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Summary and Supplement
to AD-BU-3663

MINNESOTA EXTENSION SERVICE

UNIVERSITY OF MINNESOTA

UNIVERSITY OF MINNESOTA
DOCUMENTS

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Using the MES Visual Identifier

The Minnesota Extension Service (MES) visual identifier (illustrated in the upper right of this page) was created to reflect the strength of the statewide education network in which the Minnesota Extension Service operates. The identifier provides a visual, cohesive link for the organization.

To maintain the integrity of the identity system, its use must conform to the guidelines set forth in this abbreviated version of the *Visual Identity System Standards Manual*, AD-BU-3663. This manual can be ordered from the MES Distribution Center, 20 Coffey Hall, 1420 Eckles Ave., University of Minnesota, St. Paul, MN 55108-6064.

This archival publication may not reflect current scientific knowledge or recommendations.
Current information available from University of Minnesota Extension: <http://www.extension.umn.edu>.

IDENTIFIER FACTS

The Minnesota Extension Service identifier combines three parallel bars of varying widths with type set in Times Roman (right). Type used in conjunction with the visual identifier should be Helvetica, a modern sans serif type. Helvetica is specified for such things as the return address on envelopes and the person's name and title on a business card.

▶ **MINNESOTA EXTENSION SERVICE**
 UNIVERSITY OF MINNESOTA
 Office of the Dean and Director
 240 Coffey Hall
 1420 Eckles Avenue
 St. Paul, Minnesota 55108-6070
 (612) 624-1222

Times Roman

Helvetica

The official colors to use with the identifier are maroon (PMS 201) and gray (PMS 425). The PMS number refers to a printer's system of ink colors, which any local printer can supply. For a publication that is to be printed in a single color of ink, it is acceptable to print the entire identifier in that color. The identifier also reproduces well in black and when photocopied.

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 4-H YOUTH DEVELOPMENT

In the past, the MES identifier has often been coupled with the name of a program area or county (right). Increasingly, MES programs involve joint sponsorship. These multiple sponsors should be listed elsewhere on a publication, not as part of the MES identifier (below). ▼

Instead, use the basic MES identifier with nothing under the University of Minnesota line of type. This plain MES identifier is appropriate other times as well, and should be the standard if any questions of sponsorship or credit arise. The MES identifier should not bear the burden of crediting the numerous units involved in a multi-disciplinary project. ▼

FS-1234-A
1993

A joint project of:
 College of Education
 College of Natural Resources
 MN Department of Natural Resources

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Restricted Space Version

MINNESOTA EXTENSION SERVICE
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◀ The identifier comes in both a primary version and a restricted space version (left). The restricted version should be used only when horizontal space is limited, such as on a television screen or a photographic slide. See page 3 of the manual. Always use the identifier large enough so that it is easily readable.

An electronic version of the identifier is available as a .TIF file on EXTEND-U. This file can be imported into any software program that supports .TIF, including Word Perfect and Microsoft Word. Contact Karen Matthes (612/624-4213) for help using it or to determine if an electronic version can be used with your hardware.

LETTERHEAD & ADDRESS VARIATIONS

▼ Because letters project such a strong image about our organization, it is very important that all county, area and campus offices and campus departments follow the guidelines on page 6 of the manual when ordering letterhead from non-university printers. Page 7 provides some approved variations when multiple office locations must be listed. Show this grid (below) to any printer preparing MES letterhead for your office. Mention that the maroon bars of the identifier are 11 picas wide (a pica is a printer's unit of measurement equal to one-sixth of an inch). Letterhead and envelopes must be printed in two colors, maroon and gray. Penalty mail enclosure slips, printed on half-sheets of paper, may be printed using black ink only.

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 Scott County Extension Office
 123 1st St. E.
 Jordan, Minnesota 55352-1580

The grid format for a letterhead (see pp 6-7 in the manual).

11 picas 11 picas 11 picas 11 picas

2 picas 1 pica 1 pica 1 pica 2 picas

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No part of the return address should intrude into the bottom 2-3/4" of the envelope.

▲ Envelopes use the same identifier and office designator as the letterhead, but in a smaller size. **New U.S. Postal Service requirements now supersede the information printed in the Visual Identifier System Standards Manual.** Currently, no part of the return address should intrude into the bottom 2-3/4" of the envelope (below). Beneath the 2-3/4" point, the U.S. Post Office automated mail sorting machines scan envelopes for destination addresses and have mistakenly read an over-sized return address as the destination.

**EDUCATIONAL FACT SHEETS, PUBLICATIONS AND OTHER USES**

- ▼ Educational fact sheets must include the MES identifier in the upper right corner of the page. If a secondary logo is necessary, align that logo with the left edge of the three parallel bars (below).

On any publication, the preferred placement for the identifier is always the upper right corner, but on rare occasions design considerations may make it necessary to use the identifier elsewhere on the cover. Placement on the back cover should only be done when the front cover design precludes its use there.

<p>FS-3269 1988</p>	<p>Teens In Distress</p>	<p>MINNESOTA EXTENSION SERVICE</p>
	<p>Helping During Fragile Time</p>	<p>UNIVERSITY OF MINNESOTA 4-H YOUTH DEVELOPMENT</p>
	<p>Joyce Walker and JoAnn Hunter Youth Development</p>	

If a program or publication lists several sponsoring organizations in addition to the Minnesota Extension Service, those organizations' logos and/or names can be used elsewhere on the same cover page, but they should not conflict with or dominate the MES identifier. As mentioned earlier, when the sponsors include many organizations or collegiate units, the basic MES identifier works best.

The following MES visual identity items may be ordered from EDS Mailing Services. Call Mae Schmidt at 612/624-7773 if you need order forms.

- * Letterhead
- * Printed Envelopes
- * Calling Cards or Business Cards(right)
- Name Badges
- Name Tags
- Note Pads
- Table Tents
- Signs

- * MES campus offices should order directly from University Printing Services.

<p>MINNESOTA EXTENSION SERVICE</p>
<p>UNIVERSITY OF MINNESOTA</p>
<p>William M. Bomash Assistant Professor and Extension Educator-Communication Technologies Educational Development System 475 Coffey Hall St. Paul, Minnesota 55108-6068 (612) 625-8776 Fax: (612) 625-2207 Internet: wbomash@mes.umn.edu</p>

For advice on appropriate use of the Minnesota Extension Service visual identity system, contact Lynette Martin, 405 Coffey Hall, St. Paul, MN 55108-6068; phone 612/624-3494; fax 612/625-2207.

The University, including the Minnesota Extension Service, is committed to the policy that all persons shall have equal access to its programs, facilities and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation.

