BRAND PRESENTATION

Overview
The brand presentation is the unique visual and messaging expression of your unit’s brand promise and brand drivers. The brand presentation also expresses your unit’s distinguishing personality, which creates a well-differentiated brand identity in the marketplace.

Your brand presentation should be a distinctive creative approach defined not only by the messages but also by the voice and tone of copy, color palette, imagery, design elements, and typography. The way these elements relate to each other within the layouts, coupled with consistent brand messaging, form the basis of a unique brand presentation.

Strategically, Washington State University Extension’s creative approach complements the WSU brand—overtly reflecting the core brand drivers and subtly recalling the core brand graphic elements such as fonts, color palette, and design approach. This combination will develop a distinctive personality for the Washington State University Extension sub-brand, while ensuring compatibility with the core brand.

Brand Personality
The brand personality describes the individuality and character of the Washington State University Extension identity. It describes how the organization would like to be perceived by target audiences, and outlines the characteristics that should be expressed through the design elements, tone, and style of the brand presentation.

Washington State University Extension’s personality traits reflect the self image of the primary target audience as well as characteristics that resonate positively with the internal WSU community, especially faculty and administrators.

Creative strategies will focus on the following key personality aspects:

- **Strategic**—WSU Extension is a strategic thinker that considers big-picture challenges in the state and identifies solutions that can be implemented statewide as well as locally; its programs seek to identify high impact solutions to the state’s most compelling problems
- **Personal**—WSU Extension makes a difference in the state of Washington by impacting individual lives of the people of the state; its programs connect with individuals
- **Confident**—WSU Extension and its world-class educators are confident in their programs and their results because their curriculums withstand the scrutiny of peer review and are based on the leading research of a world-class academy; additionally, WSU Extension’s reputation for non-biased thinking make it one of the most credible authorities to address critical economic, environmental, and social issues

Adapted from Washington State University Extension—Brand Toolkit™
© 2007 Educational Marketing Group, Inc. All right reserved. Printed in U.S.A.
Fresh—WSU Extension is constantly seeking fresh ideas and relevant solutions to statewide challenges; its thinking is innovative and cutting edge; its solutions responsive, timely, and refreshing

Cross-cultural—as a global society, Washington represents a cross-section of ethnicities, cultural backgrounds, economic strata, and political and social beliefs; WSU Extension understands and embraces this diversity and is sensitive to how diversity impacts the shaping and effective delivery of its programs

Brand Signature
The signature is the graphic representation of the brand identity. The signatures shown below constitute the approved marks of the organization and all of its units and divisions. Any alterations, changes, additions, or infringements to these marks whatsoever, except for proportional sizing, are strictly prohibited unless authorized by the Office of the Dean and Director, Extension. Logos should never be used at a size smaller than 2 inches in width.

The approved signature must be prominently displayed on all communications representing the organization. The name Washington State University Extension should appear in the official signature format whenever practical, and may not be used as a headline or design element. In cases where the entire signature is not possible or appropriate, the organizational name should be employed only in the font and proportions as shown in the signature, except in body copy and text or headline usage. In the first text reference in the body copy, the full name—Washington State University Extension—should always be used. In second and subsequent references within the same section of a publication, “WSU Extension” is acceptable.

Program Logos and Identifiers
WSU Extension has identified certain programs that may use their own logo or use the Extension signature with a program identifier. A list of approved programs and the criteria used to identify eligible programs are available from the Office of the Dean and Director, Extension. Program logos and identifiers can only be developed by the WSU Extension Communications and Educational Support Unit and must be approved by the Dean and Director first.

No other signatures, marks, logos, or representations may be used to represent the organization or its units and divisions without the express written consent of the Office of the Dean and Director, Extension.
Creative Approach
The WSU Extension sub-brand connects with audiences by constantly communicating its five brand drivers:

1. World Class Educators
2. Premier Educational Experience
3. Leading Research for Innovative Change
4. Leveraging Partnerships for Community Change
5. Driving Sustainable Economic Development

Design Elements
The WSU Extension sub-brand is about communicating the reach and strength of the University’s outreach capabilities, and the resources it can provide the state. With a combination of local partnerships, volunteers, experts, and the resources of a world-class research university, WSU Extension enriches lives across the state.

- **Layout** is simple yet sophisticated. A use of grid patterns and white space allows designers of all levels to promote WSU Extension’s programs in a clear, consistent, and elegant manner. Brand design elements are expressed primarily in layout, utilizing imagery and text in negative space. Rectangular blocks of color echo the core brand’s use of geometric shapes.

- **The sub-brand color palette** includes Washington State University’s\(^1\) crimson, grey, and black, as well as a complimentary chocolate brown (which has recently been added to the University’s color palette). Two additional colors, a sky blue and a sea green, round out the WSU Extension color palette. Chosen for their fresh appearance, they—together with the chocolate brown—honor WSU Extension’s traditional and current connection to the land and the environment. The crimson of the core brand represents the warmth of the organization’s connection to communities and individuals.

- **Headlines and copy** utilize a third person approach, and inform audiences of the goals and services provided by WSU Extension in a confident, unexpected, and witty tone.

- **Branded imagery** is intense and engaging, and features experts in their fields of emphasis. Whether the location is metaphorical representation of the program, or set in an actual location, the portraiture aims to quickly grab attention, while making an easily understood connection to the program of interest. In all primary images, subjects directly engage with the audience.

---

\(^1\)For information on WSU identity guidelines, please visit [http://www.identity.wsu.edu/](http://www.identity.wsu.edu/)
Design Elements:

Spaces between color blocks frame design elements.

Primary imagery features experts in a dynamic reflection of their area of emphasis. Subjects directly address the audience, and portray confidence and passion for their work.

Brief copy accompanies the portrait and sets the stage for the issue or outcome the individual is addressing in a clever, unexpected tone.

PMS 4625 (chocolate) is consistently used in a bar to associate the material with WSU Extension. In publications about the organization or its areas of focus, words in the bar concentrate on overall strategic approach. In program-specific materials, the area of focus is identified in this bar.

The WSU Extension signature is always prominently and consistently displayed on the front cover.

Brief copy accompanies the branded image and sets the stage for the issue or outcome the individual is addressing in a clever, unexpected tone.

Branded imagery is often accompanied by concise statistical impacts of the program.

Supporting imagery is grouped with spaces in between and combined in block patterns that present a clean and multi-dimensional look at WSU Extension's activities.

Off-center copy blocks and use of negative space provides visual interest.
Copy Voice and Tone

Like the core brand, the WSU Extension voice is succinct, confident, professional, and outcome oriented. It employs clever or unexpected headlines or ideas to catch attention. To capture the personal approach that is part of the WSU Extension personality, copy is written in terms of the benefit to the targeted audience.

Communications frame the challenges that WSU Extension is addressing, describe the methodologies it is employing to address those challenges, and demonstrate the impacts resulting from the work.

Short “ad-like” vignettes accompany the primary imagery that weaves throughout top-level communications pieces. This ad-style copy will provide readers with quick access to the issues WSU Extension is addressing and the solutions it has devised. Copy also personalizes the world-class educators and innovators responsible for developing and carrying out the solutions.

Example:

1,400 miles of Washington coastline…

...6,230 days (and counting) spent preventing destructive forces on the marine environment.

...Hip-deep in protecting the endangered coastal ecosystem.

Don Meehan created Beach Watchers, an extensive community effort in which volunteers conduct education, training, research, clean-up, and maintenance of Puget Sound beaches. Among their tasks: rescuing orphan seal pups, recycling old tires, removing tons of creosote-soaked wood from the Sound, tracking juvenile salmon in the near-shore, detecting invasive species, and teaching shoreline owners about stewardship.
Color Palette
In addition to Washington State University’s crimson and grey school colors, WSU Extension will employ a rich chocolate brown, as its signature color. This color represents the organization’s approachability and warmth. Its contemporary expression gives WSU Extension a fresh, modern look that is in keeping with the rest of WSU’s palette. Two other colors round out the WSU Extension palette. Sky blue and sea green add breadth and sophistication to the WSU Extension brand. All together, the colors of the palette represent Extension’s traditional and current connection to the land and the environment.

In all two-color (or more) pieces, designers must use the WSU Extension brown in addition to one or more colors from the palette.

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.
Photography
Photography should be employed strategically to reflect the brand promise and brand drivers through images that demonstrate and illustrate:

- World Class Educators
- Premier Educational Experience
- Leading Research for Innovative Change
- Leveraging Partnerships for Community Change
- Driving Sustainable Economic Development

The brand employs two distinct types of images: primary brand images and supporting images. Primary brand images take center stage in representing the brand on covers, top-level web pages, stand-alone materials, and as principal imagery in long-form publications. Supporting images are used in subordinate roles.

Primary brand images

Featured Extension Educators
Series I (right to left, top to bottom)
- Don Meehan
- Craig MacConnell
- Sue Butkus
- Richard Dougherty
- Curtis Hinman
- Vikram Yadama
- Dee Christensen and Monica Babine
- Janna Ferris
- Joe Harris
- Drew Betz
The primary imagery serves as the visual entrée into the story about WSU Extension’s various strategic areas of focus. The imagery conveys, in an interesting and unexpected fashion, an aspect of the challenges WSU Extension addresses—either by conveying the outcome or purpose of the program, or by portraying the root of the issue.

The high-concept, high-quality style of portraiture presents the image of a world-class endeavor with top-notch individuals. Typically, emphasis is on the program innovator or innovators and captures the drive, personality, inspiration, and creativity of these individuals in an eye-catching, program-related location. While program-related, the locations are not necessarily the physical expression of where the program takes place. Sometimes a metaphorical expression of the work tells the story more powerfully. In all primary images, subjects directly engage with the audience. With rare exception, additional context will be provided by short, attention-catch copy placed in the photo.

Supporting imagery
Supporting imagery takes two forms and builds upon the visual story the primary imagery begins. One level of imagery adds the hands-on, in-the-field experience of WSU Extension’s work. This imagery has a photojournalistic feel, but the action is strategically directed to best represent the nature of the program.

The other type of supporting imagery iconographically portrays the tools employed by the Extension program.
Typography
The WSU Extension sub-brand employs the Stone family of fonts exclusively.

Stone Sans Serif
- Stone Sans Serif Medium
- **Stone Sans Serif Bold**
- **Stone Sans Serif Bold Italic**
- Stone Sans Serif Italic
- Stone Sans Serif Semibold
- **Stone Sans Serif Semibold Italic**

Stone Serif
- Stone Serif Medium
- **Stone Serif Bold**
- **Stone Serif Bold Italic**
- Stone Serif Italic
- Stone Serif Semibold
- **Stone Serif Semibold Italic**

The Stone typography must be used in all professionally-designed materials (created by the in-house design team or by outside designers) produced by WSU Extension and in all large-format and four-color pieces.

Program-level brochures (two-colors or less) and newsletters produced at county offices can use the following approved public domain fonts: Arial and Times New Roman.

Non-Discrimination Statement
All printed material distributed by Extension must contain a statement of non-discrimination which notifies the reader that programs are available to all persons without regard to race, sex, religion, age, color, creed, national or ethnic origin; physical, mental, or sensory disability; marital status or sexual orientation; and status as a Vietnam-era or disabled veteran. Details of required statements can be found at http://bfo.cahe.wsu.edu/personnel/civilrights/pub_notification.htm

Statements should be placed on the back panel of smaller brochures and on the back panel or inside back page of larger format brochures.

Sample statements
For brochures and short duration documents use:

> WSU Extension programs and employment are available to all without discrimination. Evidence of noncompliance may be reported through your local WSU Extension office.

For longer duration documents use:

> Issued by Washington State University Extension and the U.S. Department of Agriculture in furtherance of the Acts of May 8 and June 30, 1914. WSU Extension programs and policies are consistent with federal and state laws and regulations on nondiscrimination regarding race, sex, religion, age, color, creed, and national or ethnic origin; physical, mental, or sensory disability; marital status or sexual orientation; and status as a Vietnam-era or disabled veteran. Evidence of noncompliance may be reported through your local WSU Extension office. Trade names have been used to simplify information; no endorsement is intended. *Last sentence may be optional.*
COLLATERAL MATERIALS

Large Format Brochure
This brochure should be employed for high profile WSU Extension publications such as general overview materials about the organization or a key area of focus. An alternative two-color version can be used to promote more substantive programs—typically those that have multi-county activity. It is a high-quality publication targeting local and state influencers.

Specifications:
- 4-color
- multi-page
- saddle stitched
- 8.5” x 11” folded

PMS 4625 70% opacity

Stone Sans Medium
- 30 pt., 60 tracking, Centered
- 47 pt., 240 tracking

Subhead: Stone Sans Semibold
- 10.5 pt., 18 leading

Stone Serif Medium
- 10.5 pt., 18 leading, Justified, Space after 0p7.2

Stone Sans Semibold Italic
- 9.5 pt., Centered
- 9.5 pt., 22 leading, Right justified
Program-specific brochure layout variations

Specifications:
- 2-color
- 6-panel
- 8.5” x 11” folded
  (8.5” x 33” flat)

Program name, Stone Sans Medium
- 30 pt., 60 tracking, Centered

Area of focus, Stone Sans Medium
- 11 pt., 200 tracking, Centered

Cover options

Interior options

Adapted from Washington State University Extension—Brand Toolkit™
© 2007 Educational Marketing Group, Inc. All right reserved. Printed in U.S.A.
#10 Brochure
The #10 brochure is intended for singular programs, events, and services. Print color is usually either two- or four-colors. WSU Extension color PMS 4625 is featured in two-color layouts. This layout can be used as a mailer using a standard #10 envelope.

Specifications:
- 2-color
- 6-panel tri-fold
- 3.66” x 8.5” (folded)

Stone Sans Medium
- 27 pt., 60 tracking, Centered lower case

Stone Sans Medium
- 11 pt., 13 leading, All caps, 200 tracking, Centered

Brown and blue duotone image treatment

WSU Extension
- Brown, 70% opacity

Stone Sans Medium
- 18 pt., 60 tracking, Centered

Stone Sans Semibold
- 10.5 pt., 18 leading

Stone Sans Medium
- 10.5 pt., 18 leading, 0p7.2 space after, Justified

Additional photo, text, etc.

Adapted from Washington State University Extension—Brand Toolkit™
© 2007 Educational Marketing Group, Inc. All right reserved. Printed in U.S.A.
#10 brochure layout variations

Cover variations

Interior variations
Newsletter

The newsletter template should be used to communicate with various constituents in a program. Several variations of the template indicate the potential versatility of its design. Newsletters should employ a one- or two-color look based on the color assigned to the key area of focus in which the subject program is categorized. Masthead and imagery focus readers on the program.

Program, County, and WSU Extension newsletter templates
PowerPoint
All presentations by WSU Extension faculty and staff using PowerPoint should use templates based on the branded design.

Sample presentation templates

**Title master**

**Slide master**
Sample presentation templates

Title master

Slide master

Slide master variation