Best Practices for Using the UT Extension Logo

By correctly using the logo and using it often, Extension employees remind our clients of and introduce potential new clients to our organization. In this sense, the logo is UT Extension’s most valuable and most visible brand asset. It combines three elements, which should always be used together and in the correct size and color:

- The UT mark, which symbolizes the state of Tennessee and personifies UT Extension as having a role in every county across the state.
- The word “Extension” in a fresh green color known as “Pasture.” This color was chosen because it symbolizes youth, growth, and enhancing of life.
- The phrases “Institute of Agriculture” and “The University of Tennessee” are reminders that Extension is one of the four units of the Institute of Agriculture, and a part of the UT system.

The only exception to the use of these elements together is that in some promotional item printing or embroidering, the use of “The University of Tennessee” may not be possible due to sizing. The office of UTIA Marketing and Communications (865-974-7141) can work with you in these cases.

Logo Placement

Logo placement allows us to have a consistent look throughout Extension. The new placement reflects the clean, fresh look of today’s graphic design. Appropriate placements for the UT Extension logo are illustrated here. Although there is some flexibility (i.e. promotional items and web), the highlighted placements show the preferred position for each arrangement. The placements also apply to secondary Extension logos, (i.e. County, Center and Regional). The third preferred placement example shown here is for use when documents will be printed/duplicated where printing to the edge of the paper is not possible.

Minimum Size Rule

When you are using the UT Extension logo be conscious of the size and legibility. A logo that is too small to see will not serve any purpose of being used. The UT Extension logo should never appear less than ½-inch tall in printed materials, and no less than 36 pixels tall on the web. To keep the proportion when changing the size, right click on the logo, click “size and position” to make the change to the size while keeping the proportion. You can also click on a corner of the graphic, hold the shift key down and drag diagonally to the needed size.

The clear-space rule

When using the logos, the minimum clear space that must be left around the logo is measured by the UT mark height. Using this clear-space around the logo is needed and crucial to help identify hierarchy between the Institute and its programs. The clear-space rule should be maintained as the logo is proportionately enlarged or reduced in size.

This information and other resources are available at http://marketingtoolkit.tennessee.edu.
Colors
The UT Extension logo use three primary colors: UT Orange, Extension Pasture, and Slate. UT Extension logos may only be used in these three combined colors or in all black or all white.

<table>
<thead>
<tr>
<th>Color</th>
<th>PANTONE 151</th>
<th>PANTONE 360</th>
<th>PANTONE 432</th>
</tr>
</thead>
<tbody>
<tr>
<td>UT Orange</td>
<td>RGB: 255, 131, 0</td>
<td>CMYK: 0, 60, 100, 0</td>
<td>RGB: 108, 192, 73</td>
</tr>
<tr>
<td>Pasture</td>
<td>RGB: 51, 61, 71</td>
<td>CMYK: 78, 64, 53, 44</td>
<td></td>
</tr>
</tbody>
</table>

When to use the primary logo versus the secondary logos
The UT Extension logo is the primary logo. The county, departments or center-specific UT Extension logos can be for any items that are specific to their areas. This includes name tags, news releases, and local promotional items. Items that extend past the audience of your area should use the primary UT Extension logo.

When used in co-branding
If the UT Extension logo is used with either TSU Cooperative Extension logo, 4-H logo, or both, the UT Extension logo should appear first.

When used with grant-funded program’s logos
The UT Extension logo should be placed first in accordance with the guidelines on the first side of this fact sheet.

When must the indicia be used?
The indicia should always be used when the document is sent to an outside organization, including stakeholders, or for marketing purposes. For internal use or with established Extension groups (4-H clubs, FCE, Master Gardener, Master Beef, etc.), the indicia is not required.

Use of “Real. Life. Solutions.” brand promise
The brand promise should be incorporated in any materials that are used to market Extension. Placement may vary depending on the whether the item is a flyer versus a promotional item. Using it on internal documents, such as handouts, is preferred as it serves to remind our clients of this promise.

The following are NOT best practices:
1. Altering the proportion of UT Extension logos in any way.
2. Using any part of the logos, including the UT mark, EXTENSION, INSTITUTE OF AGRICULTURE, and/or THE UNIVERSITY OF TENNESSEE as part of another word.
3. Redesigning, redrawing, animating, modifying, distorting, or altering the proportions of the EXTENSION logos.
4. Rotating or rendering the logos three-dimensionally.
5. Adding words, images, or any other new elements or logos to the logos.
6. Replacing the approved typeface with any other typeface.
7. Surrounding the logos in a shape or combine it with other design elements or effects.
8. Modifying the size or position relationship of any element of the logo.
9. Adding additional verbiage to the logos.
10. Using a logo as a background image with words appearing on top of the logo.