

College of Agriculture, Food and Environment Branding the College and Extension

What has changed?

- UK interlocking logo is now used for Athletics, the UK Healthcare system AND the University
- New UK/Department/Unit logos
- New optional branding for promotional items
- A 46-page graphics standard!
- New official stationery
- No secondary logos
- New typefaces/Fonts
- All new templates with new disabilities statement and brand
- Social Media profile templates
- New web standards and design

Logos

Download all from <http://marketing.ca.uky.edu/logos>

When creating marketing materials, simply “brand it” with the main logo:

Main College Logo:



Main Cooperative Extension Service Logo:



The partnership logo with UK and KSU Logo:

This logo identifies both land-grant universities and used in county office materials and office signs.

COOPERATIVE EXTENSION



It starts with us

When creating marketing materials with the official logo, you can use the tagline “It starts with us”. This tagline is used by itself as a statement, or to finish a sentence. See more details on marketing.ca.uky.edu/tagline

It starts with us

Blue band

An alternative to using the College lockup on materials Review best use on marketing site. Using the blue band helps “highlight” the brand in color, size and placement in a design. See more details on marketing.ca.uky.edu/blueband



Order County Outdoor Signs

<http://marketing.ca.uky.edu/signs>

Templates Download

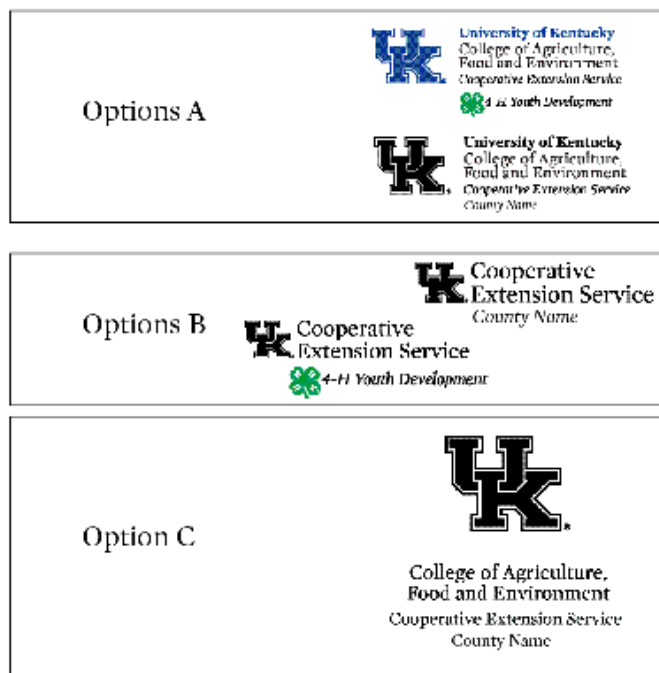
<http://marketing.ca.uky.edu/templates>

<http://marketing.ca.uky.edu>

Ordering Apparel and Items

Example designs and guides on process and working with vendors are on <http://marketing.ca.uky.edu/promo>

Official office shirts/jackets, use one of the logos on front;



Camp and casual T-shirts, use one of the above logos somewhere, front, back or sleeve.

Rule of thumb: Always brand Extension or college with a logo.

Using a local, non-university account?

Many local vendors can print promo apparel and items IF they have a license to Print the UK logo. Check with favorite vendors first!

Information on how vendors get a license:

<http://marketing.ca.uky.edu/process>

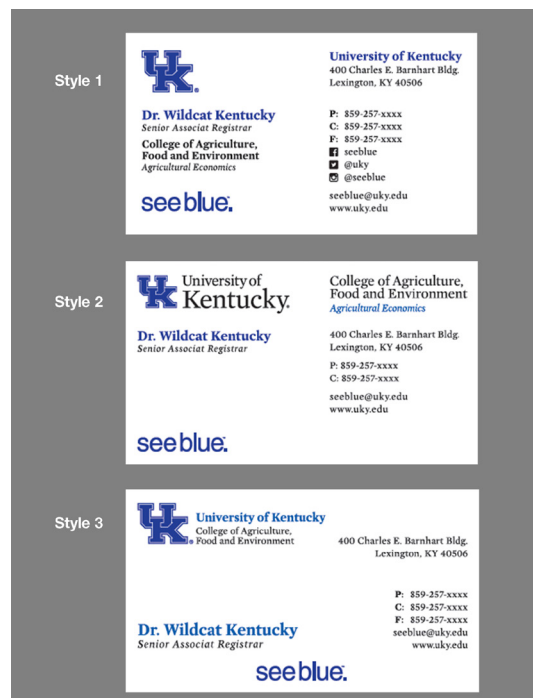
Approved vendor Lists:

<http://marketing.ca.uky.edu/forms>

Ordering Official UK Stationery, Business Cards

UK has three approved stationery vendors for printing letterhead, envelopes, note cards and business cards.

Counties have templates for the stationery, <http://marketing.ca.uky.edu/templates> but must order business cards from the UK vendors.



Ordering from the College Store

<http://www.costore.com/UKPROMOS/welcome.asp>

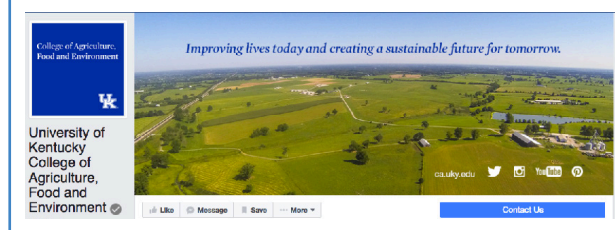
Order online, select product, logos and order tablecloths, apparel, items and more.

Social Media

<http://marketing.ca.uky.edu/socialmedia>

Templates available in PhotoShop and png files to update all your social media profiles.

Powerpoint on social media best practices



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