

# WSU Extension Brand Presentation Toolkit

STRATEGY

PERSONALITY

DESIGN

EXECUTION







## 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



- **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.



Two- and Four-Color



Single Color  
Black, brown, or crimson



Reversed

### 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.

Program Identifier added to WSU Extension logo





## 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<sup>1</sup> 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.

<sup>1</sup>For information on WSU identity guidelines, please visit <http://www.identity.wsu.edu/>

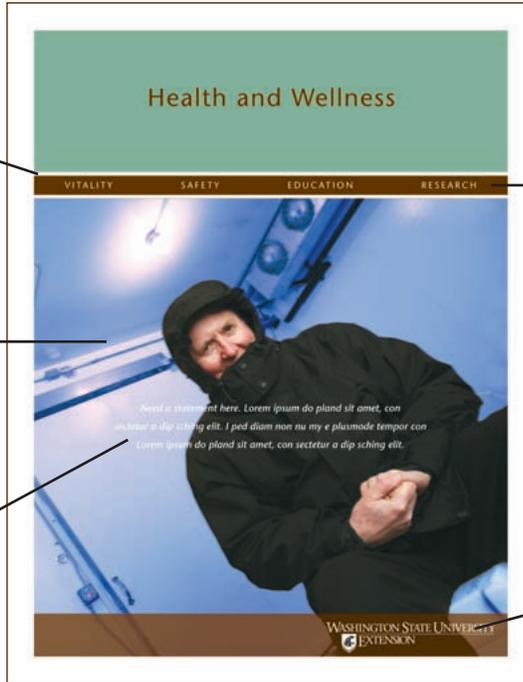


**Design Elements:**

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.



A grid-pattern layout provides a simple sophistication, making it easy to maintain at all levels of WSU Extension.

### 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.

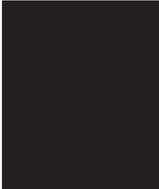


### Color Palette

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.

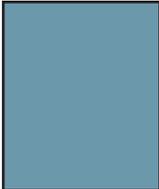
In all two-color (or more) pieces, designers must use the WSU Extension brown in addition to one or more colors from the palette.

**WSU School Colors**

		
PANTONE® 201	PANTONE® 431	Black

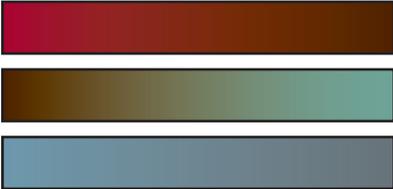
  

**WSU Extension Colors**

		
PANTONE® 4625	PANTONE® 556	PANTONE® 5425

**Extension Sub-Brand Color**

	
PANTONE® 347	Sample gradients

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:

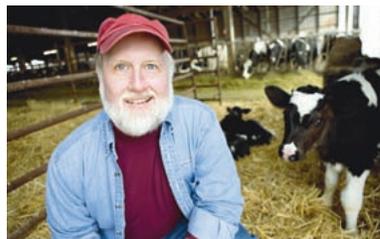
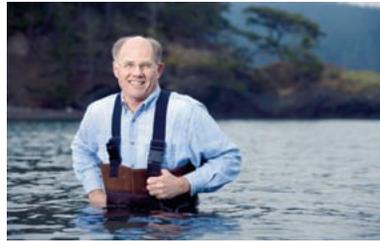
- World Class Educators
- Premier Educational Experience
- Leading Research for Innovative Change
- Leveraging Partnerships for Community Change
- Driving Sustainable Economic Development

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-catching 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](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

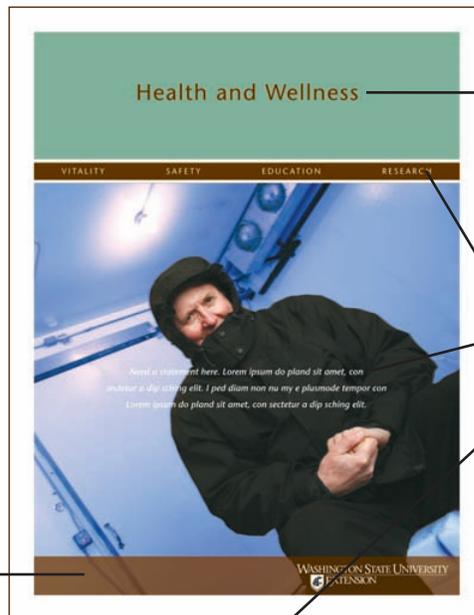
### Large Format Brochure

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

Stone Sans  
Semibold Italic  
12 pt., 22 leading,  
Centered

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



Stone Sans Medium  
47 pt., 240 tracking

Subhead: Stone Sans  
Semibold  
10.5 pt., 18 leading

Stone Serif Medium  
10.5 pt., 18 leading,  
Justified, Space after  
Op7.2

Stone Sans  
Semibold Italic  
9.5 pt., 22 leading,  
Right justified

Stone Sans Semibold Italic  
9.5 pt., Centered

Stone Sans Medium  
30 pt.

Stone Sans Medium  
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



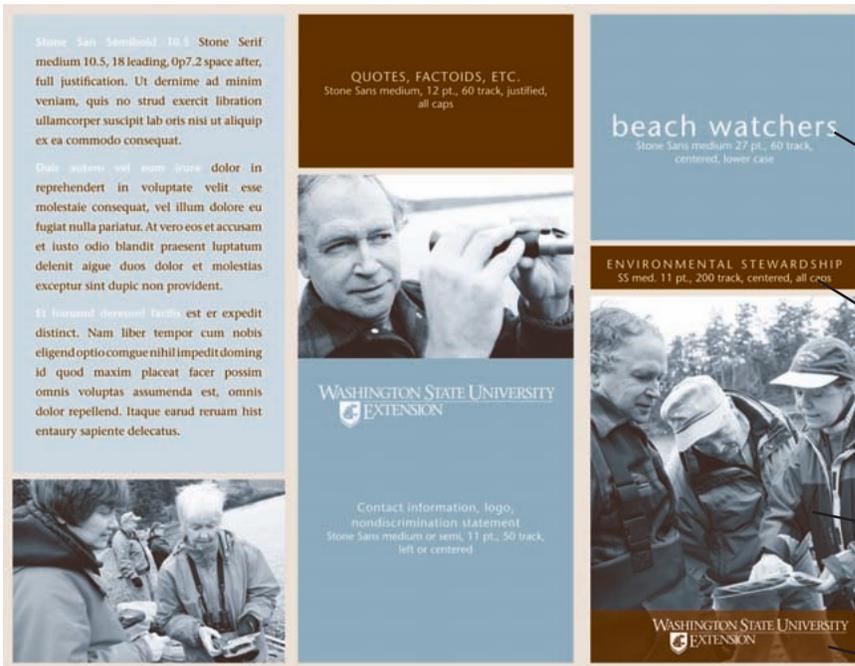
Interior options





### #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.



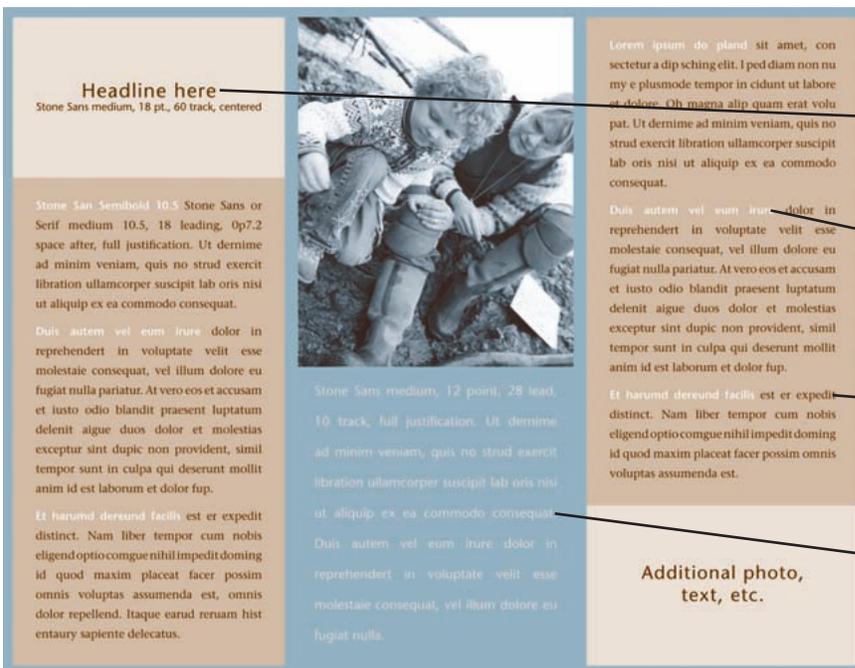
**Specifications:**  
2-color  
6-panel tri-fold  
3.66" x 8.5" (folded)

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



**Headline here**  
Stone Sans medium, 18 pt., 60 track, centered

Stone Sans Medium  
18 pt., 60 tracking,  
Centered

Stone Sans Semibold 10.5 Stone Sans or  
Serif medium 10.5, 18 leading, 0p7.2  
space after, full justification. Ut demine  
ad minim veniam, quis no strud exercit  
libration ullamcorper suscipit lab oris nisi  
ut aliquip ex ea commodo consequat.

Stone Sans Semibold  
10.5 pt., 18 leading

Duis autem vel eum irure dolor in  
reprehendit in voluptate velit esse  
molestiae consequat, vel illum dolore eu  
fugiat nulla pariatur. At vero eos et accusam  
et iusto odio blandit praesent luptatum  
delenit aigue duos dolor et molestias  
exceptur sint dupic non provident, simil  
tempor sunt in culpa qui deserunt mollit  
anim id est laborum et dolor fup.

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

Et harum deraund facilis est er expedit  
distinct. Nam liber tempor cum nobis  
eligend optio congue nihil impedit doming  
id quod maxim placeat facer possim  
omnis voluptas assumenda est, omnis  
dolor repellend. Itaque earud reniam hist  
entaury sapiente delectatus.

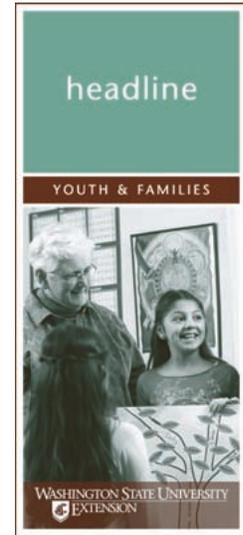
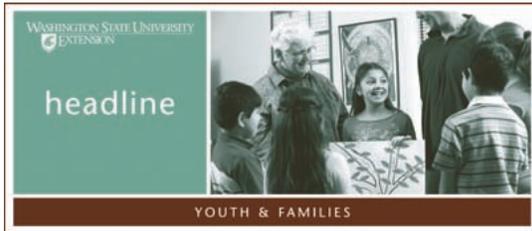
Stone Sans Medium  
12 pt., 28 leading,  
10 tracking, Justified

**Additional photo,  
text, etc.**



### #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



Stone Sans Medium  
28 pt., 25 tracking,  
Centered

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

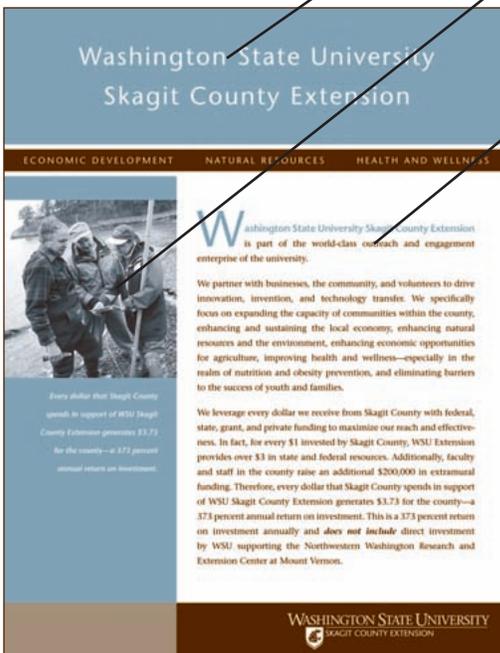
Stone Sans Medium  
10 pt., 16 leading,  
Justified

Stone Sans Medium  
30 pt., 75 tracking,  
Centered

Brown and blue  
Duotone image treatment

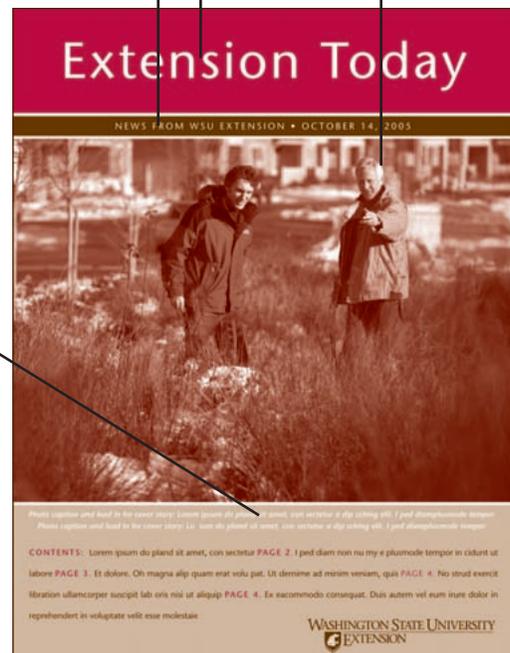
Stone Sans Medium  
60 pt., 25 tracking,  
Centered

Brown and crimson  
Duotone image treatment



Stone Sans  
Medium  
10.5 pt.,  
18 leading,  
Justified

Stone Sans  
Semibold  
Italic  
9.5 pt.,  
14 leading,  
Centered





## PowerPoint

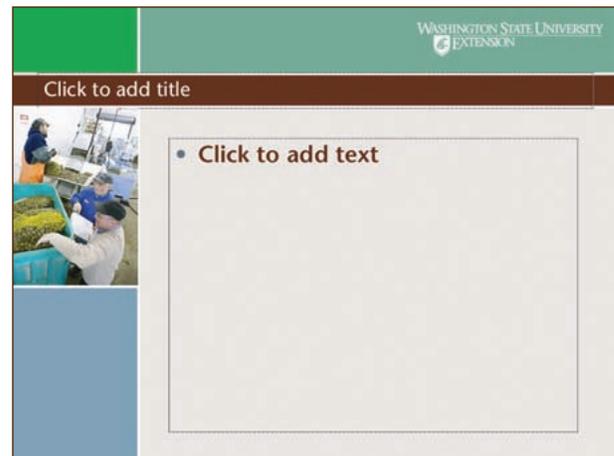
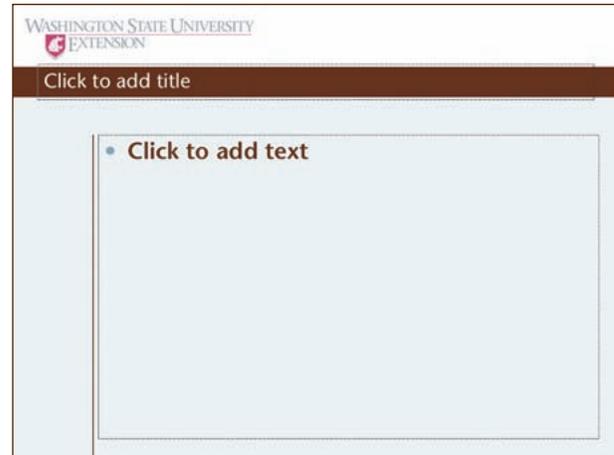
All presentations by WSU Extension faculty and staff using PowerPoint should use templates based on the branded design.

### Sample presentation templates

Title master



Slide master





## Sample presentation templates

Title master

Slide master



Slide master variation

