



THE UNIVERSITY OF  
**MAINE**  
Cooperative Extension



**University of Maine Cooperative Extension Brand Standards**

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For UMaine brand standards and logo guidelines, visit

**UMAINE.EDU/BRAND**

# Primary Logo

## 1.1 PRIMARY LOGO

To the right is the primary logo for Department Name at the University of Maine. When you are able to use full color, this is the logo you should use.



For UMaine brand standards and logo guidelines, visit

**UMAINE.EDU/BRAND**

# Primary Logo

## 1.2 LOGO COLOR ALTERNATIVES

To the right are the logo color alternatives for Department Name at the University of Maine. When you are unable to use full color, these options are available. Other color variations may not be used.



For UMaine brand standards and logo guidelines, visit

[UMAINE.EDU/BRAND](http://UMAINE.EDU/BRAND)



### REVERSE

To use when on a dark background.



### WHITE

To use on a dark background with white ink.



### BLACK

To use on a light background with black ink.



### DARK BLUE

To use on a light background with dark blue PMS 289 ink.



### LIGHT BLUE

To use with light blue PMS 292 ink.

# Primary Logo

## 1.3 LOGO ERRORS

To the right are examples of **what not to do** when using the Department Name logo.

## 1.4 LOGO GUIDELINES

For more details, including spacing and size, visit [umaine.edu/brand/graphics/logo-guidelines](http://umaine.edu/brand/graphics/logo-guidelines).



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[UMaine.EDU/BRAND](http://UMaine.EDU/BRAND)



### LOGO ON LIGHT BACKGROUND

Do not use the white logo on light background. Use the full color, dark blue or black logo in this instance.



### LOGO ON DARK BACKGROUND

Do not use primary logo on a dark background. Use the reverse, light blue or all-white.



### SQUEEZED VERTICALLY

Do not stretch the logo vertically. Hold the shift key to maintain the correct proportions.



### STRETCHED

Do not stretch the logo horizontally. Hold the shift key to maintain the correct proportions.

# Unit Logos

## 2.1 EXAMPLES OF UNIT LOGOS

Here are a few examples of Cooperative Extension Unit Logos.

## 2.2 WHO SHOULD I CONTACT TO HAVE A UNIT LOGO CREATED?

Call 207.581.8211 or 800.287.1458 (toll free in Maine) to request a unit logo package. Extension works with UMaine Marketing and Communications designers to fulfill logo requests.



### COOPERATIVE EXTENSION UNIT LOGO ON A LIGHT BACKGROUND

Unit names are placed under Cooperative Extension using italic. The unit name can be centered or flush left, depending on the best balance option.



### COOPERATIVE EXTENSION UNIT LOGO ON A DARK BACKGROUND

Use the reverse, light blue, or all-white option on dark background.



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# File Types

## 3.1 FOLDERS AND FILE TYPES

To the right is a breakdown of the various file types and formats the Department Name logo comes in, and the correct instances to use each.

**CMYK** - CMYK stands for the four ink colors that are applied during the printing process: Cyan, Magenta, Yellow, and Black. CMYK is mainly used in print materials.

**PANTONE** - Pantone (PMS) colors are associated with a color matching system, also used for printing "spot" colors.

**WEB** - PNG or JPG files should be used for the web.

**EPS** - This is the best file to use for maximum quality. It is a vector graphic that will not pixelate when enlarged. However, you won't be able to open the file by double-clicking. From your layout program, place EPS files in the same way you place photos, using a menu item such as place photo or get graphic.

**PDF** - If you cannot use an EPS file in your design, the PDF is the second option you should try. It also is a vector graphic.

**PNG** - This is a web-based file that has a transparent background. PNG files should only be used for the web as the file will be pixelated if enlarged too much.

**JPG** - This is a web-based file that will have a white background behind the graphic. JPG files should only be used for the web as the file will be pixelated if enlarged too much.

### FOLDERS

Department Logo packages are broken into CMYK, Pantone and Web.

### FILE TYPES

In the Department Logo package, folders contain these file types (EPS, PDF, PNG, JPG)



For UMaine brand standards and logo guidelines, visit

**UMaine.EDU/BRAND**

# Colors

## 4.1 UMAINE COLORS

To the right are the logo colors for the University of Maine. Do not use other colors.



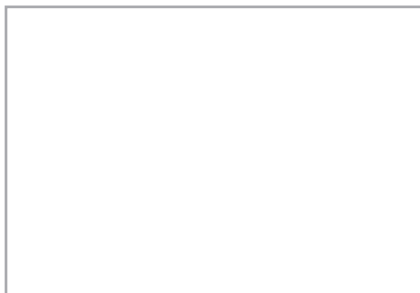
### **DARK BLUE**

Pantone: 289 C  
CMYK: 100, 64, 0, 60  
HEX: #002a5b



### **LIGHT BLUE**

Pantone: 292 C  
CMYK: 49, 11, 0, 0  
HEX: #b0d7ff



### **WHITE**

Pantone: White  
CMYK: 0, 0, 0, 0  
HEX: #ffffff



For UMaine brand standards and logo guidelines, visit

**UMAINE.EDU/BRAND**



# Signage

## 5.1 OFF-CAMPUS

### SIGNAGE GUIDELINES

To the right is an example of off-campus Cooperative Extension signage.

## 5.2 SPACING

There should be approximately the same amount of space above the logo, below the logo and at the bottom of the sign.

## 5.3 SIGN COLOR

The background color of the sign must be the UMaine dark blue or white. Color values can be found on page 5.

## 5.4 LOGO ALIGNMENT

The logo should be centered at the top of the sign.

## 5.5 FONT

The font used on the signage should be set as Adobe Garamond Bold with auto leading and should be set in white for a dark blue background or UMaine blue for a white background.

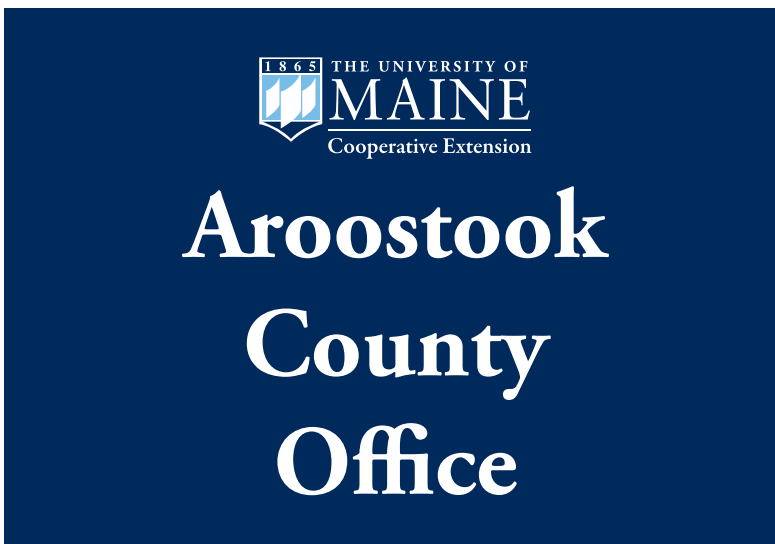
## 5.6 PARTNER LOGOS

To the right is an example of signage with partner logos on the bottom.



For UMaine brand standards and logo guidelines, visit

**UMAINE.EDU/BRAND**



For signage and banner guidelines, visit:  
<https://umaine.edu/brand/print-templates/banners/> or contact 207.581.8211 or 800.287.1458 (toll free in Maine)

# EO Statement

## 6.1 EO STATEMENT USAGE

All UMaine materials must have the full EO statement, preferably no smaller than 6 point, using a branded font: [umaine.edu/brand/typography](http://umaine.edu/brand/typography).

To be sure the EO statement has not been updated, visit [umaine.edu/eo](http://umaine.edu/eo).

The University of Maine Cooperative Extension is an EEO/AA employer and does not discriminate on the grounds of race, color, religion, sex, sexual orientation, transgender status, gender expression, national origin, citizenship status, age, disability, genetic information or veteran's status in employment, education, and all other programs and activities. The following person has been designated to handle inquiries regarding non-discrimination policies: Director of Equal Opportunity, 101 North Stevens Hall, University of Maine, Orono, ME 04469-5754, 207.581.1226, TTY 711 (Maine Relay System).

### FULL EO STATEMENT

The University of Maine Cooperative Extension is an equal opportunity/affirmative action institution

### SHORT EO STATEMENT

Only to be used on postcards.



For UMaine brand standards and logo guidelines, visit

**UMaine.EDU/BRAND**

# Questions?

Please contact 207.581.3188, or 800.287.0274 (toll free in Maine)



For UMaine brand  
standards and logo  
guidelines, visit

**UMAINE.EDU/BRAND**



**University of Maine Cooperative Extension**

5741 Libby Hall  
Orono, ME 04469-5741

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207.581.3188  
1.800.287.0274 (in Maine)  
FAX: 207.581.1387

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E-Mail: [extension@maine.edu](mailto:extension@maine.edu)

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