Our Vision
The College will be recognized for excellence in fostering:
• Learning that changes lives
• Discoveries that change the world
• Opportunities that shape the future

Our Mission
• To promote sustainable farming and food systems, from production through consumption
• To enhance the health and well-being of people and the environment in which they live
• To expand economic opportunity by sharing the knowledge and tools for wise, innovative uses of natural resources and development of human potential

About This Guide
The information in this guide supports our mission, our vision and our values. It reinforces who we are. Each College of Agriculture, Food and Environment communication is an opportunity to express our brand. It’s one more way we can build relationships and reinforce loyalty. By using the standards found in this document, we create powerful communications that support the overarching goal of our College.

A strong identity is critical to success. This brand guide will make it easy for you to use the appropriate brand for the College.

This guide provides basic information about – and tools for using – the College of Agriculture, Food and Environment brand, and allows flexibility for Kentucky Cooperative Extension, Cooperative Extension Service, departments, units, and centers to simultaneously pursue their own brand needs.

The identity graphics in this guide are registered trademarks and should be used as described below. The graphic system represents the identity of the University and College and should not be diluted through substitution or artistic mingling.
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**Land-Grant Values**

As a College, we are guided by the values underlying the land-grant philosophy:

- **Learning** – enhancing access to educational opportunities for all
- **Discovery** – expanding knowledge through research
- **Engagement** – collaborating with diverse institutions, communities and people to improve lives

**INTRODUCTION: THE COLLEGE BRAND**

**Who We Are**

The College of Agriculture, Food and Environment was founded as – and remains – a land-grant institution, offering access to knowledge and learning to enhance the lives of Kentuckians. The College is fundamentally interdisciplinary; we apply the biological, physical, and social sciences to challenges in agricultural, food and environmental systems. Our work encompasses farms and forests, food and fiber, families and communities.

The College holds a unique position as the home of the Kentucky Agricultural Experiment Station and the Kentucky Cooperative Extension Service. Our teaching, research, and extension programs are part of a national system that maintains a statewide presence and links local, state and global issues.

A hallmark of our work is the integration of the three land-grant values – learning, discovery, and engagement – into programs that make a difference.

As full partners in the University of Kentucky and in every Kentucky county we:

- Facilitate lifelong learning, informed by scholarship and research
- Expand knowledge through creative research and discovery
- Serve Kentuckians by sharing and applying knowledge

The College shall honor, sustain and advance the land-grant heritage and mission.
VISUAL IDENTITY

The Official CAFE Logo

The CAFE logo combines the words “University of Kentucky” and “College of Agriculture, Food and Environment” with a specific font treatment, creating a recognizable identity. This logo is used on stationery, business cards, letterhead and all marketing/promotional materials.

The College has an official CAFE logo and secondary UKAg logos. Only these logos are used in all new materials.

Kentucky Cooperative Extension

The University of Kentucky and Kentucky State University are the Commonwealth’s two land-grant institutions.

At the University of Kentucky, the name of the Extension organization is “Cooperative Extension Service.” At Kentucky State University, the Extension organization is referred to as “Cooperative Extension Programs.”

When the Extension program is regarding the overall Extension system within the Commonwealth of Kentucky, the official name is Kentucky Cooperative Extension to represent the partnership of both the University of Kentucky and Kentucky State University.

University of Kentucky

To strengthen the connection with the University of Kentucky and the College of Agriculture, Food and Environment, the official name of the organization is Cooperative Extension Service, University of Kentucky College of Agriculture, Food and Environment. This official title provides an umbrella under which fit all
programs offered by agents and specialists. The logo combines the words “Cooperative Extension Service,” “University of Kentucky” and “College of Agriculture, Food and Environment” with a specific font treatment, creating a recognizable logo. The stationery, business cards, and letterhead all use this logo. Use the logo in other print materials such as brochures, newsletters, bulletins and ads.

All internal communication pieces should use the Cooperative Extension Service logo.

All external communication pieces to be distributed to the public/off campus/from counties must have the Cooperative Extension Service logo or the cobranding Cooperative Extension Service logo with the KSU wordmark.

One of the marketing challenges that the Cooperative Extension Service faces is that many audiences do not understand the tie between individual program areas and the overall Extension organization. For example, many people do not understand that 4-H is a part of the Cooperative Extension Service and College. The only way to solve this problem is to educate all staff about the importance of promoting the connection with each of its programs. The use of a consistent organizational name will create a more consistent organizational image with clientele, decision makers, media representatives and the general public.

Every time the name of the Cooperative Extension Service, University of Kentucky College of Agriculture, Food and Environment is spoken or the words or logo are printed, the receiver forms an opinion. Every time an identity is registered, the individual adds to the perception. Therefore, at every opportunity we should project a positive identity of the Cooperative Extension Service and College of Agriculture, Food and Environment.
Kentucky State University

The Kentucky Cooperative Extension logo with the combination of the UK and the KSU logo is approved by both universities and is the official primary logo to use when representing Kentucky Cooperative Extension. The UK College of Agriculture, Food and Environment and the Cooperative Extension Service follow the guidelines in the University of Kentucky Official Graphic Standards Manual for these logos, available at http://www.uky.edu/Graphics/download.htm

The official CAFE logo is placed on the front/back of printed publications in a prominent location and at the top and bottom of the piece whenever possible. It is acceptable for the logo to be placed in either the center, left or right corner positions. Care should be taken to maintain white space around the logo. The logos are to be printed on the front of an item with the cobrand UKAg secondary wordmark printed on the back side. When ordering from the UKAg Store, the designs and positions of the logos are already determined to make your ordering experience easier and enjoyable.
COBRANDING

CAFE logo with department, unit name
The CAFE logo with HES, departments, units, centers and programs may be used as an official CAFE logo (http://marketing.ca.uky.edu/logos2).

Secondary Logo: UKAg
The UKAg logos do not replace the official CAFE logo. They must be placed within the content of a document to promote the college.

UKAg

The UKAg logo can be customized with a department, unit, center, program or group name. Download from http://marketing.ca.uky.edu/ukagcustom

Secondary Wordmark: We Grow
The College and the Cooperative Extension Service personnel can use We Grow with or without the UKAg logo. The official CAFE logo still must be the prominent logo. The We Grow Blue wordmark as a stand-alone is used only by our Academic Programs and Alumni administration See proper use instructions and logos from http://marketing.ca.uky.edu/wegrow
STANDARDS MANUALS

UK Official Standards
University Licensing Policy
KSU Official Standards
Using Clipart & Understanding Copyright

STANDARD COLORS

Blue and white in combination are as well known as our name. They are our signature colors by which our audiences identify us as the University of Kentucky. Incorporate the signature colors of our University and College into your materials to tap into that powerful recognition and connect with our brand. To ensure consistency and protect our signature colors, be sure to use the proper specifications above. Consider that a generous use of white allows our colors, and any others, to stand out.

Many Cooperative Extension Service programs are conducted in collaboration with other organizations. In general, it is important to maintain the identity of the Cooperative Extension Service when working with other groups and efforts should be made to use the Kentucky Cooperative Extension logo on information related to the collaborative effort. However, these decisions may have to be negotiated with the collaborative partners.

A commercial printer may present the option of printing the logo in a color. To ensure consistency, request that the printer use the official UK blue.

PMS 286 Blue: C100 M66 Y0 K2, R0 G93 B170, #005DAA
White: C0 M0 Y0 K0, R255 G255 B255, FFFFFF
Gray: 50 or 70 % black
Black: C0 M0 Y0 K100, R0 G0 B0, #000000
PROPORTION AND SPACING

When using the CAFE logo, always use an approved logo file. Never try to recreate the logo yourself. If you need to resize the logo, always constrain proportions by locking the aspect ratio, so the height and width are scaled together.

A buffer zone should always surround the CAFE logo, with no type nor graphics appearing in the zone. The buffer zone is the space that is half of the height ($\frac{1}{2}x$) of the capital K in “Kentucky” (x) in the workmark/logo. It extends above, below, to the left and to the right of the logo. For a printed piece, the CAFE logo’s placement shall be at least half an inch from the edge or top of page. The capital K in “Kentucky” in the logo shall be no smaller than three-eighths of an inch.

PHOTOGRAPHY

Our photography style reflects and reinforces our position statement by spotlighting our people, our places and the College in action. It is clean, compelling and real, and the subject is always the hero – the primary focal point, caught in a moment that resonates with the viewer. When taking photographs for public purposes you must get a signed permission form. See copyright and use of clipart (http://marketing.ca.uky.edu/copyright)

Photo Library

If you are looking for an image to use in a display, publication or online, the Ag Communications photographers have a number of options for you. View photos from the Digital Photo Library at http://photo.ca.uky.edu/gallery/main.php.
Selections include sets of images for public view or login with your UK Link Blue to see all images in the library.
**TYPOGRAPHY**

The CAFE logo uses two fonts, Garamond Family and Helvetica or Helvetica Neue Family.

**STATIONERY FOR CAFE AND EXTENSION**

Stationery letterhead and envelopes (three styles) meet the correspondence needs of the University of Kentucky community. Adherence to the standard stationery system strengthens our brand and saves the university money.

Letterhead, envelopes, business cards, name badges and internal stationery templates/order forms are available on the marketing resources web site, [http://marketing.ca.uky.edu](http://marketing.ca.uky.edu).

**CAFE AND EXTENSION BUSINESS CARDS**

CAFE provides a variety of styles to support the needs of the college. Business cards may be ordered online through a vendor or the business card order form, available at [http://marketing.ca.uky.edu/stationery](http://marketing.ca.uky.edu/stationery).

2014-2015 UK’s 150th logo is added to all stationery by the vendor.

**CAFE AND EXTENSION NAME BADGES**

The use of a consistent organizational name will create a more consistent organizational image with clientele, decision makers, media representatives, and the general public. Wear the official name badge during presentations and meetings to market the college and extension.
**TEMPLATES**

**Newsletters, Fact Sheets and Meeting Announcements**

Templates provide a consistent design and visual identity for promoting the college. Mailing enclosure slips, equal opportunity statements, PowerPoint slides and other standard templates are available for college personnel on the college marketing resources site.

**ORDERING PROMOTIONAL ITEMS**

Be advised; only use the vendors on the UK approved vendor list (Licensee List). Contact the vendor directly for your items. Please follow our branding guidelines and use our official College logo on your items. Any secondary logos are placed in the yoke, sleeve, back or backside on clothing, hats, mugs and bags.

Banner designs are available for download to market the college at any events. See the designs and downloadable files on the marketing resources site, marketing.ca.uky.edu/extension_promo.

**DISPLAYS, EXHIBITS, BANNERS AND SIGNS**

**Displays**

The Agricultural Distribution Center, located on main campus, has display boards in three sizes available for loan. To reserve a display board, call the Agricultural Distribution Center at 859-257-7571. District offices often have a few display boards for loan, so check your office. Each panel comes with a college or the Extension logo header.

Display boards:
Small: 26” x 70” (4-panels, blue one side/gray one side)
Medium: 42” x 96” (6-panels, blue one side/gray one side)
Large: 48” x 96” (6-panels, blue one side/gray one side)
Purchasing Display Boards/Exhibit Items

Display boards or any type of exhibit item must be purchased from an outside company. Most local sign shops sell roll-up banners and can help with the design and ordering. Most vendors have employees with design expertise to help with the banner artwork. Always use the official CAFE on all banners and displays.

Customizable, Retractable Banners and Posters

Banner designs are available for download to market the college at any events. See the designs and downloadable files on the marketing resources site, marketing.ca.uky.edu/extension_promo.

Indoor Signs

Conference, meeting podium signs and tablecloths can be order through the UKAg Store, http://www.ukagstore.com.

Outdoor Signs

Specifications for outdoor signs follow the branding standards. The basic workmark and county name are on all signs.

Specification for a common design is available for download to give to the sign company hired to create the sign. Signs are made with a variety of materials but all should contain the same consistent branding message using the appropriate workmarks/logos. Visit the marketing resources web site, http://marketing.ca.uky.edu for details.

Download outdoor sign graphics
Social Media

Logos
Social Media marketing follows the branding and visual identity of the college. Profile and background graphics are available on the marketing resources web site, http://marketing.ca.uky.edu/socialmedia.

Approval for Social Media Sites
College departments/units/programs/Extension county offices that would like to start using social media should e-mail the UK Office of Public Relations and Marketing, ukpr@uky.edu. Place in the subject line “Social media approval request.” All institutional pages must have a full-time appointed employee who is identified as being responsible for content. Ideally, this should be the head of the unit or department.

Frequently Asked Questions

Is every department, center, unit, program within the college required to follow these guidelines?
Yes. It’s important to comply in a way that connects every unit with the College — using the CAFE logo on a printed piece, for example, or using institutional colors and the workmark/logo on items. The goal of any brand and visual identity project is consistency, which increases recognition and clearly communicates that individual entities are part of the larger institution.

Can I use the UKAg logo on materials instead of the CAFE logo?
No. All materials must use the CAFE logo as the main logo. Use the UKAg logo as secondary in size and location.

Our campus unit wants a new logo to use on our letterhead, web site, and other products. Where can we get the logo and what will it cost?
The College has an official CAFE logo and secondary UKAg logos, only these logos are used in all new materials. The university has an approved stationery vendor list that the college abides by and costs are based on contracts. Visit the marketing resources web site, http://marketing.ca.uky.edu for details.

Our unit wants to create a logo for a special event. Is that okay?

You may create a logo that will be used only for a specific purpose (such as the 150th UK anniversary) during a specific timeframe (such as one year). Get approval from Marketing Resources before implementing any logos.

I’d like to use the fancy UK letters logo like Athletics with materials related to my research project. Is that okay?

No, the UK logo is reserved for use with materials related specifically to UK Athletics. Same with the wildcat image.

We have developed a graphic we use for all our programs. Can we still use them?

No “special” logos for programs, centers, labs will be created or used to replace the official CAFE logo. The secondary UKAg logo is available to be customized with the name of a program, center or area. Only use the official CAFE logo with or without the UKAg logo or We Grow wordmarks. Go to http://marketing.ca.uky.edu/logos2 for more information.

Is it OK to say “CAFE” when talking about the college? Can I use “CAFE” in written documents when referring to the College?

Yes. When using “CAFE” in writing, make sure to check the letters and remove the accent over the “e.” You can autofix this issue by selecting “Stop Automatically Correcting ‘cafe’” from the dropdown menu.

IMPORTANT:
As of 2013, The UKAg logo is available to be customized with the name of a program, center or area. Only use the official CAFE logo with or without the secondary UKAg logo or We Grow wordmarks.

If you need a UKAg logo with the box created for a program, contact becky.simmermacher@uky.edu