Extension
UNIVERSITY OF WISCONSIN-MADISON

UNIVERSITY OF WISCONSIN-MADISON DIVISION OF EXTENSION

Brand & Style Guide

JUNE 2019
We are University of Wisconsin-Madison Division of Extension.

All first references to our name/logo must include “Madison.” This is not only because we are part of the Madison campus but also to reinforce the strong connections we’re making with the campus in our transition.

Example:

University of Wisconsin-Madison Division of Extension
Columbia County

After establishing the official name, or for more informal references, UW-Madison Extension or Extension Columbia County is acceptable.

As a reminder, we are no longer using “Cooperative” or its derivatives. We also must not use UW-Extension.

Now Use

University of Wisconsin-Madison Division of Extension
Division of Extension
Extension

Stop Using

UW-Extension
Cooperative Extension
UW-Ext / UWEX
Logo Usage

Now that Extension is a Division within the University of Wisconsin-Madison we must follow the Campus’s rules for logo usage. Our Extension logo utilizes the “W” crest, with the descriptive text:

Extension
University of Wisconsin-Madison

All Extension-related branding materials need to use this logo. This includes letterheads, presentations, clothing, business cards, signage, etc.

Counties have the option of using a logo that adds descriptive text to indicate an office:

Extension
University of Wisconsin-Madison
Columbia County

Find county-specific logos at brand.wisc.edu/logo-generator.

We cannot alter these logos any further
We cannot alter the arrangement of the words. We cannot alter the arrangement of the crest. We cannot add words such as “volunteer.” Adding such words can be done outside of the logo in another portion of your design.
Logo Usage: Co-Branding

Using two or more logos is common for Extension’s branded programs or when we work with partners on an event. Here’s some guidance on how to handle logos and placement.

General guidance
When dealing with multiple logos, the Extension logo should be first. Additionally, the Extension logo should be at least the same size and at least as prominent as the external entity’s logo. Make sure there is ample space between the logos; it must always be clear that they are two separate logos.

UW-Madison related logos ("multiple crests")
The UW-Madison Brand Style Guide (brand.wisc.edu) recommends not using two “crest”-related logos together. Doing so reduces the strength of the brand and creates too much clutter. For example, we would not use the Extension logo along with the one for CALS.

When co-branding with other UW-Madison groups, you can use the main UW-Madison logo and then list the entities in text format.
Logo Usage: Co-Branding

Like our name, logos use must establish a connection to Campus before subsequent logos can be used.

Co-branding with Extension branded programs
Some Extension programs have branded logos they’ve developed with outside funders or partners. The same parameters as above hold true: Use the main Extension logo as a primary logo and the program logo as a secondary. This creates a link to Campus and orients stakeholders as to our relationship with UW-Madison.
Logo Usage

UW-Madison has a number of logos specific to Athletics that we cannot use in our branding materials. That includes the “motion W” and Bucky Badger.

Looking for more?

University Marketing has a robust Brand Style Guide along with logos, font guidance, and even design elements you can use in your work. Visit brand.wisc.edu for more.
The Communications Office's intranet page has logos for clothing, pens, etc., and can help with county-specific logos that might need to be formatted for use on merchandise.

**Coming soon!**
Check the Communications intranet soon for links to storefronts where you can purchase business cards and apparel, and find more resources for printing.

*If you have a specific request for a way to use the logo not seen on this page, reach out to the Communications Office for assistance working UW-Madison Marketing.*

**Color**
UW-Madison red is sometimes referred to as “Cardinal red” by print vendors.

#c5050c
Social Media

When naming your social media channel, please use the name guidance above, such as “UW-Madison Extension Columbia County” or “Extension Columbia County.” For programs, it makes most sense to lead with the program name so it shows up better in searches.

Example:

FoodWIse Extension Brown County

You can find suggested social media logos on the Communications intranet page.

Font

For designed products, Lato is our recommended font. It is similar to the University’s official font, Verlag. This document is set in Lato.
Coming Soon: Templates

Check the Communications intranet page soon for ready-to-use templates, including fliers, brochures, reports, and more.
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University of Wisconsin-Madison
Division of Extension
Office of Communications & Stakeholder Engagement
702 Langdon Street Madison, WI 53706
info@extension.wisc.edu | extension.wisc.edu

Special thanks to:
University Marketing
University Relations
Natural Resources Institute Marketing & Communications Unit