UK Cooperative Extension Logos

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CURRENT LOGOS

The following "UK Cooperative Extension Service" logos are the PRIMARY ones to use for social media, flyers, marketing, etc.
Available in white

MARTIN GATTON LOGOS

The Martin-Gatton logos are to only be used for larger programs/ ones with higher visibility such as 4-H Kentucky Volunteer Forum. If unsure, use the standard UK Cooperative Extension logo. *Available in white*

KSU LOGOS

The KSU logos are for programs working directly with Kentucky State University. These also depend on the visibility of the program. If unsure, use the standard UK Cooperative Extension logo.
Available in white

EQUAL OPPORTUNITY ORGANIZATION (EEO) FOOTERS

EEO footers are REQUIRED for all printed materials. This includes posters, flyers, handouts, etc. Martin-Gatton is included on them.
Available in white *Available in Spanish*

FOR SOCIAL MEDIA ONLY: The EEO footer is **NOT REQUIRED**, however, you must put the text: *An Equal Opportunity Organization*
(Not for program photos, mainly for flyers, see example on next page)

OUT OF DATE/ NOT APPROVED LOGOS

The following ARE NO LONGER CURRENT OR NOT APPROVED logos. **The logo at the top of a county website IS NOT APPROVED.** Do not use it. Please change to the more current logo depending on the program.
(This includes the all-black, all-white ones of the following logos as well)

This flyer COULD be used for social media as well, however, look at the social media example to see the differences. Flyers tend to have more information and aren't as appealing when scrolling through a social media platform.

Be sure to include your county somewhere on the flyer. This helps people identify who you are.

4-H Logo Suggested placement is UPPER LEFT corner. Use for programs with 4-H, not required if AG/FCS/HORT

UK CES Logo Suggested placement is UPPER RIGHT corner. Chose color based on flyer design. Remove the white background to get a cleaner look.

Pick an image or graphic that applies to the program or event.

Include the title of the program, date/time/location, and a small description.

USE THE ADDRESS FOR THE LOCATION.

Stick to similar fonts, using 1-2 MAX. Also keep the colors similar throughout.

Include contact information such as website, phone number, or social media.

If you use QR codes you can add them here too but KNOW THE AUDIENCE.

ALWAYS include the EEO footer on printed materials. This includes all forms, flyers, posters, programs, etc.

Flyer Content

UK Cooperative Extension Service

YOUR COUNTY EXTENSION OFFICE

Farmer's Market

DATE, TIME, LOCATION

Come support your local farmers of ____ county!

VEGETABLES

For more information contact at us at (123) 456-789 or visit county.ca.uky.edu.
Facebook: @UKCooperativeExtension

Cooperative Extension Service
Agriculture and Natural Resources
Family and Consumer Sciences
4-H Youth Development
Community and Economic Development

MARTIN-GATTON COLLEGE OF AGRICULTURE, FOOD AND ENVIRONMENT
Educational programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, physical or mental disability or reprisal or retaliation for prior civil rights activity. Reasonable accommodation of disability may be available with prior notice. Program information may be made available in languages other than English. University of Kentucky, Kentucky State University, U.S. Department of Agriculture, and Kentucky Counties, Cooperating.
Lexington, KY 40506

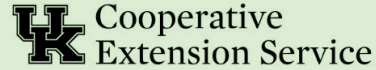Disabilities accommodated with prior notification.

EXAMPLE SOCIAL MEDIA POST

Created on Canva using a template.

Create flyers and social media posts with the SAME FONTS and GRAPHICS. This helps to create a brand for the program. Condense the information for social media so that it is easy to read, keeping the date/time/location and the title of the program as the focus.

Be sure to include your county somewhere on the flyer. This helps people identify who you are.

YOUR COUNTY EXTENSION

UK Cooperative Extension Service

Farmer's Market

Come support your local farmers of ____ county!
Farm fresh foods!

DATE
TIME
LOCATION

For more information contact at us at (123) 456-789 or visit county.ca.uky.edu.
Instagram: @ukyextension

VEGETABLES

An Equal Opportunity Organization.

Include the title in a larger font than the description. This helps it stand out.
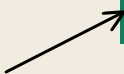
Make the description brief.

UK CES Logo Suggested placement is UPPER RIGHT corner. Chose color based on flyer design. Remove the white background to get a cleaner look.

Add date, time, and location (INCLUDE ADDRESS)

Include contact information such as website, phone number, or social media.

DO NOT INCLUDE QR CODES ON SOCIAL MEDIA POSTS.

YOU DO NOT need to include the EEO footer. However, you MUST put this text on the social post.

An Equal Opportunity Organization. (In italics)

Suggested placement is BOTTOM (either side)