Mindful branding:
Using university & college logos successfully

Virtual Winter School 2013
Presented by Cindy Allen
Office of Communications and Technology Services
Why brand?

Every day, thousands of organizations compete fiercely for our attention—each trying to stand out from the crowd.
Why brand?

Some brands are so strong, they don’t need words.
Why brand?

A well-designed, consistently applied visual identity program is a proven means of creating an easily recognized and remembered brand for any institution.

Such programs exist to:

- Communicate the character and reputation of an institution.
- Unify the communications of an organization.
Why brand?

One cornerstone of any visual identity program and a key to successful branding is an institution’s logo (also known as a mark).

The University of Georgia
University logos and policies

The web site for university logos and policies is http://styleguide.uga.edu/index.php?/entries/logo_guide_and_downloads/
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University logos and policies

For more information on university logos and policies contact:

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CAES and Extension logos

Just as a logo is the cornerstone of a well-crafted identity program, the university’s arch is the cornerstone of both our college logo and the Extension logo. The arch along with the use of the university’s official typeface combine to create both of these logos.
The CAES and Extension logos

The official font family of the university is **ITC Galliard**.

- Galliard Roman
- *Galliard Italic*
- Galliard Bold
- *Galliard Bold Italic*
The CAES logos
The Extension logos
CAES logos and policies

The web site for CAES logos and policies is
http://www.caes.uga.edu/unit/oc/identity/index.html
Extension logos and policies

The web site for Extension logos and policies is http://www.caes.uga.edu/unit/oc/resources/logos/
Logo file formats: Which should I use?

EPS vs. JPEG—what’s the difference?
Logo file formats:
EPS

- Industry standard file format for commercial printing (Encapsulated Postscript)
- Vector-based file
- Infinitely scalable
- Transparent background
Logo file formats:
EPS

THE UNIVERSITY OF GEORGIA
COOPERATIVE EXTENSION
College of Agricultural and Environmental Sciences
College of Family and Consumer Sciences

THE U CO EX
College of Agricultural and Environmental Sciences
College of Family and Consumer Sciences

College of Agricultur...
Logo file formats:

JPEG

- File format for data compression developed by Joint Photographic Experts Group
- Pixel-based file
- Not infinitely scalable (degrades when enlarged)
- No transparent background
Logo File Formats: JPEG
File Formats:
So, which should I use?

BEGIN WITH THE END IN MIND.

EPS FILES
- The industry standard for art/graphic files.
- Always, always supply to vendors (for anything commercially printed like brochures, posters, etc. or for promotional items like cups, t-shirts, etc.).
- EPS files will work in Microsoft Word, PowerPoint and all popular page layout and word processing programs.
File Formats:
So, which should I use?

BEGIN WITH THE END IN MIND.

JPEG FILES
- The industry standard for photographic files.
- Use for the Web. (Please note that the JPEG files on the logo site are high-resolution files.)
- Use in documents printed with non-postscript printers (i.e.: inkjet printers and personal desktop printers).
I CAN’T OPEN AN EPS FILE...
YOU’RE NOT SUPPOSED TO.

- EPS files can generally NOT be opened for viewing.
- Instead, save it to a place on your computer where you will be able to find it.
- Then, open your document and use the “insert picture” or “place” command to place the logo in your document.
File Formats: Common Concerns

WHEN I PRINT MY DOCUMENT, THE EPS FILE LOOKS TERRIBLE… YOUR PRINTER IS NOT A POSTSCRIPT PRINTER.

- If you are producing the final output and you have an inkjet or other non-postscript printer, use a hi-res jpeg.
File Formats

IN SHORT…
Use the EPS file format of the logos unless…
- Using the logo on the Web.
- Producing something on your own ink jet (non-postscript) printer.
Instructions for downloading

- Click on the file type of the particular logo that you want to use to access the file.

- To adjust the size of these images, place the file in a document and click and drag on the image corner to make smaller/larger. (Not the middle or side of the image, as this will distort the image). Or, in Microsoft programs, you can double-click on the image. This will take you to an image editing window, where you can also resize the image.
Logo usage:
Friendly design tips

- College and university logos must always be reproduced from authorized artwork.
- The CAES 3-line logo is the preferred version of the logo.
Logo usage:
Friendly design tips

- Flush-left versions of the CAES logo give more flexibility to layout/design. (Once something is centered, the tendency is to center everything, leading to a less professional layout.)
Logo usage:
Friendly design tips

- Centered versions of the logo should be reserved for treatments like formal invitations and awards.
Logo usage: Friendly design tips

Ask “Who is this for, and what is it’s purpose?”

- Audience, purpose and content should drive the design of all materials. **Form follows function.**

- The college’s logos should **serve as a badge** identifying the university/college/Extension, not as the primary visual focus.
Supporting the local food industry has been our mission since 1887. Through our research, teaching and extension programs we help Georgia farmers produce food sustainably and safely for all Georgians.

Cooperative Extension agent R.J. Byrne worked to help turn a portion of the prison's land into a fruit and vegetable garden. Under Byrne's guidance, inmates converted an acre of weeds into a plot teeming with corn, cucumbers, tomatoes, okra, beans and watermelons. Byrne and many others have used the prison's produce to nourish the prison staff as well as several thousand dollars this year.

Inmates at the Thomas County Prison in Thomasville, Ga., grow their own food as part of a pilot project designed to teach them new skills and save the prison money. The prison was spending $1,000 or more buying produce each week before University of Georgia of a pilot project designed to teach them new skills and save the prison money. The prison was spending $1,000 or more buying produce each week before University of Georgia Cooperative Extension agent Bobby Wilson helped launch the Georgia Master Gardener Program, Fulton County and through the Atlanta Urban Cooperatives and Fulton County Cooperative Extension agent R.J. Byrne worked to help turn a portion of the prison's land into a fruit and vegetable garden. Under Byrne's guidance, inmates converted an acre of weeds into a plot teeming with corn, cucumbers, tomatoes, okra, beans and watermelons. Byrne and many others have used the prison's produce to nourish the prison staff as well as several thousand dollars this year.

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**Logo as badge:**

**Examples**

Master Gardeners help UGA Cooperative Extension agents transfer research-based information about gardening and related subjects to the public by training home gardeners. They're here to help you with all things plant-related, no matter your level of experience. Find a Master Gardener at your local Cooperative Extension office today.

1-800-ASK-UGA1

www.ugaextension.com

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**get the buzz.**

Discern beneficial insects from pests. Ask a Master Gardener.

**dig deep.**

Find your garden's potential. Ask a Master Gardener.

**home grown.**

Get the most out of your vegetable garden. Ask a Master Gardener.
**Logo as badge:**

**Examples**

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*Use your 4-H project to make the LEAP to college major and career…*

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**JUMP TO IT.**

Match your 4-H Project area with possible UGA CAES majors

Get your kids out for some fun! Choose from kayaking, canoeing, biking, seining, water park fun, mini-golf and more.

Sign up here!
Logo usage:
Friendly design tips

- Programs can and should create a graphic look for their materials but they should not conflict with the college/Extension identity.

- Elements such as typography, photography, illustrations and paper, can combine to create unity or a family look to related materials.
A happy family of unified materials: Walk Georgia

Walk, garden, dance, swim, yoga across Georgia.

It's time to get moving! You're invited to join us for a virtual stroll through Georgia. Daily activities such as walking the dog, going for a jog and playing catch with the kids quickly add up to virtual miles you can use to "walk" across the state.

www.walkgeorgia.org
1-800-ASK-UGA1

WALK GEORGIA GOALS:
- Develop regular physical activity habits
- Get healthier and more physically fit
- Have fun!

"The walk Georgia program has jump started a feasible exercise regimen. I have obtained the outcome of performing one regular walk. I am so very satisfied to gain up the energy it has afforded me."

Record your physical activity.

"Walk Georgia provided a constant reminder to stay physically fit. The competition was motivation and pushed me to another level."

"Keeping a log of my physical activity makes me feel more confident because it lets me see how active I really am."

Track your progress.

"The Walk Georgia program has jump-started a feasible exercise regimen. I have obtained the outcome of performing one regular walk. I am so very satisfied to gain up the energy it has afforded me."

An online map lets you chart a virtual course across Georgia and learn facts about our state's 159 counties along the way. Whether you visit the coast or hike the mountains, as you move you will learn new ways to improve your health and see how you compare to other individuals and teams throughout the state.

Record your physical activity.

WALK GEORGIA GOALS:
- Get healthier and more physically fit
- Have fun!

Walk Georgia is an eight-week program sponsored by University of Georgia Cooperative Extension. It is designed to increase your physical activity in a fun, interactive, community-oriented way. Participate individually or as part of a four-person team. The goal is to be active, whether you're walking, biking or playing Ultimate Frisbee. Move more, and enjoy living more!

Pull on your shoes and join us as we move more and become healthier. Walk Georgia is a free program open to adults, youth, families, schools, community organizations and employers. Visit www.walkgeorgia.org to register yourself or your four-person team. An email address is required to register. Don't have one? Join a team – only the team captain needs an email address to register.

This program is sponsored through your local Cooperative Extension office. For more information about Cooperative Extension or this program, call 1-800-ASK-UGA1 or go to www.ugaextension.com.

For more information and to register for Walk Georgia, go to www.walkgeorgia.org.

To contact your local Extension office, call 1-800-275-8421 or visit www.extension.uga.edu

February 12 - May 5, 2012
Registration opens February 1
A happy family of unified materials:
Ag Forecast
Logo usage: Do’s and Don’ts

RESIZE, DON’T BASTARDIZE.

DOs

- Do use the university/college mark appropriate to your material’s purpose.
- Do maintain the integrity of the logo (resize proportionally).
- Do print the logos in their official colors and configurations.
- Do align college marks with other elements on the page.
Logo usage: Do’s and Don’ts

**DON’Ts**

- Don’t create individual logos for county, academic, administrative or other units.
- Don’t separate out parts of the logo.
- Don’t combine logos with other images or text.
- Don’t stretch, skew or alter the proportions of the logo.
- Don’t angle or spherically rotate college/university logos.
- Don’t place any type or art on top of marks.
- Don’t crowd the logo.
- Don’t screen the logo.
Please don’t treat me this way…
Questions?

For more information
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