

Wordmark Fast Guide

Follow these guidelines when using the Extension wordmark.

Use downloadable wordmark files available on the Extension website:

extension.umn.edu/about/brand/wordmark

Email epromo@umn.edu with questions

WORDMARK

The wordmark is Extension's official logo. It is required on all publications and other visual communications developed for Extension.

- Use approved unaltered versions only
- The wordmark may not be blended or incorporated into other logos and unit names

COLOR

On white or light colored backgrounds, use:

- all maroon
- all black
- black with maroon "Driven to Discover"

Maroon Print Colors

Uncoated Paper: Pantone 201U or
C:0 M:100 Y:63 K:29

Coated Paper: Pantone 202C or
C:0 M:100 Y:61 K:43

Maroon Web Color

R:122 G:0 B:25 (#7A0019)

On dark backgrounds:

Professional designers can obtain gold or white versions of the wordmark by sending a request to epromo@umn.edu.

WORDMARK EXAMPLES

All wordmark files are available with or without the Block M and Driven to Discover. Color options include: one-color maroon or black and two-color black with maroon Driven to Discover.

Use wordmark versions with the block M whenever possible. The block M is the University's most recognized logo and one of the best-recognized logos in the state.

- Always use the block M with the wordmark, not as a substitution to it
- Refer to the University wordmark and logo standards for additional block M guidelines



UNIVERSITY OF MINNESOTA
EXTENSION

This is the preferred wordmark: Vertical with Block M



UNIVERSITY OF MINNESOTA | EXTENSION

Use when vertical version does not fit: Horizontal with Block M

WORDMARKS WITH DRIVEN TO DISCOVER

Driven to discover is the official brand of the University of Minnesota. It describes the University's mission and communications our search for knowledge and the drive to share that learning and discover with our audiences.

- Driven to Discover is designed to work with the wordmark. It should never be separate from the wordmark or rearranged
- Use Driven to Discover when space allows and if the message of your publication can be strengthened by the brand. More usage guidelines and information on how to express the brand can be found on the Driven to Discover Standards website.



UNIVERSITY OF MINNESOTA
EXTENSION
Driven to DiscoverSM

Vertical with Driven to Discover



UNIVERSITY OF MINNESOTA | EXTENSION
Driven to DiscoverSM

Horizontal with Driven to Discover

Wordmark Fast Guide

BUFFER

Leave a buffer space the height of the letter "N" in the word Minnesota.

MINIMUM SIZE

Minimum size of the word "Minnesota":

- 7/8" (.875"): for paper sizes 3" x 5" and larger
- 5/8" (.625"): for paper sizes smaller than 3" x 5"

The entire wordmark must be at least 220 pixels wide for electronic applications such as PowerPoint or digital signage (University Web pages must use the wordmark in the template header only).

On larger pieces, such as a banner, the wordmark should be sized to ensure legibility and prominence.

MINIMUM SIZE EXAMPLES



buffer space

INCORRECT USAGE

These are examples of incorrect usage of the Extension wordmark. As it would be impossible to include all incorrect versions, these examples serve to illustrate the most probable scenarios.

DO NOT separate or rearrange components



DO NOT use Drive to Discover without the wordmark

Driven to DiscoverSM

DO NOT stretch the wordmark or change the proportions



DO NOT alter or screen the colors



DO NOT add special effects such as drop shadows or gradients



DO NOT violate the buffer zone



DO NOT place the logo against a picture or background with insufficient contrast



DO NOT place within a border or shape



DO NOT rotate

