ANR Logo:
Guidelines for Use

University of California
Agriculture & Natural Resources

October 1999
Dear Colleagues:

A distinct visual identity offers many advantages for the Division of Agriculture and Natural Resources and each of you who are a part of this vital and vibrant organization.

- It helps to build name recognition and visibility with our user communities, with elected officials and across the entire University system.

- It unifies and strengthens public awareness of the hundreds of separate departments, offices and programs that make up our statewide organization.

- It projects an image of excellence and of diversity in research, extension, educational outreach and service to the community.

- It is a reminder to all who come to know us that the Division is the land-grant arm of the University and that individually and together we are dedicated to “bringing knowledge from the University to the people.”

Earlier this year, we took the first step in creating a visual identity for the Division through the introduction of a new and distinctive logo at the statewide conference. By now most of you have seen this logo with its stylized “ANR” and “University of California” wordmarks projected on a blue and gold background. Many of you have been asking how to obtain copies of the logo and for guidance concerning its use on business cards, notepads, envelopes, name tags, and other forms of visual communication.

In response, I am pleased to provide you with this copy of the ANR Logo: Guidelines for Use. The guidelines are intended to answer questions you have about the logo and to provide you with examples of its proper use and display. The guidelines also are available on-line along with computer-generated copies of the ANR logo that are ready to be downloaded in PC or Mac formats. Simply log onto the Internet and go to http://danr.ucop.edu/anrlogo/.

We are aware that some units within the Division, including UCCE and statewide special programs and projects, have designed their own logos. You will continue to have the flexibility to display them along with the ANR logo. Individual unit logos should appear on the right-hand side of business cards, notepads, name tags and other visual communication media opposite the ANR logo. See the guidelines for specifics.

Our goal is to have the ANR logo become the Division’s identifying and unifying symbol and signature for the new millennium. Accordingly, I am asking everyone who develops or uses materials that represent the Division of Agriculture and Natural Resources to cooperate in this effort to establish, project and maintain a consistent visual image.

Naturally a transition period will be required to fully adopt the new graphic identity. It is neither necessary nor desirable to discard existing supplies of stationery, envelopes or business cards. Instead, phase in the new design as replacement materials are produced, but no later than July 1, 2000.

Please contact the ANR Office of Governmental & External Relations at (510) 987-9862 if you have questions about the use of the logo or need assistance in obtaining computer-generated copies.

Thank you for your cooperation and assistance in helping the Division take this important step toward adopting a consistent and coordinated public identity.

Sincerely,

W.R. Gomes
Vice President
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Introduction

A logo creates a distinct visual identity that can become a valuable asset for an organization, especially one as multifaceted as the Division of Agriculture and Natural Resources. Used consistently and broadly, this symbol will distinguish and enhance ANR's identity and unify communication. It provides an essential tool for building public support for ANR by promoting the visibility of the Division's statewide, county and campus-based programs.

To contribute to the Division's image as a progressive, professional and cohesive organization, you are encouraged to apply the ANR logo to all of your products. This includes newsletters, brochures, publications, reports, letters, audiovisual materials, materials for seminars and workshops, teleconferences, Web pages, exhibits and other media.

As a user of the ANR logo, you are a guardian of ANR's public image. This usage manual is intended to help ensure that the logo and its related design elements are applied consistently and professionally while providing flexibility to individual offices and departments. If this manual does not answer your questions about appropriate logo usage, please contact the Office of Governmental & External Relations at (510) 987-9862.
Section 1

General logo specifications
Logo colors

The ANR logo is to be used with the colors specified in the following combinations:

Blue and gold

Spot color:
- Uncoated paper:
  - Blue: Pantone 286 U
  - Gold: Pantone 115 U
- Coated paper:
  - Blue: Pantone 286 C
  - Gold: Pantone 116 C

Note: Gold foil can be substituted for gold ink

Process color (CMYK=Cyan, Magenta, Yellow, Black)
- Blue: Pantone S196-1 (C=100%, M=70%, Y=0%, K=0%)
- Gold: Pantone S 5-1 (C=0%, M=20%, Y=100%, K=0%)

Blue

Spot color
- Pantone 286 U or 286 C

Process color
- Blue: Pantone S196-1 (C=100%, M=70%, Y=0%, K=0%)

Black

Spot or process color: Black ink

NOTE:
These are the names of electronic logo files in EPS format. They are available on the web at http://danr.ucop.edu/anrlogo

Spot color blue and gold
File: ANR_logo_1_sbg.eps

Process color blue and gold
File: ANR_logo_1_pbg.eps

White ANR logo
File: ANR_logo_1r.eps

Spot gold
File: ANR_logo_1r_sg.eps

Process gold
File: ANR_logo_1r_pg.eps

Use the following logos if you have a dark background on which the blue or black logo does not stand out.

The white ANR logo is for use against a black, PMS 286 blue, or a dark color background.

The gold or white ANR logos are for use against a PMS 286 blue background. The spot gold logo can be used for gold foil.
Logo don’ts

Don’t set the logo on its side.

Don’t use the logo at an angle.

Don’t use the logo smaller than 1/2” wide.

Don’t reverse the logo.

Don’t leave off University of California. This version is for limited use on book spines. See page 5.2 for details.
Fonts

The ANR logo uses ITC Berkeley Oldstyle in its design. ITC Berkeley Oldstyle*, Times New Roman, Helvetica (Macintosh, PC) or Arial (PC) are the recommended fonts to use with the logo. Berkeley works well for headlines and body text. Helvetica or Arial can also be used for headlines and the subheads (Frutiger and Myriad are also quite nice). Times New Roman can be used in place of Berkeley except on identifiers (see page 1.4).

ITC Berkeley Oldstyle Book
The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Berkeley Oldstyle Bold
The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica or Arial Regular
The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica or Arial Bold
The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Times New Roman
The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Times New Roman Bold
The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

*ITC Berkeley Oldstyle (font package 106) can be purchased for either PC or Macintosh from the Adobe Systems website at www.adobe.com/type or by phone at (888) 502-8393.
Identifiers

There are several ways to use the ANR logo with text that identifies a program or department. The text should generally make three identifications in the following order:

- University of California (preferred but optional since the ANR logo identifies the University)
- Agriculture & Natural Resources
- Department or Program Name

The following logos with type are available in EPS format (created in Adobe Illustrator 6.0). To use the logos with one or two line identifiers (ANR_logo_3_1.eps, ANR_logo3_2.eps), you need to have the ITC Berkeley Bold font and Adobe Illustrator to change the program/department line. Berkeley can be purchased from Adobe Systems, see page 1.3 for details. No fonts are necessary for the logo with no program/department identifier (ANR_logo_3.eps).

**No department or program identifier**

![University of California Agriculture & Natural Resources](ANR_logo_3.eps)

*Note:* If you don’t have Berkeley, don’t attempt to recreate these identifiers in another font. It is acceptable to simply set text next to the logo.

**One-line identifier**

![University of California Agriculture & Natural Resources Integrated Pest Management](ANR_logo_3_1.eps)

**Two-line identifier**

![University of California Agriculture & Natural Resources Integrated Hardwood Range Management Program](ANR_logo_3_2.eps)
Using the logo on the web

File availability

Electronic ANR logo files and instructions for downloading the ANR logo are available at the ANR website, http://danr.ucop.edu/anrlogo/.

The files for use on the web are in GIF format and are ready to go on your web pages. Many sizes are available. Do not resize the GIF files to make them fit to your page or you will degrade the image quality. Download another size instead. Only the 2-color blue and gold or 1-color blue and white logo versions should be used on the web.

Colors for the web

The following colors are the closest matches to the specified blue (Pantone 286 C) and gold (Pantone 116 C). The colors will be slightly different than the print colors because only 216 colors reproduce well on the web. You can use these colors in other elements of your web page to coordinate with the ANR logo.

For HTML web pages (Hexadecimal)

Blue: Hexadecimal: 003399
Gold: Hexadecimal: FFCC00

For graphics software (Photoshop, Illustrator, etc.)

Blue: RGB (Red/Green/Blue): 0/51/153 or 0%/20%/60%
Gold: RGB (Red/Green/Blue): 255/204/0 or 100%/80%/0%

Note: Don’t use these color values for printed materials.
How to use electronic logo files with Microsoft Word and PowerPoint

Which file format should I use?

If you are using a PC, the WMF and TIFF formats are the best formats to use. If you are on a PC and have a Postscript language printer, or you are on a Macintosh, the EPS format will be best and the TIFF second best.

Getting the logo into Word 6.0/95.

Place your cursor in the text where you want the picture to be inserted. To insert the logo into your word file, pull down the INSERT menu and choose Picture and then From File...

Find the logo on your hard drive and click OK. It should drop into your document wherever your cursor is. To change the size, triple click on the art. The Paint dialog box will come up. Click on the art. Grab the lower right handle and drag towards or away from center to change size. Hold the shift key down when you do this to maintain the proportions of the logo. Close paint dialog and check to see if size is what you want.

Getting the logo into Word 97 and above.

Place your cursor in the text where you want the picture to be inserted. To insert the logo into your word file, pull down the INSERT menu and choose Picture and then From File...

In the dialog box, be sure to check the box next to “Float over text.” Find the logo on your hard drive and click OK. It should drop into your document wherever your cursor is. You can then size it like any clip art by grabbing the handles and dragging them. Hold the shift key down when you do this to maintain the proportions of the logo. You can relocate the art by click-holding in the center of the art and dragging it where you want it.

Inserting the logo into your PowerPoint presentation file.

Pull down the INSERT menu and choose Picture and then From File...

Find the logo on your hard drive and click OK. It should drop into your document wherever your cursor is. You can then size it like any clip art by grabbing the handles and dragging them. To see the handles, click once on the art and they will become visible. To maintain the proportions of the logo, hold the shift key down when resizing.

Sometimes the art will be quite large and you will only see a piece of it. Click-hold on the art and drag until you see a corner handle of the selected art. Once you see a corner handle, click-hold and drag the handle towards the center of the art. To maintain the proportions of the logo, hold the shift key down when resizing. You may have to do this a couple times to get the art to fit within your screen.
Camera-ready art

Blue Plate

Gold Plate

Note: Do not reverse logo
Section 2

Stationery
Letterhead

At the present, there is no letterhead with the ANR logo on it. A proposed letterhead design that incorporates the ANR logo is currently under review. Use the current UC letterhead (sample below) until an ANR version is approved.

8.5" x 11" (65% actual size)
Envelopes

#10 envelope (actual size)

University of California
Agriculture & Natural Resources
Communication Services
6701 San Pablo Avenue
Oakland, CA 94608-1239

9" by 12" envelope (actual size)

University of California
Agriculture & Natural Resources
Office of Governmental & External Relations
1111 Franklin Street, 6th Floor
Oakland, CA 94607-5200
Mailing labels

3.25" x 4" label (actual size)

University of California
Agriculture & Natural Resources
Communication Services
6701 San Pablo Avenue
Oakland, CA 94608-1239

TO:

4" x 6" label (actual size)

University of California
Agriculture & Natural Resources
Communication Services
6701 San Pablo Avenue
Oakland, CA 94608-1239

TO:
Penalty mail letterhead

A full-size version of the penalty mail letterhead is on the following page. Penalty mail enclosure slips can be found on page 3.7.

8.5" x 11" (65% actual size)

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ANR Logo: Guidelines for Use 2.4
Full-size penalty mail letterhead
Penalty mail envelopes

Penalty mail enclosure slips can be found on page 3.7.

#10 envelope (actual size)

COOPERATIVE EXTENSION
U.S. DEPARTMENT OF AGRICULTURE
UNIVERSITY OF CALIFORNIA
OAKLAND, CALIFORNIA 94607-5200

OFFICIAL BUSINESS
Penalty for Private Use $300

Penalty mail envelopes

Penalty mail enclosure slips can be found on page 3.7.

#10 envelope (actual size)

COOPERATIVE EXTENSION
U.S. DEPARTMENT OF AGRICULTURE
UNIVERSITY OF CALIFORNIA
OAKLAND, CALIFORNIA 94607-5200

OFFICIAL BUSINESS
Penalty for Private Use $300
Section 3

Communication
Business cards

ANR Business Card Pricing by Quantity

Refer to page 3.1a to see samples of each style.

Style #1
250 = $35.00
500 = $40.00
1,000 = $45.00

Style #2
Note: This card can also be ordered with the optional bottom right corner logo (see style #3)
250 = $38.00
500 = $45.00
1,000 = $55.00

Style #3
Note: Sample card shown with optional bottom right corner logo. Pricing below is for standard card without the second bottom logo - for all optional bottom logos, add $10.00 *
250 = $38.00
500 = $45.00
1,000 = $55.00

Style #4 This style to be used for UCCE logo only **
Note: Available in both recycled grey or white (shown in both colors on following page). Please specify color when ordering. The UCCE logo may also be used in style #3.
250 = $38.00
500 = $45.00
1,000 = $55.00

Style #5
250 = $45.00
500 = $55.00
1,000 = $65.00

Ordering Instructions

All orders should go directly though UC Campus Copy. Please use the Campus Copy order form when ordering ANR business cards. The Campus Copy order form can be found on page 3.1b. The phone number for Campus Copy is 510-642-2679 and the fax number is 510-642-7927.

Please be sure to specify which style you are ordering and provide your account or billing information on the order form.

*Additional Notes: If you would like to add an optional bottom right corner logo (per style 3 card shown with optional second logo) camera-ready artwork must be provided to Campus Copy and there is an additional $10.00 fee.

**The UCCE card style shown in style 4 should only be used for the UCCE second logo as other second logos do not lend themselves to this option and should be placed in the lower right corner.
Business Card Samples

ANR Style 1

UNIVERSITY of CALIFORNIA
Agriculture & Natural Resources
Office of Governmental & External Relations
John “Bug” Roach
Assistant Managing Editor
California Agriculture
1111 Franklin Street, 6th Floor
Oakland, CA 94607-5200
(510) 987-0000 FAX (510) 587-0000
john.roach@ucop.edu

ANR Style 2

UNIVERSITY of CALIFORNIA
Agriculture & Natural Resources
Office of Governmental & External Relations
Amy Johnson
Deputy Director
1111 Franklin Street, 6th Floor
Oakland, CA 94607-5200
(510) 987-0000 FAX (510) 587-0000
Amy.Johnson@ucop.edu

ANR Style 3

UNIVERSITY of CALIFORNIA
Agriculture & Natural Resources
Statewide Integrated Pest Management Project
Amelia Earhart
Information Systems Manager & Chief Pilot
Davis, CA 95616-8621
(530) 752-0000 FAX (530) 752-0000
aearhart@ucdavis.edu

ANR Style 4

UNIVERSITY of CALIFORNIA
Agriculture & Natural Resources
Cooperative Extension, Fresno County
Charles “Chuck” Yeager
Farm Advisor
1720 South Maple Ave., Fresno, CA 93702
(559) 456-0000 FAX (559) 456-0000
cyegar@ucdavis.edu

ANR Style 5

UNIVERSITY of CALIFORNIA
Agriculture & Natural Resources
Office of Governmental & External Relations
Daniel “Chappie” James, Jr.
Director
1111 Franklin Street, 6th Floor
Oakland, CA 94607-5200
(510) 987-0000 FAX (510) 587-0000
Daniel.James@ucop.edu
**ORDER INFORMATION**

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bill To:</td>
<td>Department: ____________________________</td>
</tr>
<tr>
<td></td>
<td>Contact: ____________________________</td>
</tr>
<tr>
<td></td>
<td>Address: ____________________________</td>
</tr>
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<td></td>
<td>Phone: ____________________________</td>
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<tr>
<td></td>
<td>Fax #: ____________________________</td>
</tr>
<tr>
<td>Ship To:</td>
<td>Department: ____________________________</td>
</tr>
<tr>
<td></td>
<td>Contact: ____________________________</td>
</tr>
<tr>
<td></td>
<td>Address: ____________________________</td>
</tr>
<tr>
<td></td>
<td>City/State/Zip: ____________________________</td>
</tr>
<tr>
<td></td>
<td>Phone: ____________________________</td>
</tr>
<tr>
<td></td>
<td>Dept. Ref. No. ________________</td>
</tr>
</tbody>
</table>

**Recording # ___________________ and/or Loc-Acct-Fund-Sub ________________**

**Signature ___________________**

If order will be paid for with non-UC funds, please make check payable to “UC Regents”.

I verify that this order is in compliance with University of California policy on the reproduction of copyrighted materials used in instruction and research, and approve all charges for this order.

**Business Cards:** Provide address information below or attach card sample.

(Please type or print clearly.)

☐ **RUSH:** 3-5 working days  ☐ **Standard:** 7-10 working days

(Add $15)

**ANR Card Style:** __________________________  **Quantity:** 250 / 500 / 1000

**Name:** __________________________

**Title:** __________________________

**Department:** __________________________

**Other Addr. Info.:** __________________________

**Addr. & Mail Code:** __________________________

**City, State, ZIP+4:** __________________________

**Telephone No.: (_______)** __________________________

**Fax No.: (_______)** __________________________

**E-Mail Address:** __________________________

**URL:** __________________________

☐ 2nd Logo (supply Camera Ready Art)

**SPECIAL INSTRUCTIONS:**
Notehead

5.5" x 8.5" (actual size)

This example is personalized. Delete the personalized elements for a generic department notehead.

Bill W. Fredrick
Senior Assistant
1111 Franklin Street, 6th floor
Oakland, CA 94607-5200
(510) 987-9862
FAX (510) 465-2659
Notehead examples
FAX cover sheets

8.5" x 11" (Shown 70% actual size)
Penalty mail enclosure slips

Penalty mail letterhead and envelopes can be found on pages 2.4 to 2.6.

8.5" x 3.66" (Shown 75% actual size)

Example of county enclosure slip

Example of OGER enclosure slip
Notepads

4.25" x 5" (shown actual size)
Name tags

3" x 4" *(shown actual size)*

[Image of name tags]
Section 4

News
Here are some suggestions on how to create a newsletter format using the ANR logo. If you have artwork you'd like to include in the header, see page 4.2.
Another suggestion on how to create a newsletter format using the ANR logo with artwork in the header.
News releases

8.5" x 11" (shown 50% actual size)

Non-penalty mail news release

Penalty mail news release

University of California and United States Department of Agriculture Cooperating
Section 5

Publications
The ANR logo should be used on all ANR publications. It should be on the front cover although the back cover is also acceptable. The accompanying text should make these identifications in the following order:

- University of California
- Agriculture & Natural Resources
- Department or Program name (optional)
- Publication number

Use a font that integrates well with the cover’s design. The following examples show a couple of ways to use the ANR logo on a cover.

 Universidad de California
 Proyecto Estal de Control Integrado de Plagas
 Agricultura y Recursos Naturales
 Publicación 3394

Drip Irrigation
in the Home Landscape

Publication 21579
Book spines

Two versions of the ANR logo are designed for use at the small size required for book spines.

The small ANR logo block (ANR logo 1sm) can be used in sizes ranging from 1/2" to 3/4" wide. The small ANR letter block (ANR logo 4sm) is for sizes less than 1/2". Don’t use the ANR letter block for anything other than the spine of a book or video cover.

For use at sizes bigger than 3/4", use the regular ANR logo block (ANR logo 1).

Electronic versions of the logo

File names for Encapsulated Postscript (EPS) versions of the logos are listed next to each example.

Minimum & maximum sizes

File: ANR logo 1sm

3/4" wide maximum

1/2" wide minimum

File: ANR logo 4sm

7/16" wide maximum

1/4" wide minimum

File: ANR logo 1

bigger than 3/4" wide
Section 6

Specialty Items
Logo for dark background

This logo is for use on folders, mugs, balloons, or other situations where the object is a dark color or blue (Pantone 286) and the logo art is printed in white, gold (uncoated paper: Pantone 115U or coated paper, mugs, and balloons and other silk-screened items: 116C), or gold foil.

Note:
Manufacture and distribution of de minimis promotional or goodwill items (e.g. tote bags, mugs, T-shirts, balloons, caps, pennants, etc.) bearing the ANR logo shall be permitted only with prior approval. The Vice President has designated the Director of the Office of Governmental and External Relations as the appropriate administrator to review and approve all proposed uses of the ANR logo on specialty items to ensure that such usage is consistent with applicable University and Division policies and regulations.
Logo for light background

This logo is for use on folders, mugs, balloons, t-shirts or other situations where the object is a light color and the logo art is printed in blue (Pantone 286C) or black. The artwork has been “opened up” to allow for the ink spread that occurs in silkscreening and other printing processes used on surfaces other than paper.

Note:
Manufacture and distribution of de minimis promotional or goodwill items (e.g. tote bags, mugs, T-shirts, balloons, caps, pennants, etc.) bearing the ANR logo shall be permitted only with prior approval. The Vice President has designated the Director of the Office of Governmental and External Relations as the appropriate administrator to review and approve all proposed uses of the ANR logo on specialty items to ensure that such usage is consistent with applicable University and Division policies and regulations.
Blue and gold logo art

This is camera-ready art for 2-color uses of the logo. The artwork has been “opened up” to allow for the ink spread that occurs in silkscreening and other printing processes used on surfaces other than paper.

Note:
Manufacture and distribution of de minimis promotional or goodwill items (e.g. tote bags, mugs, T-shirts, balloons, caps, pennants, etc.) bearing the ANR logo shall be permitted only with prior approval. The Vice President has designated the Director of the Office of Governmental and External Relations as the appropriate administrator to review and approve all proposed uses of the ANR logo on specialty items to ensure that such usage is consistent with applicable University and Division policies and regulations.