

# Extension Branding

and Color Contrasts



**Illinois Extension**

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN





**Illinois Extension**

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN



**Illinois Extension**

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN



**Illinois Extension**

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

Extension wordmark





Light photos

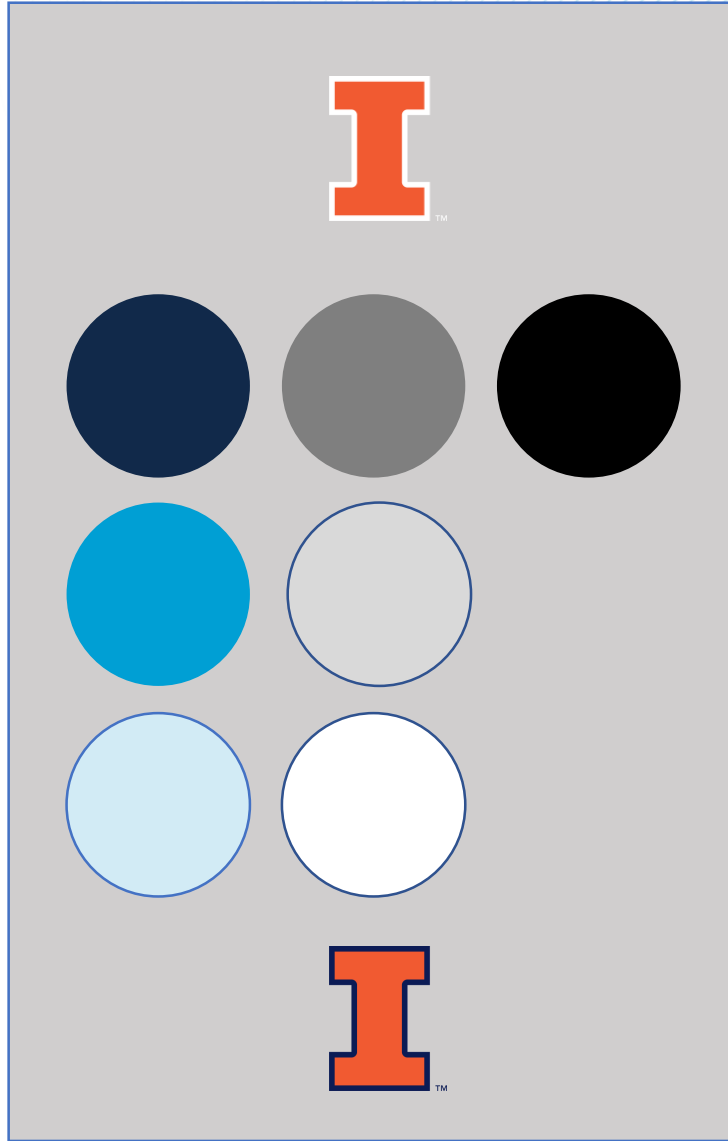


Dark photos

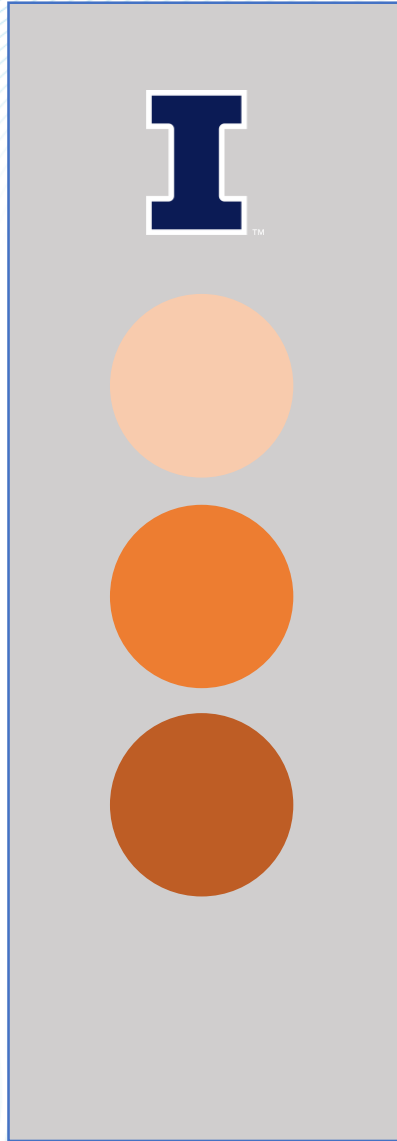


What about this thing?

Darker material



lighter material



Shirt and Merchandise Colors





College of ACES  
Illinois Extension



College of ACES  
Illinois Extension



A special logo for  
**embroidery** and  
absolutely nothing else

The wordmark has too many small  
details to be sewn in a loom





**College of ACES**  
Illinois Extension



**College of ACES**  
Illinois Extension



**College of ACES**  
Illinois Extension



**College of ACES**  
Illinois Extension



**College of ACES**  
Illinois Extension



**College of ACES**  
Illinois Extension



**College of ACES**  
Illinois Extension



Suggested  
embroidery  
color pairings

# Clear Space



clear space equal to the height of the I on all sides



clear space equal to the height of the bar of the I on all sides



clear space equal to the height of the I on all sides



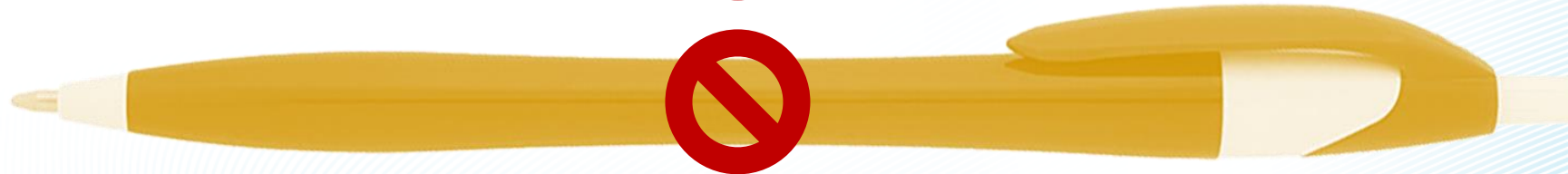
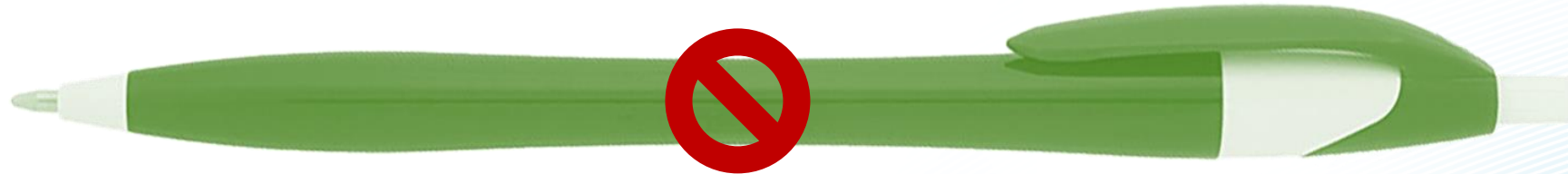
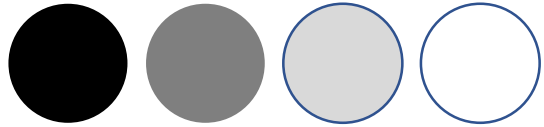
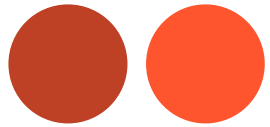


Small merchandise like pens or buttons can cram elements together to fit the space and use a single color to save money

Larger merchandise like shirts must keep trademarked Block I **isolated** on sleeve or back of neck



Proximity on Merchandise



Merchandise must also be shades of blue, orange, greys, black, or white

 Canvas bags are OK too

# Single Color Wordmark and Block I



When multiple color printing isn't available or you are trying to save money, solid versions of the trademarked Block I and Wordmark are available.

**These are NOT for social media graphics**



## FOUR SEASONS GARDENING | 2021 Summer Webinar Series



University of Illinois Extension's Four Seasons Gardening program focuses on environmental stewardship, home gardening, and backyard food production.

Attend online from wherever you have internet access.

### Top 9 Vegetable Garden Insects

Learn nine of the most common and destructive insect pests in your vegetable garden and how to control them. Join University of Illinois Extension Horticulture Educator Kelly Allsup as she shares tips on identification, scouting, prevention and organic methods of eradication. Whether you are new to gardening or a master you will walk away with tips to make the gardening season a greater success.

### Themed Gardens: Design with Kids in Mind

Foster the love of gardening with the youth in your life by creating theme gardens. Join University of Illinois Extension Horticulture Educator Brittnay Haag as she shares ideas and tips for creating a special place for your young, hands-on learner to grow, explore and be creative. Whether it's at a school, community garden, or your backyard, theme gardens use plants and design elements inspired by a specific topic, such as favorite books, colors, foods, animals, or even places to visit—the possibilities are endless!

### End of Summer Planted Fall Vegetables

Fall harvested vegetables tend to be sweeter as they finish growing as the temperatures are cooling and fall approaches. Join University of Illinois Extension Horticulture Educator Bruce J. Black as he shares some tips for planting fall vegetables, which vegetables are better suited for a late summer planting, and some information about how to store fall harvested vegetables for their longest shelf or storage life.

#### Online Registration

- Free
- Register at [go.illinois.edu/fourseasons](https://go.illinois.edu/fourseasons) at least one week before course date.

If you need a reasonable accommodation to participate, please contact the event coordinator. Early requests are strongly encouraged to allow sufficient time to meet your needs.

#### Contact Information

University of Illinois Extension  
Street Address  
City, IL 00000

Phone: (000) 000-0000  
Email: [email@illinois.edu](mailto:email@illinois.edu)



College of Agricultural, Consumer and Environmental Sciences  
University of Illinois, U.S. Department of Agriculture, Local Extension Councils Cooperating  
University of Illinois Extension provides equal opportunities in programs and employment.

# Print or Digital or Merch?

## *Extension wordmark*



The first things that people see when they visit your page or business, and to give **more context** for new viewers

- typically print materials
- posters, flyers, signs, tablecloth
- social media page banner
- video bumper

## *Block I*



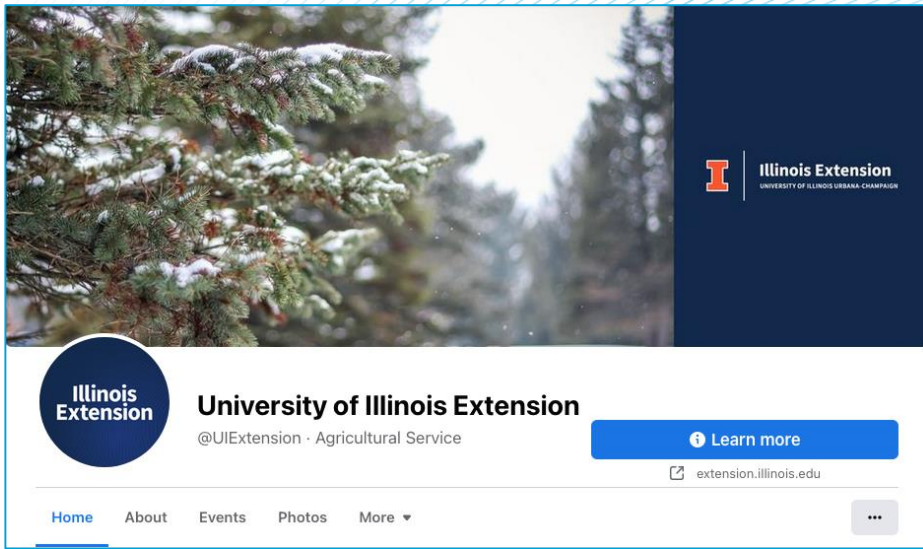
For content you've designed and posted on your network

- social media posts
- event banners
- **not** necessary for photos from events

## *Trademarked Block I*



- shirts, hats, pens, buttons
- always use **trademarked** version on merchandise
- solid color available for saving money on ink colors
- Include words "Illinois Extension" within design
- keep Block I isolated, unless it's a tiny design like a pen



## FOUR SEASONS GARDENING | 2021 Summer Webinar Series

University of Illinois Extension's Four Seasons Gardening program focuses on environmental stewardship, home gardening, and backyard food production. Attend online from wherever you have internet access.

### Top 9 Vegetable Garden Insects

Learn nine of the most common and destructive insect pests in your vegetable garden and how to control them. Join University of Illinois Extension Horticulture Educator Kelly Allsup as she shares tips on identification, scouting, prevention and organic methods of eradication. Whether you are new to gardening or a master you will walk away with tips to make the gardening season a greater success.

### Themed Gardens: Design with Kids in Mind

Foster the love of gardening with the youth in your life by creating theme gardens. Join University of Illinois Extension Horticulture Educator Brittnay Haag as she shares ideas and tips for creating a special place for your young, hands-on learner to grow, explore and be creative. Whether it's at a school, community garden, or your backyard, theme gardens use plants and design elements inspired by a specific topic, such as favorite books, colors, foods, animals, or even places to visit—the possibilities are endless!

### End of Summer Planted Fall Vegetables

Fall harvested vegetables tend to be sweeter as they finish growing as the temperatures are cooling and fall approaches. Join University of Illinois Extension Horticulture Educator Bruce J. Black as he shares some tips for planting fall vegetables, which vegetables are better suited for a late summer planting, and some information about how to store fall harvested vegetables for their longest shelf or storage life.

**Online Registration**

- Free
- Register at [go.illinois.edu/fourseasons](http://go.illinois.edu/fourseasons) at least one week before course date.

If you need a reasonable accommodation to participate, please contact the event coordinator. Early requests are strongly encouraged to allow sufficient time to meet your needs.

**Contact Information**

University of Illinois Extension  
Street Address  
City, IL, 00000  
Phone: (000) 000-0000  
Email: [email@illinois.edu](mailto:email@illinois.edu)

**Illinois Extension**  
UNIVERSITY OF ILLINOIS-URBANA-CHAMPAIGN

College of Agricultural, Consumer and Environmental Sciences  
University of Illinois, U.S. Department of Agriculture, Local Extension Councils Cooperating.  
University of Illinois Extension provides equal opportunities in programs and employment.



Print, signage, and entry items with Extension Wordmark



Social media graphics and event banners



UNIVERSITY OF ILLINOIS  
EXTENSION

# Don't use these



**I ILLINOIS**  
Extension  
COLLEGE OF AGRICULTURAL, CONSUMER  
& ENVIRONMENTAL SCIENCES



**I ILLINOIS EXTENSION**  
COLLEGE OF AGRICULTURAL, CONSUMER  
& ENVIRONMENTAL SCIENCES

**I ILLINOIS**  
Extension  
COLLEGE OF ACES



**I ILLINOIS EXTENSION**

**I**  
**ILLINOIS**  
Extension



**COLLEGE OF AGRICULTURAL, CONSUMER  
& ENVIRONMENTAL SCIENCES**

COLLEGE OF AGRICULTURAL, CONSUMER  
& ENVIRONMENTAL SCIENCES





# Illinois Extension

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN



Judy Bingman

Marketing and Communications Manager

[jmbingma@illinois.edu](mailto:jmbingma@illinois.edu)

Matt Wiley

Extension Design Specialist

[mdw@illinois.edu](mailto:mdw@illinois.edu)

University of Illinois, U.S. Department of Agriculture, Local Extension Councils Cooperating. University of Illinois Extension provides equal opportunities in programs and employment. If you experience any problems accessing or receiving the information in this course, or have feedback on the design, please email [extension@illinois.edu](mailto:extension@illinois.edu) for assistance.

© Copyright 2022 University of Illinois Board of Trustees



**Illinois Extension**

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN