

# Tool Kit

- Logos
  - Variety of file formats
  - 4-color and grayscale
  - Umbrella logo (district level)
  - County logo
  - UW-Extension logo
  - 4-H logo
  
- Standards for use
  - Logo usage standards
  - Colors, fonts, styles
  - Tips sheet

*Your county  
extension office*



*Your county  
extension office*



<b>Ag/NatRes</b> <b>PMS 128</b> 0 11, 65, 0	<b>CNRED</b> <b>PMS 187</b> 0, 100, 79, 20	<b>Family Lvng</b> <b>PMS 293</b> 100, 57, 0, 2	<b>4H/Youth</b> <b>PMS 347</b> 100, 0, 86, 3
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**RGB (Red/Green/Blue) numbers**

ANRE 244 – 219 – 96

CNRED 175 – 30 – 45

Family Living 0 – 81 – 186

4-H Youth 0 – 158 – 96

# UW-Extension Cooperative Extension Brand standards and usage

## Logo standards

The current UW-Extension Cooperative Extension logo was introduced in fall of 2009 to the Western District. Consistent usage of the logo is important to position the brand for a successful future.

It is preferable to show the UW-Extension Cooperative Extension logo in full color, but grayscale will be needed in certain instances and is an acceptable alternative format.

## Tagline

The tagline “Your county extension office” has been developed to provide simplicity and clarity. It connects to the local county as a memorable, positive identity. It is graphically displayed in both the district- and county-level logos and should be shown as such.

## Color system

The UW-Extension Cooperative Extension color palette consists of four colors, signifying the four program areas within Cooperative Extension. These colors tie directly into the UW-Extension color palette and aid in building brand recognition.

## Fonts

Arial and Garamond fonts are suggested for use on all materials and communications. These fonts can be used on either Mac or Windows machines.

## Logo shape and size

Never stretch or condense the logo. Never modify or replace the logo images. Scaling should be done proportionately. The logo should be no smaller than 1” in width.

## Disclaimer

The following disclaimer should appear in program-area promotional materials:

An EEO/AA employer, University of Wisconsin-Extension provides equal opportunity in employment and programming, including Title IX and ADA.

Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the [program coordinator] or [office giving program].

Requests for reasonable accommodations for disabilities for limitations should be made prior to the date of the program or activity for which it is needed. Please do so as early as possible prior to the program or activity so that proper arrangements can be made. Requests are kept confidential.







District level



County level

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- Agriculture & Natural Resources – **PMS128 yellow**
- Community, Natural Resource & Economic Development (CNRED) – **PMS187 red**
- Family Living & Nutrition Education – **PMS293 blue**
- 4-H Youth Development – **PMS347 green**

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Arial regular  
*Arial italic*  
**Arial bold**  
***Arial bold italic***

Garamond regular  
*Garamond italic*  
**Garamond bold**  
***Garamond bold italic***



Logo shown is 1” minimum size