



VCE STYLE GUIDE



FONTS

ARIAL

- MICROSOFT OFFICE FONT
- BODY COPY AND HEADINGS
- PUBLICATIONS
- SANS SERIF FONT

MISSION STATEMENT

Virginia Cooperative Extension helps lead the engagement mission of Virginia Tech and Virginia State University, the commonwealth's land-grant universities. Building local relationships and collaborative partnerships, we help people put scientific knowledge to work through learning experiences that improve economic, environmental, and social well-being.

Core Values

- Inclusion of all stakeholders and partners in programming and discussions related to issues that affect agricultural enterprises, the family, and the local community.
- Integrity of information is maintained through unbiased and relevant research.
- Science-based knowledge is gathered from the research of highly respected scientists.
- Engagement of each partner in developing solutions for the challenges faced by the family, on the land, or in the community.
- Partnerships with all universities, state and federal agencies, community organizations, local and state governmental representatives, and other groups that • provide access to vital resources.
- Individual relationships between Extension educators and specialists with farmers, families, and local community representatives.
- Good stewardship of public trust where investments of time, money, and intellectual resources are effectively applied to responding to local issues.

Extension is committed to providing access to unbiased, scientific information related to locally defined issues; a presence in local communities; the establishment of strong partnerships and collaborative coalitions; and innovative service to the commonwealth.

JOST

- DESIGN FONT
- BODY COPY AND HEADINGS
- MARKETING MATERIALS
- **NOT FOR PUBLICATIONS**
- SANS SERIF FONT

MISSION STATEMENT

Virginia Cooperative Extension helps lead the engagement mission of Virginia Tech and Virginia State University, the commonwealth's land-grant universities. Building local relationships and collaborative partnerships, we help people put scientific knowledge to work through learning experiences that improve economic, environmental, and social well-being.

Core Values

- Inclusion of all stakeholders and partners in programming and discussions related to issues that affect agricultural enterprises, the family, and the local community.
- Integrity of information is maintained through unbiased and relevant research.
- Science-based knowledge is gathered from the research of highly respected scientists.
- Engagement of each partner in developing solutions for the challenges faced by the family, on the land, or in the community.
- Partnerships with all universities, state and federal agencies, community organizations, local and state governmental representatives, and other groups that · provide access to vital resources.
- Individual relationships between Extension educators and specialists with farmers, families, and local community representatives.
- Good stewardship of public trust where investments of time, money, and intellectual resources are effectively applied to responding to local issues.

Extension is committed to providing access to unbiased, scientific information related to locally defined issues; a presence in local communities; the establishment of strong partnerships and collaborative coalitions; and innovative service to the commonwealth.



What Is The Best Planting Date, Relative Maturity, and Seeding Rate For You?

PLANTING DATE X REL. MATURITY OBJECTIVE:
Determine the best relative maturity for April, May, and June planting dates.

SEEDING RATE OBJECTIVE:
Determine the optimal seeding rate for full-season and double crop systems.

YEARS & LOCATIONS

2016 - Dinwiddie
2017

Charles City
Orange
Suffolk

2018
Blackstone
Essex
Suffolk

2019
Caroline
Northampton
Suffolk



VIRGINIA AGRICULTURAL
EXPERIMENT STATION
VIRGINIA TECH.

COLORS

PRIMARY COLORS



VCE Blue

5405 C
C75 M47 Y33 K7
R76 G116 B139
#4c748b



VCE Maroon

208 C
C33 M100 Y57 K26
R139 G24 B67
#8b1843

SECONDARY COLORS



Sea Foam

7723 C
C70 M10 Y60 K0
R76 G172 B135
#4cac87



Monarch

151 C
C0 M60 Y95 K0
R245 G130 B41
#f58229



Midnight

303 C
C100 M70 Y50 K60
R0 G40 B56
#002838



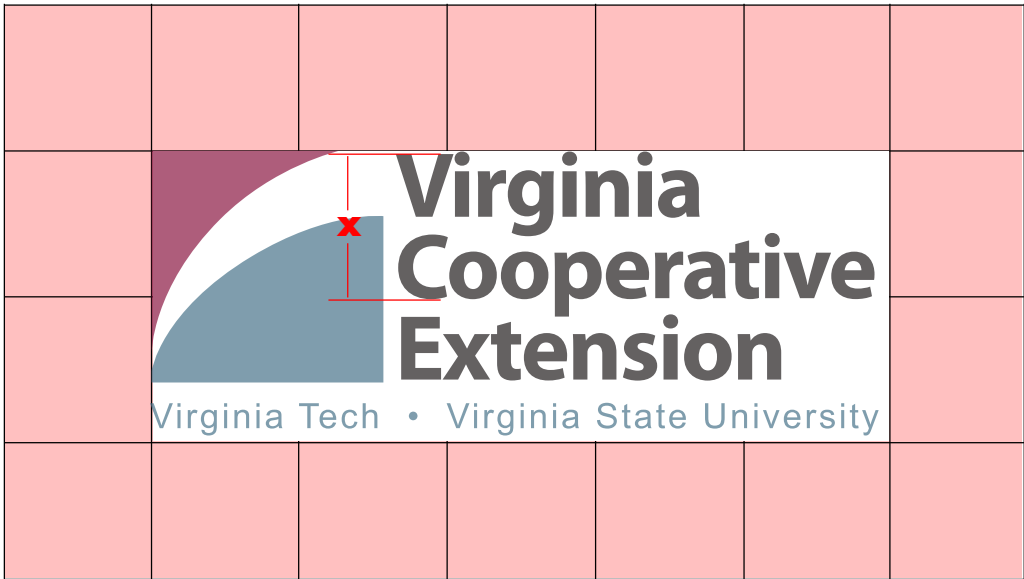
Harvest

107 C
C5 M10 Y95 K0
R255 G224 B0
#ffe000



LOGOS

PRIMARY



Logo protected area is equal to the height of the V and C in the logo (marked above)

VERTICAL



Logo protected area is equal to the height of the V and C in the logo

HORIZONTAL



Logo protected area is equal to the height of Virginia Cooperative Extension and university subtext



Missing university subtext



Logo has been squished



Logo has been stretched



Correct formatting for two logo lockup, the logos feel balanced and the VCE logo is on the left side



Incorrect formatting for two logo lockup, the logos feel unbalanced and the VCE logo is on the wrong side

PROGRAM LOGOS

(OFFICIAL STATEWIDE PROGRAMS)



Virginia Cooperative Extension

DIABETES
PREVENTION PROGRAM

Virginia Tech • Virginia State University



Virginia Cooperative Extension

BALANCED LIVING
WITH DIABETES

Virginia Tech • Virginia State University



Virginia Cooperative Extension

AGRABILITY

Virginia Tech • Virginia State University

INDICIA

The indicia must be included in VCE materials.

Virginia Cooperative Extension programs and employment are open to all, regardless of age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, genetic information, veteran status, or any other basis protected by law. An equal opportunity/affirmative action employer. Issued in furtherance of Cooperative Extension work, Virginia Polytechnic Institute and State University, Virginia State University, and the U.S. Department of Agriculture cooperating. Edwin J. Jones, Director, Virginia Cooperative Extension, Virginia Tech, Blacksburg; M. Ray McKinnie, Administrator, 1890 Extension Program, Virginia State University, Petersburg.

RESOURCES

VCE INTRANET

CALS RESOURCES

JOST FONT

4-H BRAND GUIDE

