

EXTENSION BRANDING and CO-BRANDING



Oregon State
University

Agenda

- Essential brand elements
- Required statements
- Applying the brand
- OSU and Extension brand resources
- Training resources
- Q&A

Why Extension needs a (sub)brand

- Strengthen the level of awareness of OSU Extension
- Develop a clear understanding of who we are, what we do, and the value we bring to the state
- Consistency
- Link us to one of our greatest strengths: OSU

Essential brand elements

- **LOGOS**

- OSU logo always on front
- Companion logo on second page or back cover
- OSU EXTENSION SERVICE | County or Program clearly identified at top/front
- Follow co-branding guidelines

- **FONTS**

- **COLORS**

- Beaver orange, white and black are dominant colors
- Strategic and restrained use of secondary color palette

- **PHOTOGRAPHY**

- **PERSONALITY**

VISUAL ELEMENTS

Own the Orange!

Primary Colors



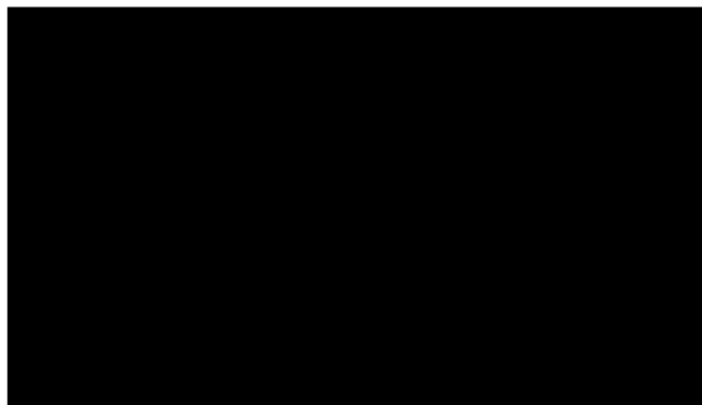
BEAVER ORANGE

Pantone: 1665

CMYK: 0-79-100-0

RGB: 215-63-9

HEX: D73F09



PADDLETAIL BLACK

Pantone: BLACK

CMYK: 0-0-0-100

RGB: 0-0-0

HEX: 000000



BUCKTOOTH WHITE

Pantone: WHITE

CMYK: 0-0-0-0


RGB: 255-255-255

HEX: FFFFFFFF

Secondary color palette

	LAND	SEA	SUN	SPACE
SECONDARY COLORS				
BASE →	<u>PINE STAND</u>	<u>HIGH TIDE</u>	<u>LUMINANCE</u>	<u>STRATOSPHERE</u>
LIGHTS →	<u>REINDEER MOSS</u>	<u>SEAFOAM</u>	<u>CANDELA</u>	<u>MOONDUST</u>
DARKS →	<u>HOP BINE</u>	<u>ROGUE WAVE</u>	<u>SOLAR FLARE</u>	<u>STAR CANVAS</u>
NEUTRALS →	<u>TILL</u>	<u>COASTLINE</u>	<u>HIGH DESERT</u>	<u>CRATER</u>

Apply custom color palette in Word and PowerPoint

- Design tab
- Variants (PowerPoint)
- Colors
 - Choose 8 RGB colors for custom OSU palette, for example:
 - Beaver Orange - RGB: 215-63-9
 - Stratosphere - RGB: 0-106-142
 - Star Canvas - RGB: 0-59-92
 - Luminance - RGB: 255-181-0
 - Pine Stand - RGB: 74-119-60
 - Hop Bine - RGB: 170-157-46
 - Rogue Wave - RGB: 13-82-87
 - Crater - RGB: 142-144-137
 - Once saved, colors will appear as  options

Branded and substitute systems fonts

Branded fonts

Stratum is a licensed font for headlines

Georgia is a serif systems font for headlines and subheads

Kievit is a licensed font for body copy (also headlines and subheads)

Substitute fonts (there should be little need to use these)

Impact is the substitute systems font for Stratum

Verdana is the substitute systems font for Kievit

Companion logos



Oregon State University
Extension Service



Oregon State University
Extension Service
Douglas County



Oregon State University
Open Campus



Oregon State University
Extension Service
Master Naturalist

Programs do not have companion logos (exceptions: Open Campus and Outdoor School). 4-H uses the national emblem co-branded with OSU.

Logos

There is no vertical OSU Extension logo. If a need arises for a vertical design, contact Extension Communications.

Programs should not be using de facto logos.

One-time use graphics can be created for an event/conference.

Co-branding



Sponsored by
OSU Extension Service
College of Public Health and Human Services

REQUIRED STATEMENTS

Statements – Employee Intranet



Communications resources

- [Branding style guide for Extension](#)
- [Marketing templates, logos, letterhead and more](#)
- [Multimedia and marketing equipment checkout form](#)
- [Non-discrimination and accessibility statements](#)
- [OSU Extension Catalog](#)
- [Photography](#) (photo library, model release forms)
- [Promotional items to order](#)
- [Extension website training guide](#)
- [Internal communications](#)

[Learn more about Extension Communications](#)

Non-discrimination Statement

Required for newsletters, notices of upcoming programs and materials promoting Extension activities.

Accessibility Statement

Use on any publication that announces your services, programs or events.

APPLYING THE BRAND

Anatomy of an email signature

Deborah Warnock, Associate Professor (*she/her*)

Oregon State University

OSU Extension Service – Willowa County

4-H Youth Development | Family and Community Health - SNAP-Ed

College of Public Health and Human Services

Cell: 503-307-8378

[Food Hero Website](#) | [Facebook](#) | [Twitter](#) | [Instagram](#) | [YouTube](#)

- 12 – 14-point Verdana
- Beaver Orange can be used as an accent color if font size is 12 points or larger
- Link text is used instead of raw URLs
- No images or logos (sometimes interpreted as an attachment)



Communications resources

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Find examples of faculty and staff signatures in **email guidelines**, which you'll find on the Employee Intranet > Branding style guide for Extension.



Strengthening our diverse community through trusted relationships, building a community of health, developing youth skills, sustaining natural resources, enhancing farming practices, and creating practical solutions for a thriving community.

HOW WE SERVE YOU

OSU Extension Service provides reliable, unbiased, research-based education and advice to help Jackson County residents make informed decisions. Access is affordable — often offered at no-cost — through one-on-one conversations with experts, workshops, publications, newsletters, classes, websites, and youth development clubs and activities.

WHERE WE SERVE YOU



Urban and rural communities, forests and farmland across Jackson County

GROWING COUNTY RESOURCES



\$1 investment in OSU Extension by Jackson County generates \$2 through other funding sources



24

FACULTY + ASSISTANTS
Staff work with youth, seniors, schools, gardeners, farmers, woodland owners and more.



233

MASTER GARDENERS™
Volunteers support a strong community horticulture program.



Oregon State University

ACTIVITIES AND SERVICES IN JACKSON COUNTY

Extension faculty, staff and trained volunteers work alongside partners across Jackson County to provide educational workshops, activities and services tailored to the unique industries, natural resources and demographics in our communities.

Oregon State University's land grant mission drives us to conduct research and share research-based education to minimize community risk, improve economic vitality, and promote personal and environmental health.



Commercial agriculture and sustainable food systems
Supporting farms of all sizes and the local ag industry through trainings, research, technical assistance and community partnerships, with a focus on pears, wine grapes, hemp, pasture and grazing lands. Working with diversified small farms to encourage food system resiliency, productivity and sustainability.



Forestry, fire and natural resources
Engaging residents, homeowners and landowners in fire-wise techniques, forest health, land management practices and restoration initiatives. Offering rich learning experiences, such as the Land Steward program and instruction in a local OSU demonstration forest.



Youth development
Building confidence, resiliency and civic mindedness in our youth. Cultivating positive youth development through 4-H youth and family programs that foster essential skills for life, leadership, careers, health and community food systems.



Family and community health
Partnering with families, organizations and communities to enhance health and wellness for every stage of life. Building knowledge and skills through nutrition education, Master Food Preserver classes, StrongWomen™ strength training programs and collaborative community coalitions.

VISIT US

OSU Extension Service — Jackson County
Southern Oregon Research and Extension Center
569 Hanley Road
Central Point, OR 97502
541-776-7371
extension.oregonstate.edu/sorec

OSU Extension Service Resources
Publications: catalog.extension.oregonstate.edu
Ask an Expert: extension.oregonstate.edu/ask-expert
Food Preservation Hotline: 800-354-7319



Oregon State University Extension Service prohibits discrimination in all its programs, services, activities, and materials on the basis of race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, familial/parental status, income derived from a public assistance program, political beliefs, genetic information, veteran's status, reprisal or retaliation for prior civil rights activity. (Not all prohibited bases apply to all programs.) This publication will be made available in an accessible alternative format upon request. Please contact Extension Communications, 541-737-3311.


- OSU logo on front
- Companion logo on back
- Orange is dominant color
- Use of secondary color adds emphasis to text
- Hero image adds color
- Lots of white space
- Grid system
- Two fonts: Stratum and Kievit

Customizing templates for FCH

Click to add text

CLICK TO ADD TITLE

Click to add text



Click to add subtitle

Click to add text

CLICK TO ADD TEXT

CLICK TO ADD TEXT


Click to add text

Click to add text

Click to add text

Click to add text

Click to add text



OSU EXTENSION SERVICE | Family and Community Health

LEARN TASTY, QUICK, EASY and LOW-COST RECIPES

Whether you're a beginner cook, want to involve your children in dinner preparation, or have limited time, we're here to help.



Join us!

Learn by doing. We're offering a hands-on meal preparation class for adults and kids. Learn budget-friendly shopping tips and help with the preparation of a shared meal.

Kids ages eight and older are encouraged to join in the fun.

SATURDAY, MONTH DATE
4 to 6 p.m.

OSU Extension Office in XXXXXXXXXX County
Address

Registration required: [beav.es/FCHevent](#)

Accommodation requests related to a disability should be made by [specific date] to [contact person, phone number, and email address].

OSU Extension Service prohibits discrimination in all its programs, services, activities and materials. This publication will be made available in an accessible alternative format upon request. Please contact [contact person, phone number, and email address].



Incorporating cultural heritage - one idea



Place your headline here...a few intriguing words only

OSU EXTENSION SERVICE
Family and Community Health - SNAP-Ed

Join us!
Day, Month date
6 to 8 p.m.
Location

Learn more and to register:
Beav.es link or short URL

Accommodation requests related to a disability should be made by [specific date] to [contact person, phone number, and email address].

Use a brief sub-heading to describe the value of attending event.

A little more information about the event, but the bulk of the details and what they will learn should be on the event posting on the website.

Perhaps a few bullets:

- Most important thing you'll learn
- Another important thing you'll learn
- A third thing you'll learn



OSU Extension Service prohibits discrimination in all its programs, services, activities and materials. This publication will be made available in an accessible alternative format upon request. Please contact [contact person, phone number, and email address].



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PHOTOGRAPHIC STYLE



Landscape





In the element



In the moment


Details





Portraiture

Photography resources – Employee Intranet



Communications resources

- [Branding style guide for Extension](#)
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- [Extension website training guide](#)
- [Internal communications](#)

[Learn more about Extension Communications](#)

Photography

Finding photos

- [Extension Communications Photo Library](#): a resource for OSU Extension faculty and staff. There is no charge to download or to use these images for Extension educational purposes. However, please credit the department (OSU Extension Communications) and the photographer with each use (i.e. Photo by: Lynn Ketchum, OSU Extension Communications).
- [Oregon State Brand Guide photo downloads](#)
- [OSU Archives' OSU Extension collection](#) (Flickr)
- University Historical Digital Photo Archives: [How to access county specific digital photos](#)

Resources

- [Oregon State Brand Guide phototography style guidelines](#)
- [Choose the right photos](#)
- [Model release form](#) (from Oregon State Brand guidelines download site, includes Docusign instructions)

Help expand Extension's image library!

Do you already have or plan to capture quality images that better represent the work we're doing in communities and the diverse populations we're working with? If so, please share them with Extension Communications.

Resources

- OSU Brand Guide

<http://communications.oregonstate.edu/brand-guide>

- Extension Style Guide

<https://employee.extension.oregonstate.edu/marketing-tools/osu-extension-style-guide>

- Photo archive

<http://extension.oregonstate.edu/eesc/eesc-photo-archives>

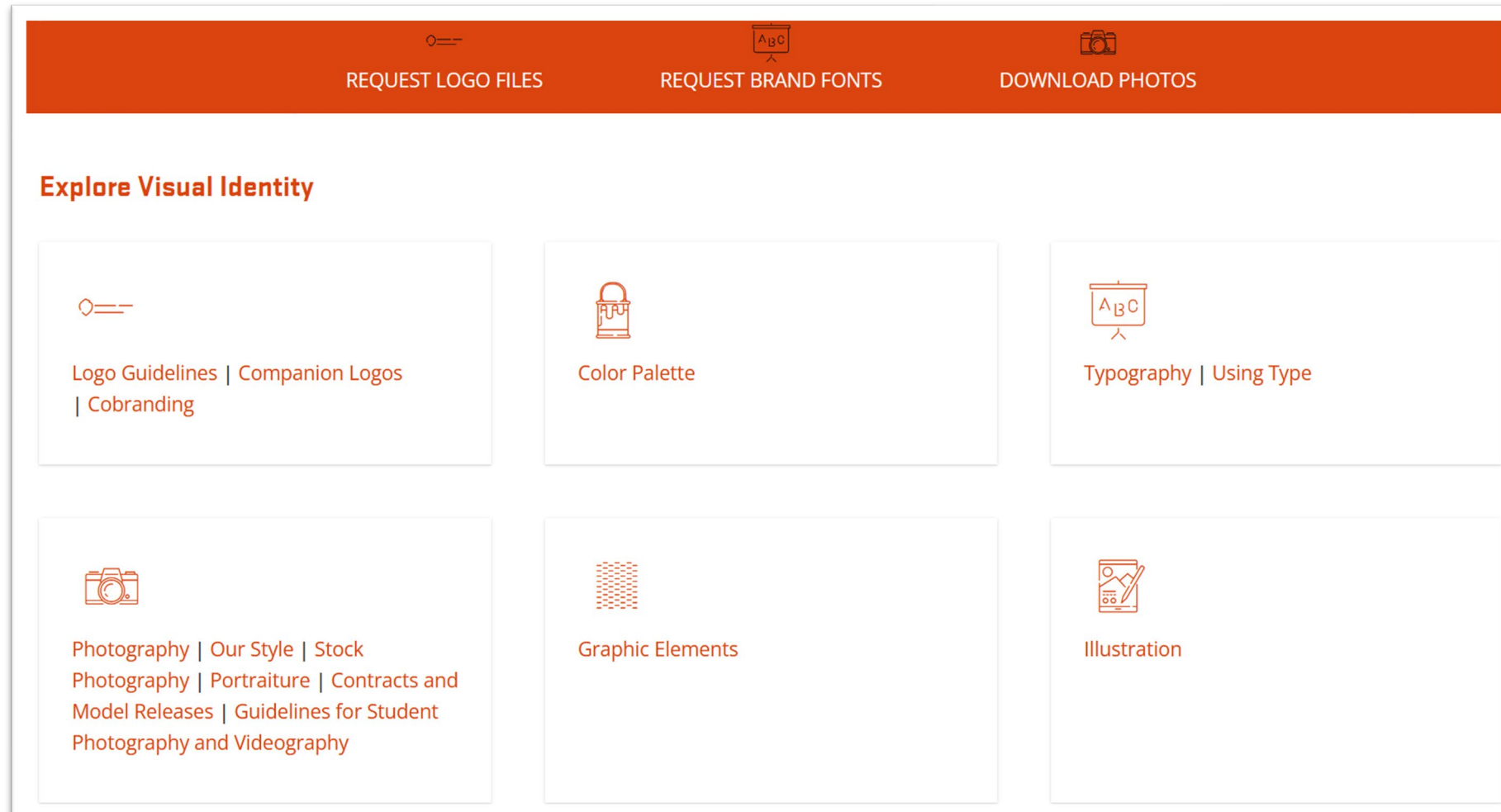
- Ann Marie Murphy

annmarie.murphy@oregonstate.edu, 503-307-8378

- University Marketing

OSU Brand Guide

<https://communications.oregonstate.edu/brand-guide>



OSU Brand Guide

Using the Brand



Downloads



Tips and Tutorials



FAQ



Inspiration



Social Media



Trademark
Licensing



Believe It

Extension brand resources - Employee Intranet

- [Extension Style Guidelines - A Quick-start Guide](#)
- [OSU Extension Style Guide \(entire guide\)](#)
- [Our Brand Positioning](#)
- [Our Voice](#)
- Message Maps
 - [Forestry & Natural Resources Extension](#)
 - [Oregon Open Campus](#)
 - [Oregon Sea Grant Extension](#)
 - [Outdoor School](#)
- [Our Colors](#)
- [Our Photography](#)
- [Branded and Substitute Systems Fonts](#)
- [OSU Brand Color Contrast Accessibility Matrix](#)
- [Color Contrast Accessibility Matrix \(Outdoor School\)](#)
- [Email Signature Guidelines for Extension](#)
- [Writing with Personality](#)
- [Writing with Your Audience in Mind](#) – a presentation by Gary Dulude, senior editor in University Marketing
- [Master Gardener Association Style Guidelines](#) (maintained by the OSU Master Gardener Program)
- [4-H Style Guidelines](#)



Communications resources

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Extension brand resources - Employee Intranet

OSU EXTENSION STYLE GUIDELINES

The more we are able to use consistent visual elements and personality in Extension marketing and communication tools, the easier it will be for Oregonians to recognize the work of Extension.

- There are elements that are essential to the OSU visual identity, e.g., logo use, color palette, font selection.
- The templates provided by University Marketing on the OSU Brand Guide website and in the Extension and Experiment Station Box folder titled Marketing Templates, Tools and Inspiration are there to help get you started on designing your communication document; modify the design to fit your needs!

As the OSU brand matures, Extension and Experiment Station Communications (EESC) is honing guidelines to encourage consistency and creating tools to make creating marketing and communication tools as easy as possible.

Extension templates, ready-to-use communication tools and documents created by others in Extension can be found in Extension and AES Box. Look for the Marketing Templates, Tools and Inspiration folder.

If you have questions about the OSU brand, please contact Ann Marie Murphy, marketing manager for OSU Extension at 503-737-1327 or annmarie.murphy@oregonstate.edu.



Example 1 - Front

Use of OSU logos

The OSU logo must appear on the front of all marketing and communication tools. No exceptions!

The Extension companion logo, county companion logo, master volunteer program companion logo and Extension program companion logo (applies to Open Campus and Outdoor School) are used on the second page or back cover.

Logos in almost all instances are placed on the bottom of the page, either flush right, center or flush left.

Be sure to allow sufficient clear space - at least equivalent to the width of the "Or" in Oregon - around the logo so it can "breathe" and be clearly seen. More information can be found on the OSU Brand Guide website (see page 8 for URL).

OSU EXTENSION STYLE GUIDELINES Page 2

Color choices

Extension relies on white, Beaver Orange and black with an accent of a secondary color. Open Campus often uses Star Canvas as its preferred secondary color; Outdoor School relies on Pine Stand.

The brand color palette can be found online: <https://communications.oregonstate.edu/brand-guide/visual-identity/colors>

Limit font colors to black, Beaver Orange and one secondary color (in Example 1, High Tide is used to emphasize key words and phrases and Beaver Orange is used for headings).

See another way secondary colors are used in Example 2.

For color blocks, Beaver Orange is used at the top of the document and black, white and/or Beaver Orange are used at the bottom of the document to set off the logos. If the document is co-branded with partner or 4-H emblem or Sea Grant logo, it may be easiest to use a white background.

Brand fonts

Three brand fonts are available (Stratum, Georgia and Kievit Office).

EESC primarily relies on two of the fonts: Stratum for headlines and other headings and Kievit Office for body copy.

Georgia is used sparingly, or not at all, in materials developed by EESC. See Example 2 for how Georgia can be used as an additional font (page 3).

Statements

A non-discrimination statement must appear on all program-related marketing and communication tools.

Sometimes it's a challenge to fit the full statement on a one-page flyer. If that's the case, there is a short version available. Wherever possible, it is preferable to use the full statement.



Example 1 - Back

OSU EXTENSION STYLE GUIDELINES Page 3



Example 2

Use of a third font (Georgia)

Use of secondary color palette

Statements (continued)

If the document is more than one page, the statement can be placed on the back page.

All statements - non-discrimination and accessibility - can be found on the Extension Employee Intranet page. Look for them in the right navigation bar under Marketing Tools. The statements also are available in Spanish.

Co-branding

When the 4-H emblem or Sea Grant logo are used, place the emblem/logo next to the OSU logo on the front of the document. Allow clear space around the OSU logo and keep them in proportion. The emblem/logo also can be placed on the back of the document.

When we partner with other organizations, the OSU logo should be placed in the bottom left corner and appear in equal proportion to the other logos. If there are too many partner logos to display on the front of the document, consider using text instead of logos, or place the logos on the back of the document.



When multiple OSU campus departments partner together, the Oregon State University logo should appear in the bottom left corner and the individual department names should be listed in the bottom right corner.



Training resources – Employee Intranet

Find it: Employee Lifecycle Management > Talent Management > Professional development and connection opportunities – searchable archives

- Designing with PowerPoint
- Extension marketing resources
- Storytelling
- Time-saving tips for promoting your content
- Local media relations
- CTAs, Ctrs, CMS, oh my! Let's talk newsletters
- Copyright essentials for Extension employees

Promotional and checkout resources – Employee Intranet > employee resources

Scroll to bottom of page



The following resources and contacts are provided to help you understand and successfully use OSU's new brand platform and tools in your communication and marketing efforts.

- [Oregon State Brand Guide](#) provides guidelines for understanding and using the brand, including messaging, visual identity, downloads (e.g., templates), and additional FAQs.
- [OSU Extension style guide](#) (our voice, message maps, 4-H style guide, MG Association style guide and more)
- [Logos](#) (companion logos for E&E, Extension, branch experiment stations; 4-H emblem)
- [Marketing Templates, Tools and Inspiration](#)
- [Mailing and Correspondence](#) (standards, resources, **letterheads**)
- [Marketing Check Out Items](#) (items counties/departments may borrow/check out for events)
- [Newsletters and Social Media](#) (including guidelines and assets for content promotion)
- [Photography](#)
- [Photo or Video Equipment checkout](#)
- [Promotional Items](#) (bags, shirts, caps, stickers, rack cards, catalog brochures, etc.).
- [Registration for events](#)
- [Statements](#) (required statements including: Non-discrimination statement, Accessibility statement, and Disclaimer statement)
- [Survey Tools](#) (several online survey tool resources)
- [Templates](#) (print, letterhead, and press releases)

Questions?

- Was this training helpful?
- Are there tools and resources that would make creating branded outreach tools easier?