



DIVISION OF AGRICULTURE
RESEARCH & EXTENSION

University of Arkansas System

Brand Identity and Logo Standards and Guidelines



October 2012

In the PDF version of this guide,
all page numbers and URLs in blue and underlined
are live links.

Brand Identity and Logo Standards and Guidelines

October 2012



University of Arkansas System
Division of Agriculture

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DIVISION OF AGRICULTURE
RESEARCH & EXTENSION

University of Arkansas System



University of Arkansas System Division of Agriculture
logo files are available for downloading at
<http://division.uaex.edu/Logos/default.htm>.

For more information or if you have questions
regarding logo usage, contact the
Extension Communications Office at 501-671-2125
or the Agricultural Experiment Station
Communication Services Office
at 479-575-5648.

Brand Identity and Logo Standards and Guidelines

Introduction

The Brand Identity and Logo Standards and Guidelines manual provides guidance on the use of the University of Arkansas System Division of Agriculture logo and name in all Division of Agriculture educational and promotional materials distributed, transmitted, broadcast or delivered on behalf of the Division of Agriculture and its branches and sections. Each employee of the Division of Agriculture should become familiar with the Standards and Guidelines manual and adhere to the standards as stated within this manual.

Any questions or interpretations regarding usage of the logo or name of the Division of Agriculture or its branches may be directed to the director of communications and marketing, Cooperative Extension Service, or coordinator for agricultural communication services, Arkansas Agricultural Experiment Station.

System Identity

The Division name and logo were changed in September 2011 from University of Arkansas Division of Agriculture to University of Arkansas System Division of Agriculture. The change is to affirm that the Division is one of 18 major units of the University of Arkansas System with facilities, faculty and staff on five System campuses and at other locations across the state.

The logo features the official “U of A” symbol of the University of Arkansas System. The words “Research” and “Extension” in the logo identify the two main components of the Division — the Arkansas Agricultural Experiment Station and the Cooperative Extension Service — and our primary missions.

The name and logo help communicate the statewide scope and mission of the Division of Agriculture:

The University of Arkansas System Division of Agriculture is the statewide research and extension organization serving Arkansas agriculture, communities, families and youth. Our mission is to discover new knowledge, incorporate it into practical applications and assist Arkansans in its application.

Division of Agriculture programs are organized around five strategic areas of

- *Agricultural Production and Processing*
- *Environment, Energy and Climate*
- *Access to Safe and Nutritious Food*
- *Increasing Opportunities for Families and Youth*
- *Economic and Community Development*

Standard for Usage in Print, Electronic and Oral Communications

■ Expression of Personal Opinions

Statements by Division personnel may be perceived as being sanctioned by the Division or representing Division policy. Personnel with specialized expertise are encouraged to express informed opinions on appropriate topics, with appropriate qualifications and disclaimers. All personnel must refrain from representing personal opinions not specifically related to an area of expertise as being in any way sanctioned by the Division of Agriculture.

■ Use Established Customs for Official and Internal Communications

In official correspondence and documents and communications for internal audiences such as newsletters and memoranda, established customs of capitalization and courtesy titles may be followed as approved by the unit director. The intent is to permit discretion in the appropriate level of formality or familiarity in communications. Be consistent in the style used throughout a document and from one issue of a newsletter to the next.

- Capital initial letters may be used in all references to the names of units and professional titles. In subsequent references to a unit, such as the Vegetable Research Station, the word Station may be used with a capital “S.”
- All titles that identify a person’s service in any capacity, such as committee officers, may be capitalized throughout the text. Names of formal or informal groups, such as the Social Committee, may be capitalized, and subsequent use of the word Committee may have a capital “C.”
- Courtesy titles such as Dr. (for persons with doctoral degrees), Mr. and Ms. may be used. The title of Mrs. may be used as considered appropriate. The nature of the “Dr.” title should be clear to distinguish between physicians and persons with other doctoral degrees. *Example:* “Dr. Jane Smith, a professor of entomology,” An alternative is to forego the courtesy title and add the degree abbreviation after the name. *Example:* Jane

Smith, Ph.D., a professor of entomology... *Or*: Joe Smith, D.V.M., professor of animal science... *Or*: Jane Smith, M.D., with Arkansas Children's Hospital.

- Persons may be identified by first name after first reference as considered appropriate.

■ Editorial Style Guide for External Publications

Each organization has an internal culture that suggests an editorial style for internal use. However, the organization and its members should adapt to a more universally accepted style when writing for the press or a particular publication.

Text intended for publication by a professional journal, magazine, newspaper, website or other media outlet should conform to the editorial guidelines of the publication or outlet.

Guidelines for publications vary, but most generally follow those provided in the *Associated Press Stylebook*. The *AP Stylebook*, which is taught in journalism courses and used by most popular press publications, is available online at: <http://www.apstylebook.com/>

Text intended for publication in a University of Arkansas, Fayetteville campus, publication or Website should follow *The Editorial Style and Usage Guide for the University of Arkansas*, which is available online at: <http://styleguides.uark.edu/167.php>. This guide is based on the *AP Stylebook* with a few variations.

The Division of Agriculture also uses the *AP Stylebook* for its editorial guidelines for text for external publications and for websites, with a few exceptions. Expect publication editors to edit your text to conform to their style.

Division of Agriculture editorial style exceptions to the *AP Stylebook* include:

- After first reference to the Division of Agriculture, the Cooperative Extension Service or the Arkansas Agricultural Experiment Station, the first letters in Division, Extension and Experiment Station are capitalized.
- The names of the major Division of Agriculture departments are capitalized when the complete name is used, as in, Professor Jane Smith is a member of the Department of Animal Science. But lowercase subsequent references, such as “Smith is a professor of animal science.”
- The courtesy title of “Dr.” may be used with the name of persons who have doctoral degrees. The *AP Stylebook* suggests that Dr. be reserved for physicians but allows for its use for others when it would not create confusion about the nature of the credential. *Example*: “Dr. Jane Smith, a professor of entomology, ...”

Preferred usage is: “Jane Smith, who has a doctorate in entomology,” *Or*: “Jane Smith, Ph.D., a professor of entomology ...” “Joe Smith, D.V.M., professor of animal science...” *Or*: “Jane Smith, M.D., with Arkansas Children’s Hospital.” In subsequent references, use last name only with no courtesy title.

- Formal professional and academic titles that precede a name are capitalized. (See list of [Formal Division of Agriculture Titles, page 54.](#)) Do not capitalize a title when it follows the name, per the *AP Stylebook*. An exception, per the UAF style guide, is to capitalize the academic titles of Distinguished Professor and University Professor, the same as faculty chair positions. Do not capitalize words that describe a specialty, such as “weed scientist” or “entomologist” or “nutritionist” Jane Smith.

■ Telephone

Phone calls are a vital source of contact with Division stakeholders. The manner in which calls are answered can create a lasting impression. Telephone greetings should sound professional and include the key elements of the unit name, followed by University of Arkansas System Division of Agriculture, your name (either first or full name), and, if it doesn’t make the greeting too long or cumbersome, an offer to help. The order of those elements may be varied to sound more relaxed and natural.

An example of a switchboard phone greeting might sound like this, “*Northeast Research and Extension Center, University of Arkansas System Division of Agriculture. This is John Smith.*” ... *Or*: “*Pulaski County Cooperative Extension Service, University of Arkansas System Division of Agriculture. This is Jane Smith. How may I direct your call?*”

Personnel who normally receive transferred calls need not use the greeting described above. Simply stating your name clearly in a pleasant voice is better than requiring the caller to listen to another long greeting.

■ E-mail Signature

E-mail signatures should include the unit identification followed by contact information:

(Name)

(Title)

(Unit Name)

University of Arkansas System Division of Agriculture

*Dale Bumpers College of Agricultural, Food and Life Sciences (or other academic unit)

(Phone, fax number, Web site address as appropriate)

(Address)

(City)

*For faculty and staff with joint appointments from the Division and a campus academic unit.

Division faculty with academic appointments on university campuses may use a different “signature” for e-mails related only to campus responsibilities. The official e-mail signature block should be included in all e-mails, internal or external, but should appear only one time in a string of correspondence.

■ Broadcast Media

● Radio

When broadcasting on radio, keep in mind that listeners are accustomed to short sentences and quick statements with no empty airtime.

Weekly Show: *At the top or opening:* “Ever wonder why the grass is greener on your neighbor’s farm? This is Jane Smith, county agent-agriculture, Craighead County Cooperative Extension Service, University of Arkansas System Division of Agriculture.”

At the close of the show: “This has been Jane Smith, with the University of Arkansas System Division of Agriculture, Craighead County Cooperative Extension Service.”

● Television or Cable

Attire: Use the visual impact of television and/or cable by wearing a shirt that includes the Division of Agriculture logo. If you do not have a shirt with the official logo and/or you are wearing a suit jacket, wear a Division name tag and lapel pin on your suit.

Credits: Television or cable shows typically include credits at the beginning and at the end of the show. Request that they include the following phrases:

Option 1: “Produced in partnership with the University of Arkansas Division of Agriculture.”

Option 2: “Produced in partnership with the Pulaski County Cooperative Extension Service, University of Arkansas System Division of Agriculture.”

Subtitles: Your name, title, University of Arkansas System Division of Agriculture.

Example: “John Smith, White County Cooperative Extension Service, University of Arkansas System Division of Agriculture.”

Voice Over: “This program is a production of ____ TV in partnership with the University of Arkansas System Division of Agriculture.”

■ Nondiscrimination (EEO) Statement

A non-discrimination (Equal Employment Opportunity) statement will be included on all Division of Agriculture letterhead, brochures, books and other publications for general distribution. This statement must be printed in a minimum of 6-point type.

Publications produced by the **Cooperative Extension Service** must use the following EEO statement:

The Arkansas Cooperative Extension Service offers its programs to all eligible persons regardless of race, color, age, sex, marital status, national origin, religion, citizenship, disability, veteran status, or any other legally protected status, and is an Affirmative Action/Equal Opportunity Employer.

Publications produced by the **Agricultural Experiment Station** will use the following EEO statement:

The University of Arkansas is an equal opportunity/affirmative action institution.

Logo and Usage

The University of Arkansas System Division of Agriculture logo (also referred to as the Division of Agriculture or Division logo), as displayed and described in this document in a centered design and a left/horizontal design, is the official logo of the organization. No other variation of the logo may be used. Do not stretch, condense or otherwise alter the elements of the Division logo.

The Division logo will be displayed in a prominent location on the front of all publications or printed material for a Division of Agriculture sponsored program.

■ Use with Other Logos

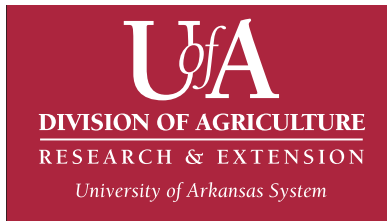
When other agencies or organizations provide support or participate in Division programs or projects, other official logos may be used with the Division logo. If another agency or organization is a significant partner with the Division, the other logo should be used in a manner that provides the appearance of equal size to the Division logo.

If the Division provides 50 percent or more of the support, the Division logo will be used in a preferred position and should be the same size or larger than the other logo. Relative size may be based on visual balance rather than vertical or horizontal dimensions due to variations in shape. In printed or electronic documents, the preferred position is the top left or top center. If logos are aligned vertically, the Division logo should be on top; if aligned horizontally, the Division logo should be on the left.

Any signs, posters, hats, shirts, displays, etc. in support of the promotional efforts and educational programs of the Division will include the Division of Agriculture logo. **No altering of the Division logo is allowed.**

Color: The colors used in the logo will be Pantone 194 (red) for the UofA and the bar and black for the lettering if the logo is used in a document that is reproduced in color. The other options include all black or all white. A white logo may be used as a reverse image on a background of any color that is dark enough to provide adequate contrast.





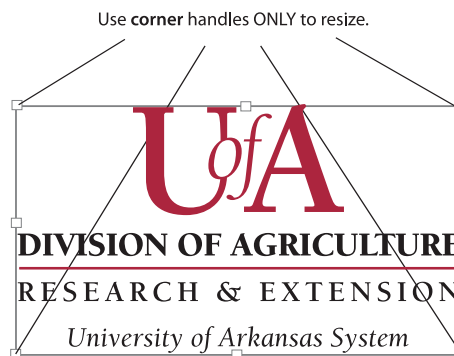
Electronic files of the Division logo in several file formats are available for download at <http://Division.uaex.edu/Logos/default.htm> or <http://arkansasagnews.uark.edu/400.htm>.

For more information or if you have questions regarding logo usage, contact the extension communications office at 501-671-2125 or the experiment station communication services office at 479-575-5648.

To resize the logo and keep it in the correct proportions, select the placed logo image and hold down the shift key while dragging from a corner handle to make the image smaller or larger. Do not drag from the side, top or bottom center handles.

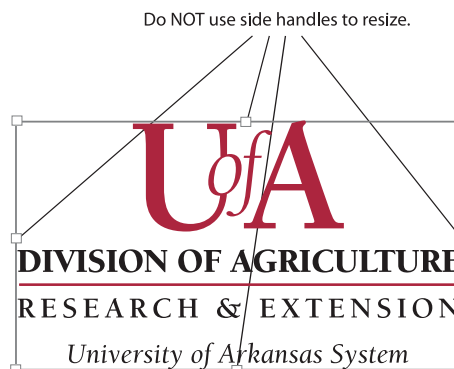
Resizing the UofA logo

Right



Using the side handles rather than the corner handles stretches and distorts the graphic causing a warped look

Wrong



■ Department and Unit Names and Graphic Elements

Logos are not permitted for Division departments or other units. Departments and units may be identified in text associated with the Division logo, but that text must be placed at a distance from the Division logo so as not to appear to be a part of the Division logo.

Graphic symbols or wordmarks that are consistently associated with a program may be used for promotional purposes in the manner described in this manual.

Any variation of an existing program graphic symbol, such as adding a county name beneath a graphic symbol, must be approved by the extension director of communications and marketing or the experiment station coordinator for agricultural communication services.

Any new program or unit graphic symbol must be approved by the extension director of communications and marketing or the experiment station coordinator for agricultural communication services.

All associations and/or organizations that exist as a direct result of a program of the Division of Agriculture will be identified by the official Division of Agriculture logo. If there are questions regarding the use of the official logo, contact the extension director of communications and marketing or experiment station coordinator for agricultural communication services for clarification and guidance to assure adherence to the standards stated in this guide.

Graphic Symbols: Graphic symbols, such as those used for the Master Gardeners, Equine Program Volunteers, Arkansas Water Resources Center and others may not be used as logos independent of the Division of Agriculture logo. On a case-by-case basis, the Division approves the use of graphic symbols for programs that have a specific clientele.

The graphic symbol must be used smaller than the Division of Agriculture logo. Relative size may be based on visual balance rather than vertical or horizontal dimensions due to variations in shape.

The graphic symbol should be placed at some distance from the Division logo so as not to appear to be attached to or a part of the Division logo. See example items on [page 29](#).

For more information or if you have questions, contact the extension communications office at 501-671-2125 or the experiment station communication services office at 479-575-5648.

■ Bumpers College Logo

Publications, posters and other displays about programs or projects jointly sponsored by the Division of Agriculture and Bumpers College should include the Division logo and the Bumpers College logo. Both logos must be used approximately the same size, with the Division logo placed on the left or above the college logo, and they should be some distance apart so as not to appear to be attached. Relative size may be based on visual balance rather than vertical or horizontal dimensions due to variations in shape.

The University of Arkansas, Fayetteville, requires pre-approval from University Relations for use of the new U of A “shield” logo and/or UA-Bumpers College logo on any printed material intended for an external audience. Campus printing and copy centers will not reproduce material without a signed “Publication Permission Form” form to authorize use of these logos on material intended for an external audience. See “University of Arkansas Graphic Identity Style Guide” for details on use of the new “shield” logo. University of Arkansas logos, “Publication Permission Form” and “University of Arkansas Graphic Identity Style Guide” may be downloaded at <http://logo.uark.edu/>.

The UA-Bumpers College logo includes a centered version and a horizontal version and are available for download on the Agricultural Communication Services (AGCS) website at <http://arkansasagnews.uark.edu/400.htm>. For more information or additional file formats or black-only versions, contact the AGCS office, 479-575-5648.



The official colors of the UA-Bumpers College logo are black and Pantone 200 (red).

To resize the logo and keep it in the correct proportions, select the placed logo image and hold down the shift key while dragging from a corner handle to make the image smaller or larger.

■ University of Arkansas Logo

Displays about interdisciplinary programs and activities involving more than one college of the University of Arkansas (Fayetteville campus) should include the U of A “shield” logo, below, along with the Division logo if appropriate. The Division logo should be placed on the left or above the university logo, and the logos should be some distance apart so as not to appear to be attached. Both logos should be approximately the same size. Relative size may be based on visual balance rather than vertical or horizontal dimensions due to variations in shape.

The University of Arkansas, Fayetteville, requires pre-approval from University Relations for use of the new U of A “shield” logo on any printed material intended for an external audience. Campus printing and copy centers will not reproduce material without a signed “Publication Permission Form” form to authorize use of these logos on material intended for an external audience. See “University of Arkansas Graphic Identity Style Guide” for details on use of the new “shield” logo.

The University of Arkansas logo is available online in centered and horizontal versions at <http://logo.uark.edu/>. University of Arkansas logos, “Publication Permission Form” and “University of Arkansas Graphic Identity Style Guide” may be downloaded at <http://logo.uark.edu/>.



The official colors of the University of Arkansas logo are black and Pantone 200 (red).

To resize the logo and keep it in the correct proportions, select the placed logo image and hold down the shift key while dragging from a corner handle to make the image smaller or larger.

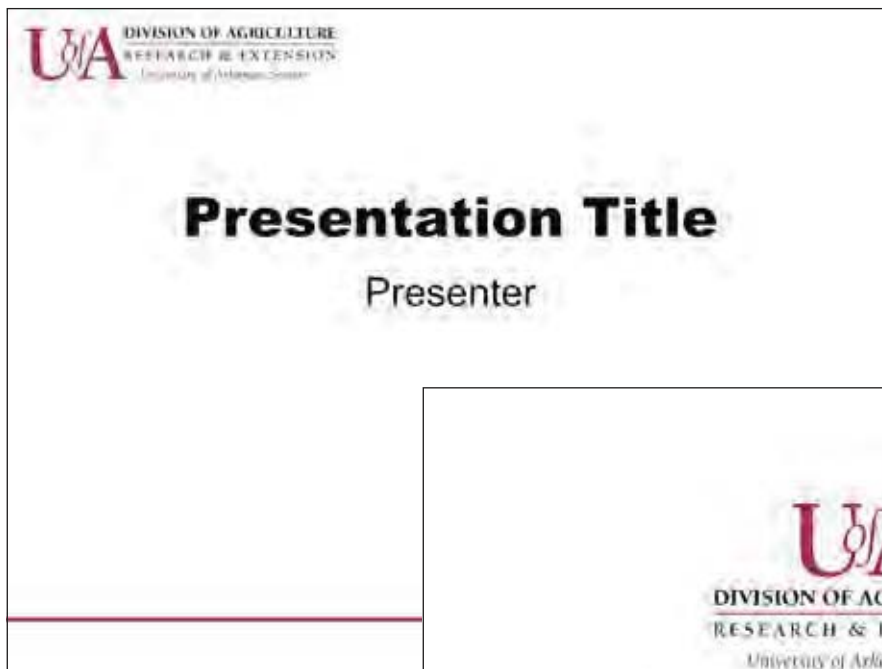
■ PowerPoint Presentations, Overheads, Slides

The Division of Agriculture logo will appear in a prominent location at the top of the title page and smaller and in a consistent position at the top or bottom of all subsequent slides of all Division PowerPoint presentations.

Extension PowerPoint templates are available for downloading at <http://Division.uaex.edu/Logos/default.htm> (below logo section).


The suggested size for title and heading fonts is 44-point. The suggested size for slide text is 32-point. Background and font colors should have high contrast: dark colors on light backgrounds or white or lighter colors on dark backgrounds. Color combinations that are too similar should not be used, for example yellow font on a white background.

Title page examples



Subsequent page examples

Heading




DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System

Sub Head
• Text

Heading


Sub Head
• Text



DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System

Heading

Sub Head
• Text

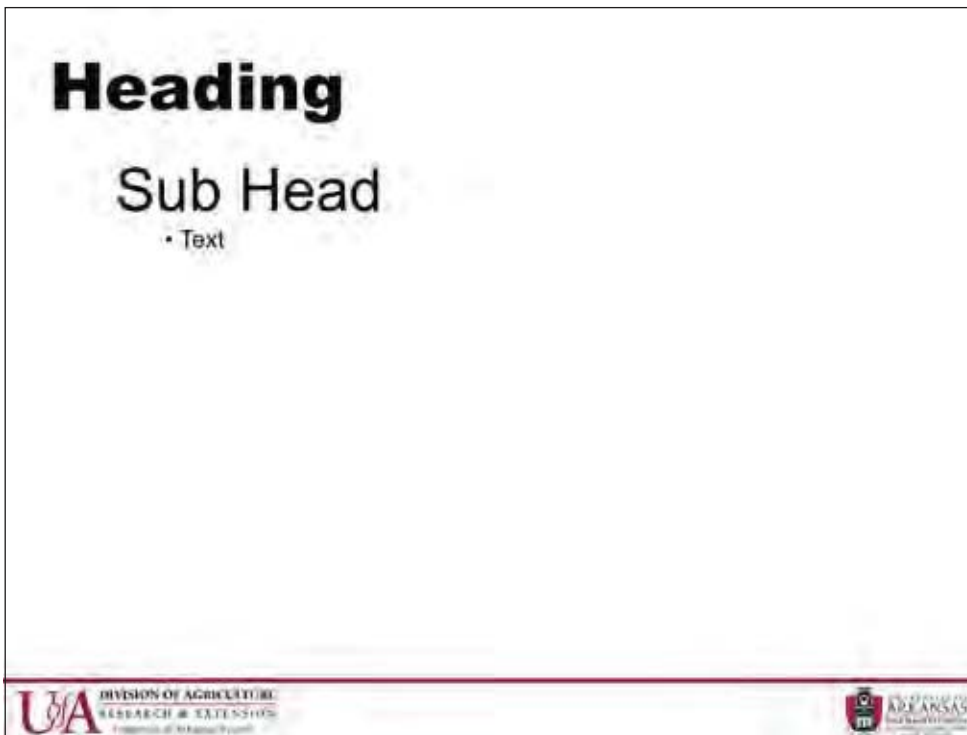


DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System

Examples using Division and Bumpers College logos



This slide template features two logos at the top: the U of A Division of Agriculture Research & Extension logo on the left and the University of Arkansas Dale Gribble College of Agriculture, Food & Forestry logo on the right. The main content area is centered and contains the text "Presentation Title" in a large, bold, black font, followed by "Presenter" in a smaller, regular black font. A thin red horizontal line is positioned at the bottom of the slide.



This slide template features a large, bold, black heading "Heading" at the top left. Below it is a "Sub Head" in a regular black font, followed by a bullet point "• Text". At the bottom of the slide, there is a red horizontal line with logos on either side: the U of A Division of Agriculture Research & Extension logo on the left and the University of Arkansas Dale Gribble College of Agriculture, Food & Forestry logo on the right.

■ Brochures

The Division of Agriculture logo will be placed on the front panel of brochures and fliers.

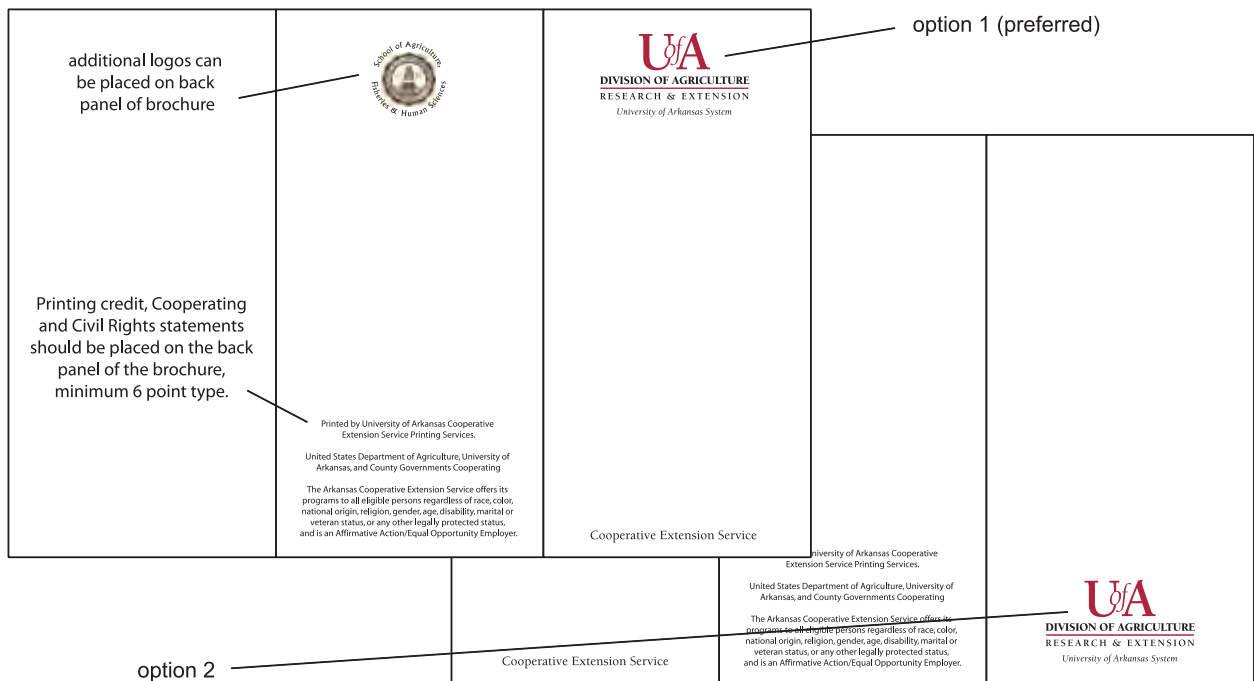
On **extension brochures and fliers**, the Division of Agriculture logo will be placed on the front in a prominent location and size consistent with the graphic design. .

Place the EEO statement on the back panel. The font size should be a minimum of 6-point type. See [page 10](#) for the exact wording for the EEO statements for cooperative extension and experiment station publications.

If printed by the Extension Printing Services unit, include the following statements:

Printed by University of Arkansas Cooperative Extension Service Printing Services.

Example of a basic extension brochure layout



Front panel placement —

Logo is placed on upper or lower portion depending on design requirements.

On **experiment station brochures and fliers**, the Division of Agriculture logo will be placed on the front in a prominent location and size consistent with the graphic design. To ensure consistent quality and logo usage, all experiment station brochure and flier designs must be approved by the coordinator for agricultural communication services.

■ Posters and Other Displays

Posters and other printed or electronic displays should include the appropriate logo and name to identify the sponsoring organization(s). If the project or program is jointly sponsored by the Division and another agency, such as a university campus, use the appropriate logo for both agencies. Additional logos may be used to acknowledge support from funding agencies such as a checkoff program or USDA.

Posters and other displays on projects or programs funded or sponsored by the Division of Agriculture must use the Division logo. Electronic files of the Division logo in several file formats are available for download at <http://Division.uaex.edu/Logos/default.htm> or <http://arkansasagnews.uark.edu/400.htm>.

Posters and other displays about programs or projects jointly sponsored by the Division of Agriculture and Bumpers College should include the Division logo and the Bumpers College logo (available for download at <http://arkansasagnews.uark.edu/400.htm>). See [Bumpers College Logo, page 14](#), for more information about using the college logo.

If the Bumpers College logo or the University of Arkansas logo (see [University of Arkansas Logo, page 15](#)) are being used with the Division logo, that logo must be used approximately the same size or smaller than the Division of Agriculture logo. Relative size may be based on visual balance rather than vertical or horizontal dimensions due to variations in shape.

The Division logo should be placed on the left or above the other logo and at some distance from the other logo so as not to appear to be attached.

■ County Office Signs and Research and Experiment Station Signs

• Signage for County Extension Offices

County office signs will include the Division of Agriculture logo at the bottom center of the sign. The name of the county will be placed above the UA Division of Agriculture logo and referred to as _____ County Cooperative Extension Service. At no time will a county office sign be posted without the Division logo.



- **Signage for Research and Extension Centers and Research Stations**

The Division of Agriculture logo will be placed at the bottom center of all signage for Research and Extension Centers, Research Stations and other Agricultural Experiment Station units. The Division logo will be the same size or larger than letters used for other text on a sign.

Experiment Station Unit and Project Signs

Southwest Research and Extension Center



Fruit Research Station



Broadleaf Weeds Herbicide Test



■ Signage or Public Display Materials With Program or Project Logos

Signage regarding a program sponsored in part or in whole by the Division of Agriculture must include the Division logo. This is true for all signs such as Master Gardener, 4-H, EHC, LeadAR, etc.

In the examples below, the Division logo is slightly larger than the 4-H clover, which carries the copyright symbol.

4-H is the youth educational program of the University of Arkansas System Division of Agriculture, consequently, the 4-H logo and name cannot appear alone on signage or any other device without the University of Arkansas System Division of Agriculture logo.

Other programs, such as LeadAR, Extension Homemakers Council and Master Gardeners, will follow the same guideline.

4-H Program Signs

6'



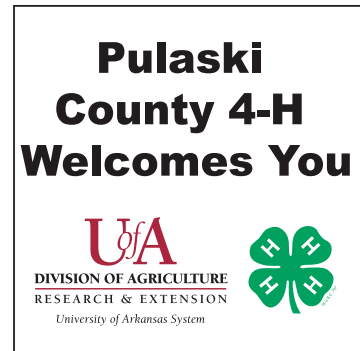
4'

5'



3'

3'



3'

■ Master Gardeners Project Signs

Master Gardener signs will include University of Arkansas System Division of Agriculture logo. Master Gardener signage may not appear without the University of Arkansas System Division of Agriculture logo prominently placed on the signage.



■ Tabletop Displays

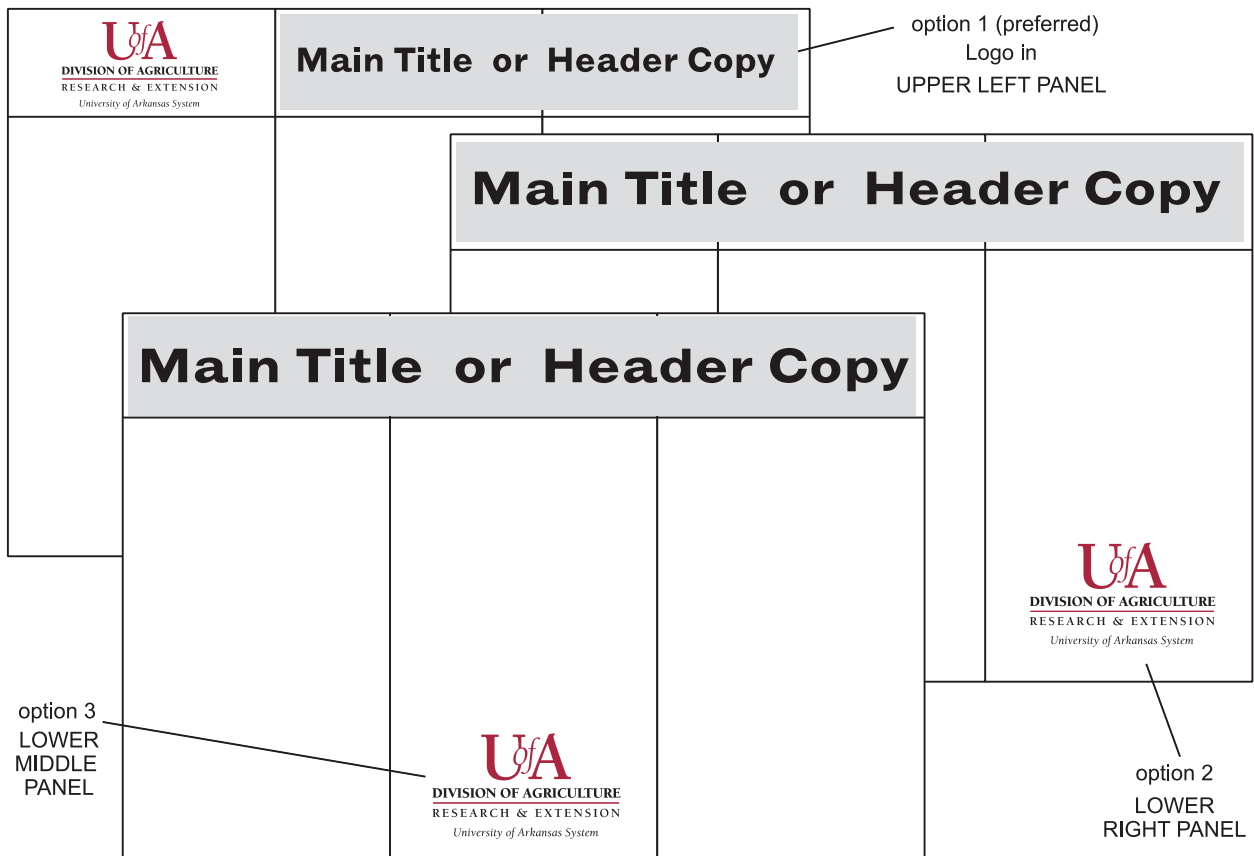
Three options are available for the placement of the University of Arkansas System Division of Agriculture logo when designing tabletop displays. Each option requires that the size and placement of the logo is easily seen and recognized. At no time will a display, tabletop or otherwise, be developed and used without the University of Arkansas System Division of Agriculture logo.

Option 1: The University of Arkansas System Division of Agriculture logo is placed at the top of the left panel.

Option 2: The display's title is placed across the top of all three panels. The University of Arkansas System Division of Agriculture logo is placed near the bottom of the right panel.

Option 3: The display's title is placed across the top of all three panels. The University of Arkansas System Division of Agriculture logo is placed near the bottom of the center panel.

Examples of three-panel tabletop displays

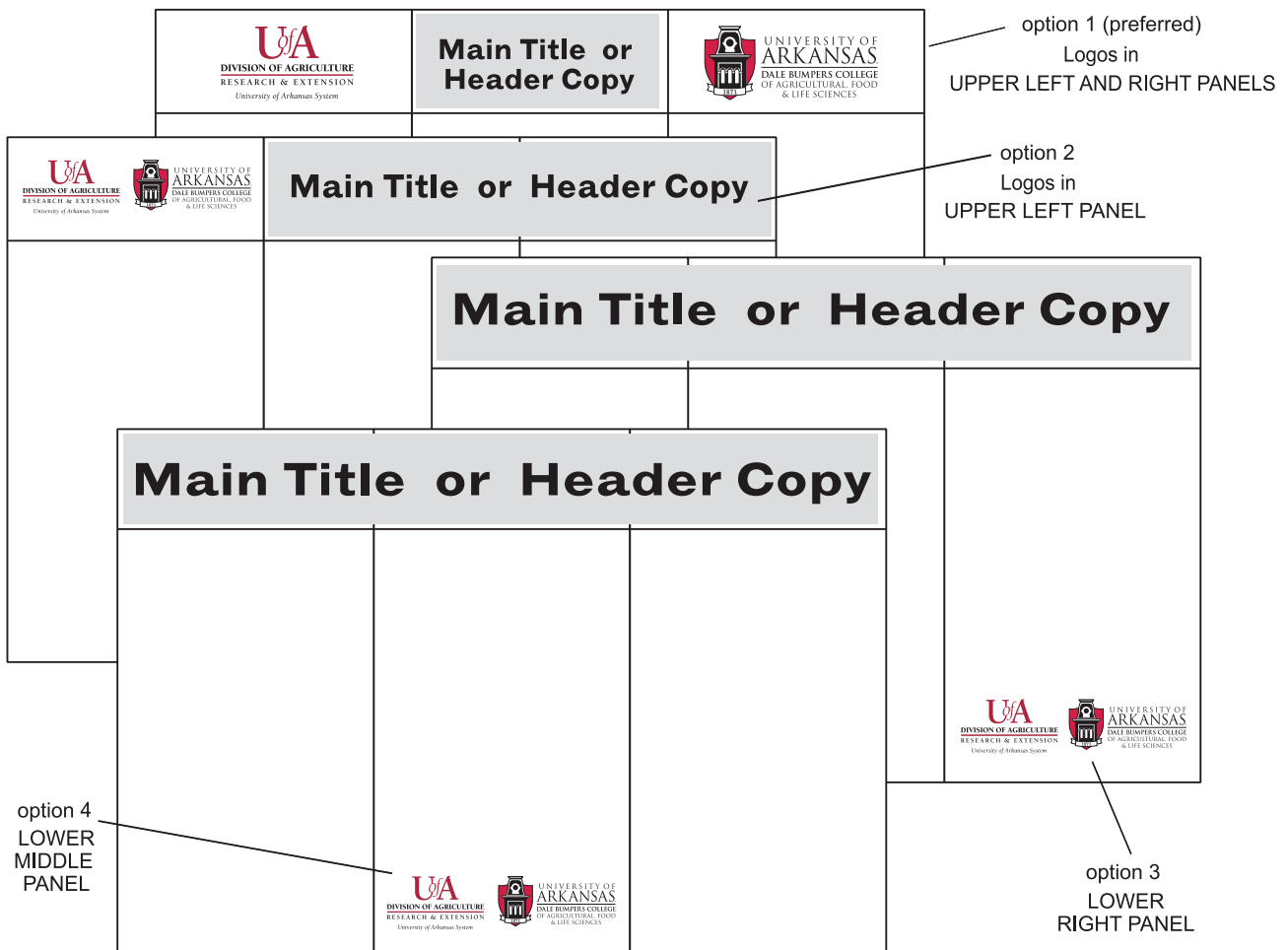


LEFT - MIDDLE - RIGHT

Logo is placed depending on design requirements.

Tabletop displays about programs or projects jointly sponsored by the Division of Agriculture and Bumpers College should include the Division logo and the Bumpers College logo.

Examples of three-panel tabletop displays with Division and Bumpers College logos



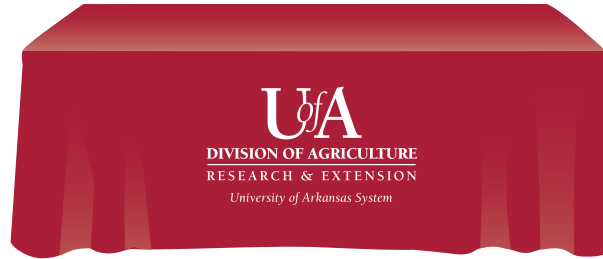
LEFT - MIDDLE - RIGHT

Logo is placed depending on design requirements.

■ Tablecloths, Banners, Murals and Drawings

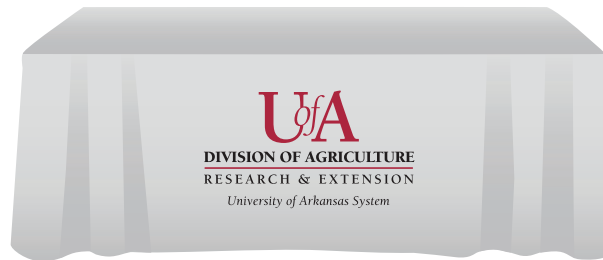
Tablecloths, banners, murals and drawings will adhere to the standards of usage manual and will include the University of Arkansas System Division of Agriculture logo in a prominent location. See examples below.

Tablecloth



Option 1: Red tablecloth with Division logo in white

Option 2: Lt. gray tablecloth with Division logo in red and black



Option 3: Lt. gray tablecloth with Division and college logos in red and black



Banner



6'

■ Shirts, Sweatshirts, Windbreakers and Jackets

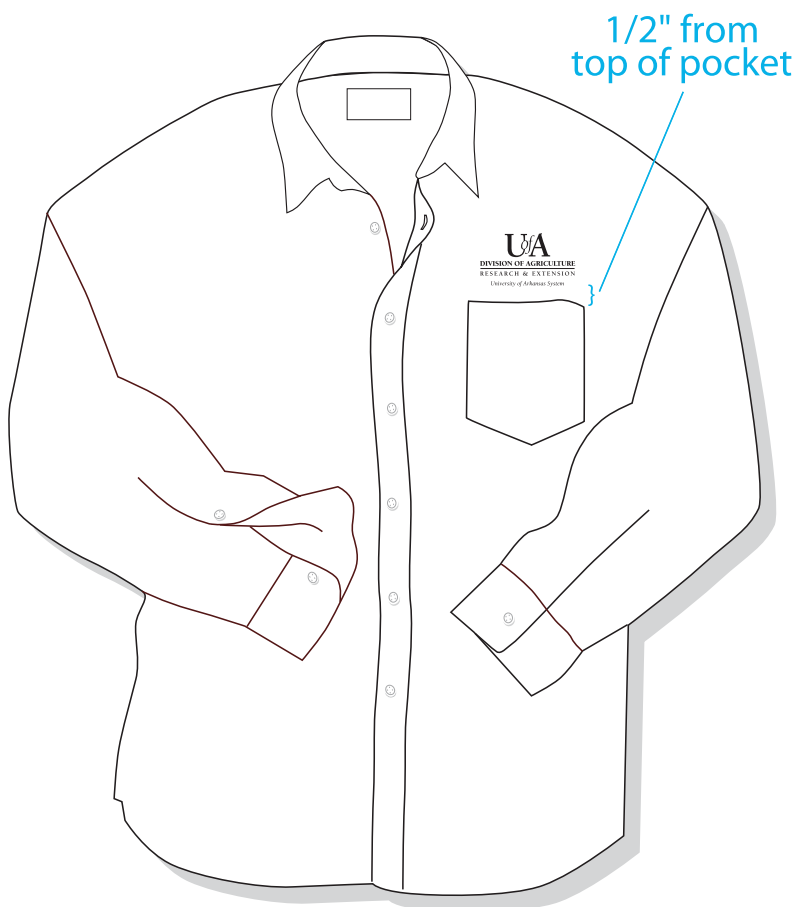
Shirts of all styles, some depicted in this style manual, will carry the University of Arkansas System Division of Agriculture logo over the left breast pocket or where the left breast pocket would have been had a pocket been attached.

The name of a specific program or county may be included beneath the Division logo.

Example: The White County Cooperative Extension Service could be placed beneath the Division logo on the breast pocket.

For secondary logo placement on sport shirts, see examples on [page 29](#). For embroidered logo exception, see [page 31](#).

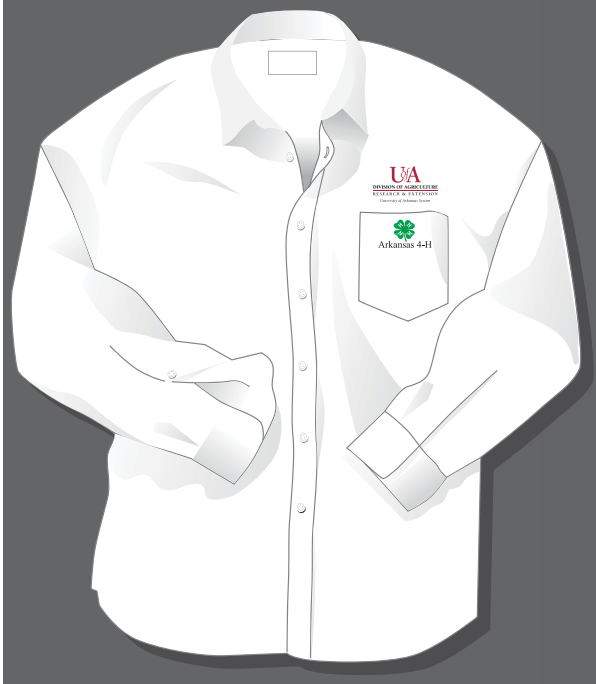
Sports Shirt



If there is a partner or partners, the addition of logos to the back of a **t-shirt** is allowed. If there are special circumstances that need to be considered, which might result in more than one logo on the front or no logos on the front, but on the back instead, the final approval of the variance from this manual resides with the coordinator for agricultural communication services for the experiment station or the director of communications and marketing for extension.

Sports Shirt and T-shirt — Secondary Logo Placement

Correct



Incorrect



Color Examples for Shirts

- Use the red and black Division logo on white and light-colored shirts.
- Use white logo on dark colors if the red and black will not show appropriately.
- An all black or all white logo may be used on a red shirt.

Golf Shirt

(color logo on white, gold, khaki or light colors)



Sports Shirt

(color logo on white, khaki or light colors)



(all white logo on dark colors)



For Embroidered Items ONLY



DIVISION OF AGRICULTURE

RESEARCH & EXTENSION

University of Arkansas System

The logo shown is approved for EMBROIDERED applications ONLY that will not allow the standard logo to be used at a small size. HOWEVER, please be aware that it may not be used in any other applications (print, web, video, etc.).



Red T-Shirt
(center placement)



Red T-Shirt
(breast pocket placement)



Conference T-Shirt
(Option 1 – Division logo on sleeve)



Conference T-Shirt
(Option 2 – Division logo on front breast pocket)



Front



Back

■ Caps

Caps will have the University of Arkansas System Division of Agriculture logo centered above the bill. The names of stations, counties, programs or logos of those programs will appear on the side of the cap, with the Division logo centered above the bill.

Proper placement with Division logo only

White Ball Cap



Red Ball Cap



Proper placement with secondary logo

Correct



Incorrect



■ Mugs, Glasses, Gifts

Mugs, glasses and other gifts will use the University of Arkansas System Division of Agriculture logo. A program or section name may be placed on the mug, glass or other gift as well.

If a program logo or graphic symbol is placed on the mug, it must be used approximately the same size or smaller than the Division logo. Relative size may be based on visual balance rather than vertical or horizontal dimensions due to variations in shape.

The Division logo should appear on top or on the left, and the graphic symbol should be placed at some distance from the Division logo so as not to appear to be attached to or a part of the Division logo.

Coffee Mug
(centered logo only)



■ Name Tags and Place Cards

Name tags and place cards will include the University of Arkansas System Division of Agriculture logo and may include the name of the sub-unit, program or project except on permanent name tag.

Program logos, such as 4-H and Master Gardeners, may be used as well, but the size will adhere to the size guidelines within this manual.

Permanent Name Tag



Place Card



Thanks-for-visiting Card/Sign



■ Video Productions

The University of Arkansas System Division of Agriculture logo will be given a dominant location at the head and tail of each video, public service announcement, video news release or television commercial. The names of the sub-units may also be used. Program or project logos may also be used, but placement and size will adhere to the specifications stated within this manual.

All CD and DVD labels and packaging should include prominent placement of the Division logo.

CD or DVD



■ Extension and Experiment Station Vehicles


Anyone needing a Division logo decal for an Experiment Station vehicle should contact the Experiment Station Associate Director's office at 479-575-2120. For placement of a Division logo decal for a Cooperative Extension Service vehicle contact the Physical Plant Director at 501-671-2275.

Basic website layout for
Experiment Station units, programs and projects

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University of Arkansas System

Veterinary Diagnostic Laboratory

Cooperative Extension Service Agricultural Experiment Station




Leland E. Tollett
Veterinary Diagnostic Laboratory

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[Services and Fees](#)
[Submission Forms](#)
[Related Links](#)
[Division of Agriculture](#)
[Arkansas Agricultural Experiment Station](#)
[Cooperative Extension Service](#)

Welcome to the Veterinary Diagnostic Laboratory



The Veterinary Diagnostic Laboratory is a service laboratory within the University of Arkansas Division of Agriculture.

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Division of Agriculture
All rights reserved.
Webmaster

University of Arkansas • Division of Agriculture
Veterinary Diagnostic Laboratory
2200 W. Deane Street
Fayetteville, AR 72703 • USA
Phone (479) 575-4827 • Fax (479) 575-4832
Monday through Friday 8:00 AM – 6:00 PM

Mission • Disclaimer •
EEO • Privacy • FOI

Letterhead, Envelopes and Business Cards

Letterhead for the Division of Agriculture will use the Division of Agriculture logo. Letterheads for units with joint responsibilities are limited to two logos in addition to the Division of Agriculture logo. See example on [page 53](#).

No additional logos may be added to Division of Agriculture envelopes.

■ Cooperative Extension Service

State office usage will include the Division logo as shown on the letterhead example on [page 42](#).

County offices will add the county name on the letterhead and will be listed as “_____ County.” See [page 43](#).

The letterhead is designed to allow flexibility in formatting your correspondence and should give you plenty of copy space. You should not feel compelled to align the left side of your margin with the left edge of “University of Arkansas” at the top of the page and mailing address at the bottom of the page.

State and county offices will order letterhead and envelopes through the UACES ordering system. The warehouse and distribution center will notify the UACES print shop when stock is low for reprinting. The UACES print shop will follow this manual in setting and printing letterhead and envelopes. State and county offices will order business cards through the UACES communications office where templates reside so as to adhere to the standards within this manual.

If you have questions about CES letterhead, envelopes or business cards, contact the director of communications and marketing at 501-671-2128. See examples on following pages.

■ Agricultural Experiment Station

Experiment Station units, including Research and Extension Centers, Research Stations and other units with primarily Agricultural Experiment Station responsibilities, will use letterhead with the Division of Agriculture logo centered at the top of the page over the name of the unit and the address and contact information as illustrated on [pages 44-45](#).

The following statement is to appear on each letterhead, centered and 3/8" from the bottom in 8 pt. Goudy Old Style type: “The University of Arkansas is an equal opportunity/affirmative action institution.” See example on [page 44](#).

Letterhead, envelopes and business cards for Agricultural Experiment Station units will be printed at PMC Solutions (formerly Printing Services) at the U of A campus in Fayetteville.

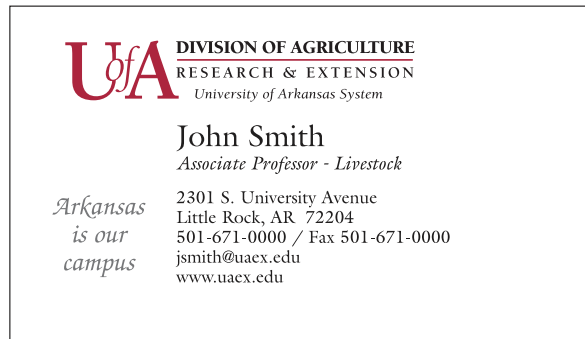
PMC Solutions will follow approved specifications for letterhead, envelopes and business cards. When ordering, you must let them know you want to use the Division of Agriculture logo and layout.

If you have questions about AES letterhead, envelopes or business cards, contact Agricultural Communication Services at 479-575-5647. See examples on following pages.

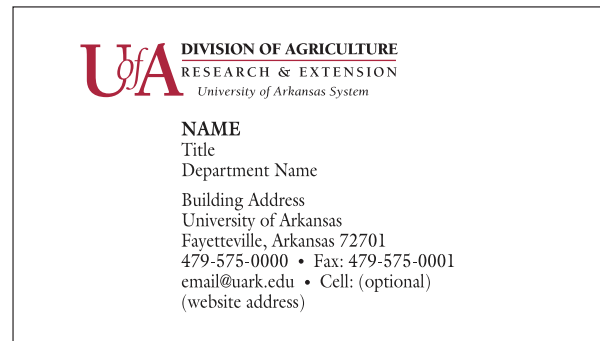
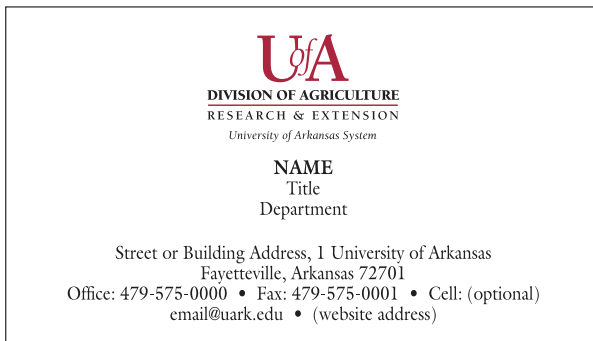
For guidelines on use of approved logos for centers and institutes, see [page 53](#).

Approved Business Card Layouts

Extension



Experiment Station



(See other options for Bumpers College faculty and staff on [page 47](#).)

Return Address on Envelopes

Extension

UofA DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System
COOPERATIVE EXTENSION SERVICE
2301 SOUTH UNIVERSITY AVENUE
LITTLE ROCK, ARKANSAS 72204
OFFICIAL BUSINESS

Experiment Station

UofA DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System
Northeast Research and Extension Center
P.O. Box 48
Keiser, AR 72351

Mailing Labels

Extension

UofA DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System
COOPERATIVE EXTENSION SERVICE
2301 SOUTH UNIVERSITY AVENUE
LITTLE ROCK, ARKANSAS 72204
OFFICIAL BUSINESS

Experiment Station

UofA DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System
Department or Unit Name
Address
University of Arkansas
Fayetteville, Arkansas 72701



DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System

Cooperative Extension Service

**Arkansas is
Our Campus**

2301 South University Avenue • Little Rock, Arkansas 72204-4940 • (501) 671-2000 • www.uaex.edu

Extension — State Office Letterhead



DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System

Van Buren County
Cooperative Extension Service

**Arkansas is
Our Campus**

Hwy 65 South Suite 137 • P.O. Box 157 • Clinton, Arkansas 72031 • (501) 745-7117 • www.uaex.edu

Extension — County Office Letterhead



DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System

Vegetable Research Station

3810 Thornhill Street, P.O. Box 2608, Alma, AR 72921
479-474-0475 • Fax: 479-474-0164 • <http://aes.uark.edu/veg>

Experiment Station Unit Letterhead



Northeast Research and Extension Center

P.O. Box 48, Keiser, AR 72351
870-526-2199 • Fax: 870-526-2582 • <http://aes.uark.edu/nerec.html>

Experiment Station Unit Letterhead

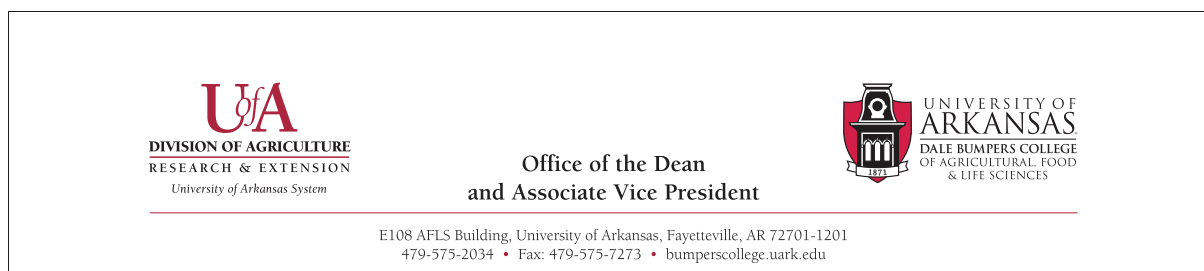
■ Units with Joint Responsibilities

Several Division of Agriculture units have combined administrative responsibilities and joint faculty appointments with an academic program on University of Arkansas System campuses in Fayetteville and Monticello and at Arkansas State University in Jonesboro. The approved designs for letterhead, envelopes and business cards for these units are provided below.

● Dale Bumpers College of Agricultural, Food and Life Sciences

Letterhead, envelopes and business cards for units with joint responsibilities in the Division of Agriculture and Dale Bumpers College of Agricultural, Food and Life Sciences will be printed by the PMC Solutions print shop at the Fayetteville campus. Printing personnel will follow approved guidelines for these items.

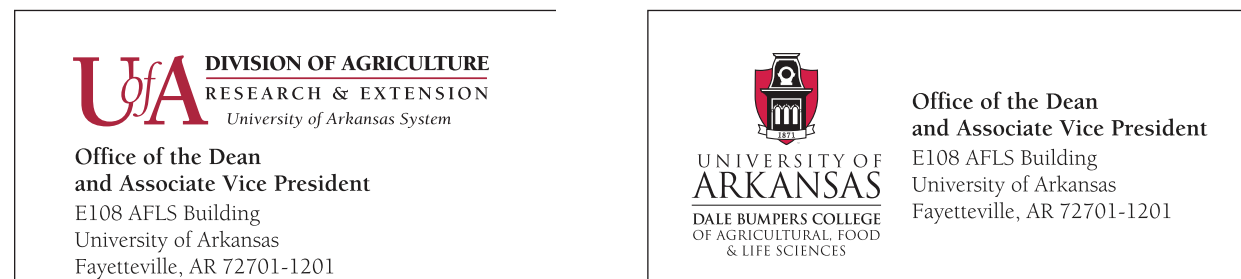
Letterhead: Letterhead for Division of Agriculture units with Bumpers College responsibilities will include both the Division of Agriculture logo and the new University of Arkansas logo with the Bumpers College wordmark and will print in three colors of ink.



No letterhead may contain an individual's name.

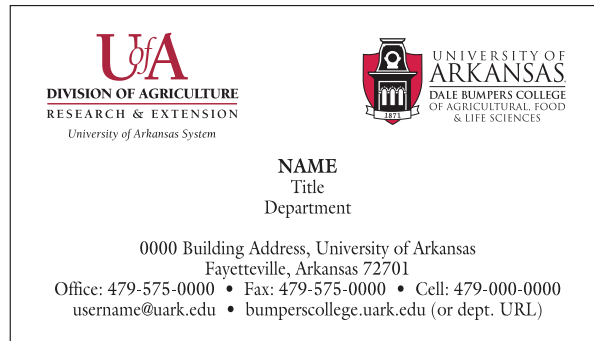
The following statement is to appear on each letterhead, centered and 3/8" from the bottom in 8 pt. Goudy Old Style type: "The University of Arkansas is an equal opportunity/affirmative action institution." See example on [page 48](#).

Envelopes: Bumpers College departments will have two sets of envelopes, one for Division of Agriculture correspondence and the other for college-related correspondence.



Business Cards: Bumpers College faculty and staff have the option of business cards with both the college and Division logos on the same side (a), or separate business cards with either the Division logo for use in connection with Division of Agriculture interactions (b or c) or the University of Arkansas logo for use in interactions related to Bumpers College (d).

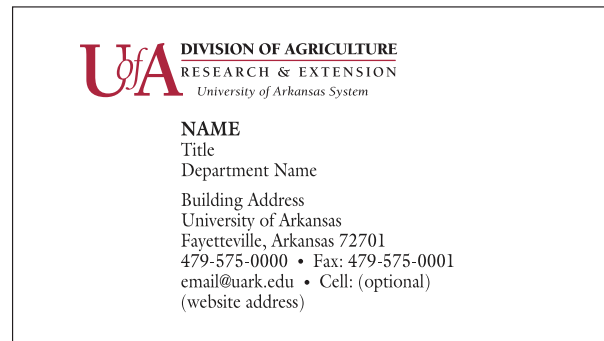
The Division of Agriculture logo may not be used on a two-sided business card.



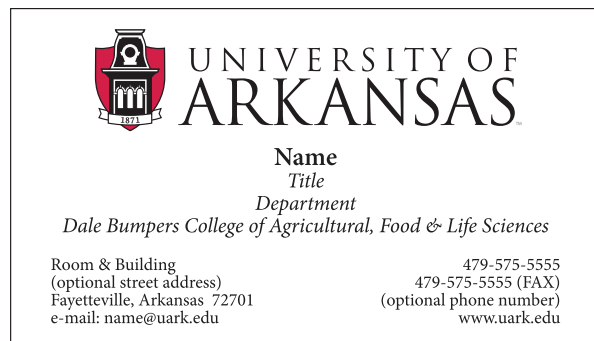
a



b



c



d

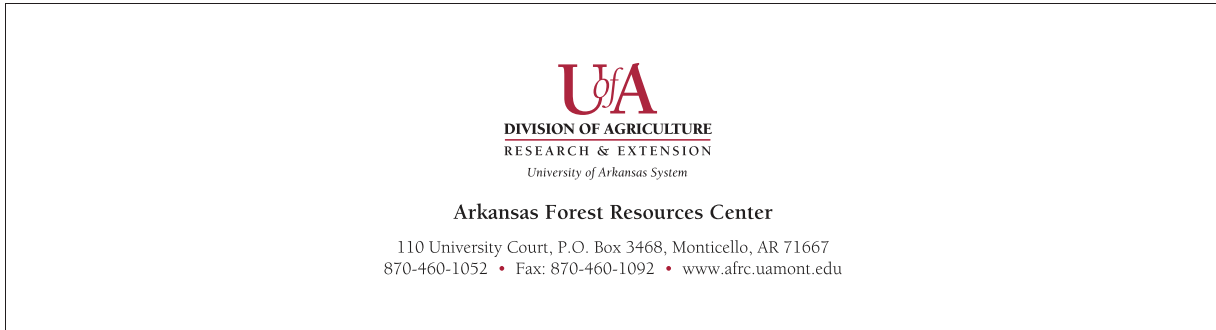
Building or Street Address, 1 University of Arkansas, Fayetteville, AR 72701-1201
479-575-0000 • Fax: 479-575-0000 • (web site address)


● **Arkansas Forest Resources Center**

The Arkansas Forest Resources Center (AFRC), which is based on the Monticello campus of the University of Arkansas System, is a Division of Agriculture research and extension unit. AFRC faculty and staff members also conduct academic programs of the School of Forest Resources on the U of A campus at Monticello.

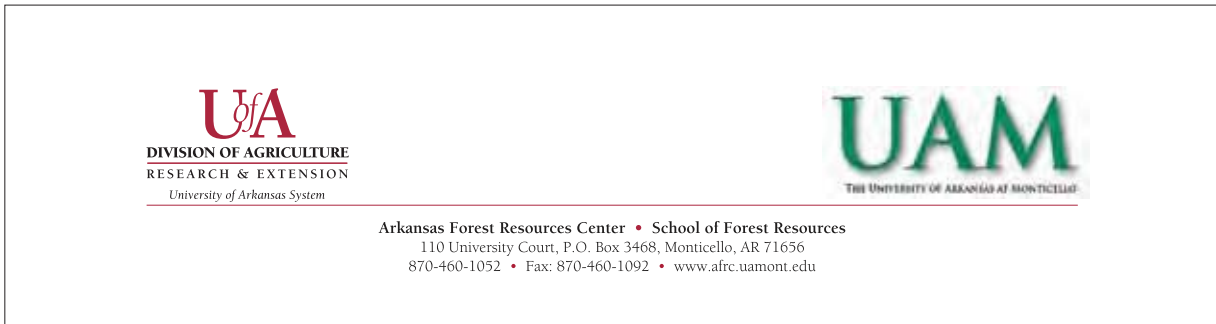
Letterhead, envelopes and business cards for units with joint responsibilities in the Division of Agriculture and the School of Forest Resources will be printed by the PMC Solutions print shop at UA, Fayetteville. Printing personnel will follow approved guidelines for these items.


Letterhead. Official letterhead for the Arkansas Forest Resources Center will display the Division of Agriculture logo. Faculty and staff members who have joint responsibilities in the Division of Agriculture and the School of Forest Resources may use letterhead that displays both the Division of Agriculture and UA, Monticello, logos, with the Division logo on the top left.





DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System

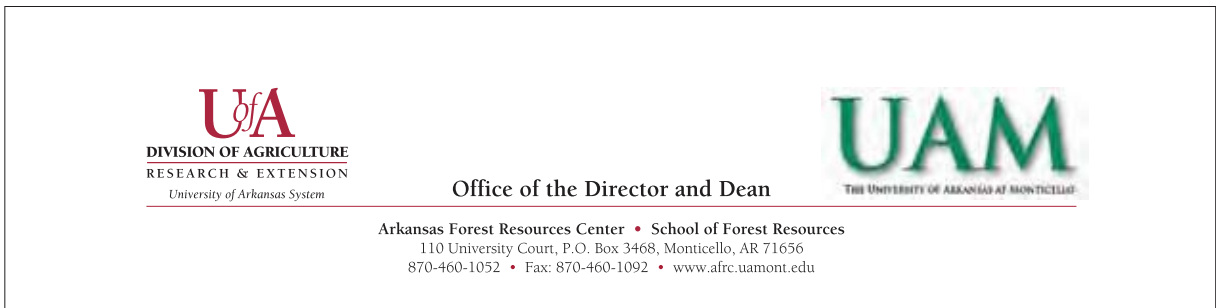
Arkansas Forest Resources Center
110 University Court, P.O. Box 3468, Monticello, AR 71667
870-460-1052 • Fax: 870-460-1092 • www.afrc.uamont.edu






DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System



Arkansas Forest Resources Center • School of Forest Resources
110 University Court, P.O. Box 3468, Monticello, AR 71656
870-460-1052 • Fax: 870-460-1092 • www.afrc.uamont.edu




DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System

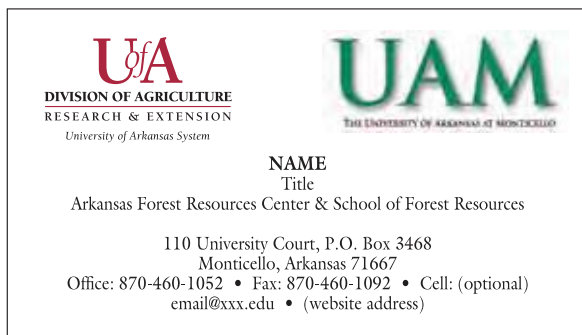


Office of the Director and Dean
Arkansas Forest Resources Center • School of Forest Resources
110 University Court, P.O. Box 3468, Monticello, AR 71656
870-460-1052 • Fax: 870-460-1092 • www.afrc.uamont.edu

Envelopes. Correspondence related to Arkansas Forest Resources Center research and extension activities should be mailed in envelopes with the official Division of Agriculture logo in the top left corner. No other logo may be used on Division of Agriculture envelopes.



Business Cards. Arkansas Forest Resources Center and School of Forest Resources faculty and staff have two options for business cards. They may use a single card with both the Division of Agriculture and UAM logo, or they may use cards with one logo on each. Logos may not be printed on the back of Division of Agriculture business cards.



● **Arkansas State University Research Unit**

Division of Agriculture faculty and staff at the Arkansas State University Research Unit in Jonesboro will use letterhead, envelopes and business cards that display the Division of Agriculture logo for correspondence related to Division of Agriculture activities.

Faculty and staff members who have joint responsibilities in the Division of Agriculture and the College of Agriculture and Technology at ASU may use separate letterhead and business cards for correspondence related to those respective responsibilities or letterhead and business cards with the Division of Agriculture logo on the left and the ASU logo on the right.



● **SEREC and UAM School of Agriculture**

Faculty and staff members at Southeast Research and Extension Center who have joint responsibilities in the Division of Agriculture and the School of Agriculture at UA-Monticello may use separate letterhead and business cards for correspondence related to those respective responsibilities or letterhead and business cards with the Division of Agriculture logo on the left and the UAM logo on the right.



DIVISION OF AGRICULTURE
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University of Arkansas System

Southeast Research and Extension Center

P.O. Box 3508, Monticello, AR 71656
870-460-1014 • Fax: 870-460-3508 • www.uamont.edu/agriculture



DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System



UAM
THE UNIVERSITY OF ARKANSAS AT MONTICELLO

Southeast Research and Extension Center • School of Agriculture
P.O. Box 3508, Monticello, AR 71656
870-460-1014 • Fax: 870-460-3508 • www.uamont.edu/agriculture



DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System

Southeast Research and Extension Center
P.O. Box 3508
Monticello, AR 71656



DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System



UAM
THE UNIVERSITY OF ARKANSAS AT MONTICELLO

NAME
Title
Southeast Research and Extension Center
School of Agriculture
P.O. Box 3508
Monticello, Arkansas 71656
Office: 870-460-1014 • Fax: 870-460-3508 • Cell: (optional)
email@xxx.edu • www.uamont.edu/agriculture



DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System

NAME
Title
Southeast Research and Extension Center
P.O. Box 3508
Monticello, Arkansas 71656
Office: 870-460-1014 • Fax: 870-460-3508 • Cell: (optional)
email@xxx.edu • www.uamont.edu/agriculture

■ Approved Logo Usage for Centers and Institutes

Approved logos for Division of Agriculture centers and institutes may be used on letterhead, business cards and mailing labels as shown. No more than three logos may be used on a letterhead, to include the Division logo, campus logo, and center or institute logo. No logos may be added to Division of Agriculture envelopes.



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University of Arkansas System



**Center of Excellence
for Poultry Science**



UNIVERSITY OF
ARKANSAS
DALE BUMPERS COLLEGE
OF AGRICULTURAL, FOOD
& LIFE SCIENCES

0-114 Poultry Science Building, University of Arkansas, Fayetteville, AR 72701-1201
479-575-4952 • Fax: 479-575-3026 • www.poultscience.uark.edu



**DIVISION OF AGRICULTURE
RESEARCH & EXTENSION**
University of Arkansas System

Center of Excellence for Poultry Science
POSC O-114
University of Arkansas
Fayetteville, Arkansas 72701
(479) 575-4952



**DIVISION OF AGRICULTURE
RESEARCH & EXTENSION**
University of Arkansas System

NAME
Title



Center of Excellence for Poultry Science
and Department of Poultry Science
1260 W. Maple
University of Arkansas
Fayetteville, Arkansas 72701
479-575-0000 / Fax: 479-575-0001
email@uark.edu / poultscience.uark.edu



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DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System

**Institute of Food Science
and Engineering**



2650 North Young Avenue, Fayetteville, AR 72704
479-575-4040 • Fax: 479-575-2165 • www.uark.edu/depts/ifse/

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RESEARCH & EXTENSION
University of Arkansas System

Arkansas Forest Resources Center



H.H. Chamberlin Forest Resources Complex, P.O. Box 3468, Monticello, AR 71656
870-460-1052 • Fax: 870-460-1092 • www.afrc.uamont.edu

APPENDIX I

Formal Division of Agriculture Titles

Administrative:

Assistant Director
Assistant to the Associate Vice President
Associate Director
Associate for Administration
Associate Vice President
County Extension Agent (CES)
Director of Development
Director of Physical Plant (CES)
District Director (CES)
Fiscal Operations Manager
Project/Program Director
Project/Program Manager
Project/Program Specialist
Resident Director in Charge
Sr. Project/Program Director (CES)

Classified:

Accountant I (CES)
Accounting Technician
Administrative Specialist I
Administrative Specialist II
Administrative Specialist III
Administrative Support Supervisor
Agricultural Farm Technician
Agricultural Lab Technician
Apprentice Tradesman (CES)
Auto/Diesel Mechanic
Campus Postmaster (CES)
CES Program Assistant (CES)
Commercial Graphic Artist (CES)
Computer Lab Technician
Computer Operator
Computer Support Specialist
Computer Support Technician
Editor
Equipment Mechanic
Farm Foreman
Fiscal Support Analyst
Fiscal Support Specialist
Fiscal Support Supervisor
Food Preparation Supervisor (CES)
Greenhouse Technician
Heavy Equipment Operator
HEI Program Coordinator
Human Resources Assistant

Human Resources Assistant (CES)
Human Resources Specialist
Institutional Printer (CES)
Institutional Services Assistant
Institutional Services Supervisor
Instrumentation Technician (CES)
Laboratory Technician
Landscape Specialist (CES)
Livestock News Reporter (CES)
Maintenance Assistant
Maintenance Coordinator (CES)
Maintenance Specialist
Maintenance Supervisor
Multimedia Technician (CES)
Network Analyst
Network Support Analyst
Payroll Service Specialist (CES)
Print Shop Manager (CES)
Printer (CES)
Purchasing Specialist (CES)
Research Assistant
Research Field Technician
Research Technician
Research Technologist
Shipping and Receiving Clerk (CES)
Skilled Tradesman
Special Events Coordinator (CES)
Systems Analyst
Warehouse Specialist (CES)

Research Faculty and Staff:

Assistant Professor
Associate Professor
Curator
Department Chairperson
Director (of laboratory, center, etc.)
Distinguished Professor
Graduate Assistant
Instructor
Post Doctoral Associate
Professor
Program Assistant
Program Associate
Program Technician
Senior Graduate Assistant
University Professor



DIVISION OF AGRICULTURE
RESEARCH & EXTENSION

University of Arkansas System

2404 N. University Avenue
Little Rock, AR 72207

501-686-2540

<http://division.uaex.edu/>