A QUICK GUIDE TO THE N.C. COOPERATIVE EXTENSION BRAND







go.ncsu.edu/ExtensionBrand

ONE BRAND, ONE VOICE

When people experience the benefits of Extension, we build trust and value, which stands to elevate everyone who is part of our family. Without clear and consistent branding, that trust and brand value remains isolated or fragmented, and does little to strengthen our overall identityÈ

Our success in building brand cat ^ • cæe, aa^Ás contingent upon how well we all understand the standards of the brand – and how consistently we apply them. There's great power when many share a unified voice.

It's time to tell our story to North Carolina.

Our Collective Mission

PÈC. Cooperative Extension partners with communities to deliver education and technology that enrich the lives, land and economy of North Carolina.

ELEVATOR PITCH

N.C. Cooperative Extension provides information you can trust to help people, businesses and communities solve problems, develop skills and build a better future. Extension specializes in agriculture, 4-H youth development, communities, food and nutrition, and the environment.

When you work with Extension here in [County Name], you can be confident that experts from NC State or N.C. A&T have researched and developed educational programs to ensure that you receive the best information to meet your needs. Currently, we're focusing on [insert high-profile local program]...

Answering the Phone

Introduce yourself: "	<i>'Hi, this is</i>
thanks for calling I	V.C. Cooperative
Extension,	County" OR
"N.C. Cooperative	Extension,
County, this is	, may I help you?'

Representing the Partnership

The N.C. Cooperative Extension name and logo should always be used to brand county-based programs and efforts – every county center represents our partnership, either with both universities and/or the local governments.

The university Extension units (Cooperative Extension at N.C. A&T / NC State O¢¢\) • 4 } D follow\(\hat{A}\)\(\hat{\text{\text{o}}} \(\hat{A}\)\(\hat{\text{\text{o}}} \) and standards.

REFERENCING EXTENSION

- ✓ On first reference, it® acceptable to spell out "North Carolina Cooperative Extension." On subsequent references, use "N.C. Cooperative Extension" (include periods after the N and C) or ♠ c "Extension."
- ✓ The N.C. Cooperative Extension name should be used when referencing efforts or programming that are developed and coordinated in collaboration by the partners.
- ✓ Correct county center names format: "N.C. Cooperative Extension, ———— County Center."
- ✓ References such as "Adams County Cooperative Extension" and "Adams County Extension" are incorrect.
- ✓ Always capitalize the first "E" in Extension when referring to the partnership. The first "e" in Extension should be lowercase when describing the *^} ^!æ/act of outreach.

THE CO-BRAND ŠUÕU | The co-brand is integral to @ÁN.C. Cooperative Extension brand identity

Th^ logo reflect• a clear connection with our land-grant universities while continuing to promote our unique partnership.

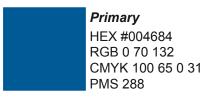


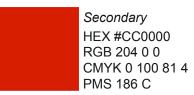






COLOR & FONT







5 F = 5 @is the primary font for N.C. Cooperative Extension. **I B = J 9 F G** is the alternative font as needed. Correct fonts should be used in all communications.

UNIVERSITY EXTENSION UNITS

- Campus-based efforts and faculty/staff Q ` |åÁæå @ \^Áq theã respective university brand polic È
- County-based efforts and field faculty/staff always represent our partnership, not just among NC State and N.C. A&T, but with USDA and local governments statewide. Thus, N.C. Cooperative Extension is the primary brand for our county employees and local centers.

PROGRAM & PARTNER BRANDING

Ò¢¢^}•a[} Áprograms, offices and initiatives • @ ` |åÁnot create their own logos; a unique program { æ \ &æ Åpe created by pairing text with the co-brand logo // When *•ing the Extension logo with æ [c@ \ logo,Áã ^Áæ Åp æ or New A below they both rest on the same baseline — logo sizes should feel balancedÈ







10 MEANINGFUL MARKETING TIPS

- 1 Be on brand. Assets and guidelines for our N.C. Cooperative Extension] 並介小● 頌 Ábrand, æ 介 / │ 徐 Ác Ániversity Extension unit brands, 並介 Ác 承報 / 木 n the brand site
- Wear your name badge and Extension apparel (university gear is good too!) whenever you@ at an event, helping the public or representing Extension
- 3 Make sure your email signature contains the Extension logo and follows the guidelines
- 4 Promote your programs in a variety of ways (flyers, brochures, email templates, newsletters, web posts, etc.)
- 5 Maintain the integrity of the N.C. Cooperative Extension brand the] 磁分 시 @ 利 *[must be presented in a clear, consistent manner on all communications
- 6 Tell your story. People like and remember a good story even more than facts or statistics
- Plan ahead. Map out evergreen stories on the calendar, then set up alerts 2-3 weeks in advance as a reminder
- 8 Get social. Utilize Facebook, Twitter or other channels to promote your programs and build relationships (and tag our state channels)
- 9 Communicate with state and local funders about the impact your programs make
- 10 Remember we're here to help! We can assist with program promotion, resource development and brand guidelines contact info: go.ncsu.edu/Extension! A Uf7 ca a