

# Marketing and Communications Exterior Signage Guidelines



## Guidelines for Signage

When designing Extension signage it is important to follow the provided guidelines to stay within the University of Illinois brand standards.

### Font preference

- The preferred font is **Source San Regular**. This is a free font released under open source licenses.
- In rare instances, the font Myriad can be used.

### Clearance

- The clearance around elements must be based off the width of the Block I.



## Extension Signage Examples

The following examples illustrate basic solutions since signage needs will vary based on exact dimensions.

### Option A: Single line county names



### Option B: Double line county names

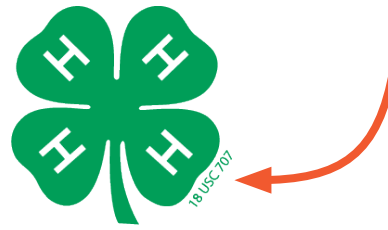


### Option C: Square signage orientation



## Usage of the 4-H logo

- The 4-H logo must always be accompanied with the **18 USC 707** text element.



## Extension and 4-H Signage Examples

When the 4-H clover logo is used in addition to the Block I, the clover should always be sized to the height of the Block I.

### Option D: Extension, 4-H, and county names



### Option E: Extension, 4-H on extra wide signage



### Option F: Extension, 4-H and county names on extra wide signage



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