



Using the Extension Logo

Use the correct logo.

The correct version of the reversed-out (white) logo has an outlined M and a white banner. Previous, now incorrect, versions had a solid white M.



Use the logo exactly as it is, never distorted, stretched, or squeezed.

Change its size by clicking and dragging from a corner of the image box. Most applications automatically keep the original proportions when you drag from a corner. If this doesn't work, hold down the shift key as you click and drag to resize.



Do not alter or recreate the logo in any way.

- Do not separate the elements of the logo.
- Do not add text to the logo or incorporate the logo into other logos or text.
- Contact Agricultural Communications for any logo work.

Print the logo in its official color, maroon (Pantone 505), OR black on white or light backgrounds.

Do not print the logo in any other colors.

For the web, use #5D1725 (maroon).

Print the logo in white on dark backgrounds.

Use this "reversed out" logo on black or maroon (Pantone 505).



Use the right-sized logo in print materials.

- The **vertical logo** should be **no smaller than 2 inches*** wide.
- The **horizontal logo** should be **no smaller than 3 inches*** wide.

*Except for promotional items (such as pens and pencils) with other print dimensions.



2"

3"

Put the logo on the front, **not** on the back, of print materials.

Extension's logo predominates over all Extension programs except 4-H.

- No Extension program logo should be printed the same size as the Extension logo.
- No Extension program logo should appear as equally dominant to the Extension logo.

When to Co-Brand

- If Extension is the lead organization and does most of the work, materials should display the Extension logo prominently.
- If another organization donates funds or goods, but does **not** develop or deliver the program, the group should be listed as a sponsor, and the Extension logo should be the predominant identity.
- If the outside organization is a full partner in developing and delivering the program, co-brand.

... with equal partners

- Make sure all logos are the same size; maintain white space around them.
- Use the partner logos exactly as they are; don't distort, stretch, or squeeze them.

... with the 4-H logo

The Extension logo should appear with the 4-H logo in all 4-H materials.

- Usually, place the 4-H clover to the right of the Extension logo.
- Otherwise, stack the 4-H logo under the Extension logo.

The only exception is promotional materials where space does **not** allow both logos to appear.

All exceptions must be approved by the head of Agricultural Communications.

... with MSU partners

Co-brand joint programs among Extension, the Mississippi Agricultural and Forestry Experiment Station, and other Division agencies and colleges.

Consult with Agricultural Communications if you need to co-brand with MSU partners.



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