

Identity Guidelines

Changing the Name, Maintaining the Commitment

By unanimous vote of The Texas A&M University System Board of Regents, our organization was renamed Texas Cooperative Extension, effective July 27, 2001. This change supports our goals of:

- fulfilling the Extension mission to “provide quality, relevant, outreach and continuing educational programs and services to the people of Texas.”
- positioning the agency to effectively serve a dynamic Texas in the 21st century.

The name Texas Cooperative Extension more accurately represents the mission and broad scope of our activities across all program areas—agriculture and natural resources, family and consumer sciences, 4-H youth development, and community development. While we will continue, with no interruption or change, to provide research-based programs and information to a vital agriculture industry, we also will continue to provide education to families, youth, community leaders, and others.

The new name strengthens our ability to attract and retain clientele in both urban and rural areas, form partnerships, recruit new faculty members, and demonstrate accountability to public officials. It enables us to better communicate to all Texans our ability to serve them.

Building Brand Awareness

Extension's diversity in programs and audiences has always been one of our greatest strengths. But when it comes to creating public awareness, our highly fragmented identity has been one of our greatest weaknesses. The name change is a major opportunity for us to unite behind a single name and visual identifier which will build "brand awareness" for Extension.

We can increase the public visibility of our organization through frequent, consistent, long-term use of the Texas Cooperative Extension name, logo, and other visual identifiers. Consistency and frequency of use are especially critical as we introduce the new name and visual identity to the public.

Appropriate use of the new logo and a commitment to professionalism in communications can enhance the overall reputation of Texas Cooperative Extension. By adhering to the identity standards and following the marketing guidelines, each of us can help build a high level of brand awareness and reputation for Extension.

Using the Texas Cooperative Extension Name

Texas Cooperative Extension is the official name of our organization. It should be used on all signs, stationery, business cards, and all other products and materials used to identify us to the public. We will move as fast as we can to make this transition over the coming year.

Constant and repetitive use of the official name at all levels and by all units of the organization is the only way we can achieve brand awareness among clientele, elected officials, and the general public. Here are key points to remember in using the name:



There is no “the.”

Now that we are “Texas Cooperative Extension,” we do not use “the” before our name.

Examples:

- County Extension agents with Texas Cooperative Extension led the workshop.
- The 4-H Food Show was sponsored by Texas Cooperative Extension.
- Texas Cooperative Extension is an outreach education agency of The Texas A&M University System.

The name “Texas Cooperative Extension” is a proper noun. When the name is used as an adjective to describe something else, such as a local office, use of the word “the” is appropriate.

Examples:

- Stop by the Texas Cooperative Extension office in Weatherford.
- The Texas Cooperative Extension demonstration garden is located at 5th and Main.



There is no acronym for Texas Cooperative Extension.

We will not shorten our name to a set of initials in our communication with external audiences. The acronym “TCE” is meaningless and confusing to the public.

We realize that some use of “TCE” may be required internally, such as on computer files or other internal identifiers. Some documents created by the A&M System or the Agriculture Program which refer on second reference to all institutions and agencies by their initials, such as TAMU-K or TEEX, will likely use “TCE.” Some external organizations may do the same.

We cannot always control how others refer to us, but we can control our own use of the name to maximize public understanding.

For a shorter version of the name, use simply “Extension.”

It is best to use the full name at least once in your text before you start using the short version.

Examples:

- The sponsors of the Master Naturalist program are Texas Cooperative Extension and Texas Parks and Wildlife. Extension brings years of experience in informal education and volunteer management, in addition to expertise in environmental issues, to this partnership.
- Extension volunteers staffed the booth at the health fair.

“Extension” is capitalized—even when it is used as an adjective.

Extension should always be capitalized when it is used to mean Texas Cooperative Extension or the nationwide Extension system in all materials we produce.

Examples:

- Jefferson County residents benefit from a variety of Extension education programs.
- Please join us at the Extension open house on the October 14th.

When you are preparing a news release, remember that newspapers capitalize only proper names. The editor will capitalize Extension when it appears as part of the name Texas Cooperative Extension, but will otherwise use lower case, so you should follow news style in preparing news materials. In a column that appears under your byline you may be allowed to capitalize Extension. Check with the editor. Further guidelines on using the Extension identity with the media are in a separate section of this booklet.

When used to identify county programs, Texas Cooperative Extension should always be the most prominent identifier.

Our organization's "brand name" is Texas Cooperative Extension. County names should follow or be linked to the Extension name.

Examples:

- Texas Cooperative Extension, Coryell County
- Texas Cooperative Extension in Randall County
- Texas Cooperative Extension faculty from the Nueces County office received a grant to fund this program.
- I am a county agent with Texas Cooperative Extension in Galveston County.

Do not use County Extension Service as a substitute for Texas Cooperative Extension.

Name repetition is fundamental to marketing Texas Cooperative Extension. When you use "County Extension Service" (e.g., Brazos County Extension Service) in newsletters, printed materials, media work, presentations or conversations, on signs, or when answering office phones, you are promoting a competing identity which reduces our organization's public visibility. We cannot expect the public to know that "County Extension Service" means Texas Cooperative Extension, nor can we expect people to be aware of our work if we don't identify our organization by its correct name.

County government is our partner. County program identification should be included, as in the examples shown above. County identification can be included on signs and materials, as long as Texas Cooperative Extension is the dominant identity. In text, you

can refer to the partnership with County government, and printed materials should always carry the cooperating statement.

Program area names and program titles should follow the Texas Cooperative Extension name.

Our major program areas (e.g., agriculture and natural resources, family and consumer sciences, 4-H and youth development, community development) and individual program titles (e.g., Better Living for Texans, Master Marketers) should be branded initially with Texas Cooperative Extension, and with Extension in subsequent references.

Examples:

- The family and consumer sciences specialists with Texas Cooperative Extension have developed a new five-lesson series on parenting young children.
- Texas Cooperative Extension Master Gardeners in Tarrant County are offering a free composting workshop on Saturday.
- Extension Master Naturalist volunteers will lead the workshop.

An exception to this general rule is that the 4-H program's name may stand alone in text. For example, you do not need to say the Texas Cooperative Extension 4-H program. However, every 4-H publication, including newsletters, should clearly indicate that 4-H programs are conducted by Texas Cooperative Extension and carry the Extension logo. News releases and other media materials should also indicate that 4-H is a program of Texas Cooperative Extension. Further guidelines on co-branding are provided in a separate section of this booklet.

Texas Cooperative Extension can have a possessive form.

In many communications, especially upon second reference, you may want to use a possessive form of Texas Cooperative Extension.

Examples:

- Texas Cooperative Extension's community development programs emphasize entrepreneurship.
- Extension's Master Gardener program is the largest in the nation.

Using the Texas Cooperative Extension Logo

Our name, Texas Cooperative Extension, is strengthened when shown with the logo identifying our organization and its “parent brand” of The Texas A&M University System. Just as our name must be used consistently and repeatedly, so should the logo. Here are key points about using the logo.

Use the logo exactly as it is.

Do not attempt to alter or recreate this logo in any way. You may of course change the size as needed (within the parameters described below), but do not “stretch” or “compress” it—maintain its original proportions. One way to accomplish this is to hold down your shift key while you pull on the image box to resize it. In many computer programs, this technique maintains the original proportions as you resize the graphic.

The official logos are available in color and black and white formats in English and in Spanish at <http://texasextension.tamu.edu>

When possible, print the logo in its official colors or in black.

The official colors are maroon (Pantone 202) and slate blue (Pantone 548).

- When printing in four-color process or on your local color inkjet or laser printer, use the logo in the official colors.
- If you are printing only in black, then, of course, print the logo in black.



- If you are using any other single color, print the logo in that color.
- If you are using two or three ink colors, none of which is an official color, print the logo in only one of the colors you are using.

Do not separate the graphic (C, star, and E) from the words.

The logo is one unit and should be used that way. Corporations spend millions of dollars to establish their graphic identities. So, for example, people know that the golden-arches-shaped “M” stands for McDonald’s and the “swoosh” stands for Nike, whether the corporate name is there or not. However, the logos of most organizations, ours included, are not recognizable to the public when shown without the words.

Use the logo in an appropriate size for readability.

In printed materials, the logo should be no smaller than $\frac{3}{4}$ inch, top to bottom, and approximately $3\frac{5}{8}$ inches, left to right. Given the relative sizes of the word “Extension” and the “Texas Cooperative” and “The Texas A&M University System” lines, $\frac{3}{4}$ inch is the smallest size at which readability can be maintained.



When printing on dark backgrounds, use a “reverse” version of the logo.

When you are creating a sign or some other printed piece or object that has a dark background, a white, or “reversed-out” version of the logo will show up better than a color version. You can find a white version of the logo at <http://texasextension.tamu.edu>



Co-Branding Extension with Other Organizations or Partners

Co-branding, which involves sharing identity, is necessary and appropriate in many circumstances. The following guidelines relate to co-branding internal to our organization and The Texas A&M University System Agriculture Program, as well as externally with partnering organizations.

The Extension identity should be used with the 4-H logo on all 4-H materials.

The 4-H program is the only program area in Extension that has a national identity apart from its parent organization. Both Texas Cooperative Extension and 4-H benefit from co-branding that helps clientele, legislators, and the public understand that this youth program is a part of, and funded through, Extension.

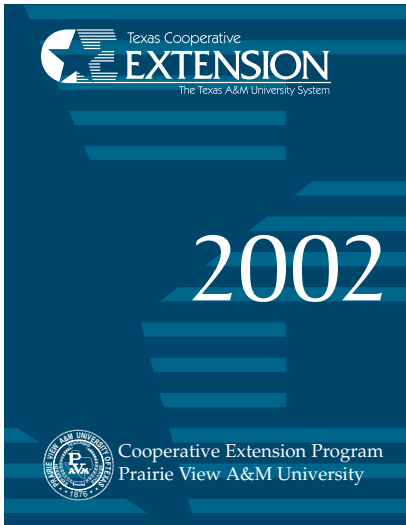
The 4-H Clover is the official logo of all 4-H organizations nationwide. All 4-H materials should include the 4-H Clover to create and reinforce the 4-H identity. In addition, 4-H materials produced in Texas should include the Texas Cooperative Extension logo to reinforce the relationship between Extension and 4-H.

The 4-H Clover usually should be placed to the right of the Extension logo or stacked under it with enough white space to suggest that they are separate logos. The two logos should not be overprinted or mixed in any way.

The 4-H Clover is protected by an Act of Congress, which provides even more protection than trademark status, and the guidelines governing its use are very specific. For more information about using the 4-H logo, see http://www.4h-usa.org/4h_name.htm#guidelines or contact the State 4-H Office.



Joint programs of Texas Cooperative Extension and the Prairie View A&M University Cooperative Extension Program should be co-branded.



Texas Cooperative Extension and the Prairie View A&M University Cooperative Extension Program work together in a number of counties in Texas. In those counties and on joint statewide programming, signs and materials should be “co-branded.” The logos of both organizations can be shown side-by-side or stacked vertically, with enough white space to suggest they are separate logos. The logos should be the same size.

Joint programs of Texas Cooperative Extension, Texas Agricultural Experiment Station, and other Agriculture Program agencies should be co-branded.

Texas Cooperative Extension and other Agriculture Program agencies, such as the Texas Agricultural Experiment Station, work as partners on many projects and programs. Extension and Experiment Station offices are jointly housed at Texas A&M Research and Extension Centers throughout the state. The logos of both organizations can be shown side-by-side or stacked vertically, with enough white space to suggest they are separate logos. The logos should be the same size. Similarly, when the Extension program is conducted jointly with any other Agriculture Program entity, it may be co-branded.

Joint programs of Texas Cooperative Extension may be co-branded with external organizations.

Although using multiple identities and logos reduces the impact of each, our external partners understandably want recognition for their contributions. Sometimes there’s a question of how much credit to give, and in what form. Here are some general guidelines:

- If Extension is the lead organization and the majority of work was done by our faculty members, materials should prominently display the Extension name and logo, and cooperating groups should be listed in a manner consistent with their contribution.
- If an outside organization's contribution was a donation of funds or goods (as opposed to actual development and delivery of the program), they should be listed as "sponsors" at an appropriate place in the program or other materials, but the overall identity for the program remains with Extension.
- If the outside organization is a true partner in developing and delivering the program, co-branding is appropriate.

When using multiple logos, make sure they are the same size and maintain adequate white space around them so they appear separate. Just as our Extension logo is not to be altered, you should not alter the logo of any partnering organization except to size it appropriately.

When many organizations contributed significantly to a program, it may be impractical to use the graphic logos of each organization, but inappropriate to display the Extension logo alone. In that case, it may be better to omit all logos and simply list Texas Cooperative Extension along with the names of the other program partners.

Identifying Mission and Program Areas

Help communicate Extension's mission.

A mission statement helps define an organization's purpose and philosophy in easy-to-understand language. We measure all of our programs against the mission statement to ensure it fits with our purpose. It is always appropriate to include the mission statement in program and promotional materials when space permits. We recommend using it freely on orientation materials for new volunteers, staff, and faculty.

Texas Cooperative's Mission Statement is

To provide quality, relevant outreach and continuing education programs and services to the people of Texas.

The mission statement is printed on the back of our business cards. A brochure with the mission statement as well as statements about Extension's scope, goals, priorities, and relevance also is available for order from Agricultural Communications' Distribution and Supply (MKT-1281). You can order it using the D-1 form.

Use Extension's New Slogan

A new slogan has been introduced as a part of the name change transition. It was derived from the input of all our employees who participated in the Center and campus meetings in 1999 to "describe Extension in nine words or less." That input generated value propositions about Extension which have been captured in our customer-oriented slogan:

The slogan is printed on many of the marketing and identity materials available for you to order. You should also feel free to use it on materials, such as newsletters, that you develop in your office. The slogan may be printed with just the first word capitalized, or with all the words capitalized, or with words in different sizes to emphasize "learning" and "life."

real
learning
for real life

“Cross-sell” our program areas.

Texas Cooperative Extension offers educational programming in four core areas. In alphabetical order, they are:

- agriculture and natural resources
- community development
- family and consumer sciences
- 4-H and youth development

We tend to capitalize these program area names in internal communications, which is acceptable, although not necessary. Be aware that, in press releases, the names should not be capitalized.

“Cross-selling” refers to helping customers understand that a business has more than one product or service in which they may be interested. For example, the bank where you have a checking account will send inserts in your statement to let you know they also have home improvement loans available. We know that many Extension clients often participate in one program, but are unaware of other educational activities or programs. You can help cross-sell Extension by having client newsletters that cover more than one area, using brief introductions to programs as a time to mention other activities, and including information from all program areas on enclosures and promotional materials.

Guidelines for Office Communication

Answering the telephone

Although there's room for flexibility, the Texas Cooperative Extension identity should always predominate in county, district, and Extension administrative offices.

Examples:

- "Texas Cooperative Extension, this is Rosa."
- "Good morning. Texas Cooperative Extension, Ford County."
- "Texas Cooperative Extension, Bell County. This is Amy."
- "Texas Cooperative Extension Master Gardener Hotline, may I help you?"
- "District 6 Texas Cooperative Extension, may I direct your call?"

On campus, staff located in academic departments or service units will follow departmental conventions. If possible, phones for Extension faculty within an academic department should be answered with the Extension identity.

Voice mail and answering machines

Program your phones to answer with the appropriate Texas Cooperative Extension identity.

Examples:

- "You have reached the Texas Cooperative Extension office in Bexar County. Our office will be open at 8 am on Monday. . . ."

Telephone directory listings

Directory listings are important marketing tools. We want prospective clients and partnering organizations to find us easily.

For the next telephone directory, request a white-pages listing for “Texas Cooperative Extension.”

Here are examples of a county directory listings:

- Texas Cooperative Extension, Rockwall County
- Texas Cooperative Extension, Nacogdoches County
- Texas Cooperative Extension, District 11
- Texas Cooperative Extension, Panhandle District

Also request a listing under county government as Texas Cooperative Extension, if possible. We understand that for historical or other reasons, you may need to use other listings (e.g., county agent under county government) as well.

Web pages

All web pages should have a nameplate that prominently features the agency identity. Web page templates and graphics are available for your use. You can find them on the web at:

<http://texasextension.tamu.edu/Templates/templates.html>

All web pages should have links to the official Texas Cooperative Extension site:

<http://texasextension.tamu.edu>

Internal and external signs, including those on vehicles

Signs for indoor use will be provided to counties during the year-long transition to the new name. In addition, we advise individual offices to explore possibilities for updating outdoor or permanent signs and vehicle signs with the new name and/or logo.

We realize signs are expensive and this changeover may take some time. And we know that, in many cases, the style and look of our signs is dictated by the rules of our landlords, the county courthouse, and other situations.

However, within these conditions, we do expect offices to develop a plan by August 1, 2002, for securing permission and funding as necessary to update permanent signs. The actual signs do not have to be in place by that date, but the plan should be completed.

Agricultural Communications and Extension Administration are exploring possibilities for making standardized signs available to county and other offices; you will be informed if and when such plans are finalized.


If you are able to proceed with producing signs on your own, please follow these guidelines:

- Where you can determine the style of the sign, use the official logo.
- The name without the logo should be used only in cases in which tenant regulations do not allow the use of the logo.
- Update changeable signs with removable letters, either indoor or outdoor, as soon as possible.


Publications

County, district, unit, and department offices produce a variety of publications, from newsletters to brochures and flyers. If these publications are done in support of Extension work, the Extension logo should be prominently shown at the top or on the front cover. To meet penalty mail and other legal requirements (see separate section on penalty mail), the publication should include the equal opportunity and cooperating statements, which can be placed in smaller print at the bottom of a page, the back of a publication, or wherever it seems appropriate.

- Equal opportunity statement: Extension programs serve people of all ages regardless of socioeconomic level, race, color, sex, religion, disability, or national orientation.
- Cooperating statement: The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating



Texas Cooperative
EXTENSION
The Texas A&M University System



Tarrant County

Extension Today

Volume VI | Issue III | Information and Education for Better Living | Summer 2000
County Extension Office | 103 Commerce Street | Fort Worth, TX 76102 | (817) 884-1945 | Fax (817) 884-1941

INSIDE THIS ISSUE

What Drives Financial Satisfaction Today? 2

Children's Money Choices Can Be Habit Forming 3

Summertime Food Safety 4

Summer Shopping Tips 4

Shedding Pounds for Summer 5

Food for Thought 7

USDA's New ABCs for Healthy Eating .. 8

One Homeless Night! 9


Making the Best Better !!!!! 9

Beat the Heat 10

Horticulture Tips 11

**Introducing
Extension's new home.....**

**Tarrant County Education Center
401 East Eighth Street
Fort Worth**



**Effective August 1, 2000
Phone numbers will remain the same**

**Grand Opening Celebration
November 1, 2000**

The more formal and lengthier variations of the equal opportunity and cooperating statements that are printed on many existing publications are acceptable, but not preferred.

Your Identity as a Texas Cooperative Extension Faculty or Support Staff Member

The greatest assets of Texas Cooperative Extension are its people—faculty and support staff members, program assistants, and volunteers. Each employee and volunteer has an important role to play in marketing our organization. That role starts by using personal identity tools that clearly identify each person's affiliation with Extension, and carry through with wearing our Extension name with pride.

Use items that identify you as an employee or volunteer with Texas Cooperative Extension.

The following are materials currently available to assist you in establishing your identity as an Extension employee.

Lapel pins

Blue and silver lapel pins have been distributed to everyone in the organization.

Business cards

Business cards can be ordered as they have been in the past. They will be printed with the new logo.

Name badges

Extension name badges featuring the new logo are in development. You will be informed as soon as they are available.

E-mail signatures

With the increasing amount of communication done by e-mail, your signature becomes an important form of identification. Often, the e-mail address that shows in the header will not identify Extension. But you can compensate for that in your signature at the end.

In your e-mail signature, it is also a good idea to include enough information so that the recipients may also contact you by phone, fax, or US mail.

Examples

Martha Macafee
County Extension Agent—FCS
Texas Cooperative Extension, Liberty County

Susan Russell
Texas Cooperative Extension
Harris County Extension Director
2 Abercrombie Drive
Houston, TX 77084
281 855-5600
sk-russell@tamu.edu

In the future, more identity items will be available for order, including clothing. You will be notified as these materials are produced.

Identity Guidelines for Working with the Media

Using the Texas Cooperative Extension identity in media work is extremely important. The publicity for Extension activities in the print and broadcast media may be the only way that a large portion of the public knows we exist or that we conduct effective educational work in response to community needs.

The single most important rule for media work is to always use the Texas Cooperative Extension name on first reference. If you use other terminology, such as “County Extension Service,” you are reinforcing an alternate identity rather than the agency that is funded to conduct Extension work.

Here are guidelines for identity in various forms of media work.

News releases

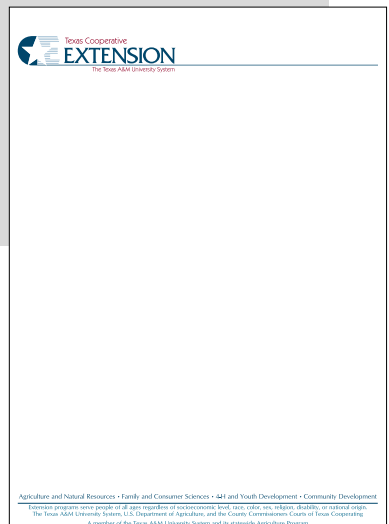
Contact information should be provided at the top or bottom on the news release, including your name, Texas Cooperative Extension, county office designation, office address, phone, fax, and e-mail.

Example:

Contact:

Russell James, County Extension Agent—Agriculture
Texas Cooperative Extension, Wharton County
123 Main Street
Wharton, TX 55555
555-1234, fax 555-4321

If you use letterhead with the office address, that may be omitted from the contact information.



Use Texas Cooperative Extension as first reference in the news release. Thereafter, use Extension.

Example

Got spots on your leaves?

Horticulturalists with Texas Cooperative Extension will be offering free plant disease analysis at the Rainbow County Home and Garden Show at Markus Arena this Saturday.

Joe Green, horticulture agent, said home gardeners can bring plant samples by the Extension booth at the north end of the arena for analysis and advice on disease control.

When quoting yourself, other faculty members, or volunteers in a news release, make sure the agency affiliation is clear.

Examples:

- Mary Brown, county extension agent with Texas Cooperative Extension, said . . .
- Extension agronomist Max Planck is conducting the demonstration at the Conner farm.
- Mary Beth Rainey, a volunteer with Texas Cooperative Extension, will lead the meeting.
- Extension volunteer Alberto Gonzales received the Community Service Award . . .

News Columns

A news column is dedicated space provided by a newspaper to an individual agent or the faculty of a county office. You have a by-line and control the content and how your job title and organizational affiliation are shown.

A byline at the top of the column will typically have just your name. However, if the newspaper editor prefers to list your affiliation there, it should be to Texas Cooperative Extension, rather than your county office or job title.

At the end of the news column, you are typically able to include a sentence describing who you are and your organization. You have latitude in how this is written, but you should include the agency, your title or job role, and the A&M System, if possible.

Examples:

- Miriam Esparza
- Miriam Esparza
Texas Cooperative Extension

If you have a news column, the name change gives you an opportunity to update your column descriptor to ensure it contains all the elements. Visit with your editor.

Examples:

- Roberto Ramirez is a horticulturist with Texas Cooperative Extension in Madison County.
- William Bird, county extension agent—agriculture, is with Texas Cooperative Extension in Hardin County.
- Maxcine Williams is a family and consumer sciences agent with the Texas Cooperative Extension, a part of The Texas A&M University System.
- Sissy Berthold is 4-H agent in Brown County for Texas Cooperative Extension.

Radio and television

Helping television or radio reporters get your correct name and affiliation should be a major goal every time you do an interview.

On television, there is very little space for character generation (words at the bottom of the screen) to identify you. This makes it difficult to ensure that the agency, county, and A&M System affiliations are all included. It's always a good idea to give a reporter your business card so he or she has the correct information as a reference.

Remember that, when you are on the air or being taped, you must be able to state your job and affiliation in a brief amount of time and it needs to be instantly understood. That typically means adopting a less formal, oral conversational style.

Here are ways you might identify yourself in speaking with broadcast reporters:

Examples:

- “Bill Peterson, agriculture agent with Texas Cooperative Extension here in Mason County.”
- “LaRae Marque, Extension agent for family and consumer sciences, Texas Cooperative Extension”
- “Marsha Mason, safety specialist with Texas Cooperative Extension at Texas A&M.”

Be aware that, in character generation for television, just your name and a couple of words are likely to be seen on screen to identify you and it probably will not be complete.

Examples:

- Marsha Mason—A&M Safety Specialist
- LaRae Marque, TX Coop. Extension
- Bill Peterson—Ag Agent

Because of the limitations of accurate identifications in broadcast media, it’s always a good idea to include the agency name very early in your interview remarks, whenever possible.

Identity Guidelines for Use of Penalty Mail

Penalty mail is a special mailing privilege arranged between the U.S. Department of Agriculture and the U.S. Postal Service. It is not “free mail.” This privilege provided Texas Cooperative Extension with \$874,000 to be used for postage in FY 2000. Legal use of penalty mail requires that Extension faculty members and support staff follow a few simple rules, including some that relate to correct identification of Texas Cooperative Extension.

Extension county and state faculty members have the penalty mail privilege.

Full-time faculty and professional staff members (county agents, specialists, and administrators) who have at least a 50-percent appointment with Extension can sign correspondence postmarked with penalty postage. The user bears full responsibility for following all penalty mail rules. A penalty mail handbook is in every Texas Cooperative Extension office.

The staff of Better Living for Texans, the Expanded Nutrition Program, and the Integrated Pest Management program are not authorized to use penalty mail. Grant money designated for postage is provided to those programs.

Extension support staff are not authorized to use penalty mail.

Members of organizations that are partnering with Extension cannot sign penalty mail. Credit for outside organizations’ contributions can be noted in the body of the correspondence.

Penalty mail postage must have certain identity elements and legal statements.

These elements are required for penalty mail:

- The official Texas Cooperative Extension name and logo dominantly displayed.
- The equal opportunity statement: Extension programs serve people of all ages regardless of socioeconomic level, race, color, sex, religion, disability, or national origin.
- Cooperating statement: The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating.
- A signature of the person having penalty mail privilege, and his or her official Extension title (academic titles are not allowed).

A letter written on Extension letterhead is legal for penalty mail postage as long as it is signed by an authorized faculty member and has his or her title. When mailing publications or other materials, an enclosure slip which contains all of the elements listed above will make it possible to use the penalty mail privilege.

Penalty mail is only for official business.

Penalty mail is for the conduct of Extension work. Personal correspondence, job applications, holiday greetings, material for other organizations, and all other non-Extension materials do not qualify.

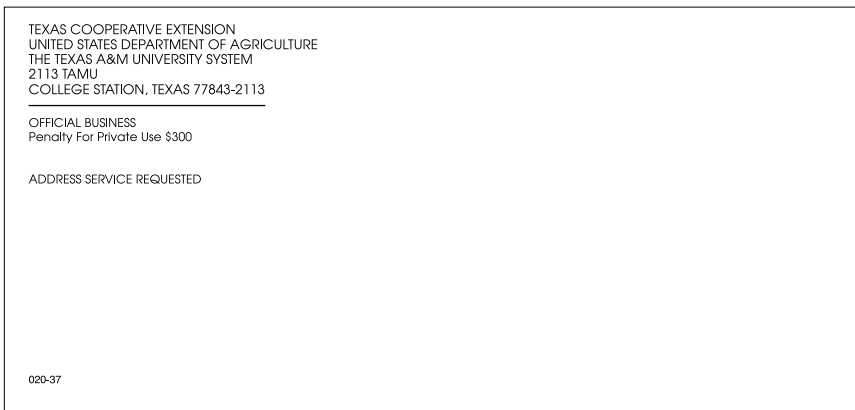
The penalty mail regulations also specify that the privilege cannot be used for advertising or buying or selling of products. Notices about seminars, workshops, and conferences that require a registration fee can use penalty mail only if a “no-profit” track record has been established. If the event has a history of generating a profit, the postage should be paid from the event’s proceeds.

Penalty mail must be sent in official penalty mail envelopes.

A letter or other material that does not meet penalty mail requirements must be mailed in a regular envelope. Penalty mail envelopes are marked as such and can be legally used only for penalty mail.

Penalty mail regulations require that the agency use only one return address, the official return address for Texas Cooperative Extension in College Station. Official penalty mail envelopes are available through Distribution and Supply and should not be produced locally.

Penalty envelopes have “Address Service Requested” printed below the return address. The post office will forward the mail to the new address and return the address correction information to Texas Cooperative Extension for a charge of 50 cents. Returned penalty mail is opened by the Mail Services personnel in College Station and address correction information sent to the county or specialist office where the mail originated.



Resources About Identity Guidelines and Materials

If you have questions about the Texas Cooperative Extension identity and use of the name or logos, please contact Elizabeth Gregory at 979.862.4468 or e-gregory@tamu.edu.

This information prepared by Ellen Ritter, Professor and Head, Agricultural Communications, and Elizabeth Gregory, Associate Professor and Extension Marketing Coordinator, Agricultural Communications, October 2001