

# A QUICK GUIDE TO THE N.C. COOPERATIVE EXTENSION BRAND

## 1 ONE BRAND, ONE VOICE

N.C. Cooperative Extension has developed a branding strategy to bolster awareness of Extension throughout the state. N.C. Cooperative Extension is a strategic partnership of NC State and N.C. A&T State University. This partnership is a key component of the university's mission to serve the people of North Carolina.

When people experience the benefits of Extension, we build trust and value, which stands to elevate everyone who is part of our family. Without clear and consistent branding, that trust and brand value remains isolated or fragmented, and does little to strengthen our overall identity.

Our success in building brand equity is contingent upon how well we all understand the standards of the brand – and how consistently we apply them. There's great power when many share a unified voice.

**It's time to tell our story to North Carolina.**

### Our Collective Mission

*N.C. Cooperative Extension partners with communities to deliver education and technology that enrich the lives, land and economy of North Carolina.*

## ELEVATOR PITCH

N.C. Cooperative Extension provides information you can trust to help people, businesses and communities solve problems, develop skills and build a better future. Extension specializes in agriculture, 4-H youth development, communities, food and nutrition, and the environment.

When you work with Extension here in [County Name], you can be confident that experts from NC State or N.C. A&T have researched and developed educational programs to ensure that you receive the best information to meet your needs. Currently, we're focusing on [insert high-profile local program]...

### Answering the Phone

Introduce yourself: **"Hi, this is \_\_\_\_\_, thanks for calling N.C. Cooperative Extension, \_\_\_\_\_ County" OR "N.C. Cooperative Extension, \_\_\_\_\_ County, this is \_\_\_\_\_, may I help you?"**

### Representing the Partnership

The N.C. Cooperative Extension name and logo should always be used to brand county-based programs and efforts – every county center represents our partnership, either with both universities and/or the local governments.

The university Extension units (Cooperative Extension at N.C. A&T / NC State) should follow the university brand standards.

## REFERENCING EXTENSION

- ✓ On first reference, it's acceptable to spell out "North Carolina Cooperative Extension." On subsequent references, use "N.C. Cooperative Extension" (include periods after the N and C) or "Extension."
- ✓ The N.C. Cooperative Extension name should be used when referencing efforts or programming that are developed and coordinated in collaboration by the partners.
- ✓ Correct county center names format: "N.C. Cooperative Extension, \_\_\_\_\_ County Center."
- ✓ References such as "Adams County Cooperative Extension" and "Adams County Extension" are incorrect.
- ✓ Always capitalize the first "E" in Extension when referring to the partnership. The first "e" in Extension should be lowercase when describing the nature of outreach.

