

Basic Graphic Identity Standards

University of Missouri Extension’s land-grant mission is to translate 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. Here’s a basic guide to help you use the MU Extension logo and further our branding efforts.

The MU Extension logo



Color variations

The logo will also have several color variations. This is so we have protocol when dealing with color background or printing limitations, such as when it has to be black and white or if it’s for a t-shirt with only one color.



Clear space

Maintain a clear space equal to one-third of the width of the stacked MU logo around the entire extension signature.



Incorrect use



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.

Typography (fonts)

The official MU Extension typefaces are Graphik and Clarendon, while our secondary font is Gotham. These are licensed fonts and unfortunately you are unlikely to have access to them. You can substitute Franklin Gothic for Graphik, Bookman Old Style for Clarendon. As substitution for Gotham, we recommend using Helvetica or Arial. Also, Monserrat is very similar to Gotham and is available at fonts.google.com.

Official MU colors

For more information on MU colors visit identity.missouri.edu/colors/index.php

View the Graphic Identity Standards guide.

Go to extension.missouri.edu and search for “communications and marketing” in the website’s search box.

Have more questions? Need help? Contact:



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