

UI Extension Branding Checklist



Visit www.uidaho.edu/extension/brand for guides, logos, templates, marketing materials, products and more.

Business Cards

- Contact Creative Services at 208-885-6293, printing@uidaho.edu or www.uidaho.edu/ucm/creative-services/creative-services-request-form to place orders for printed business cards. Templates are available for UI Extension and UI Extension 4-H Youth Development.

Correspondence

- Contact Creative Services at 208-885-6293, printing@uidaho.edu or www.uidaho.edu/ucm/creative-services/creative-services-request-form to place orders for printed office letterhead and envelopes.
- Stationery, envelope and fax templates in Word customized by office are available for download at www.uidaho.edu/extension/brand.
- Consider adding the new UI Extension logo to your email signature.

Signage and Events

- Contact CALS Communications at 208-885-5067 or arysdam@uidaho.edu to order customized pull-up displays, vinyl banners, posters, or other signage.
- Use your UI Extension branded table cover at events. Contact CALS Communications if you'd like to order additional covers.
- Branded pens, folders and notepads are available for free from CALS Communications.
- Use the branded Avery nametag template for event participants.

Phone greeting

- “University of Idaho Extension, My County”

Newsletters and other mailers

- Use the JPG or PNG UI Extension logo files on the branding website and don't distort the proportions.
- When printing on colored paper, use the PNG version of the file to avoid having a white box around the logo. When you plan to photo copy, use the all-black logo.
- Consider using the new UI Extension newsletter template for your printed newsletters.
- Contact CALS Communications at 208-885-5067 or arysdam@uidaho.edu if you are interested in utilizing the free e-newsletter system offered by UI.

Social media

- Use the approved UI Extension or UI Extension 4-H Youth Development logo for your profile picture. Use a program or location specific photo for your cover image. Contact CALS Communications for more information.
- Always list UI Extension first for your official social media accounts. For example, “UI Extension, My County or Program.” or “UI Extension 4-H, My County.”
- Include social media icons on flyers and other communications as appropriate to alert clients of these communication channels.

UI Extension faculty and staff

- Always wear your UI Extension branded nametag when presenting to the public.
- Consider purchasing UI Extension branded apparel to wear at official events.
- Check out the [UI Extension Zome e-store](#) to order.

CALS Communications:

arysdam@uidaho.edu | 208-885-5067

**All services provided by CALS Communications, including design services, are free of charge to UI Extension faculty and staff.