

# COMMUNICATION TIPS

## Tips to Promote the MU Extension Brand

### First of all, what isn't a brand?

A brand is **not** just a logo, unless it's on a steer! Of course, the logo is a very important part of our branding effort, but it is not solely the brand.

### OK, then what *is* a brand?

Our brand is how our customers perceive MU Extension. It is the **promise** of what MU Extension can do for them based on their **experiences** with us.

- ▶ Our 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, firsthand, and believe about MU Extension.

A brand does not say, "Buy me!" Instead, it says, "This is what or who I am. Remember me? Did I live up to your expectations?"

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

### How do I get the most brand for the buck?

- ▶ **Do some brand storytelling.** Social media is a great place to work a sentence into your post that mentions MU Extension's history, goals, values and audience. For example,

*"Calling all filmmakers ages 11-18! See your films on the big screen, learn from film professionals, and meet other youth filmmakers from across the country. Check out <http://filmfest4h.org> for more details. 4-H is a program of MU Extension — bringing you trusted information from the University of Missouri for more than a century."*

Tie your program or event back to extension and the university in some way — always making sure you touch on MU Extension's values.

- ▶ **Tell your best success stories.** Weave into the stories how MU Extension is uniquely positioned to help our clients.

- ▶ Newsletters
- ▶ Social media
- ▶ Talks at local civic organizations

- ▶ **Don't take brand loyalty for granted!** Our clients are our focus. Let them know that!

- ▶ Tell them that we are here for them.
- ▶ Thank them for their help or participation.
- ▶ Help them feel invested in MU Extension — they'll spread the good word about us.

- ▶ **Get familiar with our identity standards.**

Find our graphic identity standards guide on the Communications and Marketing webpage: [extension.missouri.edu](http://extension.missouri.edu), search for "communications and marketing" in the website's search box.

- ▶ **Show our brand identity at every level.**

- ▶ Greetings to clients on the phone or when they walk into the center: "Welcome to MU Extension in Henry County!"
- ▶ Signage and handouts at extension events

- ▶ **Invest in brand apparel.** Wear your branded apparel to MU Extension events to help reinforce that **you** are the face of MU Extension!

- ▶ **Leverage your personality.** Each of us is the face of MU Extension. Let your personality shine through in a responsible way that represents our organization. And remember, people will associate you with MU Extension (brand image) — whether it's a good or bad experience!

### Have more questions? Need help? Contact:



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