

UNH Cooperative Extension Graphic Identity (Wordmark)

The identity of UNH Cooperative Extension is established by a [wordmark](#) or graphic identity. Use of a single identifying wordmark is essential for an organization to establish a strong image with its target markets.

UNH Cooperative Extension's wordmark displays our affiliation with the University of New Hampshire. Our educational outreach from the University provides individuals, families, businesses and communities in every corner of the state direct access to the research-generated knowledge of the University System.

Do not try to create the UNHCE wordmark; rather, use the downloads available to you on this site. (If you encounter problems, please contact Extension's Educational Marketing & Information office.)

Display the wordmark:

- On all educational or informational materials, [letterhead](#) and business cards and at programs and events authorized or cosponsored by UNH Cooperative Extension.
- To identify activities conducted by UNH Cooperative Extension.
- To identify staff and volunteers through the use of name tags.

The wordmark should never be stretched or condensed to fit a space: it must always be used as provided in the downloads. The image quality should be of sufficiently high resolution to display cleanly and clearly. Never use the logo to create a new identity.

Display the wordmark consistently on our Web homepage and all program area web pages. When using it in color, you must use Pantone #288.

Special considerations:

- Use the wordmark as outlined in this manual – it is a stand alone wordmark.
- Reproduce only from [originals](#) (available on our Web site) or through an approved scanned graphic.
- Do not superimpose text or other graphics on, over or as part of the word mark.
- When UNH Cooperative Extension is cosponsoring an activity with other organizations, the wordmark stands by itself on the document and is of equal size to other organizational logos.

Letterhead Requirements

UNH Cooperative Extension's [letterhead](#) is distinctive, showcasing the connection to the state through the listing of county offices. Please order directly from the Educational Marketing and Information office, or [download](#) and use this format for consistency across the state.

Tag Line

"Helping You Put Knowledge and Research to Work"

The tag line for UNH Cooperative Extension serves as an informal mission statement. Use it to help further, and more clearly, identify and define UNH Cooperative Extension's role.

Use it with:

- Publications as appropriate; for clarification, check with the Educational Information and Marketing Office.
- With exhibits and as tag lines for public service announcements.
- Example: "UNH Cooperative Extension is Helping You Put Knowledge and Research to Work."

Use of UNH logos (Wildcat, etc.)

UNH Cooperative Extension staff use our own wordmark for our materials. Please check with the office of Educational Marketing and Information for use of UNH-designated logos.

The New Hampshire Wildcat is the [official logo for the Department of Athletics](#) at UNH. Athletics is the only department within the University permitted to develop its own graphic identity program—complete with a copyrighted wordmark, family of logos, and unique color palette. These logos and wordmark may be used only by offices within athletics.