

Alabama Cooperative Extension System

Logo Guidelines

& Civil Rights Statements



aces.edu



This is the official Alabama Cooperative Extension System logo.

This logo replaces all previous Alabama Extension logos.

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**



AUBURN
UNIVERSITY

ALABAMA A&M
UNIVERSITY



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.”



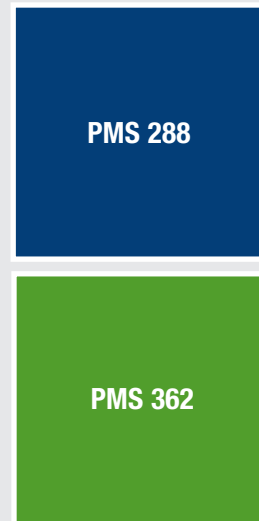
The Alabama Extension name and emblems should not be used by commercial vendors without written permission or for private endorsement. Unauthorized use of Alabama Extension names and emblems are strictly prohibited. Questions about usage should be addressed to **Bruce Dupree, Manager, Creative Services, Communications, Strategic Marketing, and Client Relations, Alabama Cooperative Extension System, Auburn University, Alabama 36849** or duprecb@aces.edu.

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	e
Univers LT Std / 55 Roman	xtension
ITC Franklin Gothic Std / Heavy / 90%	ALABAMA
ITC Franklin Gothic Std / Medium	&



- 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).

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.

Alabama Cooperative Extension System

Russell County Annual Report 2016

Resource Areas Serving Phenix City

Agriculture

- Home Grounds
- Commercial Ag
- Agroecomic Crops
- Livestock and Poultry

Family & Health

- Food Safety
- Money Management
- Nutrition Education

Natural Resources

- Wildlife
- Pond Management

Economic Development

Russell County Education Events

Agroecomic Crop Field Day
 ServSafe Food Safety Permitting Program
 Farm-City Estate Planning
 Forestry Program
 Cottage Food Law Training
 Hands-On Food Preservation Series
 DHR-Career Development Workshop
 Holiday Floral Design Workshop
 Eat Healthy Be Active
 Commercial Landscape Safety and Maintenance Training

Alabama Department of Agriculture Private Pesticide License Training and Certification
 Animal Science and Forage Program Serving Russell County (Central Alabama Beef Forage Update)
 Food Service Certification
 • 28 students at 8 classes
 • ServSafe Certification for Local Restaurants
 Commercial Horticulture
 • Marketing for Profit Workshop
 • 8 Russell County growers trained in best practices to increase vegetable sales

www.aces.edu/impact

- Logos used on reports, folders, advertisements, videos, and digital platforms instantly connect readers to the Extension brand. Display as often as possible.

We Believe in Beautiful Gardens

iBooks for the home gardener from Extension specialists at Auburn

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- 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 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.

YES



NO

Condensed



Extended



Flipped



Crooked,
at a slant



text, edges
cut-off



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.

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

Black



Green
PMS 362



Blue
PMS 288



White



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

Notepads, office materials
1.5 to 2.5 inches

- 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.

■ **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 duprech@aces.edu.**

■ 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.

■ Darker fabrics obscure elements of the logo.


County or program name



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.



YES



NO

- Allow for margins and white space around the logo.

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



YES



NO

- 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.

For more information, visit the following:

Invasive Plants

- Alabama Cooperative Extension System Invasive Plants www.aces.edu/go/678
- Alabama Invasive Plant Council www.aces.edu/go/679
- Center for Invasive Species and Ecosystem Health www.invasive.org
- A Field Guide for the Identification of Invasive Plants in Southern Forests www.aces.edu/go/681

Native Plants

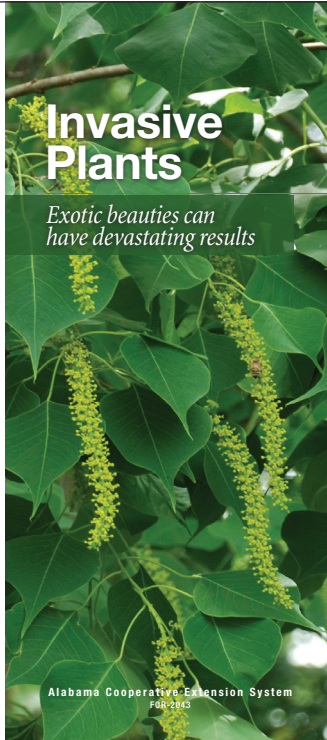


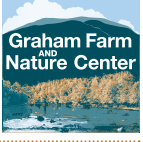
- Alabama Plant Atlas www.florofalabama.org/
- Alabama Smart Yards www.aces.edu/go/685
- Bringing Nature Home www.aces.edu/go/684
- Brooklyn Botanic Garden www.aces.edu/go/683
- Lady Bird Johnson Wildflower Center www.wildflower.org/explore.php
- Tennessee Exotic Pest Plant Council www.aces.edu/go/682




Nancy Lowenstein, Extension Specialist, Forestry and Wildlife Science, and **Debra Smith**, former curator of the David A. Holmsten Biological Sciences, both with Auburn University.

The Alabama Cooperative Extension System (Alabama A&M University and Auburn University) is an equal opportunity educator and employer. Everyone is welcome! New Jan 2017. **FOR-2043** www.aces.edu

Alabama Cooperative Extension System
FOR-2043

CONSERVATION • PRESERVATION • EDUCATION

The Graham Farm and Nature Center (GFNC) was a gift to the residents of Alabama from Robert and Nita Graham Head.

The 491-acre site includes a homestead with eight structures, one freshwater well, one sulfur well, pastureland, and forest. It is located in the tranquil Paint Rock Valley region of Northeast Alabama in the community of Eastfork.

The Alabama Cooperative Extension System (ACES) was entrusted to manage the property.

Overview

- The Auburn University Real Estate Foundation (AURERF) received the gift in December 2012.
- Upon closing of conservation easement agreements and due diligence, the property will be transferred to Auburn University. ACES will assume facility management and programming.
- Contents of the home, lawn, and farm equipment were included in the donation.
- Appraisal value is \$1,131,000.

Gift Mission & Purpose

Establish a model site using and demonstrating sound ecological and agricultural management practices for educational purposes.

- Agricultural and natural resource demonstration and research.
- Natural resource education.
- A model site for natural resources management.
- Historical preservation (demonstration-based working farm).

Status

- Two conservation preservation easements with approximate value of \$315,000.
- Grants and donations to date of \$124,808.
- 82 volunteer hours to date valued at \$1,886.
- Wi-Fi hotspot established.
- Six-inch water main installed.
- Youth and adult programming being conducted.

Future Plans

- Construction of a covered pavilion with meeting space, restroom facilities, and catering kitchen.
- Development of educational hiking trails.
- Development of low-impact campsites.

Jackson County Extension Office | 27115 John T. Reid Pkwy, Suite 2, Scottsboro, AL 35768 | (256) 574-2143
Graham Farm and Nature Center | 420 County Road 27, Eastfork, AL 35745 | (256) 574-2143

www.aces.edu/jackson

BEGINNING FARMER

ALABAMA COOPERATIVE EXTENSION SYSTEM

The Alabama Beginning Farmer Project is funded by a grant from the USDA Beginning Farmers and Ranchers Development Program. The overall project goal is to provide educational resources, technical training, and on-farm support to beginning farms.

Special emphasis on:

- Small Producers
- Underserved Communities
- Military Veterans

For on-farm technical assistance:

JAYME DATES
jayme@farmscapesolutions.com
334-740-8515

KAREN WYNNE
karen@crotoivina.com
256-520-2400

or any Commercial Horticulture regional Extension Agent

AYANAWA MAJUMDAR
Project Director
bugdoctor@auburn.edu
251-331-8416

www.aces.edu/beginningfarmers




Simply the Best

Alabama peaches are known for their freshness and full flavor because they are more mature when picked. Many producers in other parts of the Southeast pick their fruit early to ship long distances. Look for Alabama's freshly harvested peaches in grocery stores, roadside markets, and pick your own operations.

Harvest Season

Thirty to forty varieties of peaches are grown commercially throughout Alabama. The harvest season begins in south Alabama in early May and is completed in north Alabama in early September. Cling peaches are available May through June, and nectar or freestone peaches, which easily separate from the pit, are ready to eat toward the end of June.

Vitamin Rich

Alabama peaches are nutritious and appetizing. Deep yellow peaches are rich in vitamins A and C. One medium-sized peach has about 35 calories. To prevent blemishing, coat sliced peaches with orange or lemon juice or fruit freezer powder. Enjoy peaches as a snack, a dessert, in a smoothie, in a summer salad, or with a meal.


History

Alabama peaches have a long and unique history. Peach crops were planted in Alabama as early as 1850. The peaches have been enjoyed far and wide. Upon receiving a hand-delivered basket of Alabama peaches in 1947, President Harry S. Truman commented that "The peaches were unquestionably the finest I've ever seen." Since then, crops, farm people, and farming have changed but one thing remains constant—the taste and quality of an Alabama peach. Look around our state. Keep an eye out for a peach water tower, find a grower or market, and discover for yourself why peaches are Alabama's historic fruit.

ALABAMA PEACHES

Quality • Flavor • Freshness

LOCAL CHEF RECIPES INSIDE

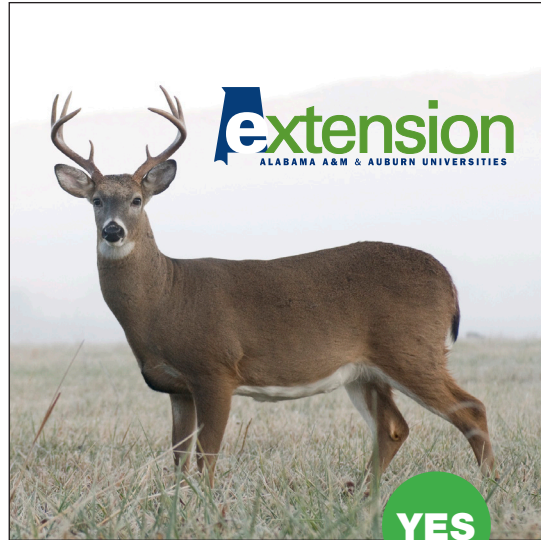


extension
ALABAMA A&M • AUBURN UNIVERSITIES

■ 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.