

This policy establishes guidelines for publishing newsletters. It is expected that all Extension faculty and staff as well as vendors, contractors or volunteers producing Extension communication materials will conform to UAF Extension graphic identity policy at www.uaf.edu/ces/media/comm/graphicid.

- 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 1½ inches across. The UAF for Youth logo may be used alone in the nameplate but it is recommended that the Extension logo also be used.
- 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.
- For a more professional look, don't use more than two text fonts or two or three headline fonts. For readability, text should be black. Use color, boxes, graphics, etc. only when appropriate.
- The UAF logo needs to be on the bottom of each newsletter in the lower left corner of the first page. It can be downloaded from www.uaf.edu/marketing/standards/graphic/logo_downloads. A version of the UAF logo without the text below is an acceptable alternative variation. See the newsletter example linked at the bottom of the page.
- More information about UAF's graphic standards can be found at www.uaf.edu/marketing/standards/graphic.
- To maintain consistency in our publications, please use the UAF Extension Editorial Style Guide at www.uaf.edu/files/ces/comm/StyleGuideExtension.pdf.
- Send completed newsletters to fyct@uaf.edu to be reviewed by Communications. Please allow reasonable time for review.
- The wording "America's Arctic University" is recommended beside or under the UAF logo.
- Required newsletter indicia: "Published by the University of Alaska Fairbanks Cooperative Extension Service in cooperation with the United States Department of Agriculture. The University of Alaska Fairbanks is an affirmative action/equal opportunity employer and educational institution."
- The return address mailing panel needs to have consistent wording and use the Cooperative Extension logo.

View a sample of a newsletter that shows correct placement of logos and style for the return address panel at www.uaf.edu/ces/media/comm/Sample-Newsletter.pdf.