

IOWA STATE UNIVERSITY  
Extension and Outreach

# **VISUAL IDENTITY**

GUIDELINES + RESOURCES

# TABLE OF CONTENTS

<b>Branded-house strategy</b>	<b>3</b>
<b>Nameplate or wordmark</b>	<b>4</b>
<b>The Red Bar</b>	<b>5</b>
Red Bar benefits	5
Minimum sizes in print applications	6
Using the tagline	6
Red Bar graphics	6
Brand your materials with the red bar	7
One color printing	8
<b>University type fonts</b>	<b>9</b>
<b>Justice and cooperating statements</b>	<b>10</b>
<b>Approved partner</b>	<b>11</b>
<b>Multiple partners and agencies</b>	<b>12</b>
<b>Signs</b>	<b>13</b>
Building signage	13
Signature signage	13
<b>Promotional marketing items and apparel</b>	<b>14</b>
<b>Templates/examples</b>	<b>15</b>
PowerPoint presentations	15
Preprinted material	16
Layout examples–Newsletter	17
MS Word and Publisher templates	18
<b>Resources</b>	<b>19</b>

Iowa State University has a rich history, a dynamic present, and a bright future. ISU Extension and Outreach links the knowledge-based resources of the university to citizens of Iowa, the United States, and the world.

### **Branded-house strategy**

Iowa State University's visual identity system is a focused, branded-house strategy in which the university wordmark is the primary identifier for all units, divisions, products, and services—including ISU Extension and Outreach.

The opposite is a house-of-brands strategy. Procter & Gamble is an example. Tide, Cheer, Dawn, Clairol, Crest, Pampers, Charmin, Folgers, and Iams are all products of Procter & Gamble, each with its own brand identity.

For additional information on Iowa State's visual identity system, including typography, colors, photography, and editorial, see [www.marketing.iastate.edu/identity](http://www.marketing.iastate.edu/identity).

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OF SCIENCE AND TECHNOLOGY

IOWA STATE UNIVERSITY  
Extension and Outreach

## Nameplate or wordmark

The Iowa State University nameplate, shown at right, is made from letterforms customized especially for Iowa State University. It is a graphic and cannot be duplicated with standard fonts.

Do not recreate the nameplate. Reproduce it only from digital files (.eps or .tif) available at [www.extension.iastate.edu/advancement/templates/wordmarks](http://www.extension.iastate.edu/advancement/templates/wordmarks).

### Primary ISU Extension and Outreach wordmark (horizontal)

The wordmark features Iowa State University on one line with Extension and Outreach flush left below. Minimum allowable width is 2.25 inches.

For advertising, marketing, and promotional materials, it is appropriate to use the wordmark with the brand positioning tagline.

### Secondary version (stacked)

If the primary wordmark will not fit in the available space, use the stacked wordmark. Minimum allowable width is 1.125 inches.

### Clear space around wordmark

The “area of isolation” is the minimum amount of space required around the wordmark on all sides. The isolation area should be half the height of the large capital letters I, S, and U. No other graphic elements or words should be in this area.

IOWA STATE UNIVERSITY

IOWA STATE UNIVERSITY

2.25"  
IOWA STATE UNIVERSITY  
Extension and Outreach

IOWA STATE UNIVERSITY  
Extension and Outreach  
**Healthy People. Environments. Economies.**

1.125"  
IOWA STATE  
UNIVERSITY  
Extension and Outreach

.5c  
IOWA STATE UNIVERSITY  
Extension and Outreach  
.5c  
c=cap height

Iowa State University's nameplate was introduced in 1989 to help improve name recognition and awareness. ISU Extension and Outreach introduced the red bar in 2002 as one way to strengthen our visual identity.

### The Red Bar

The ISU Extension and Outreach wordmark in reverse (white type) is placed over a solid red (Pantone 186) bar. Center the wordmark vertically in the red bar with an equal amount of red above and below the wordmark. These spaces, and the space to the left of the wordmark should be no less than .25 inches.

### Red Bar benefits

Consistent use of the wordmark in a red bar

- Increases instant recognition and value
- Communicates a professional image
- Creates a unified, branded look for all ISU Extension and Outreach advertising and marketing materials
- Communicates that Extension's many offices and programs are part of Iowa State University

### Not just any red

Iowa State University Marketing specifies that whenever using the color red, it should be Pantone 186C which can also be created by using CMYK and RGB color builds. CMYK (C-2, M-100, Y-85, K-6) should be used for print documents and RGB (R-200, G-16, B-46) should be used for digital media.



## The Red Bar

The red bar is the preferred branding for ISU Extension and Outreach materials. There are four options shown at the right. Only the ISU Extension and Outreach wordmark or the wordmark with the brand positioning tagline should go inside the red bar.

### Minimum sizes in print applications

The minimum length of the primary wordmark is 2.25 inches. On an 8.5 inch x 11 inch page, the red bar should be at least .75 inch high. The red bar paper (see page 16) has a red bar height of 1.25 inches. The wordmark should be indented a minimum of .25 inch from the left edge of the red bar.

### Using the tagline

The wordmark with the brand positioning tagline is appropriate on advertising, marketing, and promotional materials. Do not attempt to typeset the tagline.

### Red Bar graphics

Whether using the straight red bar or the curved red bar, always use the downloadable red bar file.

Red bar graphics can be downloaded from the ISU Extension and Outreach Staff Web site at [www.extension.iastate.edu/advancement/templates/wordmarks](http://www.extension.iastate.edu/advancement/templates/wordmarks).

If you need assistance, contact Lora Vest at (515) 294-1051 or [lvest@iastate.edu](mailto:lvest@iastate.edu).

Option 1: straight bar with wordmark



Option 2: straight bar with wordmark and tagline



Option 3: curved bar with wordmark



Option 4: curved bar with wordmark and tagline



## Brand your materials with the red bar

The red bar may be used on educational products as well as promotional materials. Choose the red bar style that best fits your design. Whenever possible use the version with the brand positioning tagline on advertising/promotional materials.

Advertisements  
Billboards  
Brochures and inserts  
Certificates and awards  
Covers and spines  
Fact sheets

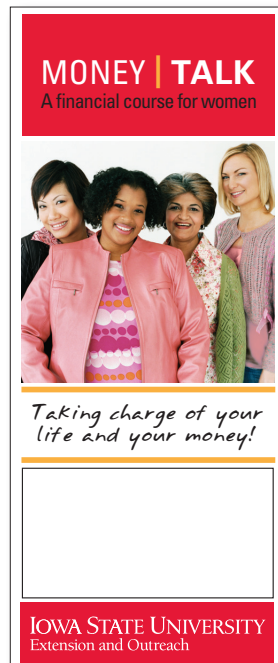
Flyers  
Newsletters  
Posters  
Presentations  
Reports  
Websites

Designs created locally should be submitted to ISU Extension and Outreach Organizational Advancement for review prior to production.

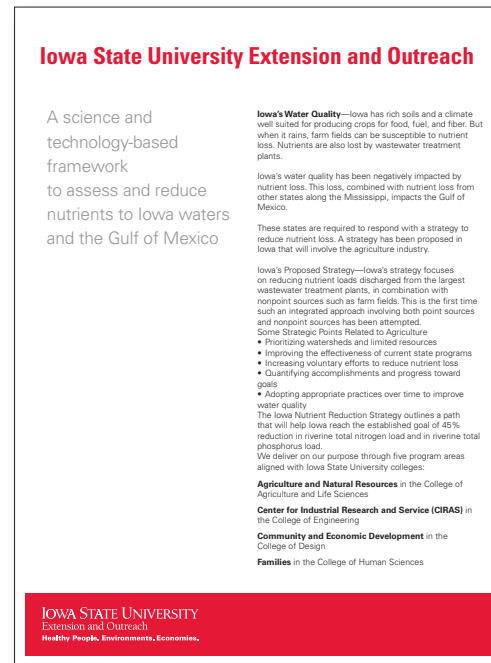


Poster

Wallet card



Brochure



Report



Magazine Ad

## One color printing

If you are printing in one color, for example a black and white newspaper ad or a one-color brochure, the bar for the wordmark would print in that color.

If you can use a second color in printed materials, consider using Pantone 186 red or the red bar paper (see page 16). To place an order, go to [store.extension.iastate.edu](http://store.extension.iastate.edu), login under Extension Staff and type red bar in the search box.



One-color brochure



Black & white print ad



# University Colors

Consistent and appropriate use of the university colors will create a strong and consistent graphic image for the university and Extension and Outreach. This established system of colors for graphic communications ties all the colleges, institutes, centers and units the university together.

Screens or tints of the primary colors may be used to achieve a desired effect, however, screening the red shades will result in pink, which should be used sparingly or avoided altogether.

## Primary Palette

The primary palette consists of 12 colors. These colors may be used extensively both for large areas of color or as an accent color.

## Secondary Palette

The colors of the secondary palette have been selected to compliment the primary colors. Their understated tones were chosen to work well as a subtle background behind typography or other graphics, or in other situations where a restrained use of color is desired.












## Color combinations to avoid

Color is one of the most powerful ways a university can identify itself. Some colors and color combinations can be confusing.












Colors associated with other public institutions in the state should not be used. Even though gold is one of Iowa State's primary colors, use of black and gold together should be avoided, unless red is also used with them. Purple is not within any of Iowa State's color palettes and should only be used sparingly with Iowa 4-H materials.

More information is available at [www.marketing.iastate.edu/identity/graphic/typography/](http://www.marketing.iastate.edu/identity/graphic/typography/) or contact Lora Vest at (515) 294-1051 or [lvest@iastate.edu](mailto:lvest@iastate.edu).

## Primary Palette

	Pantone: 186 CMYK: 0/100/81/4 RGB: 206/17/38 Web safe: cc0000		Pantone: 555 CMYK: 75/0/60/55 RGB: 7/109/84 Web safe: 006666		Pantone: 471 CMYK: 0/59/100/18 RGB: 188/94/30 Web safe: cc6600
	Pantone: 142 CMYK: 0/28/76/0 RGB: 242/191/73 Web safe: ffcc66		Pantone: 285 CMYK: 89/43/0/0 RGB: 58/117/196 Web safe: 0066cc		Pantone: 449 CMYK: 65/55/100/28 RGB: 84/71/38 Web safe: 666633
	Pantone: 614 CMYK: 0/0/20/4 RGB: 234/226/183 Web safe: ffffcc		Pantone: 7462 CMYK: 100/50/0/10 RGB: 37/96/145 Web safe: 006699		Pantone: 412 CMYK: 0/30/66/98 RGB: 61/48/40 Web safe: 330000
	Pantone: 452 CMYK: 24/18/42/0 RGB: 196/183/150 Web safe: 999966		Pantone: 548 CMYK: 100/24/0/64 RGB: 0/68/89 Web safe: 003366		

## Secondary Palette

	Pantone: 4535 CMYK: 0/4/30/11 219/206/165 ffcc99		Pantone: 5777 CMYK: 10/0/49/28 170/173/117 99cc66		Pantone: 5425 CMYK: 30/4/0/31 132/153/165 9999cc
	Pantone: 464 CMYK: 10/49/100/35 135/96/40 996633		Pantone: 5743 CMYK: 33/0/85/82 63/73/38 333300		Pantone: 7463 CMYK: 100/43/0/65 21/62/94 003366
	Pantone: 465 CMYK: 20/32/58/0 193/168/117 cc9966		Pantone: 451 CMYK: 33/28/58/0 173/160/122 999966		Pantone: 424 CMYK: 0/0/0/61 130/127/119 666666
	Pantone: 7403 CMYK: 0/10/50/0 236/209/122 ffcc99		Pantone: 723 CMYK: 0/43/97/17 186/117/48 cc9933		

## University fonts

Because ISU Extension and Outreach units and county offices produce hundreds of graphic communications it is important they all are designed with ISU Extension and Outreach branding. The proper use of the visual identity guidelines will tie them to the Iowa State image and credibility.

The consistent use of two type families on all advertising, marketing, promotional, and educational materials establishes a unique graphic look that is instantly identified with Iowa State: ITC Berkeley Old Style and Univers (Univers LT Std is also acceptable). Berkeley is a traditional serif typeface. Univers is a sans serif typeface.

A conventional style is to use one font for the headlines and the other font for body copy, but any pleasing combination of these families may be used.

1. Use only fonts included in the Berkeley and Univers type families. (County extension offices that do not have these two font families may substitute Times Roman for Berkeley and Arial for Univers.)
2. If you need to reverse copy out of a color, choose one of the darker colors in the palette, and use Univers at a point size large enough to keep the letterforms from filling in. Berkeley should be used with caution in reversed out situations.
3. A comfortable standard for body copy is Berkeley set at 12 point on 14.5 point leading or Univers set at 10 point on 12.5 point leading.
4. The university has site licenses for the most commonly used fonts within these type families. You may purchase the fonts from University Book Store. Call (515) 294-5684 to order.

Use only licensed software on university computers. Commercial printers and graphic designers not affiliated with the university may purchase the fonts from any Adobe type vendor.

More information is available at [www.marketing.iastate.edu/identity/graphic/typography/](http://www.marketing.iastate.edu/identity/graphic/typography/) or contact Lora Vest at (515) 294-1051 or [lvest@iastate.edu](mailto:lvest@iastate.edu).

### ITC Berkeley Oldstyle

Berkeley Oldstyle Book 12 pt

*Berkeley Oldstyle Book Italic 12 pt*

*Berkeley Oldstyle Italic 12 pt*

Berkeley Oldstyle Medium 12 pt

Berkeley Oldstyle Bold 12 pt

*Berkeley Oldstyle Bold Italic 12 pt*

**Berkeley Oldstyle Black 12 pt**

***Berkeley Oldstyle Black Italic 12 pt***

### Univers

Univers 57 Condensed 12 pt

*Univers 57 Condensed Oblique 12 pt*

**Univers 67 Bold Condensed 12 pt**

***Univers 67 Bold Condensed Oblique 12 pt***

Univers 45 Light 12 pt

*Univers 45 Light Oblique 12 pt*

Univers 55 Roman 12 pt

*Univers 55 Oblique 12 pt*

**Univers 65 Bold 12 pt**

***Univers 65 Bold Oblique 12 pt***

**Univers 75 Black 12 pt**

***Univers 75 Black Oblique 12 pt***

Univers 53 Extended 12 pt

*Univers 53 Extended Oblique 12 pt*

***Univers 73 Black Extended Oblique 12 pt***

**Univers 93 Extra Black Extended 12 pt**

## Justice and cooperating statements

### Justice statement

As you print or revise publications for your department, please be reminded that the University's Non-discrimination Statement must be included on all departmental publications such as brochures, pamphlets, manuals and guidebooks, describing or inviting participation in programs at Iowa State University. The inclusion of the Non-discrimination Statement is required by federal regulation and is designed to make clear to prospective applicants or participants the University's commitment to equal opportunity employment and equal access to its programs and activities. Some departments have inquired as to whether the text of the Non-discrimination Statement must be placed on departmental homepages; there is no such requirement. Use the full justice statement in at least 6 point type on ISU Extension and Outreach printed documents.

The shortened justice statements may be used on items such as large banners or small ads.

### Cooperating statement

Use the appropriate cooperating statement whenever the full justice statement is used.

Use the ISU nondiscrimination statement for all university related and non-cooperative Extension publications. This copy can be found at [www.extension.iastate.edu/legal](http://www.extension.iastate.edu/legal).

If you have any questions about using the different versions of the justice statement, contact Lora Vest at (515) 294-1051 or [lvest@iastate.edu](mailto:lvest@iastate.edu).

### Full justice statement

#### ... and justice for all

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at 202-720-2600 (voice and TDD). To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue SW, Washington, DC 20250-9410, or call 800-795-3272 (voice) or 202-720-6382 (TDD). USDA is an equal opportunity provider and employer.

### Shortened justice statement version one

Iowa State University Extension and Outreach programs are available to all without regard to race, color, age, religion, national origin, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. veteran. Inquiries can be directed to the Director of Equal Opportunity and Compliance, 3280 Beardshear Hall, (515) 294-7612.

### Shortened justice statement version one

Iowa State University Extension and Outreach programs are available to all without regard to race, color, national origin, religion, sex, age, or disability.

### Campus version Cooperating statement

Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Cathann A. Kress, director, Cooperative Extension Service, Iowa State University of Science and Technology, Ames, Iowa.

### Field version Cooperating statement

Cooperative Extension Service, Iowa State University of Science and Technology, and the United States Department of Agriculture cooperating.

## Approved partner

The 4-H clover is included to the left of the wordmark. Always use the downloadable clover/red bar file.

When combining the 4-H clover logo and the ISU Extension and Outreach wordmark without the red bar, maintain the same size relationship between the two marks.

To download vector art (eps) go to [www.extension.iastate.edu/advancement/templates/wordmarks](http://www.extension.iastate.edu/advancement/templates/wordmarks).

For the National 4-H Name & Emblem Guidelines and 4-H templates go to [www.extension.iastate.edu/4h/Marketing](http://www.extension.iastate.edu/4h/Marketing)

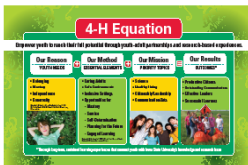


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**ISU Extension & Outreach 4-H Youth Development Strategic Plan**



**4-H Equation**

Empower youth to reach their full potential through youth-adult partnerships and research-based experiences.

**Purpose:** Align the vision, mission and strategies of the Iowa 4-H Youth Development Program with the land-grant mission of Iowa State University and ISU Extension & Outreach.

**Iowa State University Vision:** Create, share and apply knowledge to make Iowa and the world a better place.

**Iowa State University Extension Mission:** Apply university research and evidence-based practices across the state.

**4-H Vision:** Preparing Iowa's youth to be successful, contributing members of society.

**4-H Mission:** Empower youth to reach their full potential through youth-adult partnerships and research-based experiences.

**Objectives**

Use positive youth development practices and multiple delivery modes to reach youth with research-based content from Iowa State University and other land-grant institutions.

Provide youth with long-term learning experiences.

Show fiscal responsibility in developing, implementing, and evaluating 4-H programming.

Support staff, volunteers and partners with quality professional development learning opportunities.

**Key Messages**

4-H connects the research-based resources from Iowa State University and other land-grant universities to the young people of Iowa by using and strengthening the relationship with colleges and departments across the ISU campus.

Program efforts will be focused around four signature issues: Economic Development, Food and the Environment, K-12 Youth Outreach and Health & Well-being enabling us to focus on the needs of our state, priorities of the Governor, and priorities of Iowa State University.

4-H extends its reach through a continuum of short-term to long-term experiences for youth including after-school programs, camps, clubs, events and schools.

4-H will continue its strong fundamental focus on youth development as well as help lay a strong educational foundation for Iowa's youth.

4-H youth program specialist staffing in the regions will not change dramatically in the near future. Campus 4-H youth staff will be redesigned to facilitate program, foundational and operational support systems.

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Who taught you to... build a shelf? train your dog? grow tomatoes? define your goals? efficiently run a meeting?

**4-H Volunteers MAKE A DIFFERENCE!**

In 4-H youth learn through opportunities in which they master life challenges, cultivate independence with guidance from caring adults, gain a sense of belonging within a positive group, and share a spirit of generosity with others. 4-H volunteers are essential in providing and helping youth make the most of these learning opportunities.

**IOWA 4-H: GROWING AND LEARNING TOGETHER**





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INTERESTED IN VOLUNTEERING? CONTACT US!

The non-red bar logo should only be placed on green by the Organizational Advancement Team.

**4-H Equation**

Empowering youth to reach their full potential, working and learning in partnership with caring adults

Our Reason YOUTH NEEDS	Our Method ESSENTIAL ELEMENTS	Our Mission PRIORITY TOPICS	Our Results OUTCOMES*
<ul style="list-style-type: none"> <li>• Belonging</li> <li>• Mastery</li> <li>• Independence</li> <li>• Generosity</li> </ul> 	<ul style="list-style-type: none"> <li>• Caring Adults</li> <li>• Safe Environments</li> <li>• Inclusive Settings</li> <li>• Opportunities for               <ul style="list-style-type: none"> <li>- Mastery</li> <li>- Service</li> <li>- Self-Determination</li> <li>- Planning for the Future</li> <li>- Engaged Learning</li> </ul> </li> </ul> 	<ul style="list-style-type: none"> <li>• Science</li> <li>• Healthy Living</li> <li>• Citizenship/Leadership</li> </ul> 	<ul style="list-style-type: none"> <li>• Productive Citizens</li> <li>• Outstanding Communicators</li> <li>• Effective Leaders</li> <li>• Successful Learners</li> </ul> 

\* Through long-term, sustained learning experiences that connect youth with Iowa State University's knowledge and research base

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## Multiple partners and agencies

In co-branded situations, do not use the red bar. Use the primary ISU Extension and Outreach wordmark. All logos should be visually equal so that no one logo appears to be dominant. Observe the area of isolation specifications for the ISU Extension and Outreach wordmark shown on page 4. Spacing between logos should be visually consistent.

Note: these co-branding guidelines do not apply to products or apparel (see page 14).

Master Gardener is an example of a graphic identity that incorporates the ISU Extension and Outreach wordmark as part of the design. Do not combine graphics on your own. The Master Gardener graphic identity can be downloaded from [www.extension.iastate.edu/advancement/templates/wordmarks](http://www.extension.iastate.edu/advancement/templates/wordmarks)

For assistance, contact Lora Vest at (515) 294-1051 or [lvest@iastate.edu](mailto:lvest@iastate.edu).



## Signs

### Building signage

Building signage for county offices is available in several standard sizes and should be ordered directly from Sign Pro of Ames. If you need a special size contact ISU Extension and Outreach Organizational Advancement for help. Sign Pro of Ames is an approved university vendor. Do not order signs from a local vendor without approval from ISU Extension and Outreach Organizational Advancement.

Pricing information and an order form are available at <http://bit.ly/gZ2RG9>

Any signs that vary from these guidelines or anything created by outside designers should be submitted to ISU Extension and Outreach Organizational Advancement for review.

Contact Lora Vest at (515) 294-1051 or [lvest@iastate.edu](mailto:lvest@iastate.edu) for assistance with design.



## Promotional marketing items and employee apparel

Use the primary ISU Extension and Outreach wordmark for promotional items such as pens or mugs and apparel. The only authorized imprint for employee apparel is the primary ISU Extension and Outreach wordmark pictured to the right.

For specific information about colors and types of apparel, go to [www.marketing.iastate.edu/identity/apparel/apparel](http://www.marketing.iastate.edu/identity/apparel/apparel) or e-mail [issuepromo@iastate.edu](mailto:issuepromo@iastate.edu).

Do not use the primary athletic mark or University Spirit marks with the ISU Extension and Outreach wordmark.

### NOTE:

The university does not permit co-branding on any products or apparel. For more information visit [www.trademark.iastate.edu](http://www.trademark.iastate.edu) or contact the ISU trademark licensing office at (515) 294-4402.

For details on ordering promotional marketing items and apparel, contact ISU Extension and Outreach Organizational Advancement at [issuepromo@iastate.edu](mailto:issuepromo@iastate.edu).

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## Templates/examples

### PowerPoint presentations

Create PowerPoint presentations using an ISU Extension and Outreach PowerPoint template. Choose either of the template options at the right. They may be downloaded from the ISU Extension and Outreach staff website at [www.extension.iastate.edu/advancement/templates](http://www.extension.iastate.edu/advancement/templates).

If you do not have Berkeley and Univers fonts, choose Times Roman and Arial. These fonts are common to all computers and will provide the visual variety you need to make a presentation that is easy to read. You may use one or both of the fonts to create your presentation.

Get more information and tips at [www.marketing.iastate.edu/identity/graphic/typography/presentation.php](http://www.marketing.iastate.edu/identity/graphic/typography/presentation.php).



For the 4-H PowerPoint template and additional 4-H templates go to [www.extension.iastate.edu/4h/Marketing](http://www.extension.iastate.edu/4h/Marketing)



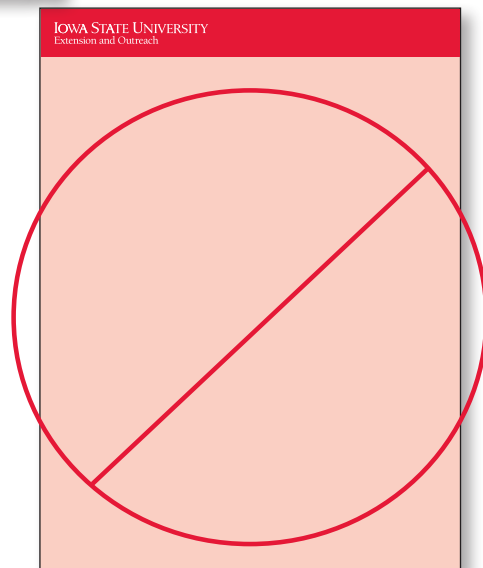


## Preprinted material

Preprinted red bar paper is time- and cost-efficient. The cost of the equipment, toner, and paper to print one piece of paper on a color office printer is about 8 cents/sheet. The per-sheet cost for printed red bar paper is 5 cents. To order, go to <https://store.extension.iastate.edu/>, sign in as staff and search for red bar.



It is not appropriate to use colored paper with the red bar.



When placing the red bar into a layout that will be printed on an office color printer, allow .5 inch on margins to maintain uniform margins when the document is printed.



Business cards, letterhead, and other stationery items should be printed only by ISU Printing Services. Contact Printing Services at (515) 294-3601, or go to [www.marketing.iastate.edu/identity/print](http://www.marketing.iastate.edu/identity/print) for information about letterhead and other stationery items. For stationary order forms go to [www.extension.iastate.edu/forstaff/forms](http://www.extension.iastate.edu/forstaff/forms).

# Layout examples–Newsletter

Here is an example of a newsletter layout using red bar preprinted paper, EDC 250, available from the Extension Online Store. Specs: body is 3 columns, .25 inch gutters. Header is 2.25 inches, side and bottom gutters are .5 inches. Copy is 10 pt Univers 55 Roman with 12 pt leading. Headline is 40 pt Univers.

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Newsletter

Lorem ipsum dolor sit amet, vivamus facilisis magna eu molestie eu mollis, ultricies felis, diam lectus risus metus, suspendisse parturient ut habitant tempus amet purus, commodo fusce donec commodo dictum laoreet ac. Turpis magna justo, eros duis proin. Habitasse ligula tempus mi fermentum maecenas scelerisque, metus integer placerat, enim vestibulum mauris quis cras massa, arcu aliquam nam morbi sed. Nec justo. Semper et ligula sed dolor, vitae morbi congue sapien dolor, dui elit ut posuere vestibulum, non maecenas enim cum lorem eget. Elit eu lacus ac in quam, non placerat velit tortor eleifend nunc ipsum, maecenas natoque lorem a tristique aliquet. Arcu ligula a nulla sapien, justo eros nulla ultricies lacinia, sit morbi maecenas. Arcu feugiat mi eu tempus gravida nullam, libero magna pretium sapien nec tincidunt, praesent nec sit in, at non erat eleifend arcu, leo vel et fusce. Nibh tortor egestas neque nulla. Magna facilisis integer, mi bibendum pretium tellus, tristique wisi magna ut elit. Volutpat pretium adipiscing, luctus felis dolores a, vivamus quam rutrum libero, pellentesque pulvinar vulputate cras ante. Nec amet sed condimentum nunc auctor placerat, nam velit varius porttitor.

Dignissim tristique, maecenas quis et a, ligula libero. Venenatis rhoncus nulla nec elit, turpis condimentum magnis dui sed lacinia, massa sit morbi felis proin ipsum sed, elit et commodo quam varius dapibus. Nam non leo wisi pede pede tortor, eros purus nulla et

qui turpis, pellentesque a, sed maecenas vestibulum sit consectetur. Mi et class, nunc penatibus quis, vestibulum et a libero, condimentum tortor mollis. Litora lectus proident id diam aliquam, posuere turpis netus. Amet nulla, aenean risus, pulvinar a nonummy dolor in elit. Id phasellus maecenas ea eu nam nonummy, taciti blandit dui lacus in feugiat, est fringilla, quam odio voluptatem odio ultricies cras. Vulputate nullam. Nec morbi mi, ultrices etiam sit donec felis arcu.

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This is an example of a newsletter layout sponsored by multiple partners. No red bar is used in this instance. Specs: body is 3 columns, .25 inch gutters. Header is 1.25 inches, side gutters are .5 inches, and bottom gutter is 1 inch to allow for multiple wordmark and logos sized in proportion to each other. Copy is in 10 pt Berkeley Book with 12 pt leading. Headline is 40 pt Univers.

Newsletter



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## MS Word, Publisher and PDF templates

Templates in MS Word and Publisher, are available for download from the ISU Extension and Outreach Staff site at [www.extension.iastate.edu/advancement/templates](http://www.extension.iastate.edu/advancement/templates).

### Headline in 24 pt. Arial Bold or Arial Black



A sub-head or other descriptive copy can be placed above, below or on the photo but it should be smaller than the headline.

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### Event Name

#### Date

- Information goes here
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To submit your registration contact your county office.

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This is a basic 5.5 x 8.5 flier template with quarter-inch margins to make it easy to print on your office printer. If using too much toner when printing large areas of solid color is a concern, simply click on the gold background and hit the delete key. When you're working with a template, always do a "save as" and give it a new name so you don't lose your original template.

Now for the fun part, your design and layout. Start by organizing your copy in order of importance, don't forget to include any pictures or other graphics when you're determining content hierarchy.

**36 pt. Arial or Arial Bold** is a good size for a headline but depending on how long your headline is, you may find that **24 pt.** is better.

(The default leading, or spacing between lines on my Publisher is 6pt after paragraphs and 1.15pt line spacing. I changed the leading to .34 for the headline type to tighten things up a bit. You can choose what you are comfortable with visually.)

NOTE: The color of type is Pantone 7463 blue, which is a color in the ISU palette. The CMYK is 100 / 43 / 0 / 65. This dark blue reads like a black but you don't wind up using black and gold, which are the colors of another Iowa University. You can create this and other custom colors by selecting more colors on your color selector and choosing CMYK.

It's possible to do all of your text in a single text box but you might find it easier to make a new text box each time you have a size or style change...you'll find it's much easier to shuffle things around on you page. When doing your layout, size and placement are two considerations and don't forget white space.

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## RESOURCES

IOWA STATE UNIVERSITY VISUAL IDENTITY SYSTEM

[www.marketing.iastate.edu/identity](http://www.marketing.iastate.edu/identity)

IOWA STATE UNIVERSITY EXTENSION AND OUTREACH ORGANIZATIONAL ADVANCEMENT

[www.extension.iastate.edu/advancement/](http://www.extension.iastate.edu/advancement/)

IOWA STATE UNIVERSITY PRINTING SERVICES

[www.print.iastate.edu](http://www.print.iastate.edu)

EXTENSION NAMEPLATE

[www.extension.iastate.edu/advancement/templates/wordmarks](http://www.extension.iastate.edu/advancement/templates/wordmarks)

EXTENSION RED BAR MATERIALS

<https://store.extension.iastate.edu/ProductArea.aspx?TopicID=13>

(sign in as staff and search on red bar)

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Extension 4-H Youth Building  
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