

# University of Arizona Cooperative Extension

## Graphic Element Guidelines for In-Office Printing

The following is a supplement to any guidelines set forth in the *UA Identification Program for Graphic Standards* (included on the CD sent to each county office and also available and newly revised at <http://www.arizona.edu/styleguide/index.php>). Anyone using these graphics should become familiar with all guidelines provided.

- The graphics provided on the CD are for use with **in-office printed material only**. They are not in the correct format for commercial printing or web pages.
- If you have any questions on the use of or creation of any graphic elements, contact the appropriate person below (depending on the intended use):
  - In-Office/Overall Coordination - Steven Crofts (520-621-7145, [scrofts@ag.arizona.edu](mailto:scrofts@ag.arizona.edu))
  - Commercial Print - Robert Casler (520-621-7177, [rcasler@ag.arizona.edu](mailto:rcasler@ag.arizona.edu))
  - Web - Kelly Block (520-626-9174, [mblock@ag.arizona.edu](mailto:mblock@ag.arizona.edu))
- For in-office and commercial printing, the new Extension logo (Example #1) must be used in conjunction with the University of Arizona wordmark (Example #2) or one-line graphic (Example #3) at all times - this is a UA Printing & Graphic Services rule. They should not be put in close proximity but should appear within the same document. The restrictions are not the same for use on the web and you can acquire web graphics at <http://cals.arizona.edu/extension/graphics/index.html>.



Example #1



Example #2

THE UNIVERSITY OF ARIZONA<sup>®</sup>

Example #3

- For stronger UA identification purposes, you can use the graphic below but you must still use the UA wordmark or one-line graphic with it. The color and font style for "The University of Arizona" (as seen in Example #3) cannot be used as a part of any other graphic or logo.



- The new Extension logo's official colors are red (PMS-200), blue (PMS-281), and yellow (PMS-121). These numbers are what commercial printers use to ensure color matching.
- Although not part of our basic graphic (Example #1) or individual county graphics, you are encouraged to incorporate and promote Extension's link with the College of Agriculture and Life Sciences.

**Remember:** Continuity and consistency are the driving force behind the new letterhead and graphic elements and all Extension units are asked to use the new letterhead (either printed supply or templates) and the graphic elements in a consistent manner with daily correspondence, newsletters, workshop materials, posters, advertising, visual media, news releases, signs, tablecloths and all other forms of media and outreach produced in house.