

IOWA STATE UNIVERSITY
Extension and Outreach

VISUAL IDENTITY

GUIDELINES + RESOURCES

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Iowa State University has a rich history, a dynamic present, and a bright future. ISU Extension and Outreach links the knowledge-based resources of the university to citizens of Iowa, the United States, and the world.

Our visual identity is tied to the fact that Iowa State University Extension and Outreach geographically extends the research-based resources and opportunities of Iowa State University. Proper and consistent use of our nameplate strengthens recognition of Extension and Outreach and its association with the university.

To provide a consistent format for visually communicating this relationship, the Extension and Outreach name is combined with the university's wordmark as one unit.

Wordmarks and Other Logos

The Iowa State University wordmark is made from letterforms customized especially for Iowa State University. It is a graphic and cannot be duplicated with standard fonts. The wordmark of university entities (colleges, departments, units, and Extension and Outreach) builds upon the university wordmark; digital files are created for and made available to all entities.

Do not attempt to recreate the Iowa State University Extension and Outreach wordmark. Reproduce it only from digital files available at my.extension.iastate.edu/wordmarks-advancement. Please contact Advancement to request a county name or program area addition under the wordmark. This will ensure guidelines are being followed and proper spacing and fonts are being used.

IOWA STATE UNIVERSITY

IOWA STATE UNIVERSITY
Extension and Outreach

IOWA STATE UNIVERSITY



Primary ISU Extension and Outreach Wordmark (Horizontal)

The primary wordmark is the preferred version for use due to the ability to add county names, program area, or center names under the wordmark.

The wordmark features Iowa State University on one line with Extension and Outreach below. Minimum allowable width is 2.25 inches. The alignment options for the primary wordmark are left aligned or centered, dependent upon the alignment of the surrounding content.

Name Additions to the Primary Wordmark

The county, program area, or center name may be added under the primary wordmark, aligned to the left. It should be in the Univers bold typeface and should not be larger than the Extension and Outreach line in the wordmark. Please contact Advancement to request the addition of a county or program name.

Secondary Wordmark (Stacked)

Under certain circumstances, it may be required to use the secondary wordmark. The format of the secondary wordmark is differentiated by the “stacked” format (Iowa State is first line; University is second line; and Extension and Outreach is third line). Minimum allowable width is 1.125 inches.

The stacked wordmark is a separate graphic element and should never be created by manipulating the primary wordmark. Preferred uses of secondary wordmark include:

- One-column ads
- Podium sign
- Social media avatars or photos
- Square frame format videos
- Promotional products
- Approved merchandise or apparel

2.25"

IOWA STATE UNIVERSITY
Extension and Outreach

IOWA STATE UNIVERSITY™
Extension and Outreach
Dallas County

1.125"

IOWA STATE
UNIVERSITY
Extension and Outreach



Clear Space Around Wordmark

The “area of isolation” is the minimum amount of space required around the wordmark on all sides. The isolation area should be half the height of the large capital letters I, S, and U. No other graphic elements or words should be in this area.

Please follow area of isolation rules when adding county, program area, or center name under the primary wordmark or work with Advancement to ensure proper usage.

Other Logos

The Iowa State University Extension and Outreach wordmark should be the only logo represented. Programs should not have their own logos.

The “I State” mark and the Cyclone marks are the primary marks used to represent the athletic brand of Iowa State University. Do not substitute the “I State” or Cyclone marks for or combine with the official Iowa State University wordmark. “I State” cannot be used as text within content of any extension materials.

Graphic Elements

Graphics can be used to create a custom identifier for publications and marketing pieces. Each graphic element used to create the identifier should be kept away from the title of the document or program to avoid creating a logo. Please work with Advancement for development and approval of such elements.

Co-Branding

In co-branded situations, all logos should be visually equal (same height or width depending on mark used) so that no one logo appears to be dominant. Observe the area of isolation specifications for the ISU Extension and Outreach wordmark mentioned above. Spacing between logos should be visually consistent.

Note: These co-branding guidelines do not apply to products or apparel.



The Red Bar

The red bar is the preferred branding for Iowa State University Extension and Outreach materials. Consistent use of the wordmark in a red bar:

- Increases instant recognition and value
- Communicates a professional image
- Creates a unified, branded look for all ISU Extension and Outreach advertising and marketing materials
- Communicates that ISU Extension and Outreach's many offices and programs are part of Iowa State University

When using the Iowa State University Extension and Outreach wordmark in reverse (white type) it should be placed over a solid red (Pantone 186C) bar. Center the wordmark vertically in the red bar with an equal amount of red above and below the wordmark. These spaces, and the space to the left of the wordmark, should be no less than 0.25 inches.

Use the correct color of red. Iowa State University Marketing specifies that whenever using the color red, it should be Pantone 186C, which also can be created by using CMYK and RGB color builds. CMYK (C-2, M-100, Y-85, K-6) should be used for print documents and RGB (R-200, G-16, B-46) or Hex (#C8102E) should be used for digital media.

It is preferred that only the Iowa State University Extension and Outreach wordmark goes inside the red bar and nothing is placed over the red bar containing the wordmark.

However, some exceptions can be made if there is limited space for the document title, county name, website, or social media icons. Keep any additions to one line in order to visually align with the wordmark. Any additions to the red bar should be right aligned on the page to avoid crowding the wordmark. The font size should not appear larger than the Extension and Outreach text in the wordmark.



The justice or non-discrimination statement should not be placed within the red bar for readability reasons. For more information see the Justice Statement section on page 12.

Minimum Sizes in Print Applications

The minimum length of the primary wordmark is 2.25 inches. On an 8.5-inch x 11-inch page, the red bar should be at least .75 inch high. The wordmark should be indented a minimum of .25 inch from the left edge of the red bar.

Red Bar Graphics

Always use the downloadable red bar file. Red bar graphics can be downloaded from MyExtension at my.extension.iastate.edu/wordmarks-advancement

If you need assistance, contact the extension brand manager at extbranding@iastate.edu.

Brand Your Materials with the Red Bar

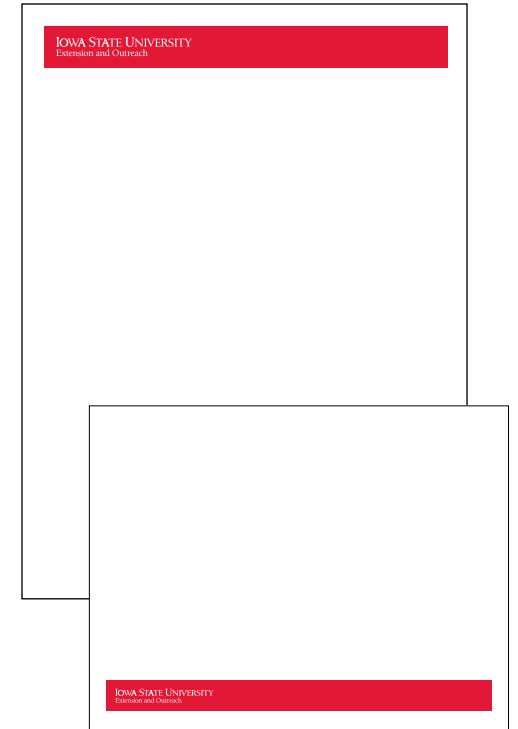
The red bar should be used on educational products as well as promotional materials. Choose the red bar style that best fits your design.

Advertisements
Billboards
Brochures and flyers
Certificates and awards
Digital Images

Fact sheets and reports
Newsletters
Posters
Presentations
Videos

Using the Red Bar

When placing the red bar into a layout that will be printed on an office color printer, allow .5 inch on margins to maintain uniform margins when the document is printed. It is not appropriate to use colored paper with the red bar.



Fonts

The consistent use of two type families on all advertising, marketing, promotional, and educational materials establishes a unique graphic look that is instantly identified with Iowa State: ITC Berkeley Old Style and Univers (Univers LT Std is also acceptable). Berkeley is a traditional serif typeface. Univers is a sans serif typeface.

A conventional style is to use one font for the headlines and the other font for body copy, but any pleasing combination of these families may be used.

1. Use only fonts included in the Berkeley and Univers type families. (If you do not have these two font families you may substitute Times New Roman for Berkeley and Arial for Univers.)
2. If you need to reverse copy out of a color, choose one of the darker colors in the palette, and use Univers at a point size large enough to keep the letterforms from filling in. Berkeley should be used with caution in reversed-out situations.
3. A comfortable standard for body copy is Berkeley set at 12 point with 14.5 point leading or Univers set at 10 point with 12.5 point leading.
4. The university has site licenses for the most commonly used fonts within these type families. You may purchase the fonts from TechCyte by calling 1-800-478-0048.

Use only licensed software on university computers. Commercial printers and graphic designers not affiliated with the university may purchase the fonts from any Adobe type vendor.

More information is available at www.brandmarketing.iastate.edu/ or contact the extension brand manager with any questions at extbranding@iastate.edu.

ITC Berkeley Oldstyle

Berkeley Oldstyle Book 12 pt

Berkeley Oldstyle Book Italic 12 pt

Berkeley Oldstyle Italic 12 pt

Berkeley Oldstyle Medium 12 pt

Berkeley Oldstyle Bold 12 pt

Berkeley Oldstyle Bold Italic 12 pt

Berkeley Oldstyle Black 12 pt

Berkeley Oldstyle Black Italic 12 pt

Univers

Univers 57 Condensed 12 pt

Univers 57 Condensed Oblique 12 pt

Univers 67 Bold Condensed 12 pt

Univers 67 Bold Condensed Oblique 12 pt

Univers 45 Light 12 pt

Univers 45 Light Oblique 12 pt

Univers 55 Roman 12 pt

Univers 55 Oblique 12 pt

Univers 65 Bold 12 pt

Univers 65 Bold Oblique 12 pt

Univers 75 Black 12 pt

Univers 75 Black Oblique 12 pt

Univers 53 Extended 12 pt

Univers 53 Extended Oblique 12 pt

Univers 73 Black Extended Oblique 12 pt

Univers 93 Extra Black Extended 12 pt

University Colors

Consistent and appropriate use of the university colors will create a strong and consistent graphic image for the university and for Iowa State University Extension and Outreach. This established system of colors for graphic communications ties all the colleges, institutes, centers, and units of the university together.

Screens or tints of the primary colors may be used to achieve a desired effect, however, do not screen the reds because doing so will result in pink.

Primary Palette

The primary palette consists of five colors. These colors may be used extensively both for large areas of color or as an accent color. See page 21 for approved 4-H color palette.

Secondary Palette

The colors of the secondary palette have been selected to complement the primary colors and should never replace or overrule the primary palette. Their understated tones were chosen to work well as a subtle background behind typography or other graphics, or in other situations where a restrained use of color is desired.






Color Combinations to Avoid

Color is one of the most powerful ways a university can identify itself. Some colors and color combinations can be confusing.

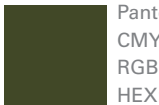
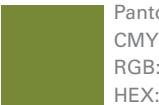
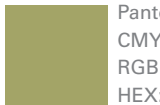

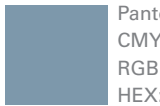

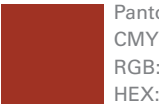


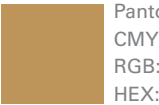
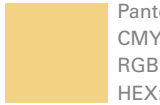



Colors associated with other public institutions in the state should not be used. Even though gold is one of Iowa State's primary colors, use of black and gold together should be avoided, unless red is also used with them.

For legibility reasons, yellow fonts on red backgrounds should be avoided on small documents with small font sizes. Yellow fonts on red backgrounds should be reserved for large posters or banners.

Primary Palette

	Pantone: 186 CMYK: 2/100/85/6 RGB: 200/16/46 HEX: #C8102E		Pantone: 142 CMYK: 0/24/78/0 RGB: 241/190/72 HEX: #F1BE48
	Pantone: 451 CMYK: 21/15/54/31 RGB: 155/148/95 HEX: #9B945F		Pantone: 454 CMYK: 11/5/29/8 RGB: 202/199/167 HEX: #CAC7A7
	Pantone: 449 CMYK: 31/38/75/76 RGB: 82/71/39 HEX: #524727		

Secondary Palette

	Pantone: 5743 CMYK: 54/24/86/73 RGB: 62/72/39 HEX: #3E4827		Pantone: 7496 CMYK: 46/6/100/42 RGB: 118/136/29 HEX: #76881D		Pantone: 5777 CMYK: 26/9/56/20 RGB: 162/165/105 HEX: #A2A569
	Pantone: 548 CMYK: 100/21/28/76 RGB: 0/61/76 HEX: #003D4C		Pantone: 307 CMYK: 100/22/2/18 RGB: 0/107/166 HEX: #006BA6		Pantone: 5425 CMYK: 45/16/9/24 RGB: 122/153/172 HEX: #7A99AC
	Pantone: 1815 CMYK: 16/97/86/54 RGB: 124/37/41 HEX: #7C2529		Pantone: 484 CMYK: 8/92/100/33 RGB: 154/51/36 HEX: #9A3324		Pantone: 167 CMYK: 5/77/100/15 RGB: 190/83/28 HEX: #BE531C
	Pantone: 464 CMYK: 11/53/94/53 RGB: 139/91/41 HEX: #8B5B29		Pantone: 465 CMYK: 9/29/66/24 RGB: 185/151/91 HEX: #B9975B		Pantone: 7403 CMYK: 1/11/58/2 RGB: 238/212/132 HEX: #EED484
	Pantone: Grey 11 CMYK: 26/36/38/68 RGB: 110/98/89 HEX: #6E6259		Pantone: 424 CMYK: 30/20/19/58 RGB: 112/115/114 HEX: #707372		Pantone: Grey 5 CMYK: 11/13/16/32 RGB: 172/163/154 HEX: #ACA39A

To ensure the consistency of our visual identity, specifications for each color are provided for both print and digital use. Pantone colors and CMYK values are provided for color printing applications. A [printer-friendly PDF](#) outlining the primary and secondary color palettes has been created for your convenience.

The primary color palette can be used to brand a variety of materials including:

- Offices or events
- Posters, flyers, or banners
- Videos
- Buildings
- Social media pages

The secondary color palette can be used as an accent to the primary brand on your materials. For example:

- Adapt posters, flyers, or banner templates
- Personalize videos
- Customize podcasts
- Tailor curriculum
- Accent social media posts

Interiors and Wall Paint

If you need paint, the colors listed below match the university's brand colors of Pantone 186 and 142. Please request paint from your local Sherwin Williams paint dealer.



Primary and Secondary Palette Examples



Taglines and Other Phrases

We use the Strong Iowa message campaign to simplify our mission statements when we talk about ISU Extension and Outreach. This helps Iowans understand who we are and what we do.

The tagline #StrongIowa has been established as the primary tagline for ISU Extension and Outreach. This tagline has been heavily used on marketing and promotional materials and is highly recognizable by ISU Extension and Outreach staff as well as public audiences across the state.

Units and departments are discouraged from creating new taglines or phrases for marketing and promotional materials. Instead, please support the use of the #StrongIowa tagline. Many images and graphics featuring the #StrongIowa tagline are available for download on MyExtension.

Referencing ISU Extension and Outreach

The following guidelines apply to terms and information frequently included in Iowa State University Extension and Outreach news articles.

- Follow AP Stylebook when writing news releases or professional documents.
- Use the Iowa State University editorial style guide www.brandmarketing.iastate.edu/editorial-standards/ to correctly reference ISU faculty, departments, colleges, degrees, etc.
- Iowa State University Extension and Outreach. Use full name on first mention. Subsequent references may be shortened to ISU Extension and Outreach.

NEVER use ISUEO or ISUE&O in any internal or external (public) communications, including news releases, presentations, speeches, signage, etc.



~~ISUEO~~

~~ISUE&O~~

Justice or Non-discrimination Statements

The justice statement, or non-discrimination statement, must be included in all departmental publications and county-produced materials offered by ISU Extension and Outreach. This includes but is not limited to brochures, pamphlets, PowerPoints, manuals, and guidebooks describing or inviting participation in programs.

It is also recommended that the justice statement be included on digital material such as videos, organizational social media pages (program pages or county pages), and podcast descriptions.

The inclusion of the non-discrimination statement is required by federal regulation and is designed to make clear to prospective applicants or participants the university's commitment to equal opportunity employment and equal access to its programs and activities. While the justice statement will be updated on the Civil Rights and diversity webpages, there is no requirement to place the statement on departmental or county homepages.

In addition, it is the policy of the USDA to use positive examples of program participation by all protected groups in all forms of visual, print, electronic, and audio public information materials.

There are two statement options, a short and a long statement.

Short Statement

- Used on documents of 11 or fewer pages
- Font size for the short statement must be the same size as the body copy of the document

Long Statement

- Used on documents of 12 or more pages
- Font size recommendation for accessibility: 7 point

Both statements can be found by visiting [MyExtension](https://my.extension.iastate.edu/justice-all-posters). There you will also find more information regarding proper use of each statement.

Information and files for the USDA's Justice for All posters can be found on MyExtension.



<https://my.extension.iastate.edu/justice-all-posters>

County Fee Statements

County programs that collect a registration fee with monies routed through a local county extension bank account need to include a legal statement on accompanying county program marketing and registration materials.

This is important because program fees may be deducted from the end of year county carryover. Being able to remove program fees from the carryover calculation helps manage fee programs over different fiscal years. When in doubt, it is best to include the statement.

Find more information along with the full fee statement on the County Services website or [MyExtension](https://my.extension.iastate.edu/justice-all-posters).

If you have questions regarding the justice statement, Justice for All posters, or the county fee statement, contact the extension brand manager at extbranding@iastate.edu.

Templates and Examples

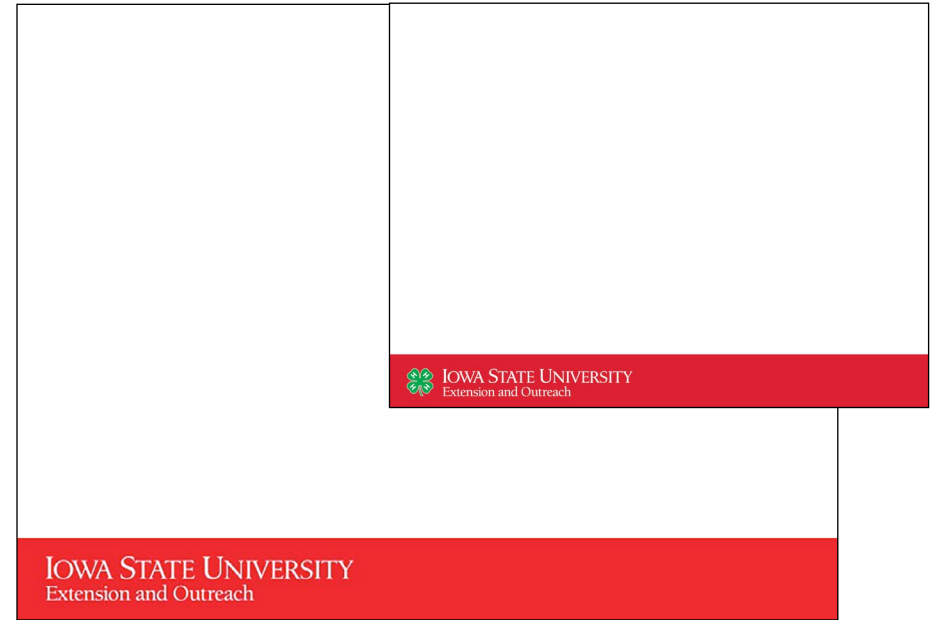
PowerPoint Presentations

Create PowerPoint presentations using an ISU Extension and Outreach PowerPoint templates. Choose either of the template options at the right. They may be downloaded from my.extension.iastate.edu/templates-and-branding-resources-advancement.

If you do not have Berkeley and Univers fonts, choose Times New Roman and Arial. These fonts are common to all computers and will provide the visual variety you need to make a presentation that is easy to read. You may use one or both of the fonts to create your presentation.

Microsoft Word, Publisher, and PDF Templates

Templates in MS Word and Publisher, are available for download from MyExtension.



**OFFICE
CLOSED**

THANK YOU FOR HELPING
BUILD A **#STRONGIOWA**

IOWA STATE UNIVERSITY
Extension and Outreach


IOWA STATE UNIVERSITY[™]
Extension and Outreach

WHAT WE WANT
#STRONGIOWA

BUENA VISTA COUNTY

JOIN US WWW.EXTENSION.IASTATE.EDU/BUENAVISTA

IOWA STATE UNIVERSITY
Extension and Outreach



Insert Your Heading Here

Monday, June 25, 2016
Location Place Here
5:30 - 7:00 pm

Your text here. Short text about event. Iqui officia tempos ullupta dolores maximil iberio optate dunt officipsusam ipici nullabo. Dolores maximil iberio optate dunt officipsusam ipici nullabo.

- Bullet point
- Bullet point

Iowa State University Extension and Outreach programs are available to all without regard to race, color, sex, religion, national origin, sexual orientation, gender identity, genetic information, age, marital status, disability, or status as a U.S. citizen where applicable and are directed to the Office of Equal Opportunity, 200 East Farmer Hall, (515) 281-7012, (502) 753-9420 Nov 2015

Clay County
www.extension.iastate.edu/clay

Email Signatures

Your email signature should include contact information and should reflect the Iowa State University Extension and Outreach brand as a whole.

University legal counsel suggests that email signatures should not include personal quotes, political statements, pictures, images, or backgrounds.

If you are compelled to use additional information in your email signatures please follow best practice of including a disclaimer stating your views are personal rather than a reflection of Iowa State University or ISU Extension and Outreach.

To ensure your signature follows recommended guidance and is accessible by those that use assistive technologies to consume digital content, please visit [MyExtension](#) for the email signature generator.

Business Cards and Stationery

Business cards, letterhead, and other stationery items should be printed only by ISU Printing Services.

Extension and Outreach business cards follow guidance from University Marketing. All orders submitted to printing may be subject to change due to ISU requirements. Please contact the extension brand manager at extbranding@iastate.edu for questions regarding order changes.

Stationery can be ordered by contacting Printing Services at (515) 294-3601, or go to my.extension.iastate.edu/search/content/stationery for stationery order forms.

Name | Department/County
Iowa State University Extension and Outreach
Title
Address
email address
Phone: XXX-XXX-XXXX
www.extension.iastate.edu

IOWA STATE UNIVERSITY
Extension and Outreach

IOWA STATE UNIVERSITY
Extension and Outreach

Name
she/her/hers
title

County
Address
City, Iowa ZIP
Phone
@iastate.edu
www.extension.iastate.edu/county

IOWA STATE UNIVERSITY
Extension and Outreach

Name
title

County
Address
City, Iowa ZIP
Phone
@iastate.edu
www.extension.iastate.edu/county



Trademark

The Iowa State University wordmark is protected by federal trademark and requires a TM notice to be included after the Y in Iowa State University for all branded products or signage. A registered trademark (circle R) is required on all branded apparel.

All products, apparel, or signage that includes the Iowa State University Extension and Outreach wordmark are required to be produced by a licensed vendor and require approval from the Trademark Licensing Office.

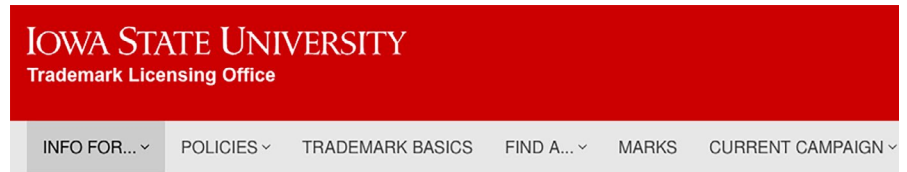
To acquire Trademark approval the requestor must fill out an Internal Use Request form located at trademark@iastate.edu. Please contact the brand manager at extbranding@iastate.edu with any questions regarding the form.

If a vendor is not licensed, they may apply for an internal license or, if the product is not one that is licensed, a one-time-use agreement may be granted. Internal licenses cost \$250 for one full year and can take up to ten to fifteen weeks to process. One-time-use agreements cost \$100 and expire once the product has been produced. One-time-use-agreements can take up to four weeks to process. Please contact your advancement specialist for help finding a licensed vendor.

Wordmarks on Apparel

The preferred mark for apparel is the stacked (secondary) mark. The primary wordmark should be used when adding program area or special title (council member) under the wordmark. Font, size, and area of isolation rules (see wordmark section) apply when adding additional information under the wordmark on apparel.

The only additions to the wordmark on apparel are the program area, council member, or established center name. Please reference the 4-H style guide for information on staff apparel.



Internal Units (Departments, programs, affiliates)

Quick Links:

Internal Trademark Use Form (<http://www.trademark.iastate.edu/forms/>)

Searchable database of all licensees (<http://www.trademark.iastate.edu/merchandise/vendors>)



IOWA STATE UNIVERSITY
Extension and Outreach
Council Member



IOWA STATE UNIVERSITY
Extension and Outreach

Employee Apparel

Employee apparel promotes professionalism and communicates the wearer's relationship with the unit and the university. Approved employee wear includes shirts, polos, tee shirts, jackets, vests, and caps. Shirt designs may be embroidered or screen printed, and cap designs are embroidered.

Since color is one of the most powerful ways a university can identify itself, employee apparel should be red (match closely to Pantone 186, the university's official cardinal red), gold (match closely to Pantone 142), white or wheat. Denim shirts may also be allowable if the employee is working outside. Used consistently, the colors chosen to represent Iowa State University create a strong identifying image. Conversely, some colors and color combinations can be confusing.

Colors associated with other public higher education institutions in the state should not be used. Even though gold is one of Iowa State's primary colors, using black or a black and gold combination is not allowed. Purple is not within any of Iowa State's color palettes and should never be used.

Ordering Apparel

Staff apparel is offered through Sigler and can be accessed through [MyExtension](#). Apparel can also be secured through university-approved, licensed vendors. All licensees are required to have products and apparel approved through the Trademark Licensing Office.

Recommendations for Apparel Uses

Polo shirts should be worn when working in a professional manner (e.g., partnership development, education offerings). Tee shirts are acceptable when working outdoors, in potentially messy situations, or for other uses determined by your council. Tee shirts may need to be replaced more frequently due to wear.



Apparel items shown are available for purchase at www.isuextapparel.com/

Promotional Marketing Items

The primary Iowa State University Extension and Outreach wordmark is preferred for promotional items such as pens or mugs. The secondary wordmark can be used on items when the imprint area is large enough to accommodate the size requirements of the stacked mark.

The primary wordmark should be used when adding program area or office information under the wordmark. Font, size, and area of isolation rules (see wordmark section) apply when adding additional information under the wordmark on promotional products. The university does not permit co-branding on any products or apparel except for 4-H.

When the wordmark appears on product, it should always have a TM notice. All promotional products require approval from the Trademark Licensing Office and must be produced by a licensed vendor.

The "I State" mark and the Cyclone marks are the primary marks used to represent the athletic brand of Iowa State University. Do not substitute the "I State" or Cyclone marks for or combine with the official Iowa State University wordmark. "I State" cannot be used on any extension materials or promotional products.

For more information visit www.trademark.iastate.edu or contact the University's Trademark Licensing Office at (515) 294-4402.

Note: The university does not permit co-branding on any products or apparel.

For details on ordering promotional marketing items and apparel, contact your advancement specialist.

IOWA STATE UNIVERSITY™
Extension and Outreach



Building Signage

Iowa citizens need to know what to look for when they want reliable information and education. They will know by our signage that each county extension office, though independent, has access to research-based information and is an important part of Iowa State University.

Counties are encouraged to replace old, damaged, faded, and outdated signage. New signs are available for purchase from Sign Pro in Ames. Signs are provided on PVC panels, aluminum panels, or alumilite (corrugated aluminum composite) panels.

Counties will need to contract locally for installation. There is no sales tax. Sign sizes up to 5 x 2 ft. can be shipped via UPS directly from Sign Pro. See order form for shipping costs. Larger sizes will be delivered to campus and can be picked up at Extension Distribution Center or counties can arrange for shipping from EDC.

Contact your advancement specialist before you begin ordering new building signs. They can help guide you through the process.

Window and Wall Vinyl

Another great way to brand your building and promote your program offerings is to install vinyl window coverings.

An interior wall vinyl can serve as a nice focal point in an entry way or serve as a backdrop for meeting rooms or photo opportunities.

Both wall and window vinyl products are considered promotional items and must include the TM notice and be produced by a licensed vendor. Contact your advancement specialist with questions and ordering information.



4-H Youth Development

4-H is the youth development program of our nation's Cooperative Extension System—a community of more than 100 public universities across the nation that provides experiences where young people learn by doing. The Cooperative Extension System is comprised of land-grant universities and local county offices that support 4-H programming in rural and urban areas across the nation. Iowa State University is Iowa's land grant university.

The Iowa 4-H Youth Development program is considered an approved partner of Iowa State University Extension and Outreach. This allows the 4-H Emblem to be incorporated as part of the Iowa State University Extension and Outreach brand. The incorporated branding designates the 4-H program's relationship with the land-grant university and cooperative extension.

Primary Wordmark


The 4-H Emblem is included to the left of the Iowa State University Extension and Outreach wordmark. Always use the downloadable clover/red bar file. When combining the 4-H Emblem and the Iowa State University Extension and Outreach wordmark without the red bar, maintain the same size relationship between the two marks. The non-red bar logo should only be placed on green by the Iowa 4-H Creative Team or Advancement.

Stacked Wordmark

The stacked mark is reserved for apparel and visually creative pieces where the primary wordmark/red bar may not be necessary (e.g., promotional items).

To download vector art (eps) go to my.extension.iastate.edu/wordmarks-advancement.





WHAT IS 4-H

4-H is a community of young people across America who are learning leadership, citizenship and life skills through a variety of settings: Clubs, schools, day camps, overnight camps, afterschool, and other learning environments. 4-H gives kids and teens opportunities to experience life skills and to practice them in a safe environment with caring adults.

WHO CAN JOIN

For 4th through 12th graders, 4-H is a place where you can make new friends in your community and across the state. Want to start earlier? Kids in kindergarten through 3rd grade can participate in Clover Kids, which offers hands-on activities designed to build life skills and foster new friendships. Check out Clover Kids at www.extension.iastate.edu/4h/iowa-4-h-clover-kids.

WHY JOIN 4-H


We want to hear what you have to say. You have the ability to be a leader and to influence and support others in positive ways. Go ahead, share your energy and vision while inspiring others and improving our world! To learn more visit www.extension.iastate.edu/4h/.

GET STARTED

PICK WHAT INTERESTS YOU
In 4-H, there are endless projects to explore. If you don't find the project area you're looking for, you create your own project.

CHOOSE A CLUB AND GET INVOLVED
Your local ISU Extension and Outreach office can help you find a club in your area that fits you and your interests. Contact the leader, visit a club meeting, and get acquainted with the 4-H members and leaders.

ENROLL TODAY



4-H EQUATION

Our Reason Youth Needs	+ Our Method Essential Elements	+ Our Mission Program Priorities	= Our Results Outcomes*
<ul style="list-style-type: none"> • Belonging • Mastery • Independence • Generosity 	<ul style="list-style-type: none"> • Caring Adults • Safe Environments • Inclusive Settings • Opportunities for <ul style="list-style-type: none"> - Mastery - Service - Self-Determination - Planning for the Future - Engaged Learning 	<ul style="list-style-type: none"> • STEM* • Healthy Living • Leadership and Civic Engagement • Communication and the Arts <p><small>* Science, Technology, Engineering, and Mathematics</small></p>	<ul style="list-style-type: none"> • Productive Citizens • Outstanding Communicators • Effective Leaders • Successful Learners

Empowering youth to reach their full potential through youth-adult partnerships and research-based experiences

* Through long-term, sustained learning experiences that connect children with Iowa State University's knowledge and research base

Iowa State University Extension and Outreach does not discriminate on the basis of age, disability, ethnicity, gender identity, genetic information, marital status, national origin, pregnancy, race, religion, sex, sexual orientation, socioeconomic status, or status as a U.S. veteran. All of prohibited bases apply to all programs. Inquiries regarding nondiscrimination policies may be directed to: Ross Wilburn, Diversity Officer, 2100 Boardwalk Hall, 515 Boardwalk Plaza, Ames, Iowa 50011, 515-284-1482, wilbur@iastate.edu, 401-127

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Although 4-H is an approved partner of ISU Extension and Outreach, it does not give us permission to use the name and emblem in any way we wish. ISU Extension and Outreach must follow the Name and Emblem guidelines set by the USDA.

Name

The official 4-H Name includes 4-H, 4-H Youth Development, or 4-H Youth Development Program. When using the term “4-H” it must conform as follows:

- The numeral “4” is separated from a capital “H” with a hyphen (not a dash, slash, or space).
- Avoid separation of any of the elements of the 4-H Name at the end of sentences.
- Do not use the 4-H Emblem in place of the word “4-H” in a title or text.

Emblem

The official 4-H Emblem is a four-leaf clover with a letter “H” in each leaf and the stem turned to the right. The Emblem may be two-dimensional (flat) or three dimensional (with shadows that show depth and perspective). Authorized users of the 4-H Emblem must ensure the following:

- The 4-H Emblem should always appear as a whole and complete image.
- The leaves cannot be removed or have another image superimposed over the top of any of the leaves. Other images should be moved and appear completely separate from the 4-H Emblem. This also means you should not “cut off” a leaf by running it off the edge of the paper.
- Do not place text or other images over or on top of the 4-H Emblem.
- Keep it upright. The 4-H Emblem should not be rotated or turned on its side.
- The appearance, shape, and proportion of the 4-H Emblem should never be distorted to fit in an imprint space.
- The 4-H Emblem should never be screened, shaded, gradated, or appear in a multicolored hue.

Correct Name Use

4-H

Incorrect Name Use

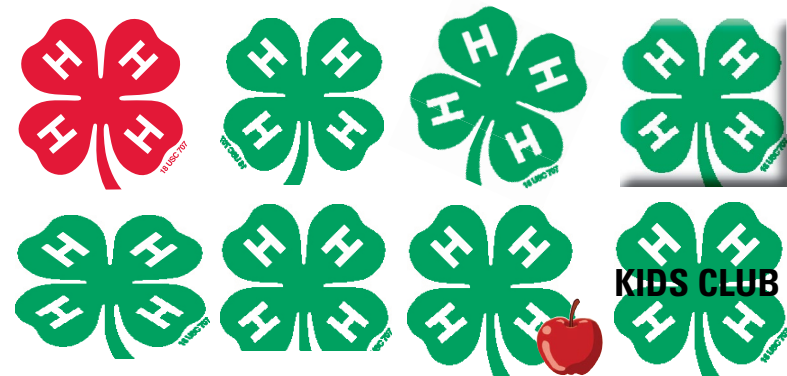
4/H 4 H 4—H 4-h

Correct Emblem Use



The 18 U.S.C. 707 statement must appear to the right of the clover stem or under the bottom right clover leaf.

Incorrect Emblem Use



Colors

The 4-H green color can be used on 4-H materials even though it is not within the university color palette.

To maintain a connection to Iowa State University Extension and Outreach the primary and secondary color palette should be used in addition to 4-H green.

Fonts

The consistent use of two type families on all advertising, marketing, promotional, and educational materials establishes a unique graphic look that is instantly identified with Iowa State University: ITC Berkeley Old Style and Univers (Univers LT Std is also acceptable). Berkeley is a traditional serif typeface. Univers is a sans serif typeface.

If you do not have these two font families you may substitute Times New Roman for Berkeley and Arial for Univers. For more information, see Fonts section on page 8.

Using County Names with the Red Bar

When the red bar is used, the county name cannot be added under the wordmark due to space restrictions. It is preferred that the county name be added to the right side of the wordmark and be placed in line with the Extension and Outreach text. The font size of the county name should not appear larger than the Extension and Outreach text in the wordmark.

Approved Colors



Pantone: 347
CMYK: 93/0/100/0
RGB: 0/154/86
HEX: #00A15F



Pantone: 186
CMYK: 2/100/85/6
RGB: 218/26/50
HEX: #C8102E



Pantone: 142
CMYK: 0/24/78/0
RGB: 241/190/72
HEX: #F1BE48

For additional color options see page 9.

Approved Fonts

Univers LT Std

ITC Berkeley Oldstyle

Arial

Times New Roman

Correct



Incorrect



4-H Green Promotional Items

4-H county offices are now allowed to order green product that contains the ISU Extension and Outreach wordmark. Each product must follow proper wordmark guidelines as outlined in the ISU Extension and Outreach portion of the visual identity guide (pages 3-5). All product must also include the TM notice and be submitted to the Trademark Licensing Office for approval.

Products must match the 4-H Green (Pantone 347) color as close as possible. The imprint color on green product should always be white. Black or two-color (black and green) imprints may be used on white product.

Adding County Names under Combined 4-H/ISU Extension and Outreach Mark

4-H county offices can add the county name under the combined 4-H/ISU Extension and Outreach wordmark on products or materials where the red bar is not used. This layout must follow proper spacing guidelines as outlined on pages 4 and 5.

4-H Apparel

Red or white apparel are the only approved colors for 4-H staff. For more apparel information and restrictions, please see the apparel section on pages 15 and 16.

4-H uses the stacked version of the Iowa State University Extension and Outreach wordmark with the 4-H Emblem placed above with equal visual representation.



IOWA STATE UNIVERSITY
Extension and Outreach
O'Brien County



IOWA STATE UNIVERSITY
Extension and Outreach
Cerro Gordo County



IOWA STATE UNIVERSITY
Extension and Outreach

Master Gardener

Master Gardener is an example of a graphic identity that incorporates the Iowa State University Extension and Outreach wordmark as part of the design. Do not combine graphics on your own. The Master Gardener graphic element can be downloaded from my.extension.iastate.edu/wordmarks-advancement.

Colors

Master Gardener is considered an Iowa State University Extension and Outreach program so it should use the approved primary and secondary color palette.

Fonts

The consistent use of two type families on all advertising, marketing, promotional, and educational materials establishes a unique graphic look that is instantly identified with Iowa State University: ITC Berkeley Old Style and Univers (Univers LT Std is also acceptable). Berkeley is a traditional serif typeface. Univers is a sans serif typeface.

If you do not have these two font families you may substitute Times New Roman for Berkeley and Arial for Univers. For more information, see Fonts section on page 8.

Master Gardener Apparel

Master Gardener uses the standard MG mark, described above, on all apparel. When embroidering or screen printing on red apparel, the mark should be white. For approved apparel colors and restrictions, please see the apparel section on pages 15 and 16.

For assistance, contact the brand manager at extbranding@iastate.edu.

Approved Colors



Pantone: 186
CMYK: 2/100/85/6
RGB: 218/26/50
HEX: #C8102E



Pantone: 142
CMYK: 0/24/78/0
RGB: 241/190/72
HEX: #F1BE48



Pantone: 369
CMYK: 60/12/100/11
RGB: 107/157/59
HEX: #6B9D3B



Pantone: 7623
CMYK: 30/100/100/45
RGB: 114/15/17
HEX: #720F11

For additional color options see page 9.

Approved Fonts

Univers LT Std

ITC Berkeley Oldstyle

Arial

Times New Roman

Wordmarks on Apparel



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Advancement
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For the full non-discrimination statement or accommodation inquiries, go to www.extension.iastate.edu/diversity/ext.