MU Extension Communications and Marketing has put together this guide to help you correctly use the MU Extension logo, signatures, colors and typography to further our branding efforts and follow best practices of visual identity.

If you have questions, please contact or refer to the following units for help.

**MARKETING**
Laura Lindsey, 573-884-2394, lindseylau@missouri.edu

**COMMUNICATIONS**
Karin Burgess, 573-882-3967, burgessk@missouri.edu

**LICENSENG & TRADEMARKS**
MU Office of Licensing & Trademarks, 573-882-7256, licensing@missouri.edu

**EDITORIAL STYLE GUIDES**
In strategic communications and publications, MU Extension follows AP style (Associated Press Stylebook). AP style is superceded by MU editorial style, which is superceded by MU Extension's house style.

**MU Extension editorial style guide:**
http://extension.missouri.edu/staff/communications/style.aspx

**MU editorial style guide:**
https://identity.missouri.edu/editorial/a-z/index.php

**Associated Press Stylebook:**
https://www.apstylebook.com/missouri/
CONTENTS

1. The MU Extension Identity ................................. 4
   1.1 Program Branding .................................. 5
   1.2 The MU Extension Signature ..................... 6
   1.3 Office of Extension and Engagement Identity .... 7
   1.4 MU Extension Signature Use ....................... 8
   1.5 Incorrect Signature Use ............................ 10
   1.6 Co-Branding and Sponsors ......................... 11

2. Unit Signatures ............................................. 12
   2.1 Unit Signatures ..................................... 13

3. Signatures for Academic Programs ...................... 18

4. Colors and Typography .................................... 19
   4.1 Official MU Extension Colors ....................... 20
   4.2 Secondary Color Palette ............................ 21
   4.3 Typography in Print ................................ 22
   4.4 Typography Guidelines for Print ................... 23
   4.5 Typography for the Web ............................. 24

5. Stationery System .......................................... 25
   5.1 Business Cards ...................................... 26
   5.2 Letterhead ........................................... 27
   5.3 Envelopes ............................................. 28
   5.4 Return Address Labels ............................... 29

6. Print-on-Demand System .................................. 30

7. Other Graphic Identity Applications ................... 31
   7.1 Official Indicia ....................................... 32
   7.2 Fliers, Handouts and Presentations ............... 34
   7.3 Signs ................................................... 35
   7.4 Promotional Items .................................... 36
   7.5 Apparel ............................................... 37
   7.6 Social Media ......................................... 38
   7.7 Email Signatures ..................................... 39
1. THE MU EXTENSION IDENTITY

WE ARE THE UNIVERSITY OF MISSOURI’S CLASSROOM THROUGHOUT THE STATE

For more than 100 years, University of Missouri Extension has proudly carried out the University of Missouri’s land-grant mission — translating university research into practical solutions for everyday life for Missourians.

A key element in helping us achieve this effort is how our customers perceive MU Extension. This is our brand — the promise of what MU Extension can do for them and a visual reminder of their experiences with us.

Because of this perception, it is crucial to follow best practices of visual identity. This guide will help you use the MU Extension logo and authorized MU Extension signatures to further our branding efforts.
1.1 PROGRAM BRANDING

SHOULD MY PROGRAM BE BRANDED?

Many people have the misconception that they need a logo or graphic mark to identify their particular extension program and create awareness and recognition.

However, our single-most strength — from which our brand awareness emanates — is that we extend knowledge from the University of Missouri to the people.

Our MU Extension logo conveys that extension is a vital part of the University of Missouri. This is our brand identity — how we want the public to perceive extension.

Brand image is the actual perception of extension — it’s what people experience and believe about MU Extension.

It is crucial for the university that MU Extension is viewed as a trusted resource. We compete with many resources that loudly clamor for attention of our customers — some are reliable; but few are based on university research.

When we consistently present a unified visual identity, it increases recognition and recall by the public.

The identity system in this guide will help ensure that MU Extension's diverse program offerings have visual consistency — increasing brand recognition and decreasing product-line confusion.
1.2 THE MU EXTENSION SIGNATURE

IS IT A LOGO OR A SIGNATURE?

The University of Missouri Extension logo is actually called a “signature.” It is comprised of the MU logo — the letters MU vertically stacked to form a stylized horizontal shield — accompanied by the words Extension, with University of Missouri underneath (called the wordmark).

The stacked MU logo, the MU Extension signature and unit signatures may never be altered, redrawn or distorted in any way.

No other logo or signature can be used to represent MU Extension. This signature is part of a coordinated identity that visually connects MU Extension with the rest of MU. Extension units may not create their own signatures.

The proportional relationship between the stacked MU logo and the wordmark may not be altered. The stacked MU logo must always appear to the left or centered above the wordmark. It may not appear to the right or centered below the wordmark.

Download from Box: https://missouri.box.com/s/psapechudrumlovxfzixr4r8tbdag284
1.3 OFFICE OF EXTENSION AND ENGAGEMENT IDENTITY

When used properly, logos and signatures convey meaning to readers. When used indiscriminately, they can bring confusion.

MU Extension signature
MU Extension has a very distinct land-grant university mission — to bring the resources of the university to the people. Our product is the extension of resources and knowledge — University of Missouri Extension. This branding ties to the national cooperative extension program. When talking about MU Extension programming and the organization, always use the MU Extension signature.

MU Extension and Engagement signature
We extend the university’s knowledge and resources through “extension” and “engagement” efforts. This is the formal name of our vice chancellor’s office: University of Missouri Extension and Engagement. Our vice chancellor is the Vice Chancellor for Extension and Engagement. The word “engagement” is a crucial component of how we engage the people with the university. However, it has more meaning to our internal university and extension audiences than it does for the general public. It does not carry the strong visual impact and quick ID of the MU Extension signature.

When to use each signature
• Use the Office of Extension and Engagement signature for communication from the vice chancellor, associate vice chancellor and assistant vice chancellors, as well as messages from their offices. It is appropriate to use this for internal university communications.

• Use the MU Extension signature in all external programming and organizational messaging.
1.4 MU EXTENSION SIGNATURE USE

Color variations

When the MU Extension signature is placed on a black or dark-colored background, the wordmark should be white. When the signature is placed on a field of MU Gold (see section 4.1, page 20), the wordmark should be black. The stacked MU logo must always have a white outline when the signature is placed on a background other than white.

When the MU Extension signature must be printed in one color, it must be black and follow the same guidelines, using the Black only version of the stacked MU logo.

MU EXTENSION SIGNATURE COLOR VARIATIONS

2- or 4-color

Extension
University of Missouri

Extension
University of Missouri

Extension
University of Missouri

Extension
University of Missouri

Black only
1.4 MU EXTENSION SIGNATURE USE

Clear space
Maintain a clear space equal to one-third of the width of the stacked MU logo around the entire extension signature. Other design elements, such as text or illustrations, should be placed outside the designated clear space. In addition, page trims and fold lines may not fall within the clear zone.

Minimum size
The minimum size requirement for the stacked MU logo (0.1875" wide) must always be preserved. The minimum width of the horizontal extension signature is 0.9383” in print or 68 pixels on the web. The minimum width of the vertical signature is 0.6944” in print or 50 pixels on the web.

Publications
Official MU Extension publications, manuals, fact sheets and curricula are required to display the official MU Extension indicia. Refer to section 7.1 (page 32) for more information.
1.5 INCORRECT SIGNATURE USE

Always use original MU Extension unit signatures obtained from MU Extension Communications and Marketing.

Avoid signature misuse
• Signatures must have a clear zone area equal to one-third of the width of the stacked MU logo to allow maximum legibility.
• Do not alter the placement or size of the stacked MU in relation to the wordmark.
• Do not replace or recreate any elements of a signature. Do not combine the signature with other text or artwork.

EXAMPLES OF INCORRECT SIGNATURE USES

- Do not alter the size or placement of signature units.
- Do not replace or alter the font in the wordmark.
- Do not tilt or rotate the signature.
- Do not alter the wordmark.
- Do not create your own unit signature.
- Do not add graphic elements or effects.
- Do not stretch or distort the signature and logo.
- Do not alter approved logo and signature colors.
1.6 CO-BRANDING AND SPONSORS

Multiple logos clustered together confuse readers. University of Missouri policy prohibits combining the stacked MU logo with other logos. Where multiple units require recognition, the MU Extension signature should be used as the logo, and individual units should be recognized in text elsewhere on the piece. Always maintain appropriate clear space around the MU logo and signature.

Event sponsors
Recognize sponsors by name, not by logo, in printed materials and online.

Advertisements
An exception to the policy prohibiting multiple logos may be granted for advertisements. For example, MU Extension, or a unit within MU Extension, may be one of several sponsors of an external event. An advertisement for the event may include logos for all sponsors. Always respect guidelines regarding clear space and minimum size (see section 1.4) when using MU logos and signatures in advertisements.

Contact MU Extension Communications and Marketing with questions or to request an MU Extension signature treatment for co-branding or advertisements, 573-882-3967.

INCORRECT USE OF MULTIPLE EXTENSION UNIT SIGNATURES

CORRECT USE OF ONE MU EXTENSION SIGNATURE, WITH TEXT IDENTIFYING PARTNERING UNITS
2 UNIT SIGNATURES

CONSISTENCY IS KEY

All MU Extension programs, centers, institutes and other units must use an approved unit signature as their logo. **Extension units may not create new logos.**

**Extension academic program development units do not require their own visual identification.** Academic program development unit names are internal programming designations, and are not seen by the public as separate, marketable entities.

An additional layer of brand identity dilutes the overall branding effort for the University of Missouri.

Units may use the horizontal and vertical versions of their signatures interchangeably.

Unit signatures have a carefully defined relationship among the logo, the unit and division names, and the university wordmark. For this reason, do not attempt to recreate any part of a unit signature.

The guidelines regarding color variations, clear space and minimum size of the MU signature also apply to unit signatures (see section 1.4, page 9).

To obtain a unit signature, contact MU Extension Communications and Marketing, 573-882-3967, or download from Box: [https://missouri.box.com/s/9ivh3ksdf4wnl7to0du5ejnybfsv7iz](https://missouri.box.com/s/9ivh3ksdf4wnl7to0du5ejnybfsv7iz).
2.1 UNIT SIGNATURES

Law Enforcement Training Institute
University of Missouri Extension

Fire and Rescue Training Institute
University of Missouri Extension

Nursing Outreach
University of Missouri Extension

Continuing Medical Education and Physician Lifelong Learning
University of Missouri Extension
2.1 UNIT SIGNATURES

Labor Education Program
University of Missouri Extension

Missouri Training Institute
University of Missouri Extension

Conference Office
University of Missouri Extension

Plant Diagnostic Clinic
University of Missouri Extension
2.1 UNIT SIGNATURES

Soil and Plant Testing Laboratory
University of Missouri Extension

Veterinary Medical Education and Continuing Education
University of Missouri Extension

Commercial Agriculture Program
University of Missouri Extension
2.1 UNIT SIGNATURES

Sustainable Agriculture Research and Education
University of Missouri Extension

Center for Applied Research and Engagement Systems
University of Missouri Extension

CARES
Center for Applied Research and Engagement Systems
University of Missouri Extension

Family Impact Center
University of Missouri Extension
2.1 UNIT SIGNATURES

AUTHORIZED EXCEPTIONS

Given the special relationship between Cooperative Extension nationally and the national 4-H program, MU Licensing and Branding has granted permission for use of the 4-H Clover logo with the University of Missouri Extension wordmark.

The Business Development Program and Osher Lifelong Learning Institute have contractual branding requirements for their cooperating programs and do not use MU or MU Extension logos or signatures. They will continue to follow their current branding practices while respecting and following the University of Missouri and MU Extension brand standards.
3. SIGNATURES FOR ACADEMIC PROGRAMS

Our strength — from which our brand awareness emanates — is that we extend knowledge from the University of Missouri to the people.

As referenced in section 2 (page 12) of this guide, extension academic program development units do not require their own visual identification. Academic program development unit names, such as Agriculture and Natural Resources, are internal programming designations, and are not seen by the public as separate, marketable entities.

An additional layer of brand identity would dilute the overall branding effort for University of Missouri Extension.
4.0 COLORS AND TYPOGRAPHY

AT MU EXTENSION, WE SHOW OUR TRUE COLORS.

Colors and typography are important components of our visual identity.

MU Extension follows the colors and typography standards set by the campus. This helps solidify our connection to the University of Missouri brand.

When combined with the official logo, Mizzou typefaces and other graphic elements, MU Extension’s official colors help to create an instantly recognizable graphic identity, conveying the style and imagery of the University of Missouri.
4.1 OFFICIAL MU EXTENSION COLORS

The official colors, black and MU Gold, can be printed or approximated in several ways, depending on the medium.

Color consistency is a very important aspect of maintaining MU Extension’s graphic identity. In many cases, colors reproduce differently on coated and uncoated papers. On uncoated paper, the Pantone® version of MU Gold (124) often looks muddy and orange, so PMS 7406 should be used as a substitute.

Please consult your print vendor and/or MU Extension Communications and Marketing for advice related to matching MU Gold on specific projects.

Metallic gold

In certain instances when a more formal feel is preferred and budget allows, the use of metallic ink may be appropriate. Pantone® 10123C (a premium metallic) is preferred, but 871C is acceptable when 10123C is unavailable. When using metallic foils, select the closest available match to MU Gold.

Note to designers and printers:
The recommended CMYK, RGB and HEX values for MU Gold vary from those recommended by Pantone®. Many software programs (including Adobe Creative Suite) use Pantone’s color specifications, so it is necessary to create these formulas within a document rather than relying upon the program’s built-in conversion from spot color to process color.
4.2 SECONDARY COLOR PALETTE

Black and gold are an integral part of the university’s brand. Mizzou is black and gold. At the same time, marketing communications can be made more effective and compelling with an expanded palette of supporting colors.

Our secondary palette is designed to complement Mizzou black and gold and allow them to stand out, while providing flexibility in design layouts. Supporting colors should be used as accents. Tints of each may be used when necessary to extend the number of colors, for example, in charts, graphs and diagrams.

Keep the following guidelines in mind when using the secondary color palette:

• All pieces should include black and gold as the predominant colors.

• Our secondary colors provide variability, but please exercise restraint. Limit the number of secondary colors used in a single piece so they do not create an environment in which MU is not recognizable.

• Be mindful of color combinations that represent other universities.

Note to designers and printers: The recommended CMYK, RGB and HEX values for these colors vary from those recommended by Pantone®. Many software programs (including Adobe Creative Suite) use Pantone’s color specifications, so it is necessary to create these formulas within a document rather than relying upon the program’s built-in conversion from spot color to process color.
4.3 TYPOGRAPHY IN PRINT

Following MU guidelines, the official MU Extension typefaces are Graphik and Clarendon — two typefaces that are stylistically different, but work well together to deliver our messages effectively. Consistent, organization-wide use of these typefaces strengthens the MU brand and promotes unity in messaging.

Extension designers should use Graphik and Clarendon in print communications that promote extension organization-wide. See section 4.5 (page 24) for guidelines for typography on the web.

GRAPHIK CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

CLARENDON URW LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901

CLARENDON URW REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901

CLARENDON URW MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901

For information on how to purchase the fonts, please email identity@missouri.edu with your request.
4.4 TYPOGRAPHY GUIDELINES FOR PRINT

SECONDARY TYPEFACE

Gotham remains a secondary typeface. This font is to be used to support the primary typefaces (Graphik and Clarendon) where body copy is more than 100 words.

GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Refer to this table for more specific applications of the three typefaces.

<table>
<thead>
<tr>
<th>GRAPHIK</th>
<th>DON'T use Graphik for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>USE Graphik for:</td>
<td></td>
</tr>
<tr>
<td>Statements</td>
<td></td>
</tr>
<tr>
<td>Headers</td>
<td></td>
</tr>
<tr>
<td>Billboards</td>
<td></td>
</tr>
<tr>
<td>Main message</td>
<td></td>
</tr>
<tr>
<td>Body copy</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CLARENDON</th>
<th>DON'T use Clarendon for:</th>
<th><strong>Clarendon Light for body copy</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>USE Clarendon for:</td>
<td></td>
<td>When a serif font is necessary,</td>
</tr>
<tr>
<td>Opening and/or short</td>
<td>*Body copy more than 100 words</td>
<td>use Clarendon Light</td>
</tr>
<tr>
<td>paragraphs (50 to 100</td>
<td>*Body copy that extends multiple</td>
<td></td>
</tr>
<tr>
<td>words)</td>
<td>pages (booklets, pamphlets,</td>
<td></td>
</tr>
<tr>
<td>Supporting headlines and copy</td>
<td>etc.)</td>
<td></td>
</tr>
<tr>
<td>Callouts</td>
<td></td>
<td>following these parameters:</td>
</tr>
<tr>
<td>Text near or overtop</td>
<td></td>
<td>9-point size, 13-point leading</td>
</tr>
<tr>
<td>Graphik</td>
<td></td>
<td>(or larger)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GOTHAM</th>
<th>DON'T use Gotham for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>USE Gotham for:</td>
<td></td>
</tr>
<tr>
<td>Body copy more than 100</td>
<td>Graphik Condensed Black</td>
</tr>
<tr>
<td>words</td>
<td></td>
</tr>
</tbody>
</table>

NOTE:
If you are not able to purchase the fonts to use in print or in Powerpoint, the following font substitutions will approximate the same look.

<table>
<thead>
<tr>
<th>Substitute for Graphik:</th>
<th>Substitute for Clarendon:</th>
<th>Substitute for Gotham:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Franklin Gothic Condensed</td>
<td>Bookman Old Style</td>
<td>Century Gothic</td>
</tr>
</tbody>
</table>
4.5 TYPOGRAPHY FOR THE WEB

WEB TYPEFACES

Websites are to use the primary typefaces Graphik and Clarendon. A secondary typeface, Open Sans, is to be used for body copy and navigation. Graphik and Clarendon are available for all websites on the missouri.edu domain. Please contact MU Division of Information Technology (doit.missouri.edu) with any questions regarding the use of these fonts on your website.

GRAPHIK

**USE Graphik for:**
- Banners

CLARENDON

**USE Clarendon for:**
- Banner copy
- Body copy headlines
- Pull quotes

OPEN SANS

**USE Open Sans for:**
- Body copy
- Navigation elements

OPEN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901
5  STATIONERY SYSTEM

PART OF A COORDINATED VISUAL IDENTITY

Stationery and business cards are some of the most widely used pieces of our graphic identity system. They provide a chance to communicate the Mizzou brand to our diverse audiences.

MU Extension stationery should be used by all units focused on bringing knowledge from the university to the people — including offices, programs, institutes and centers. Using properly branded stationery empowers all extension units to speak with a unified voice and helps our audiences to quickly recognize official communications.

Official stationery templates have been provided to University of Missouri Print and Mail Services — they are the only authorized supplier of MU Extension stationery items. No entity may alter those templates or create their own. Users can order stationery at ps.missouri.edu.
5.1 BUSINESS CARDS

Business cards are part of the MU Extension visual identity package. The design of the card indicates at a glance that the holder is affiliated with MU Extension.

- Cards are available in single-sided and double-sided formats. The double-sided format is appropriate for special cases in which faculty and staff members serve dual roles for extension or support for third-party programming (must be approved).

- Text is printed in black ink only.

- The person’s title indicates his or her relationship to MU Extension.

- The minimum recommendation is to include a phone number, email address and website URL.

- No additional logos (including social media icons) may be added to business cards. Because of prior, long-term relationships with their nationally branded programs, 4-H and Business Development Programs are the exceptions to this rule.

Students

Students employed by or associated in an official capacity with an extension unit may use official university business cards. A staff member from the sponsoring extension unit must approve and place the order. Contact MU Print and Mail Services at 573-882-7801.
5.2 LETTERHEAD

MU Extension letterhead is available in print and electronic form. It is part of a coordinated visual identity and should be used by all MU Extension units, including offices, programs, institutes and centers.

Guidelines

• No additional logos (including social media icons) may be added to letterhead.

• **It is university policy that personalized letterhead will not be printed.** The policy minimizes waste and prevents redundancy; letterhead is automatically personalized with the sender’s signature. Memo pads may be ordered from MU Print and Mail Services.

• The preferred font for body copy is Janson, set in 10 or 11 point size. When Janson is unavailable, Palatino or Times New Roman are acceptable options.

• Units may choose how much contact information to include. The minimum recommendation is to include a phone number, email address and website URL. Contact information is limited to seven lines.

• Preprinted text is printed in black ink only.

A Microsoft Word® template, containing the appropriate formatting requirements for MU Extension letterhead, is available for download at http://extension.missouri.edu/staff/communications/templates.aspx#gsc.tab=0.
5.3 ENVELOPES

Envelopes for official correspondence are available in multiple sizes from MU Print and Mail Services.

- Custom envelopes may be designed for marketing communications and special events as long as the graphic identity standards in this guide are upheld.

- Text on envelopes is printed in black ink only.

Contact MU Printing Services at 573-882-7801 with questions or requests for special sizes.

Available sizes and variations

- No. 10 envelope
  - Black and white; black and gold
  - Return Service Requested
  - Window

- No. 9 business reply envelope

- 12x9 Booklet Envelope
5.4 RETURN ADDRESS LABELS

The MU Extension signature may be used with a return address as long as the requirements regarding minimum size and clear space are upheld (see section 1.4).

Guidelines

- Always use the original unit signature.

- Whenever possible, an official MU typeface (either Janson or Gotham; see section 4.3) should be used for the return address. Use of italic type is discouraged.

- Unit signatures may be used as part of a return address, but the rest of the text must be kept separate. Always maintain appropriate clear space around a signature (see section 1.4).

- Typeset text should not appear larger than the wordmark.

- It is also acceptable to typeset the entire name and address block.

- All text should appear to the right of the stacked MU logo. No lines of text should appear underneath the logo.

- Follow U.S. Postal Service regulations when determining overall size and placement of a return address.

Need help or advice?
Contact MU Extension Communications and Marketing or MU Print and Mail Services, 573-882-7801.

EXAMPLE RETURN ADDRESS SETUPS

<table>
<thead>
<tr>
<th>Unit Name</th>
<th>Address 1</th>
<th>Address 2</th>
<th>City, State, ZIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extension</td>
<td>University of Missouri</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unit Name</th>
<th>Address 1</th>
<th>Address 2</th>
<th>City, State, ZIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extension</td>
<td>University of Missouri</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
6. PRINT-ON-DEMAND SYSTEM

MU Extension has partnered with Office Depot to provide a new online ordering system for printing needs, promotional products and apparel. Available soon on the MU Extension website, this print-on-demand ordering system will let you order the amount you need and have it delivered directly to your location.

Each county office and campus program administrator has received an Office Depot Store Purchasing Card to ensure that you will get MU Extension’s low contract rates.

Office Depot print services include consultation, production and shipping to any location:

- Document printing and finishing
- Large format printing (posters, banners)
- Marketing materials
- Promotional items and apparel
- Checks and forms
- Custom curricula (course packs)
- Labels, stickers, stamps
- Name badges and plates
- Invitations and announcements
- Postcards
- Kits and fulfillment

For more information see the MU Extension Way website:

http://MUExtensionWay.missouri.edu

or call the dedicated MU Extension client services team at 276-466-7579; Shannon Marshall, shannon.marshall@officedepot.com.

NOTE:

University of Missouri Print and Mail Services are the only authorized printer for MU Extension business cards, letterhead and envelopes:

http://ps.missouri.edu/onlineProducts/stationery/
WE COMMUNICATE WHO WE ARE THROUGH MORE THAN JUST PAPER AND THE WEB

Everything we produce says something about MU Extension, from banners to bags, publications to PowerPoint presentations, signs to social media pages. Beyond disseminating information, these applications also contribute to MU Extension’s institutional image.

By unifying all of our materials under an immediately recognizable and consistent graphic identity system, we communicate more effectively, both internally and externally.
7.1 OFFICIAL INDICIA

The MU Extension indicia is our official sign or mark that identifies origination and ownership of a publication. It combines our logo with statements of extension's creation, cooperation and EEO policy. It is required on all MU Extension publications — guides, manuals, fact sheets and curricula.

FULL INDICIA

Issued in furtherance of the Cooperative Extension Work Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Director, Cooperative Extension, University of Missouri, Columbia, MO 65211 • MU Extension provides equal opportunity to all participants in extension programs and activities and for all employees and applicants for employment on the basis of their demonstrated ability and competence without discrimination on the basis of race, color, national origin, ancestry, religion, sex, sexual orientation, gender identity, gender expression, age, genetic information, disability or protected veteran status. • 573-882-7216 • extension.missouri.edu

ABBREVIATED INDICIA

Issued in furtherance of the Cooperative Extension Work Acts of May 8 and June 30, 1914, in cooperation with the United States Department of Agriculture. Director, Cooperative Extension, University of Missouri, Columbia, MO 65211 • an equal opportunity/ADA institution • 573-882-7216 • extension.missouri.edu

The full indicia should appear on the bottom back cover of a publication, manual or curriculum. If a publication does not have a back cover — for example, if it is in a binder — the indicia should appear at the bottom of the title page or credits and acknowledgments page.

The abbreviated indicia should be used where space is limited and the full indicia will not fit. It can be used on the bottom back cover of a publication.
7.1 OFFICIAL INDICIA

SIGNATURE WITH EEO/ADA STATEMENT

The signature with the EEO/ADA statement should be used where space is limited and neither the full nor abbreviated indicia will fit, i.e., brochures, posters, fliers, PowerPoint slides, etc. It is appropriate for marketing and promotional materials. Do not construct your own indicias.

**NOTE:** The MU Extension signature that is used on the cover or first page of a publication or promotional piece should NOT have the EEO/ADA statement.

The signature that appears at the end of a publication or promotional piece, should have the EEO/ADA statement.

For official indicia files, contact MU Extension Communications and Marketing, 573-882-3967, or download from the Box account: https://missouri.box.com/s/za9p6303e3edv48advyl4mvvifxxgth.

SIGNATURES WITH EEO/ADA STATEMENT

![Extension University of Missouri](image)

an equal opportunity/ADA institution

![Extension University of Missouri](image)

an equal opportunity/ADA institution
Templates promoting specific programs and activities may be downloaded for use by county, campus and system offices. These templates reflect the new identity guidelines. [http://extension.missouri.edu/staff/communications/templates.aspx](http://extension.missouri.edu/staff/communications/templates.aspx)

**Event templates and kits**
Kits include fliers, signage, handouts and PowerPoints. Each design can be downloaded as individual pieces or as a full set.

**Research poster templates**
Templates for research posters are designed in accordance with University of Missouri Extension’s graphic standards and may be downloaded and used by county, campus and system offices.

**MU Extension templates**
Customizable templates designed to meet University of Missouri Extension’s graphic standards may be downloaded for use by county, campus and system offices.
7.3 MU EXTENSION COUNTY SIGNS

COUNTY IDENTIFICATION SIGNS

MU Extension county center signs are part of a coordinated identity that visually connects MU Extension in all Missouri counties with the rest of MU.

**These signs have been created to show county identity in signage only.** Each county extension center can find its own set of signs available for download on the MU Box website: [https://missouri.box.com/s/0sqfl1kqde8qfypkpdfwmm8ojizod0w](https://missouri.box.com/s/0sqfl1kqde8qfypkpdfwmm8ojizod0w). The file type is EPS (encapsulated post script), which you may not be able to view. However, this is the type of file your sign shop will need.

For help with signs, please call MU Extension Communications and Marketing, 573-882-3967.

EXAMPLE OF COUNTY EXTENSION CENTER SIGN HORIZONTAL

![Extension Cape Girardeau County University of Missouri](image)

EXAMPLE OF COUNTY EXTENSION CENTER SIGN VERTICAL

![Extension Cape Girardeau County University of Missouri](image)
7.4 PROMOTIONAL ITEMS

The University of Missouri’s Licensing & Trademarks office monitors the use of MU marks, names and logos through a partnership with the Collegiate Licensing Company (CLC). The office manages more than 400 licensed vendors.

Mizzou requires that all individuals, organizations, departments and companies (internal and external) obtain approval from Licensing & Trademarks before producing any product displaying MU trademarks. This includes promotional internal goods produced for use by MU Extension.

Licensing & Trademarks defines promotional internal goods as being “purchased in multi-unit quantities and are used to promote a university department, school or college, retail operation or event. Items may be used as giveaways, sold at fundraisers or intended for the department/organization’s own use (e.g. team shirts).”

The office must approve all activities related to trademarks, licenses and MU-branded merchandise. Only licensed vendors may produce items bearing Mizzou trademarks.

MU Extension partners with Office Depot for many promotional items. They work with Licensing & Trademarks to ensure that university branding standards are followed. Contact Office Depot’s dedicated MU Extension client services team at 276-466-7579; or email Shannon Marshall, shannon.marshall@officedepot.com.
7.5 APPAREL

The University of Missouri Licensing & Trademarks office monitors and regulates the use of University of Missouri logos, marks and signatures on apparel. Please refer to section 7.4, Promotional Items (page 36), for more information.

The Office of Licensing & Trademarks states, “The design of apparel and other promotional and internal goods must be specific to a unit and/or event. This limits commercial appeal and minimizes unfair competition with the retail market. For example, a generic T-shirt with the tiger head spirit mark and the university’s name is readily available in stores, and thus, may not be created as a promotional or internal good. Items with an imprint area that is too small to allow for specificity are an exception, but may be subject to royalties.”

For questions specifically about licensing and apparel, contact Licensing & Trademarks, licensing@missouri.edu or 573-882-7256.

MU Extension partners with Office Depot for apparel. They work with Licensing & Trademarks to ensure that university branding standards are followed. Contact Office Depot’s dedicated MU Extension client services team at 276-466-7579; or email Shannon Marshall, shannon.marshall@officedepot.com.
7.6 SOCIAL MEDIA

The immediacy and participatory nature of social media make them valuable ways to reach our customers. The policies governing use of University of Missouri logos and icons, as well as other copyrighted materials, apply to social media as much as to other communications media.

Just as in print and on university websites, university units may not use unique logos on social media accounts. Remember that MU Extension’s social media page also represents the University of Missouri as a whole.

These guidelines help MU Extension employees use social media in a way that complies with university policy and, ultimately, enhances our communications.

For additional information, read and follow the University of Missouri’s social media policies at http://identity.missouri.edu/social-media/index.php.

For official social media files, contact MU Extension Communications and Marketing, 573-882-3967, or download from the MU Extension website: http://extension.missouri.edu/staff/communications/social_media.aspx#gsc.tab=0

EXAMPLES OF ACCEPTABLE SOCIAL MEDIA PROFILE AND COVER PHOTOS

EXAMPLES OF UNACCEPTABLE SOCIAL MEDIA PROFILE PHOTOS
7.7 EMAIL SIGNATURES

The best email signature is simple and clearly states your name, your relationship with your employer and how you can be contacted. Often, it is the first impression you make with others, so it should be professional.

Tips for email signatures

- Keep it short. The signature is not intended to establish your professional or academic credentials or every position or title you hold.
- Don’t list all of your social media links. Choose one or two of the most used social media — those that best tell the extension story for your program or area.
- Avoid using color backgrounds, patterns and gradient screens. These do not reproduce consistently across all platforms.
- Be careful about giving out personal information. You may not want everyone to have your personal cellphone number.
- You represent extension and the university with your emails — do not promote a personal agenda in your email signature.
- Avoid script and novelty fonts in your title, unit and contact information.
- If you opt to add an image in your signature it should be the MU Extension logo.

Adding the MU Extension logo to your email signature

Download the MU Extension logo named MUExt_logo_email.png from the Box account: https://missouri.box.com/s/mdpbrrkc5ok5ravlkrztj313m5nlv10x

**Outlook for Windows:**

1. Right-click the logo and “Save.”
2. In Outlook, click on “File” then “Options.”
3. Select “Mail” then “Signatures.”
4. Click on the “Insert picture” button, then choose the logo you saved in Step 1.
5. Select “OK.”

**Outlook for Mac:**

1. Right-click the logo and select “Copy…”
2. Go to Outlook in the menu bar at the top, select “Preferences” then “Signatures.”
3. Select the signature and click “Edit.”
4. Add a blank hard return after your last line of text and paste the logo there.
5. “Save” your revisions.

**EMAIL SIGNATURE EXAMPLE**

Susan Smith  
FNEP Regional Coordinator, Northwest Region  
123 Main Street  
Cameron, MO 64429-1319  
816-123-4567 | extension.missouri.edu/fnep

MU Extension
University of Missouri