



Usage and style guide

The EFNEP logo was developed and affirmed in 2018 by a national committee comprised of EFNEP implementers of Cooperative Extension, within the Land Grant University system. Acknowledgement is noted to Judy Speer, communication and marketing specialist, EFNEP and SNAP-Ed programs, Kansas State University Research & Extension, for her submission of the logo design and style guide. (2018; Expanded Food and Nutrition Education Program.)

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Contents

Contents	02
Introduction	03
Primary Logo: variations	04
Usage rules/Logo Sizing	05
Color palette	06
Background	07
Logo formats	08
Improper usage	09
Brand typeface	10-11
Abbreviated version/50th anniversary	12
Co-branding	13

Introduction



The Expanded Food and Nutrition Education Program (EFNEP) is a national nutrition education program funded by USDA-NIFA and administered by 1862 and 1890 Land-grant Universities through Cooperative Extension.

This logo establishes a brand for the program to be used in all public communications. Any communications supported by EFNEP funds should include this logo. This allows our program to create a unified identity and to convey a consistent message. This guide is developed to help states:

- use the brand consistently, and
- provide guidance for co-branding with university and organizational brands.

Primary Logo: variations



The Expanded Food and Nutrition Education Program (EFNEP) logo consists of the following elements: an abstract red reference to both an apple (nutrition) and a heart (caring program); a green abstract reference to an active person (physical activity); the program acronym in all caps; and the program name fully spelled out.

This will be the only recognized logo for EFNEP materials and communications developed or printed after July 2018. The logo is designed in color and in black.

This logo has been carefully designed and no attempt should be made to alter or recreate the elements of the logo in any way. All public communications should portray a quality image of the logo using all the stylistic elements of the brand and choosing from the suggested formats relevant to use included in this guide.

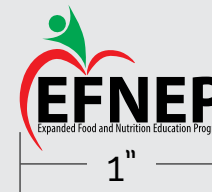
Usage rules

- Use the logo only in its complete form. The logo may not be modified in any way except proportionally reduced or enlarged in size to fit the space as long as it meets the minimum size described in the side box.
- Do remember when scaling (enlarging or reducing) the logo, to always make sure that the shift key is used to maintain the original proportion of the logo.
- The clear, uncluttered space surrounding the logo maintains the mark's integrity, impact and legibility.
- Do not reproduce the logo from a faxed or photocopied image. Do not pull the logo from any other website other than www.efnep.org.



Logo sizing

To ensure legibility in print media, the logo may not be reproduced in sizes less than 1" wide. The minimum size for electronic media is 125px wide.



Color palette



CMYK Red

RGB 37,28,36

CMYK 00, 100, 100, 0

HEX #ED1C24

CMYK Green

RGB 0, 66, 1

CMYK 100, 0, 100, 0

HEX #00A651

Black

RGB 35, 31, 32

CMYK 0, 0, 0, 100

HEX #231F20

40% Black

RGB 167, 169, 172

CMYK 0, 0, 0, 40

HEX #A7A9AC

UNIVERSITY OF CALIFORNIA Agriculture and Natural Resources



PMS: 2388 coated

CMYK: C100 M66 Y0 K0

RGB: R0 G80 B181



PMS: 3514 coated

CMYK: C0 M27 Y100 K0

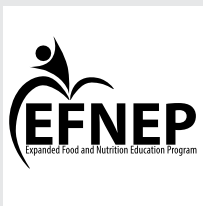
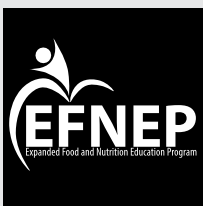
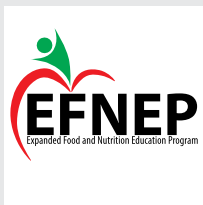
RGB: R241 G179 B0

Background



When the EFNEP logo is placed on a **SOLID ONLY** background, use the image that provides the greatest contrast against the background color.

Logo formats



.AI or .EPS (preferred for large signs and banners)

AI is the image format most preferred by designers and the most reliable type of file format for using images in all types of projects from web to print. The EFNEP logo was created and edited in Adobe Illustrator.

EPS (short for Encapsulated PostScript) is a vector format designed for printing to PostScript printers and imagesetters. It is considered the best choice of graphics format for high resolution printing of illustrations. Vector graphics are a scalable, resolution-independent format composed of individual objects or shapes. Vector images can be resized easily without loss of quality making them an ideal format for initial logo designs and illustrations to be used in multiple sizes.

Either one of these file formats can be used to print large signs, banners or cloth items.

.JPG (or JPEG) - Joint Photographic Experts Group

JPEGs might be the most common file type you run across on the web, and more than likely the kind of image that is in your company's MS Word version of its letterhead. JPEGs are known for their "lossy" compression, meaning that the quality of the image decreases as the file size decreases.

You can use JPEGs for projects on the web, in Microsoft Office documents, or for projects that require printing at a high resolution. Paying attention to the resolution and file size with JPEGs is essential in order to produce a nice looking project.

.PNG (preferred for PowerPoint)

PNGs are amazing for interactive documents such as web pages, but are not suitable for print. While PNGs are "lossless", meaning you can edit them and not lose quality, they are still low resolution. The EFNEP PNG file has been saved with a transparent background which allows you to place your image on top of another image without an outlining white box. This is the preferred file to place in PowerPoint documents.

.PDF - Portable Document Format

The EFNEP logo (vector) has been saved in PDF format, so you can view it without any design editing software (as long as you have downloaded the free Acrobat Reader software). This is by far the best universal tool for sharing graphics.

All images are 300dpi.

Improper usage



Do not put a drop shadow around the logo



Never put a glow around the logo



Do not modify or remove elements of the logo

Brand typeface

RALEWAY MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%&*!?

RALEWAY MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%&!?*

RALEWAY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%&*!?

RALEWAY BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%&*!?

RALEWAY EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%&*!?

RALEWAY EXTRABOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%&!?*

RALEWAY BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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RALEWAY HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

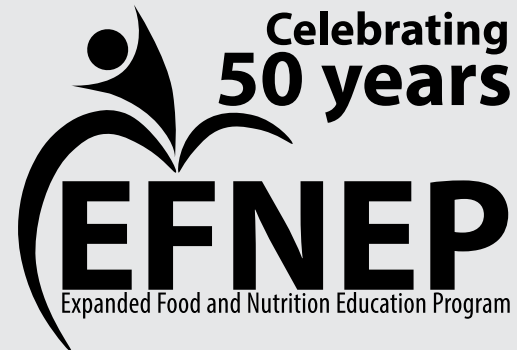
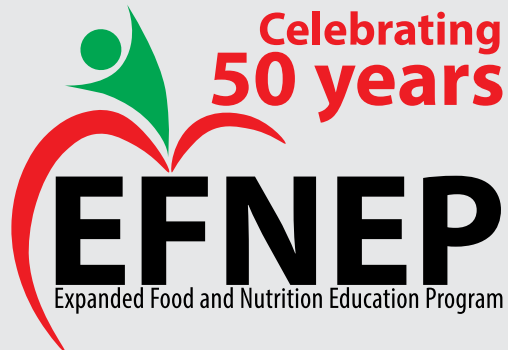
1234567890!@#\$%&*!?

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Abbreviated version/ 50th anniversary logo



When the item or the space is too small for the full logo, states should use the acronym in all caps in [Raleway](#) font.



A special version of the logo for the 50th Anniversary (October 2018 - December 2019) includes the text, "Celebrating 50 years" and should be used only during the specified time for communications related to the celebration year. The standard logo should be used for all other communications and products.

Co-branding



Partnerships are powerful, multi-level networks that boost momentum towards improving the public's health. When two or more organizations agree to work together, this establishes a synergy of communication strategies and marketing through a brand partnership, or a co-brand. Co-branding allows a single product or service to be associated with more than one brand name.

The object of co-branding is to combine the strength of two brands. A typical co-brand involves two or more organizations collaborating to associate a specific product with any variation of logos, color schemes or other brand identifiers.

Size

When adding a logo and EFNEP should be the same size and proportional to one another.

Color

EFNEP color or black only logo should be used when co-branding.

Separation

The entity's logo and the EFNEP logo should be separated by a 1-point vertical line with a buffer of white space equal to the size of the capital "E" existing between each logo and the vertical line.

EXPANDED FOOD AND NUTRITION EDUCATION PROGRAM (EFNEP)

www.efnep.org