

Follow these guidelines when using the Extension wordmark.

Use downloadable wordmark files available on the Extension website.

For complete guidelines, see the Extension employee website.

WORDMARK

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

- Use approved 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.

BUFFER SPACE

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).

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

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.



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



UNIVERSITY OF MINNESOTA
EXTENSION
Driven to DiscoverSM

Vertical with Driven to Discover



UNIVERSITY OF MINNESOTA | EXTENSION
Driven to DiscoverSM

Horizontal with Driven to Discover

MINIMUM SIZE EXAMPLES



buffer space

