

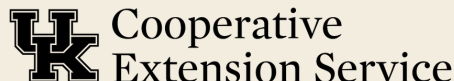
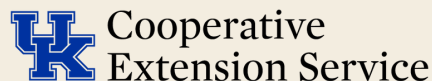
UK COOPERATIVE EXTENSION LOGOS

Lexi Fellows, UK Extension Marketing Program Coordinator, alexis.fellows@uky.edu
 Revised 10/30/24

CURRENT LOGOS

The following "UK Cooperative Extension Service" logos are the PRIMARY ones to use for social media, flyers, marketing, etc.

Available in white



MARTIN-GATTON LOGOS

The Martin-Gatton logos are to only be used for larger programs/ ones with higher visibility such as 4-H Kentucky Volunteer Forum. If unsure, use the standard UK Cooperative Extension logo. ***Available in white***



KSU LOGOS

The KSU logos are for programs working directly with Kentucky State University. These also depend on the visibility of the program. If unsure, use the standard UK Cooperative Extension logo.

Available in white* *The logo with university names has CHANGED, be sure to update it.



UK MARTIN-GATTON COLLEGE OF AGRICULTURE, FOOD AND ENVIRONMENT
 KSU COLLEGE OF AGRICULTURE, HEALTH, AND NATURAL RESOURCES

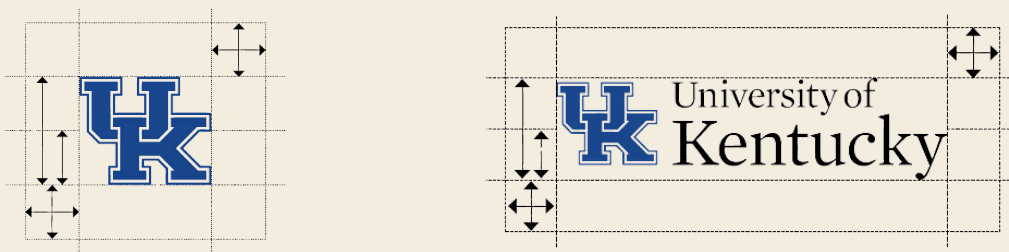
UK MARTIN-GATTON COLLEGE OF AGRICULTURE, FOOD AND ENVIRONMENT
 KSU COLLEGE OF AGRICULTURE, HEALTH, AND NATURAL RESOURCES

UK COOPERATIVE EXTENSION LOGOS

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HOW TO PLACE THE UK COOPERATIVE EXTENSION LOGO

To ensure the logo is visible, always separate it from its surroundings. An area of clear space must surround the logo, measured at half its height on all sides. The logo should never appear smaller than 0.25 inches wide. Do not rotate or tilt the logo or alter it in any way.



4-H LOGOS

The 4-H logo is a great way to show that the program is a 4-H program. Suggested placement is the top left corner (see example).

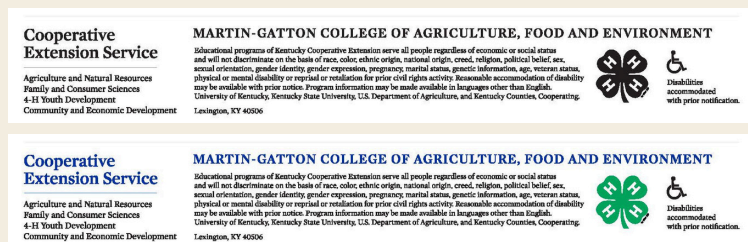
The 4-H logo must have the watermark numbers (18 USC 707). DO NOT add text over the top of the logo, tilt it, or distort it.



EQUAL OPPORTUNITY ORGANIZATION (EEO) FOOTERS

EEO footers are REQUIRED for all printed materials. This includes posters, flyers, handouts, etc. Martin-Gatton is included on them.

Available in white* *Available in Spanish



FOR SOCIAL MEDIA ONLY: The EEO footer is **NOT REQUIRED**, however, you must put the text: *An Equal Opportunity Organization* (Not for program photos, mainly for flyers, see example on next page)

UK COOPERATIVE EXTENSION LOGOS

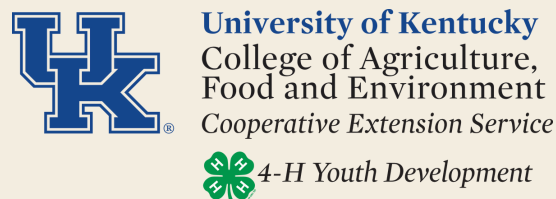
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 Revised 10/30/24

OUT OF DATE/ NOT APPROVED LOGOS

The following **ARE NO LONGER CURRENT OR NOT APPROVED** logos. Please change to the more current logo depending on the program. (This includes the all-black, all-white ones of the following logos as well)

The logo at the top of a county website IS NOT APPROVED for use on flyers. It is only for your county website. Logos with italic program areas or counties are NOT APPROVED. Please only use the main UK Cooperative Extension lockup.

COOPERATIVE EXTENSION



Cooperative Extension Service
 Agriculture and Natural Resources
 Family and Consumer Sciences
 4-H Youth Development
 Community and Economic Development

Educational programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, or physical or mental disability. University of Kentucky, Kentucky State University, U.S. Department of Agriculture, and Kentucky Counties, Cooperating.
 LEXINGTON, KY 40546



Example Flyer

Created on Canva using a template.

This flyer **COULD** be used for social media as well, however, look at the social media example to see the differences. Flyers tend to have more information and aren't as appealing when scrolling through a social media platform.

Be sure to include your county somewhere on the flyer. This helps people identify who you are.

4-H Logo
Suggested placement is **UPPER LEFT** corner. Use for programs with 4-H, not required if AG/FCS/HORT

UK CES Logo
Suggested placement is **UPPER RIGHT** corner. Chose color based on flyer design. Remove the white background to get a cleaner look.

YOUR COUNTY EXTENSION OFFICE

Farmer's Market

DATE, TIME, LOCATION

Come support your local farmers of ___ county!

VEGETABLES

For more information contact at us at (123) 456-789 or visit county.ca.uky.edu.
Facebook: @UKCooperativeExtension

4-H Logo
Suggested placement is **UPPER LEFT** corner. Use for programs with 4-H, not required if AG/FCS/HORT

UK CES Logo
Suggested placement is **UPPER RIGHT** corner. Chose color based on flyer design. Remove the white background to get a cleaner look.

Pick an image or graphic that applies to the program or event.

Include the title of the program, date/time/location, and a small description.

USE THE ADDRESS FOR THE LOCATION.

Stick to similar fonts, using 1-2 MAX. Also keep the colors similar throughout.

Cooperative Extension Service

Agriculture and Natural Resources
Family and Consumer Sciences
4-H Youth Development
Community and Economic Development

MARTIN-GATTON COLLEGE OF AGRICULTURE, FOOD AND ENVIRONMENT

Educational programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, physical or mental disability or reprisal or retaliation for prior civil rights activity. Reasonable accommodation of disability may be available with prior notice. Program information may be made available in languages other than English.
University of Kentucky, Kentucky State University, U.S. Department of Agriculture, and Kentucky Counties, Cooperating.
Lexington, KY 40506



Disabilities accommodated with prior notification.

ALWAYS include the EEO footer on printed materials. This includes all forms, flyers, posters, programs, etc.

Include contact information such as website, phone number, or social media.

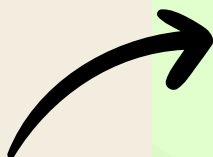
If you use QR codes you can add them here too but KNOW THE AUDIENCE.

Example Social Media Post

Created on Canva using a template.

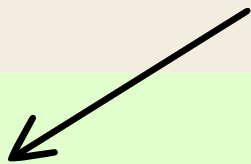
Create flyers and social media posts with the **SAME FONTS** and **GRAPHICS**. This helps to create a brand for the program. Condense the information for social media so that it is easy to read, keeping the date/time/location and the title of the program as the focus.

Be sure to include your county somewhere on the flyer. This helps people identify who you are.



Include the title in a larger font than the description. This helps it stand out.


Make the description brief.



YOUR COUNTY EXTENSION

Farmer's Market

Come support your local farmers of ___ county!
Farm fresh foods!

 Cooperative Extension Service



UK CES Logo
Suggested placement is **UPPER RIGHT** corner. Chose color based on flyer design. Remove the white background to get a cleaner look.

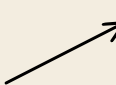


Add date, time, and location (INCLUDE ADDRESS)

For more information contact at us at (123) 456-789 or visit county.ca.uky.edu.
Instagram: @ukyextension



Include contact information such as website, phone number, or social media.



An Equal Opportunity Organization.

YOU DO NOT need to include the EEO footer. However, you MUST put this text on the social post. Suggested placement is **BOTTOM (either side)**

An Equal Opportunity Organization. (In italics)

DO NOT INCLUDE QR CODES ON SOCIAL MEDIA POSTS.

SHAREPOINT FOR MARKETING

Lexi Fellows, UK Extension Marketing Program Coordinator
alexis.fellows@uky.edu



LOGOS AND EEOS

To find UK Cooperative Extension's current logos and EEOs follow these steps:

Step 1: Visit marketing.ca.uky.edu

Step 2: Click "**View All Resources**" on the main page.

Step 3: Click the folder "**# Extension Multi-Use + Counties**"

Step 4: For logos click, "**UK Extension Logos and Wordmarks**" or for EEOs click "**EEO Editable Documents and Footers**"

Step 5: Find the logo/ EEO and be sure to download the PNG version of it. You can also download the PDF version and export it to an image if needed.



SOCIAL MEDIA PROFILE PICTURES

To find UK Cooperative Extension's approved social media profile pictures, follow these steps:

Step 1: Visit marketing.ca.uky.edu

Step 2: Click "**View All Resources**" on the main page.

Step 3: Click "**Textures, Fonts + Graphics**" on the main page (top box)

Step 4: Go to the section titled "**Graphics**"

Step 5: Click "**Social Media Profile Photos**"

Step 5: Click the folder "**Martin-Gatton Extension County Profile Photos June 2023**"

Step 6: Find your county and select the folder. There will be program-specific PNG images, select the one that relates to your specific social media page (ex. ANR).

Step 7: Visit your social media account and change the profile picture.



If you have any questions or do not know which logo to use, please contact Lexi Fellows at alexis.fellows@uky.edu

