

MU EXTENSION

GRAPHIC IDENTITY STANDARDS

Version 1.5
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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 & COMMUNICATIONS

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LICENSING & 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 AP style is superseded by MU editorial style, which is superseded by MU Extension's house style.

MU Extension editorial style guide:

<https://muextensionway.missouri.edu/support-units/communications-marketing/editorial-style-and-usage-guide>

MU editorial style guide:

<https://identity.missouri.edu/editorial/a-z/index.php>

Associated Press Stylebook:

<https://www.apstylebook.com/missouri/>

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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 Google Drive: <https://drive.google.com/drive/u/O/folders/1gwOjUUjpK9E-TQ9pe-Yez48AjZyoMMNk>



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.



Office of Extension
and Engagement
University of Missouri



Office of Extension
and Engagement
University of Missouri

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



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.

CLEAR SPACE



Minimum size

The minimum size requirement for the stacked MU logo (.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.

MINIMUM SIZES



└── .9383" or ─┘
68 pixels



└ .6944" or ┘
50 pixels

Publications

Official MU Extension publications, manuals, fact sheets and curricula are required to display the official MU Extension indicia. Refer to [section 6.1 \(page 30\)](#) 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

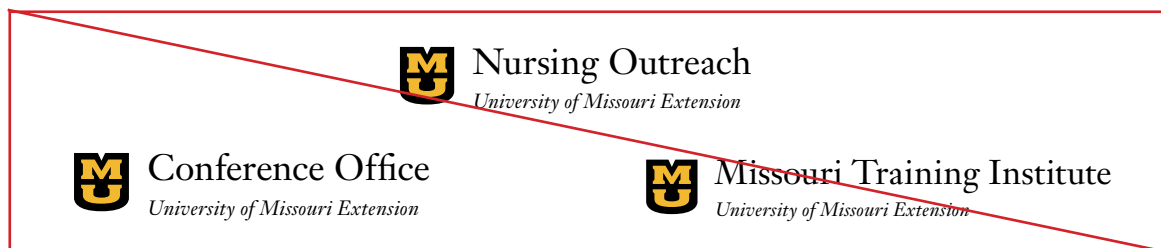
Recognize sponsors by name, not by logo, in printed materials and online.

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, 573-884-2394.

INCORRECT USE OF MULTIPLE EXTENSION UNIT SIGNATURES



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



LEADERSHIP DEVELOPMENT TRAINING FOR LONG-TERM CARE NURSING:

Nursing Outreach | Missouri Training Institute | MU Conference Office

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 re-create 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, 573-884-2394, or download from Google Drive:

<https://drive.google.com/drive/u/0/folders/161fUPhbdIWctr3LzwO99WK7bSstnvOx>

2.1 UNIT SIGNATURES



Law Enforcement
Training Institute
University of Missouri Extension



Law Enforcement
Training Institute
University of Missouri Extension



Fire and Rescue
Training Institute
University of Missouri Extension



Fire and Rescue
Training Institute
University of Missouri Extension



Nursing Outreach
Sinclair School of Nursing
University of Missouri Extension



Nursing Outreach
Sinclair School of Nursing
University of Missouri Extension



Continuing Medical Education
and Physician Lifelong Learning
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



Labor Education Program
University of Missouri Extension



Missouri Training Institute
University of Missouri Extension



Missouri Training Institute
University of Missouri Extension



Conference Office
University of Missouri Extension



Conference Office
University of Missouri Extension



Plant Diagnostic Clinic
University of Missouri Extension



Plant Diagnostic Clinic
University of Missouri Extension



Center for Excellence
in First Responder Education
University of Missouri Extension



Center for Excellence
in First Responder Education
University of Missouri Extension

2.1 UNIT SIGNATURES



Soil and Plant
Testing Laboratory
University of Missouri Extension



Soil and Plant
Testing Laboratory
University of Missouri Extension



Veterinary Medical Education
and Continuing Education
University of Missouri Extension



Veterinary Medical Education
and Continuing Education
University of Missouri Extension



Sustainable Agriculture
Research and Education
University of Missouri Extension

Sustainable Agriculture
Research and Education
University of Missouri Extension



Center for Applied Research and Engagement Systems

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



CARES

Center for Applied Research and Engagement Systems
University of Missouri Extension



Family Impact Center

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 Trademarks 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 often 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 should not be seen by the public as separate, marketable entities.

An additional layer of brand identity dilutes 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.

MU GOLD



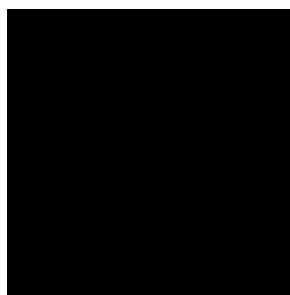
PMS: 124

CMYK: 0C/31M/98Y/0K

RGB: 241,184,45

HEX: #F1B82D

BLACK



CMYK (RICH BLACK): 60C/50M/40Y/100K

RGB: 0,0,0

HEX: #000000

When a single ink is available, you can produce black by printing 100K.

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.

METALLIC 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.

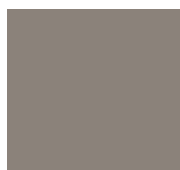
4.2 SECONDARY COLOR PALETTE

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.

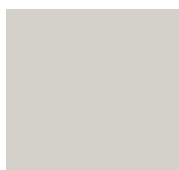
Keep the following guidelines in mind when using the secondary color palette:

- 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.



WARM GRAY

PMS: Warm Gray 8
CMYK: 15/20/22/42
RGB: 143, 136, 132
HEX: #8F8884



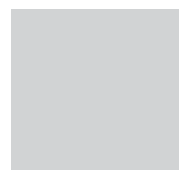
LIGHT WARM GRAY

PMS: Warm Gray 1
CMYK: 2/3/7/8
RGB: 219, 213, 205
HEX: #DBD5CD



GRAY

CMYK: 0/0/0/60
RGB: 125, 125, 125
HEX: #7D7D7D



LIGHT GRAY

CMYK: 0/0/0/20
RGB: 215, 215, 215
HEX: #D7D7D7

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.



RED

PMS: 1815
CMYK: 15/97/86/54
RGB: 144, 0, 0
HEX: #900000



ORANGE

PMS: 471
CMYK: 5/71/100/23
RGB: 189, 92, 44
HEX: #BD5C2C



GREEN

PMS: 7495
CMYK: 42/5/98/29
RGB: 105, 144, 29
HEX: #69901D



LIGHT BLUE

PMS: 629
CMYK: 36/0/9/0
RGB: 228, 241, 250
HEX: #E4F1FA



BLUE

PMS: 7698
CMYK: 65/9/0/53
RGB: 28, 94, 144
HEX: #1C5E90

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.

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
12345678901

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

GRAPHIK

USE Graphik for:

Statements
Headers
Billboards
Main message

DON'T use Graphik for:

Body copy

CLARENDON

USE Clarendon for:

Opening and/or short paragraphs (50 to 100 words)
Supporting headlines and copy
Callouts
Text near or overtop Graphik

DON'T use Clarendon for:

*Body copy more than 100 words
*Body copy that extends multiple pages (booklets, pamphlets, etc.)

*Clarendon Light for body copy

When a serif font is necessary, use Clarendon Light following these parameters:
9-point size, 13-point leading (or larger)

GOTHAM

USE Gotham for:

Body copy more than 100 words

DON'T use Gotham for:

Graphik Condensed Black

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.

Substitute for Graphik:

Franklin Gothic Condensed

Substitute for Clarendon:

Bookman Old Style

Substitute for Gotham:

Century Gothic

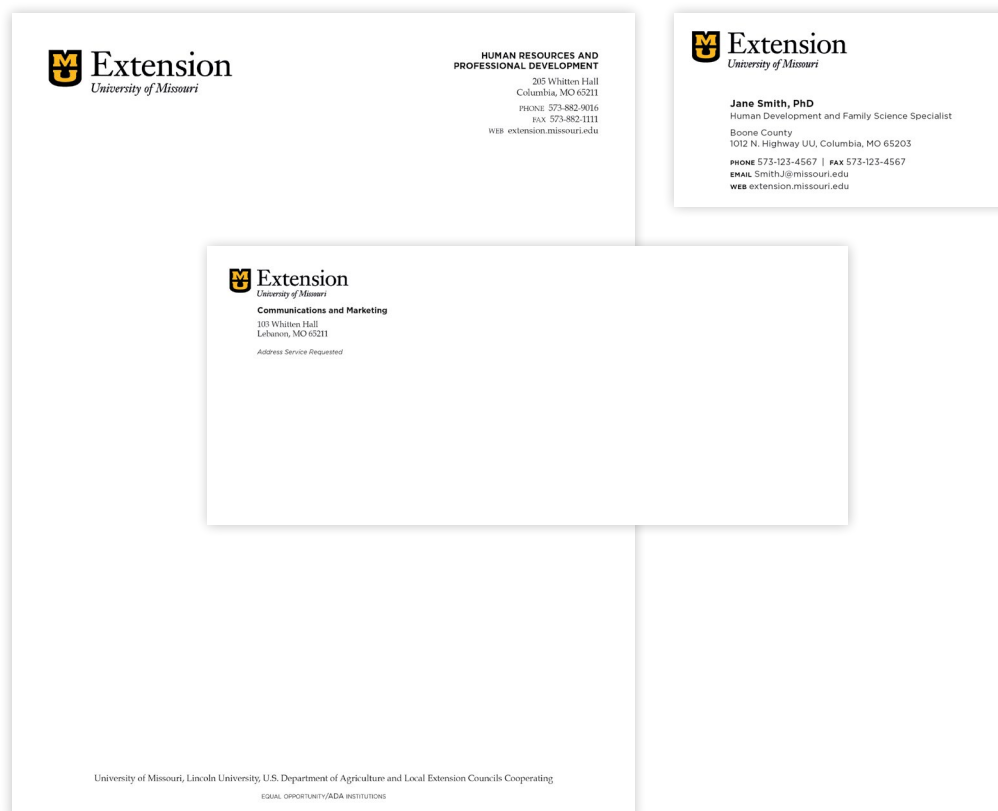
5 STATIONERY SYSTEM

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 job title indicates one's 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.

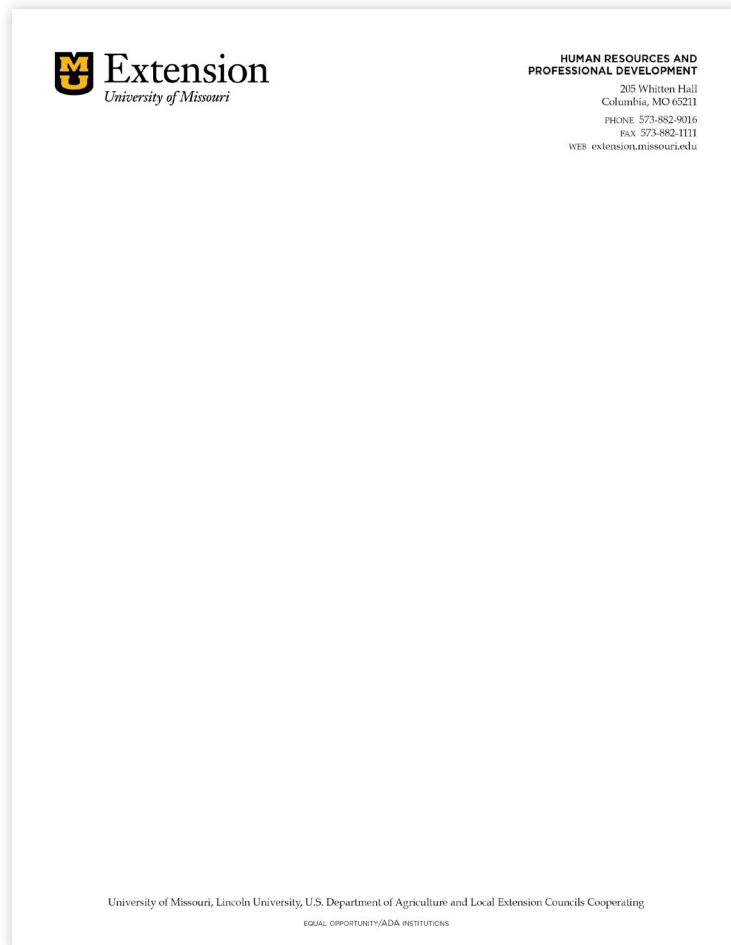


5.2 LETTERHEAD

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 in order to minimize waste; as the letterhead template allows for personalization with the sender's information. 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.
- A Microsoft Word® letterhead template is available for download: <https://docs.google.com/document/d/1qQh8btsdgKUmKUxxKh8xN3mkN8nxoBro/edit>



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



Extension
University of Missouri
Communications and Marketing
103 Whitten Hall
Lebanon, MO 65211
Address Service Requested

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](#)).

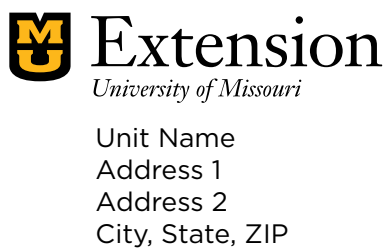
Guidelines

- 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 Print and Mail Services, 573-882-7801.

EXAMPLE RETURN ADDRESS SETUPS



6. OTHER GRAPHIC IDENTITY APPLICATIONS

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.

6.1 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



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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.

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



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 **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.

6.1 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, flyers, 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, 573-884-2394, or download from the Google Drive:

<https://drive.google.com/drive/u/0/folders/18KBi8tTMJTGxEcfSyluNOMnJnQHl81D2>

SIGNATURES WITH EEO/ADA STATEMENT



6.2 FLYERS, HANDOUTS AND PRESENTATIONS

Templates promoting specific programs and activities may be downloaded for use by county, campus and system offices. These templates reflect the new identity guidelines: <https://muextensionway.missouri.edu/support-units/communications-marketing/>

Event templates and kits

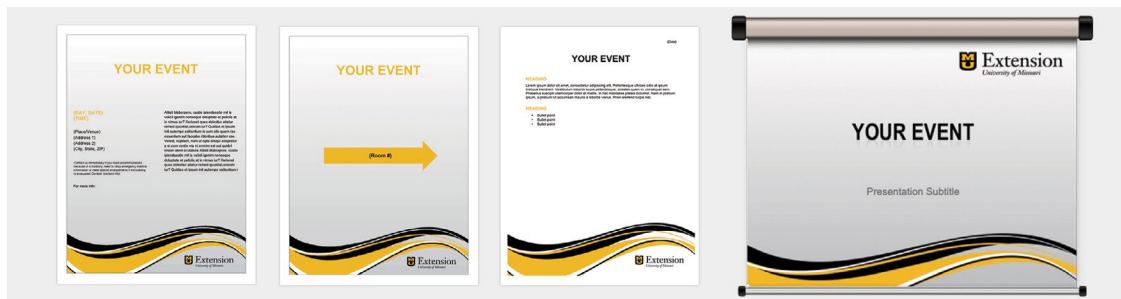
Kits include flyers, signage, handouts and PowerPoints. Each design can be downloaded as individual pieces or as a full set.

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.



6.3 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://drive.google.com/drive/u/0/folders/1bPZMNECoFPYssyNi07_b2AJsMOQnKZLN 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, 573-884-2394.

EXAMPLE OF COUNTY EXTENSION CENTER SIGN HORIZONTAL



EXAMPLE OF COUNTY EXTENSION CENTER SIGN VERTICAL



6.4 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 logo items are available for order from our online store. Visit <http://www.extension.deco-apparel.com/page/extension>.

You can pay by credit card or PayPal. Billing to a MoCode is not available through the store.

EXAMPLES OF ACCEPTABLE SIGNATURE USAGE ON PROMOTIONAL ITEMS



6.5 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 6.4, Promotional Items \(page 34\)](#), 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.

Approved MU Extension apparel items are available for order from our online store. Visit <http://www.extension.deco-apparel.com/page/extension>.

You can pay by credit card or PayPal. Billing to a MoCode is not available through the store.

EXAMPLES OF ACCEPTABLE APPAREL ARTWORK



6.6 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, your local MU Extension social media pages represent the University of Missouri. For additional information, **read and follow MU social media policies** at <https://identity.missouri.edu/social-media/>.

For information on getting started, maintaining an account, and a planning spreadsheet visit our website: <http://umurl.us/1ku8>

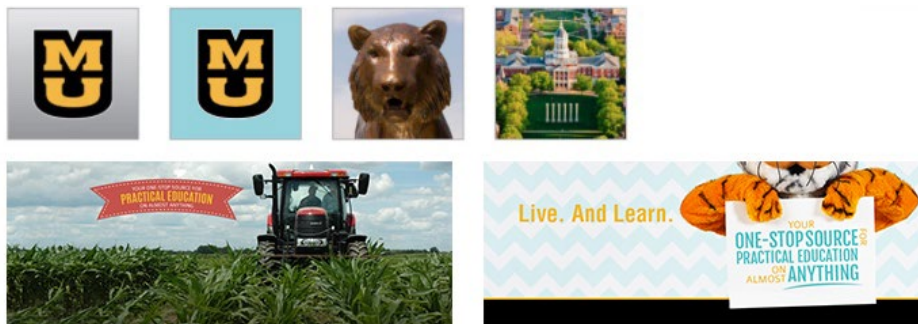
Getting started: <http://umurl.us/2ku7>

Maintaining an account: <http://umurl.us/3hu6>

Social media tips: <http://umurl.us/2k1h>

Social media profile pics and cover images can be downloaded from:
<http://umurl.us/6ui8>

EXAMPLES OF ACCEPTABLE SOCIAL MEDIA PROFILE AND COVER PHOTOS



EXAMPLES OF UNACCEPTABLE SOCIAL MEDIA PROFILE PHOTOS



Remember that the profile image is meant to be a quick visual reminder that your county office is an extension of the University of Missouri. The profile image is accompanied by your county office name, which pinpoints your local identity.

6.7 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. They 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.

Use the MU Email Signature Generator to generate your email signature. <https://identity.missouri.edu/apply-the-brand/web-digital/email/email-signature-generator/>

EMAIL SIGNATURE EXAMPLES

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



1.
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EXTENSION.MISSOURI.EDU

Office of Communications and Marketing University Of Missouri Extension

103 Whitten Hall
Columbia, MO 65211

Questions regarding logo and signature use: 573-884-2394

Questions regarding external or commercial use of MU trademarks: 573-882-7256, or email
licensing@missouri.edu



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