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# Marketing Tip

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## The Extension Logo

Logos connect us to brands. Think of the Nike logo. You would never see a Nike ad without the distinct “swoosh.” Just like Nike, we want to connect clients and the general public to our brand. To do that, we need to include the Extension logo on everything we send out. If you are printing for or sending to an outside audience, it should always include the proper logo. To download the logo, visit: <http://marketing.ca.uky.edu/logos>. Click [here](#) for a complete list of logo usage guidelines.

Using the Extension logo is just one small way to improve Extension’s overall brand. The [college marketing website](#) has many resources that can help you connect your clients to the Extension brand. Fonts, colors, templates, tips, and much more are available.

If you have questions about logo usage or marketing Extension, contact [Hayley Pierce](#).