

To: N.C. Cooperative Extension – All
Date: March 11, 2016
Subject: Marketing Resources Webpage & Updates

Extension colleagues,

We're pleased to share with you today a new webpage to help you find and utilize current Extension marketing resources. There's a vast array of Extension communication and marketing resources spread across various websites, which gets confusing in a hurry, so we've developed this webpage to serve as a one-stop directory for your convenience.

<https://intranet.ces.ncsu.edu/marketing>

We often receive questions related to the location of logo files, design guidelines, brand standards, social media policies and other resources. It is our intention for the Marketing Resources page to help you find these materials in a quicker, simpler manner.

Following are a few examples of the types of resources you can find using this new webpage:

- Stationery guidelines and materials ([direct link](#))
- Marketing materials (PowerPoints, news releases, banners, logos, etc.)
- Extension publication guidelines
- University brand standards
- Social Media guidelines/policy

This new web resource will be updated to reflect any branding changes when finalized. The next group discussion is scheduled for April 18, so an update should follow shortly thereafter. Thank you for your ongoing patience and understanding.

We hope this resource will prove beneficial and look forward to your feedback. Stay tuned for information on upcoming communication training opportunities and a monthly update from Extension Service leadership over the next week or two.

Best,
Justin

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