The Extension name and the Alabama state emblem represent the ideals and program outreach of Alabama Extension employees throughout our state and region.

Proper and consistent use of the Extension logo unifies and brands the Alabama Extension mission, network, and outreach efforts. Proper and consistent use also builds brand loyalty, trust, and connection to Alabama Extension. A properly used logo can become a symbol of quality, knowledge, friendship, community, and partnership.

University Logos

This guidebook does not cover the use of other institutional logos, including those of Alabama A&M University and Auburn University. The use of these logos is legally protected and regulated by each institution. For additional information regarding how to request permission for use, please contact the following:

- For help in contacting Auburn University licensing: Bruce Dupree
- For help in contacting Alabama A&M University licensing: Wendi Williams

The Alabama Extension logo is one part of a branding campaign that includes the appearance of your county office.

Another feature of branding is the ACES civil rights statement. All printed and unprinted Extension materials must include the appropriate version of the civil rights statement. See page 12 for examples of each and instructions on when to use them.

All printed and unprinted Extension materials must also include the Extension logo in the approved blue and green colors or the words “Alabama Extension.”
The Alabama Extension name and emblems should not be used by commercial vendors without written permission or for private endorsement. Unauthorized use of Alabama Extension names and emblems are strictly prohibited. Questions about usage should be addressed to Bruce Dupree, Manager, Creative Services, Communications, Strategic Marketing, and Client Relations, Alabama Cooperative Extension System, Auburn University, Alabama 36849 or duprecb@aces.edu.

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**Alabama Extension Logo Colors**

- **PMS 288** (blue); CMYK 100/79/0/23, RGB 0/44/119, HEX #002C77
- **PMS 362** (green); CMYK 66/0/100/9, RGB 80/159/51, HEX #509F33

**Alabama Extension Logo Fonts**

- Univers LT Std / 75 Black
- Univers LT Std / 55 Roman
- ITC Franklin Gothic Std / Heavy / 90%
- ITC Franklin Gothic Std / Medium

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- In standard, day-to-day use, the state of Alabama shape and university names should always be dark blue (PMS 288). The Extension “e” within the state shape should always be white and the “xtension” should be green (PMS 362).

- The Extension logo should appear in full color as often as possible.

- The Extension logo can be found in various formats online on the Communications & Marketing Startup page > Brand Assets & Logos > Branding Guidelines.

- The Extension seal should only be used for the most high-level Extension documents (proclamations, retirements, service awards).

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**Alabama Extension Seal**

ITC Garamond

Futura / Extra Bold
Prominence
The Extension logo is the primary mark and should be prominently displayed at Extension-supported or cosponsored events and functions. Use on banners, displays, exhibits, reports, digital presentations, videos, name tags, business cards, exterior signage, programs, advertisements, handouts, etc.

The Extension logo should be prominently displayed on all official Extension documentation and products both digital and print (business cards, newsletters, brochures, office stationery, web pages, emails, apparel, interactive media, presentation materials, videos, etc.). At no time should older versions of the logo or marks be used.

- Logos used on banners and exhibits should stand above crowds, tables, and parked cars. Look for uncluttered, well-lit, high-traffic spaces to set up exhibits.

- Meeting attendees will know they’ve been to an Extension event if they see the logo prominently displayed.
  - Event signs
  - Table cloths
  - Handouts
  - Name tags
  - Business cards
  - Exhibits
  - PowerPoint slides
  - Banners
  - Matching apparel
  - Bags, pencils, pens
  - Magnetic signs
  - Note cards

- Logos used on exterior signs should stand out and be readable from a distance.
  Place signs in uncluttered, litter-free spaces. Ask before placing on private land. Remove signs after the event.

- Logos used on reports, folders, advertisements, videos, and digital platforms instantly connect readers to the Extension brand. Display as often as possible.
Logos Should Not Be Changed in Any Way

The Alabama Extension logo should be used in its entirety. At no time should it be condensed; extended; stretched; rearranged; disassembled; positioned vertically, diagonally, or upside down; or changed in any way with the exceptions of use on embroidery,* irregular spaces,** or with program color options*** (see Embroidery and Other Applications). Questions about usage should be addressed to Bruce Dupree, Manager, Creative Services, Communications, Strategic Marketing, and Client Relations, Alabama Cooperative Extension System, Auburn University, Alabama 36849 or duprecb@aces.edu. The only variations to the logo, including customization for various programs, are those created by Alabama Extension Communications, Strategic Marketing, and Client Relations.

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* Incorrect colors
** Incorrect fonts, spacing
*** Pixelated
**** Busy text or image backgrounds
Approved Single-Color Options
With single-color applications (ink, thread, etc.), the Extension logo may appear in one color.

- Black
- Green
  PMS 362
- Blue
  PMS 288
- White

■ The Extension logo should appear in full color as often as possible.

Social Media Only
The stacked mark was created exclusively for social media. It should not be used for shirts, caps, or any other printed or digital materials. Questions about usage should be addressed to Bruce Dupree, Manager, Creative Services, Communications, Strategic Marketing, and Client Relations, Alabama Cooperative Extension System, Auburn University, Alabama 36849 or duprecb@aces.edu.
Logo Size

Logo size can vary. When used for a outdoor banner, sign, tablecloth, or exhibit, the logo should be large enough to be read from a distance of several feet to across a field or parking lot. Logos used in most standard-size printed products (newsletters, office forms, handouts, brochures, etc.) should generally be 1.5 to 2 inches in width. Online or social media uses should follow the same rule. Logos used when the Extension name is emphasized (reports, folders, titles) may be 6 to 7 inches in width. Logos used on screen-printed T-shirts should be 2 to 4 inches wide and on embroidered apparel a minimum of 4 inches wide.

Yard signs, banners, exhibits 1- to 2-inch width
Exterior office signs 5-, 10-, 15-foot width
(depending on building/sign codes and traffic flow)

Web banners 2 to 3 inches

Shirts, caps
4 to 5 inches

Ads, handouts, fact sheets, newsletters
1.5 to 2.5 inches

Post cards, folders, reports, placards
4 to 5 inches

Note: Stand at a distance. Can you read the logo quickly and clearly?
Embroidery and Other Applications

* Because embroidery applications are dictated by stitch counts and limited spaces, the lower line of the logo (Alabama A&M and Auburn Universities) may be removed.
** Irregular spaces are spaces where the logo may not fit (too small or too square).
*** Color options are available for program-specific applications. Approval from Communications & Marketing is required.

- The Extension logo looks better and has a greater impact on light-colored apparel.
- Because of sewing machine limitations, university names may be left off.
- Embroiderers need a high-resolution JPEG or vector art. These formatted logos can be found on the Startup page.

- Darker fabrics obscure elements of the logo.
- With embroidery, extra costs may be charged for setting up digital files, for oversized apparel, and for number of letters used.
- Double check all work.

** NOTE:** With embroidery, there are special exceptions to colors and wording. Questions about usage should be addressed to Bruce Dupree, Manager, Creative Services, Communications, Strategic Marketing, and Client Relations, Alabama Cooperative Extension System, Auburn University, Alabama 36849 or duprecb@aces.edu.
Community Litter Pick Up

April 21, 2016 from 5 to 6 p.m.
Russell County Extension Office
508 14th Street, Phenix City, AL

After the cleanup, join us for refreshments sponsored by the Alabama Farmers Federation of Russell County Women’s Committee.

For more information or to learn how you can be a PAL, call 334-298-6845

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Margins and Surrounding Elements
When displayed, the Extension logo should be surrounded by ample white space. This helps the logo to stand out, detach from surrounding visual elements, and be easily distinguished. The logo should be given prominence and distinction.

- Do not allow logos to run off or be placed too near the edges of a page, screen, or printed surface.
- Do not allow text, graphics, or other logos to run over, behind, or touch the Extension logo.
- Do not integrate the Extension logo into a large or complex design that makes it difficult to recognize or distinguish.

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Stocker Conference

August 6-7, 2015
Montgomery, Alabama

Learn management skills and strategies to maximize your stocker program’s profit potential.

- Regulations surrounding antibiotic use
- Grazing management systems research
- Immunity and processing calves
- Loan acquisition and risk management strategies

Deep South

Learn management skills and strategies to maximize your stocker program’s profit potential.

- Regulations surrounding antibiotic use
- Grazing management systems research
- Immunity and processing calves
- Loan acquisition and risk management strategies

NO

- The logo is distorted, text and margins are crowded, and photos are cut off!

YES

- Allow for margins and white space around the logo.

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Avoid the patch-look logo (no margin, white background, usually over a picture or color field) that draws undue attention to itself. Logos without borders and backgrounds can be found in Startup > Brand Assets & Logos.
Use With Other Names and Emblems

The Extension logo may be used with the names, emblems, and word marks of other System programs, partnerships, institutions, and other supporting organizations. The Extension logo should be given prominence consistent with the role of the relationship.
Avoid Placement of the Logo on Surfaces that Distract or Disguise

Avoid placement of the logo on surfaces that distract or disguise. Do not place on dark blue or black backgrounds that will hide the state of Alabama shape and smaller type. Do not place on a kelly-green surface that will hide the larger letters. Consider neutral or lighter colors when applying the logo. Do not place on backgrounds that are busy, cluttered, or conflict with type or photographs.

- Avoid busy backgrounds and reflective or soiled surfaces, rust, untended landscaping, and lettering that runs behind or over the logo.
Alabama Extension Civil Rights Statements  
(Updated May 16, 2023)

Alabama Extension promotes an atmosphere where cultural differences and diversities are recognized, appreciated, and leveraged. An accommodation statement or nondiscrimination statement must be included on all Alabama Extension products. These statements are regulated and enforced by the United States Department of Agriculture (USDA) and the National Institute for Food and Agriculture (NIFA). They may not be altered in any way.

How to Use the Accommodation Statement

An accommodation statement must be posted on all educational materials, newsletters, meeting announcements, etc., to publicize an event and create an understanding that we will strive to accommodate those who have special needs. To announce our commitment to accommodation, one of these two statements must be included on all public-facing documents and other communications:

■ Specific Contact Statement for Events (Contact person must be present at the event.)

The Alabama Cooperative Extension System (Alabama A&M University and Auburn University) is an equal opportunity educator, employer, and provider. If you need a reasonable accommodation or language access services, contact [INSERT NAME OF PERSON RESPONSIBLE FOR FULFILLING REQUEST] at [INSERT PHONE NUMBER OR EMAIL] by [INSERT DEADLINE DATE].

■ Contact Statement for Nonspecific Events

The Alabama Cooperative Extension System (Alabama A&M University and Auburn University) is an equal opportunity educator, employer, and provider. If you need a reasonable accommodation or language access services, contact HR at www.aces.edu/acesadm/business or (334) 844-1326.

How to Use the Nondiscrimination Statement

The full nondiscrimination statement must be included on all print and nonprint materials more than two pages long. These materials include but are not limited to audio recordings, videos, websites, brochures, and newsletters. If the material is too small (two pages or less) to include the full statement, the material must include the short nondiscrimination statement in a font the same size as the text. All PowerPoint presentations must include the full statement right after the title slide, on the last slide, or on the second and last slides. The presenter may choose the location based on what is best for the audience and the presentation.

■ Full Nondiscrimination Statement

In accordance with Federal law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating because of race, color, national origin, sex (including gender identity and sexual orientation), age, disability, and reprisal or retaliation for prior civil rights activity. Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, and American Sign Language) should contact the Alabama Cooperative Extension System Human Resources Department at (334) 844-5531 or the State of Alabama Governor’s Office on Disability (GOOD) at (888) 879-3582 or USDA’s TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. To file a program discrimination complaint, a complainant should complete a Form AD3027, USDA Program Discrimination Complaint Form, which can be obtained online at https://www.usda.gov/oascr/how-to-file-a-program-discrimination-complaint, from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant’s name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by mail: U.S. Department of Agriculture Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; Fax: (833) 256-1665 or (202) 690-7442; or Email: program.intake@usda.gov. This institution is an equal opportunity provider.

■ Short Nondiscrimination Statement

The Alabama Cooperative Extension System (Alabama A&M University and Auburn University) is an equal opportunity educator, employer, and provider.