

BRANDING STANDARDS

Standardized Use of Fonts, Colors, Brands and Logos



1. EXTENSION STANDARDS

COLOR

Dark Maroon:	R 88	G 0	B 5
Medium Red:	R 206	G 27	B 34
Gold:	R 255	G 204	B 51
Black:	R 0	G 0	B 0

DIRECTIONS: RGB can be adjusted in **Word** and **Powerpoint:** Font Color > More Colors > Slider (second from left) > select RGB from drop down menu.

LOGO

Preferred: Gold background with Dark Red font



Alternates (feel free to size appropriately):



2. CSEMG STANDARDS

TEXT: for CSEMG name

font: "Britannic Bold" plain (do not have bold selected or it becomes extra bold), **preferred color:** Maroon (RGB above), **preferred layout:** stacked as shown below with first line in smaller font size

Carver-Scott Extension
Master Gardeners

TEXT: for event/title

font: "Britannic Bold" plain (do not have bold selected), **preferred color:** black (RGB above)

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8th Annual Plant Sale

TEXT: for regular text

font: "Calibri" plain or bold, **preferred color:** black (RGB above)

East of Hwy 41 on Pioneer Trail

LOGO:

"Single Bee" designed by E.K. & implemented 3rd quarter of 2016. *Extension does not allow us to have a logo so keep it small and in a corner or a less prominent position:*



SUPPORT

Extension staff will work with you to create the communications, signs, announcements, and to make the materials you need, and be consistent with others (see below).

Logos and brand graphics can be obtained from your local Extension office staff.

Carver: 952-466-5315 or -5300

Jordan: 952-492-5379

File types for best print quality:

When a small logo is needed, a .jpg file may print well. When a larger logo is needed, obtain a vector file type for best graphics printing. *Vector file examples:* .eps, .ai Extension staff will assist you.

REMEMBER TO BE CONSISTENT:

- Please limit to max **3 sizes, 2 fonts, 2-3 colors**
- **Images** in Presentations should be of **similar size** and take up the **entire slide** when possible
- In Presentations remember to **advertise** what's coming up next, events, and website
- **Limit text** and **bold or capitalize** what is the most important