



# Extension

## UNIVERSITY OF WISCONSIN-MADISON

UNIVERSITY OF WISCONSIN-MADISON DIVISION OF EXTENSION

# Brand & Style Guide

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JUNE 2019

# Name

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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](http://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.

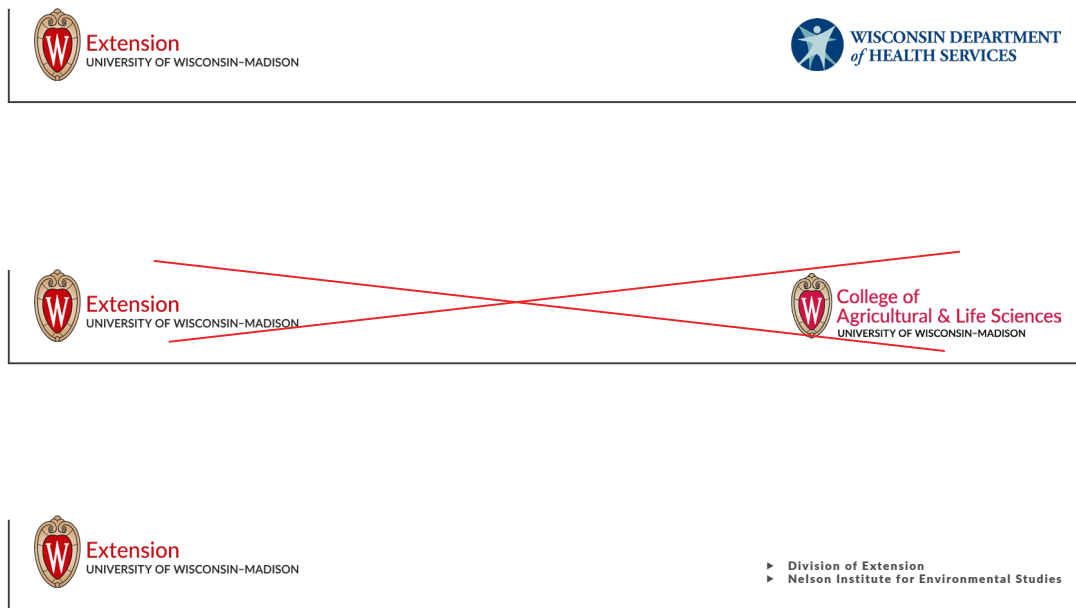
## General guidance

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](http://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.



## Primary Logo



## Secondary Logo



# 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](http://brand.wisc.edu) for more



# Logo Usage: Printing

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



Extension

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## Social Media

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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

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

LATO

Lato

**Lato Bold**

*Lato Italic*



# Coming Soon: Templates

Check the Communications intranet page soon for ready-to-use templates, including fliers, brochures, reports, and more.



## We've been partners on the farm, in the field and in communities for over 100 years.

The Agriculture Institute works to achieve better results through research and outreach supporting livestock management, crops and soils, farm management and horticulture.

We work hand-in-hand with farmers, businesses and communities to build stronger, more diverse farm and food systems. Whether on the farm or in the field, we're working together to develop sustainable solutions that drive economic growth and keep our state's thriving agriculture tradition strong.

Heidi Johnson, Director (Interim)  
Agriculture Institute  
UW-Madison Division of Extension  
Phone: 608 263 9260  
Wisconsin Relay: 711  
heidi.johnson@wisc.edu  
extension.wisc.edu/agriculture

# Brand & Style Guide

**University of Wisconsin-Madison**

**Division of Extension**

Office of Communications & Stakeholder Engagement

702 Langdon Street Madison, WI 53706

[info@extension.wisc.edu](mailto:info@extension.wisc.edu) | [extension.wisc.edu](http://extension.wisc.edu)

*Special thanks to:*

*University Marketing*

*University Relations*

*Natural Resources Institute Marketing & Communications Unit*



**Extension**

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