

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

1 ONE BRAND, ONE VOICE

N.C. Cooperative Extension has developed a branding strategy to bolster awareness of Extension throughout the state. N.C. Cooperative Extension is a strategic partnership of NC State Extension, The Cooperative Extension Program at N.C. A&T State University, USDA-NIFA and 101 local governments.

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 identity and sustainability.

Our success in building brand integrity is 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

N.C. 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: ***"Hi, this is _____, thanks for calling N.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 (The Cooperative Extension Program at N.C. A&T / NC State Extension) follow university brand standards.

REFERENCING EXTENSION

- ✓ On first reference, it is acceptable to spell out "North Carolina Cooperative Extension." On subsequent references, use "N.C. Cooperative Extension" (*include periods after the N and C*) or "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 act of outreach.

THE CO-BRAND MARK | The co-brand is integral to N.C. Cooperative Extension's brand identity

This graphic mark acts as a logo, reflecting a clear connection with our land-grant universities while continuing to promote our unique partnership.



COLOR & FONT | Each plays an important role in establishing and reinforcing our brand



Primary

HEX #004684
RGB 0 70 132
CMYK 100 65 0 31
PMS 288



Secondary

HEX #CC0000
RGB 204 0 0
CMYK 0 100 81 4
PMS 186 C



Secondary

HEX #CC0000
RGB 204 0 0
CMYK 0 100 81 4
PMS 186

GOTHAM is the primary font for N.C. Cooperative Extension. **ARIAL** is the alternative font as needed. Correct fonts should be used in all communications.

UNIVERSITY EXTENSION UNITS

- Campus-based efforts and faculty/staff fall within one of the respective university brand policies: **NC State Extension** or **The Cooperative Extension Program at N.C. A&T**.
- 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

Individual programs, offices and initiatives cannot create their own logos; a unique program identifier will be created by pairing text with the co-brand logo // When pairing the Extension logo with another logo, make sure they both rest on the same baseline – logo sizes should feel balanced



Local Food Program



10 MEANINGFUL MARKETING TIPS

- 1 Be on brand. Assets and guidelines for our N.C. Cooperative Extension co-brand, and the university Extension unit brands, are available on the brand site
- 2 Wear your name badge and Extension apparel (university gear is good too!) whenever you are 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 co-brand – the co-brand mark 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
- 7 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 impacts your programs make
- 10 Remember we're here to help! We can assist with program promotion, resource development and brand guidelines – contact info is online: go.ncsu.edu/ExtensionBrand