A QUICK GUIDE TO THE
UF/IFAS EXTENSION BRAND

UF | IFAS Extension
UNIVERSITY of FLORIDA

1.

UF/IFAS Extension's branding initiative is designed to market UF/IFAS Extension throughout the state and to support all the great work our faculty and staff does every day. Building a unified image requires commitment—people need to be exposed to consistent messages over time so that they develop a clear understanding of who we are and what we stand for, and that requires a consistent identity and presence.

Having a consistent identity and unified presence will make the UF/IFAS Extension brand strong and recognizable. It will link us to our greatest strength, the University of Florida, and we can easily leverage this connection to communicate important messages about our organization.

In this guide, you'll learn about the UF/IFAS Extension wordmark and identity standards, including how to say our name and how to use the logo. You'll also learn how you can help to market UF/IFAS Extension.

It is important that all members of the UF/IFAS family understand their role in living out the brand. There is great power when many share a consistent voice, **so each UF/IFAS faculty and staff member is critical to communicating and marketing our brand.**

2. UF/IFAS Extension Brand Basics

Key Messages to Communicate

- UF/IFAS Extension provides practical education you can trust, to help people, businesses and communities solve problems, develop skills and build a better future.
- When you use UF/IFAS Extension, you can be confident that experts have reviewed and developed educational programs to ensure that you receive the best information for your needs.
- UF/IFAS Extension employees and volunteers work hard at improving the quality of life for our neighbors and communities. We provide solutions to everyday problems.

How We Want to Present Ourselves

- UF/IFAS Extension is a **trusted friend** whom **clients can turn to for support** when they need **reliable information and advice.**
- UF/IFAS Extension is **friendly, caring, trusted, committed, approachable, down to earth, practical, informed, and knowledgeable.**
- We are **relaxed** and **friendly** but also **knowledgeable and informative**. We use **everyday language** that everyone will understand.

Applying the Brand

1. Introduce yourself: *"Hi, my name is [_____], and I work for UF/IFAS Extension."*

2. Deliver your message: *"We provide practical education you can trust, to help people, businesses and communities solve problems, develop skills and build a better future."*

3. Payoff with our slogan: *"The Science of Better Living."*

4. Emphasize solutions and say it with gusto.

3. UF/IFAS Extension: What's in a Name?

The name for our organization is UF/IFAS Extension. Names like Florida Cooperative Extension Service, County Extension Service, etc., should no longer be used. Use the following structure to identify UF/IFAS Extension offices:

UF/IFAS Extension [insert county name]

For example: *UF/IFAS Extension Broward County*

UF/IFAS Extension's Logo

According to University of Florida regulations, the UF/IFAS Extension logo *must appear* on any UF/IFAS Extension publication, website, etc. We are close partners with county government, and the UF/IFAS Extension logo can be used with a county logo; however, it cannot appear larger than the UF/IFAS Extension logo.

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Maintaining the integrity of the UF/IFAS Extension logo is important. It must be presented in a clear, consistent and effective manner. Always use original digital art. The logo cannot be redrawn, re-proportioned or modified in any way.

Using UF/IFAS Extension Logo with a County Logo

The UF/IFAS Extension logo *must always* be used when a logo for a county is used. In these instances, the UF/IFAS Extension logo *must be* placed *above* or to the *left* of the county's logo. When used in this way, the UF/IFAS Extension logo and the county logo show a partnership between UF/IFAS and the county.

UF | IFAS Extension
UNIVERSITY of FLORIDA   **Pinellas County**

Where Can I Download the UF/IFAS Logos?

The logo is available on the UF/IFAS Communications website at **http://branding.ifas.ufl.edu/logos/**. It is available in .eps, .png or .tiff format. If you need another format, contact UF/IFAS Communications at (352) 392-2411.

10 Ways You Can Market UF/IFAS Extension

1. Introduce yourself as a part of UF/IFAS Extension and include your county name—For example, "Hi, my name is John Smith, and I work for UF/IFAS Extension Orange County."

2. Wear your name tag and a UF/IFAS Extension shirt whenever you are leading a workshop or field day, helping the public, or representing UF/IFAS Extension.

3. Be consistent. When you answer the phone, say, "Good afternoon. Thank you for calling UF/IFAS Extension _____ County."

4. Make sure your email signature contains the UF/IFAS Extension logo, your county logo, and identify yourself as an employee of UF/IFAS Extension.

5. Use the UF/IFAS Extension logo on everything you distribute and share with both internal and external clients.

6. Make sure your website is up to date with current content and the proper logos, headers, and footers.

7. Communicate with state and local funders about the impacts your programs make.

8. Promote your programs in different ways (use flyers, brochures, social media, press releases, etc.)

9. Follow the brand guidelines. Use the UF/IFAS Extension name and logo correctly. Having a consistent, unified presence will allow our brand to be strong and recognizable.

10. Remember to use UF/IFAS Communications' services (We can help you promote your programs and follow the branding guidelines. Submit project requests through Workfront at **https://ufifas.my.workfront.com** (login with your Gatorlink credentials).

Stationery System
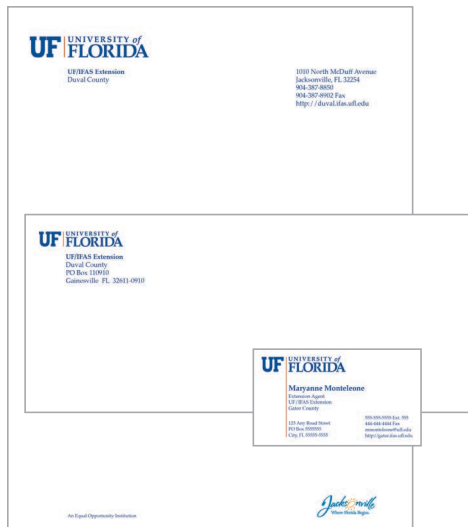
A letterhead Word template is available at: **http://branding.ifas.ufl.edu/media/brandingifasufledu/UF_Letterhead.dotx.zip**

Only the UF logo can be used on letterhead, envelopes, and business cards. Do not use any of the UF/IFAS logos on these items.
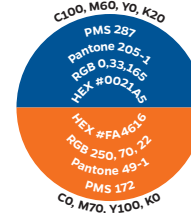
Personal information, such as names and personal email addresses, should not appear at the top of the letterhead with unit contact information.

Special printing prices for letterhead, business cards and envelopes can be found at **http://branding.ifas.ufl.edu/stationery-and-forms/**.

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Other Things to Know

Primary Color Palette

C100, M60, Y0, K20
PMS 287
Pantone 205-1
RGB 0,33,165
HEX #0021A5

HEX #FA4616
RGB 250,70,22
Pantone 49-1
PMS 172
C0, M70, Y100, K0

Clear Zones

The logo must be surrounded on all sides by clear space (grey area). The clear space should be no less than one-half the height of the "UF" monogram. Do not print graphics, rules, typography, or other elements in this area.

x = Height of the UF Monogram   ½ x
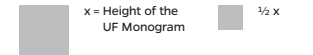
MINIMUM SIZE 1.5 INCHES

Logo Size

For the greatest impact and readability, a minimum logo size has been established for each UF/IFAS logo.

The size of the UF/IFAS logo should not be less than **one inch** in length, and proportions should not be altered.

The UF/IFAS CALS, UF/IFAS Extension, and UF/IFAS Research logo size should not be less than **one and half inches** in length, and the proportions should not be altered.

Promoting UF/IFAS in Your Email Signature

Another way you can help to introduce yourself and promote UF/IFAS is by correctly using the UF/IFAS logo in your email signature and including the short equal employment opportunity (EEO) statement (It is optional to use the EEO statement in your signature.). In general, an email signature should be set up as shown to the right:

Name
Title
UF/IFAS Extension _____ County
Address
City, State Zip
Phone number | Fax number
sfyl.ufl.edu.county

An Equal Opportunity Institution

For More Information

If you have any questions about this "Quick Guide" or want to learn more, contact UF/IFAS Communications at 352-392-2411. Also, consult the UF/IFAS Branding portal and the UF/IFAS Branding Guide for more information: **http://branding.ifas.ufl.edu/brand-guidelines/**.

Submit communications project requests through Workfront at **https://ufifas.my.workfront.com** (login with your Gatorlink credentials).