

The purpose of this policy is to establish guidelines for publishing and distributing newsletters. Many of the information tools used to educate the public and our clientele about Extension programming do not go through the same peer review as numbered publications. However, it is expected that all Extension faculty and staff as well as vendors, contractors, for hire professionals or volunteers producing Extension communication materials will conform to UAF Extension graphic identity policy: <http://www.uaf.edu/ces/policyandprocedure/>.

- The nameplate (banner on the top front of a newsletter that identifies the publication) needs to have the Cooperative Extension logo on the left side of the nameplate. The logo should be no smaller than 1 1/2" across.
- There can be a second logo on the right side of the name of the newsletter in the nameplate if that is needed.
- 4-H newsletters must have the 4-H emblem or UAF for Youth logo in the right-hand corner of the banner.
- The rest of the publication information should be reversed out of a solid band at the bottom of the nameplate, or placed directly under the solid band.
- Body copy of the newsletters should have two or more columns for increased legibility.
- The UAF logo needs to be on the bottom of each newsletter in the lower left corner. It can be downloaded from http://www.uaf.edu/ump/standards/graphic/logo_downloads.html or Extension's website <http://www.uaf.edu/ces/policyandprocedure/logos.html>.
- More information about UAF's graphic standards can be found at www.uaf.edu/logo.
- Extension's editorial style guide can be found at http://www.uaf.edu/ces/policyandprocedure/pnp/Exten_StyleGuide.pdf.
- UAF's editorial style guide can be found at <http://www.uaf.edu/ump/standards/style/index.html>.
- Include the wording 'America's Arctic University' beside or under the UAF logo.
- The AA/EO statement and USDA cooperating wording can be across from the UAF logo in a small point size.
- The mailing panel of the newsletters need to have consistent wording and use the Cooperative Extension logo on the mailing panel as identified in the attached sample.

Please send the draft of your updated layout to fyct@uaf.edu for review and approval before sending the file to them for printing. The communications office can work with you to answer questions to help you make these changes to your layout



Name of the Newsletter

Publication contact information can be reversed out of this solid black line

Body copy should be in two or more columns to aid legibility



America's Arctic University

Required wording can be placed here: University of Alaska Cooperative Extension Services programs are available to all...
UAF is an affirmative action/equal opportunity employer and educational institution.



COOPERATIVE
EXTENSION
SERVICE

UNIVERSITY OF ALASKA FAIRBANKS

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RETURN SERVICE REQUESTED