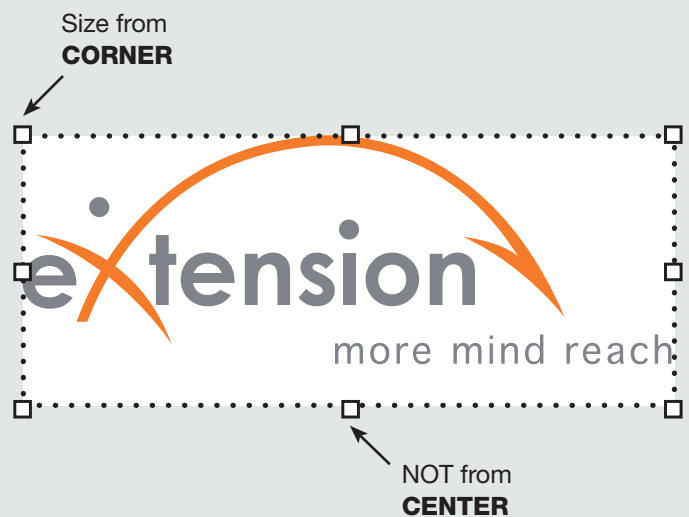**Don't** reset the type or otherwise change the logo.

Don't change the color from the approved colors.

Scaling the Logo

To size the logo in an application like Word®, be sure to "grab" the graphic by one of the four corners (and not the center marks) to ensure proportional scaling.

Size from **CORNER**

NOT from **CENTER**

Typography

Typography is a critical component of eXtension's identity system. While the typography within the logo may not be changed, altered or reset, any supporting materials may use the following suggested fonts (all weights in the font families specified may be used).

Print

Web

Minion

ABCDEFGHIJKLMNOPQRSTUVW XYZ!&? abcdefghijklmnopqrstuvwxyz 0123456789

Georgia

ABCDEFGHIJKLMNOPQRSTUVW XYZ!&? abcdefghijklmnopqrstuvwxyz 0123456789

Futura

ABCDEFGHIJKLMNOPQRSTUVW XYZ!&? abcdefghijklmnopqrstuvwxyz 0123456789

Arial

ABCDEFGHIJKLMNOPQRSTUVW XYZ!&? abcdefghijklmnopqrstuvwxyz 0123456789

Email Signatures

Email signatures should use the Arial font and be set as "text only" and should not include HTML or other graphics.

Name: 9 point
Arial Regular

Title: 9 point
Arial Bold

Terry Meisenbach
Communications & Marketing Leader, eXtension Initiative

Contact info:
9 point
Arial Regular

26600 Avenida Quintana, Cathedral City CA 92234
T 760.318.0276 • F 760.318.2942 • C 760.641.9354
Terry.Meisenbach@eXtension.org • www.eXtension.org

Users of the Be Grow Create eXtension Icon should follow all the guidelines in this document including standards for logo color, area of isolation, and its minimum size requirements.

Be Grow Create eXtension Icon

The Be Grow Create eXtension icon was created for recruiting content contributors within the land-grant university system, sponsors and partners. This icon should never be used on any eXternal marketing materials to the general public and should follow all the guidelines in this document.

Please request permission by the eXtension Communications & Marketing Leader before using this icon.