Extension Branding and Color Contrasts
What about this thing?
A special logo for embroidery and absolutely nothing else

The wordmark has too many small details to be sewn in a loom
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
Larger merchandise like shirts must keep trademarked Block I isolated on sleeve or back of neck.

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

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

Canvas bags are OK too
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
Print or Digital or Merch?

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

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
Print, signage, and entry items with Extension Wordmark
Don’t use these