

Wordmark Fast Guide

Follow these guidelines when using the Extension wordmark.

Use downloadable wordmark files available on the employee website.

For more information, see the Extension Identity Standards Manual.

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Official colors

On white or light colored backgrounds

Preferred version:

2 color, black and maroon

1 color options:

Wordmark may ONLY be printed in black or maroon.

No other colors are permitted.

Maroon Ink Color:

PMS 201 for uncoated paper

PMS 202 for coated or glossy paper

EXTENSION should appear as white whenever possible. When not using a white paper, background or ink, it can also appear as the color of the paper.

On dark backgrounds

ONLY for use by a design or print professional using graphics software that can achieve this effect.

2 color, white and maroon

1 color, reversed to white

Minimum size

Based on size of item it is printed on:

3" x 5" or larger items - top line of Extension swash measures 2" wide

Smaller than 3" x 5" - top line of Extension swash measures 1½"

Buffer zone

Leave space around the wordmark equal to the height of the E in the word Extension.

