



**How to say
“University of Maryland
Extension” Handbook**

Why a new name and logo?

Recognizing the need for improved marketing efforts and visibility of Extension in Maryland, Dr. Nick Place, associate dean and associate director, appointed an Extension Marketing Committee headed by Terry Flannery, former assistant vice president for university marketing and communications. Using the framework of brand marketing, the committee was asked to consider strategies and tactics that would increase recognition and visibility of Extension.

Committee members identified unique strengths and core values (see below) of Extension; identified competitors; and identified the audiences whose awareness, support, and loyalty would be critical to Extension's success. The committee shared the results of its work in April 2008. Among the primary recommendations was a need for a name and graphic identity that linked Extension with the University of Maryland, a name with strong brand recognition and affiliation.

What good does a strong identity do us?

A strong identity is critical to the success of any organization or product. What the identity means to the target market (the customer or constituent) is even more important. For example, mention the words "Pepperidge Farm" and most people think "quality cookies." Say "Smoky the Bear" or show the chubby brown bear with the ranger's hat and most people think "prevent forest fires." When people form opinions about something and associate those opinions with a name or a visual icon, an identity has been created.

In an effort to align Maryland Cooperative Extension's strategic plan with the strategic plans of the University of Maryland and the College of Agriculture and Natural Resources--and increase public awareness of Extension's position as part of institutions of higher education--the University of Maryland Board of Regents has approved a name

change to "University of Maryland Extension (UME)." This change better enables Extension to take advantage of university marketing and branding strategies. The University of Maryland's Marketing Department is currently developing an institutional branding strategy featuring four "pillars." The University of Maryland Extension is ideally suited to marketing efforts related to the fourth pillar: "Building a vibrant state economy." Extension's previous slogan/tag line-- "Educating People to Help Themselves"--has been revised to reflect the relevance of Extension to this pillar. The new tag line is "Solutions in Your Community." It is up to each individual within the organization to ensure that UME is the first organization Maryland citizens think about when looking for solutions to their individual, family, and community needs. As our efforts to upgrade our services continue, we will build on a foundation of recognition and understanding.

What about our mission?

University of Maryland Extension is a statewide educational organization funded by federal, state, and local governments. Our mission is to support Maryland's agricultural industry; protect its valuable natural resources; enhance the well-being of families and individuals, both young and old; and foster the development of strong, stable communities. This mission is accomplished by faculty and staff of the University of Maryland, College Park, and the University of Maryland Eastern Shore through the discovery, integration, dissemination, and application of research-based knowledge in the agricultural, human, and life sciences. Guidance is provided by impact leadership teams focusing on Agricultural & Natural Resource Profitability, Energy Conservation & Sustainability, Natural Resources Conservation & Sustainability, Money Smart, Health Smart, Food Smart, Community Resource & Economic Development, and Community Leadership & Civic Engagement.

Our vision is to be recognized as a leader of driving a vibrant state economy by providing all residents of Maryland with accurate, relevant, unbiased information through

informal education, public service, and the latest in basic and applied problem-solving research in the areas of our mission.

Our slogan is ***“Solutions in Your Community”***

How should introductions be handled?

Answering the Telephone

Consistency in answering telephones is important in helping our clientele identify us. All UME personnel should answer the telephone by saying: “University of Maryland Extension, _____ County or _____ Research and Education Center.” You may add your county/city/unit name, and a greeting or other information after "University of Maryland Extension."

Recorded Messages

As a part of the recorded message on your answering machine or voice mail, please identify yourself, state that you are part of University of Maryland Extension and add other information as appropriate.

Phone Book Listings

Unit directors should ensure their unit is listed in telephone books under both the county and state government listings as University of Maryland Extension. Include all available telephone lines and distinctions, if any, to ensure clientele can find us easily. Please add the Home and Garden Information Center’s phone number to each listing. For example:

Under State Government:

University of Maryland Extension

County Name

Phone Number or Numbers

Home and Garden Information Center:

(In MD) 1-800-342-2507

Under Local County Government:

University of Maryland Extension

Phone Number or Numbers

Home and Garden Information Center:

(In MD) 1-800-342-2507

Check your local phone book for the phone number of the business office of your phone company to request this change.

Meeting Introductions

As with the telephone information, it is important that when we are conducting or facilitating a meeting, conference, field day, etc., that we introduce ourselves as University of Maryland Extension faculty and staff. Banners, name tags, folders, and other marketing materials will help clientele understand who we are; saying it will also reinforce that consistent message.

Do I have to use “University of Maryland Extension” on everything?

Every piece of research on effective communication of a new product points to the need to ensure multiple exposures to the same visual as well as verbal identity. This means that our customers need to see and hear our identity over and over for it to be effective. Every possibility for mentioning our name and every chance to include our logo should be used. Although we are an organization with little or no financial means for advertising, we do have many opportunities to reinforce our identity on printed material,

on the World Wide Web, and through a variety of other communications. So the short answer is, yes.

The first reference to our organization in printed materials, such as news releases or newsletter articles, should always be “University of Maryland Extension (UME).” Later in the release or article, “UME” or “Extension” can be used.

Do I always have to use the logo?

The power of consistency and repetition in creating a strong, recognizable identity cannot be overstated. Visual icons in particular have been found to be highly effective in multiple exposures. Even if a customer does not read all of the words on a logotype, if he or she retains an image of the shape of the logo, they will register “University of Maryland Extension” when they see it next. Do you need to be told "Nike" when you see the swoosh? This kind of association can only happen, however, when the visual icon has been used often enough to be cemented in the minds of your customers. This will happen only if we all use whatever means available to reinforce and ingrain our logo. If you have room, use the logo and tag line. If not, use our name—University of Maryland Extension.

What about collaborations?

Each collaboration is a unique working relationship between the parties involved. While it is certainly important to use the logo if at all possible, decisions need to be made on an individual basis. Sometimes it will make sense, sometimes it won't. If there are several organizations and your overall look is questionable, seek advice from the Marketing and Media Services on options for identifying University of Maryland Extension on your materials.

Which logos do I use?

Use the “universal” UME-type only--logo for virtually all items. It represents the joint extension work of the College Park campus and Eastern Shore campus. Use the UM seal version on extension items that are either mainly funded by the College of Agriculture and Natural Resources (AGNR) or represented by AGNR. And use the UMES version for

extension items mainly funded by UMES or represented by UMES. **When in doubt, contact the office of the UME Associate Dean and Associate Director.**

Is there a standard color I should use?

The "universal" UME logo--the type-only version--should be printed in black with the slogan in red or in all black. (Do not separate the slogan from this logo.) The version with the UM seal should be printed in either all black or in full-color, and the version with the UMES logo is used either in all black or in all burgundy. **Please contact Marketing and Media Services for logos that are needed by professional print shops and manufacturers, so that the logos can be reproduced properly. Graphic artists in Marketing and Media Services have created three different renderings: one for color use, one for grayscale use, and one for black-and-white use. Be sure you are using the appropriate original for the type of project you are doing.**

Keep in mind that anything you plan to mass photocopy or fax will look better with the black and white logo, while grayscale is good for most laser or inkjet one-color printing.

Are there standard fonts I should consider?

When you use a serif font in your printed communications, ideally use Bembo (can be purchased from Adobe.com). You can also use Times or Times New Roman. When you want to use a san-serif font ideally use Univers. Otherwise use Helvetica or Arial. Of course, on the web--and certain other types of on-screen viewing--the best fonts to use would be either Georgia (serif) or Verdana (san-serif).

What about affirmative action statements?

Most University of Maryland Extension printed and electronic materials should include an affirmative action statement, usually at the end of publications, programs, and other printed material. There are three versions, including one specifically for multi-organization collaborations. The long statement is preferred, but when space is limited, the shorter version is acceptable. When in doubt about the necessity of the statement on a

specific printed or electronic piece, please call the Office of Personnel/Human Relations (see Resources on page 13).

There is no specific minimum size requirement for this information. It may be located anywhere on the publication.

Sample affirmative action statements

A. Longer Version

Issued in furtherance of Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, University of Maryland, College Park, and local governments. Cheng-i Wei, Dean and Director of University of Maryland Extension.

The University of Maryland is equal opportunity. The University's policies, programs, and activities are in conformance with pertinent Federal and State laws and regulations on nondiscrimination regarding race, color, religion, age, national origin, gender, sexual orientation, marital or parental status, or disability. Inquiries regarding compliance with Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Educational Amendments; Section 504 of the Rehabilitation Act of 1973; and the Americans With Disabilities Act of 1990; or related legal requirements should be directed to the Director of Human Resources Management, Office of the Dean, College of Agriculture and Natural Resources, Symons Hall, College Park, MD 20742.

B. Shorter Version

University of Maryland Extension programs are open to all citizens without regard to race, color, gender, disability, religion, age, sexual orientation, marital or parental status, or national origin.

C. Collaborative Version

The sponsoring agencies' programs are open to all citizens without regard to race, color, gender, disability, religion, age, sexual orientation, marital or parental status, or national origin.

What kind of “identity materials” are currently available and how do I get them?

Some of these items listed below can be downloaded from our website at <http://mms.umd.edu> while most will need to be ordered. Contact Marketing and Media Services for items that need to be ordered.

Letterhead

(We will not be providing letterhead, since most people just print them out themselves. We will only provide a template in Word) Download University of Maryland Extension letterhead from the Marketing and Media Services’ website. Please do not design your own stationery. All official correspondence should be sent on UME stationery.

Business Cards

University of Maryland Extension business cards follow a standard format. These can be ordered through a link provided on our website. They will be professionally printed by University Printing.

Name Tags

A customized, permanent name tag will be made without charge for all UME personnel. Contact Marketing and Media Services.

Blank name tags with the UME logo on them for use at a conference or meeting can be downloaded from MMS website. They may be run through a laser printer to add individuals’ names.

Fax Cover Sheet

Electronic versions of fax cover sheets with the logo are available in Microsoft Word. Download them from our web site.

Signs

Getting effective signs for your office can be a challenging process. Issues to be considered include: design and type of sign, landlord or property owner's considerations (if off-campus), university regulations (if on-campus), and installation. Logo templates will be made available online so that you can work with local sign company vendors . Where space allows, include the complete logo with slogan on the sign. Otherwise, use the words "University of Maryland Extension," preferably in the Bembo font.

Banners

More information will be provided later.

Display Materials

Some departments and programs purchase their own tabletop or floor-standing display equipment for use at conferences and other special events. MMS can offer assistance with design and names of vendors for this type of equipment.

In the future there may be UME display units available for loan on a first-come, first-served basis. Call Rebecca Forbes in MMS at 301-405-2476 to reserve it for your use if they ever become available.

Display graphics to put on the display equipment can be created in a variety of ways. Always strive for a professional appearance that reflects the professional quality programs you are providing. MMS team members can help with text, photos, and layout.

Pocket Folders

More information will provided later.

Logos

The logos are available on our website.

Specialty Items

Tee shirts, hats, etc.

(To come later.) Many types of custom-made items can be purchased to promote University of Maryland Extension and your program or a particular effort. MMS can give you information on purchasing procedures and possible vendors.

Does everything have to be professionally designed?

All materials meant for the public should be thoroughly planned and prepared with forethought, care, and consideration of the audience. The style and feel of a printed or electronic piece should be appropriate for its intended use. This does not mean that everything we do needs to be “fancy.” Pieces that need to be highly designed should be worked on by professional graphic designers and editors (see the next heading for options). More straightforward pieces that do not require a “designed” look and feel in order to be effective can often be prepared by staff and faculty members using word processing software.

Is there any other information available to help me create my own printed materials?

Take or make time to explore the capabilities of your software programs. Explore the fonts and other graphic features. Learn to insert graphics, such as the University of Maryland Extension logo, with a click of your mouse. Consider taking a workshop or course on graphics, newsletter design, or advanced features of your word processing program. See what your community college or area high school continuing education program has to offer. It’s helpful to learn in a well-equipped computer lab, close to your home or office, and in manageable segments.

Organize a shared learning activity in your office; get a group together and decide on several features you’d like to learn how to use. Each person masters one or more techniques and shares the “how-to” with the group.

Feel free to call MMS staff and other knowledgeable people for suggestions. They may be able to point out different options and ways of handling visual materials that will improve your product.

Outside consultants and vendors can be also utilized to design, illustrate, and produce printed materials. However, university purchasing procedures can be somewhat involved when purchasing these types of services on your own. Please seek advice on these procedures from MMS.

May I use up materials on hand that have the old name and logo?

Materials using the 'Red State' logo should be discarded. Templates for new business cards, letterhead, and newsletters are available on the website. Make every attempt possible to use existing materials by December 31, 2009.

High visibility pieces such as displays and banners should be updated immediately to give consistency to our marketing efforts.

Resources

Marketing & Media Services (MMS)

0300 Symons Hall, UM, College Park, MD 20742-5551

Ph: 301-405-2476

Fax: 301-314-9210

For specific offices and personnel please consult the most recent AGNR Directory or the University of Maryland Extension website.

University of Maryland Extension Website

<http://www.extension.umd.edu>

Portions of this document were adapted, with permission, from “How to Say UMass Extension on Printed Material: Questions and Answers for Staff and Faculty.” Nov. 1996. UMass Extension How-To Series Number 1.

“How to Say Maryland Cooperative Extension” was originally developed by the Marketing Committee of the Maryland Cooperative Extension and published by its Office of Creative Media and Communications Services, Summer 1998.

This 2009 document was revised by:

Amanda Brown Clougherty, Pam Townsend, Kerry Clark and Dr. Nick Place