ALLOW US TO INTRODUCE OURSELVES
strategy/positioning statements and keywords
CAFNR Leadership Positioning
Always looking forward and drawing from the strengths of its diverse disciplines, the College of Agriculture, Food and Natural Resources is at the center of ensuring sustainability for future generations by infusing world-class research and the most advanced science-based technology with confidence, creative thinking, conscience, and commitment to excellence.

CAFNR Elevator Speech
CAFNR is changing the core components of society that impact what we eat, where we live and how we’ll face tomorrow. As the University of Missouri’s College of Agriculture, Food and Natural Resources, we are at the forefront of research and education working toward global sustainability.

Keywords
visionary
creative
open-minded
inspirational
bold
progressive
global

Supporting Messages
personal connections
evidence of excellence
innovative thinking
inspirational impact
BRAND COMMAND
logo/tagline usage and placement

CAFNR logo
The same guidelines for colors, spacing and acceptable use should be followed as directed by the University of Missouri Office of Publications and Alumni Communication (see “Logo and Design Policies” tab at publications.missouri.edu), some of which include:

• The stacked MU is the icon to be used as the logo of the University.
• No other logo should be substituted for the stacked MU or used with it.
• Do not alter, redraw or distort the MU logo in any way.

the logo using the full name of the College should be used for all external communications

• CAFNR
  College of Agriculture, Food and Natural Resources
  University of Missouri

• College of Agriculture,
  Food and Natural Resources

• College of Agriculture,
  Food and Natural Resources

the logo using the acronym for the College may be used for some internal communications where appropriate

• CAFNR
  College of Agriculture, Food and Natural Resources
  University of Missouri

• CAFNR
  College of Agriculture, Food and Natural Resources

• CAFNR
  College of Agriculture, Food and Natural Resources

• CAFNR
  College of Agriculture, Food and Natural Resources
CAFNR branding
tagline

- The tagline should be set in DIN Regular font and set apart from other elements (including the CAFNR logo) to establish it as a separate, distinct message.
- It should be used as a title/theme in all applications, yet not overused by repeating it more times or in more places than necessary.
- The tagline should be set in black on light-colored backgrounds and in white (reverse) on dark-colored backgrounds, but no other colors should be used.
- The tagline should be sized in tasteful proportion to the application; as a general rule, this means no more than 60% of the total width of the area (for example, the tagline should not be wider than approximately 5” on an 8.5” wide piece of paper).
- The tagline should be set in one single line, not broken into two or more lines of text. (This rule can be modified for extremely vertical applications where a single line of text becomes too small to be legible; for example, vertical banners, or the Facebook profile image as shown at the far right.)
- Placement of the tagline is most effective when centered horizontally in the space; however, there may be some instances where the logo looks best when aligned at the left or right side.

examples of correct usage:

Collaborating for the Greater Good

examples of incorrect usage:

- Collaborating for the Greater Good
- Collaborating for the Greater Good

examples above are incorrect due to: 1. wrong color  2. wrong font  3. tagline text too large for the size of the piece
HUE WE ARE
color palettes/formulas and production specifications
### Identity Standards Guide

<table>
<thead>
<tr>
<th>SWATCH</th>
<th>PANTONE</th>
<th>CMYK</th>
<th>HEX FOR WEB</th>
<th>USE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>black</td>
<td>C=0 M=0 Y=0 K=100</td>
<td>#1d1d1d</td>
<td>backgrounds, text, linear border elements</td>
</tr>
<tr>
<td></td>
<td>PMS 124</td>
<td>C=0 M=25 Y=90 K=5</td>
<td>#eba722</td>
<td>MU shield</td>
</tr>
<tr>
<td></td>
<td>PMS 194</td>
<td>C=0 M=100 Y=64 K=33</td>
<td>#9b243e</td>
<td>page headings, subheadings</td>
</tr>
<tr>
<td></td>
<td>PMS 730</td>
<td>C=0 M=38 Y=78 K=29</td>
<td>#a96f3e</td>
<td>accent color</td>
</tr>
<tr>
<td></td>
<td>PMS 7496</td>
<td>C=40 M=0 Y=100 K=38</td>
<td>#6a8012</td>
<td>accent color</td>
</tr>
<tr>
<td></td>
<td>PMS cool gray 11</td>
<td>C=0 M=2 Y=0 K=68</td>
<td>#717174</td>
<td>body text, feature text</td>
</tr>
<tr>
<td></td>
<td>PMS cool gray 9</td>
<td>C=0 M=1 Y=0 K=51</td>
<td>#747679</td>
<td>body text, feature text</td>
</tr>
<tr>
<td></td>
<td>PMS cool gray 7</td>
<td>C=0 M=0 Y=0 K=37</td>
<td>#9a9b9d</td>
<td>body text, feature text</td>
</tr>
<tr>
<td></td>
<td>PMS cool gray 5</td>
<td>C=0 M=0 Y=0 K=29</td>
<td>#b3b3b3</td>
<td>body text, feature text</td>
</tr>
</tbody>
</table>

**Specialty ink options for four-color printing situations:**

<table>
<thead>
<tr>
<th>SWATCH</th>
<th>DESCRIPTION</th>
<th>MIX/FORMULA</th>
<th>USE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>rich black</td>
<td>C=50 M=50 Y=100 K=50</td>
<td>large areas of solid coverage</td>
</tr>
<tr>
<td></td>
<td>rich black</td>
<td>100% black with 100% cyan kicker</td>
<td></td>
</tr>
<tr>
<td></td>
<td>flood gloss varnish</td>
<td>[determined by printer]</td>
<td>protective, shiny coating to apply over large areas of solid coverage (as in rich black)</td>
</tr>
<tr>
<td></td>
<td>spot gloss varnish</td>
<td>[determined by printer]</td>
<td>shiny highlight coating to apply (sparingly) over imagery/elements for emphasis</td>
</tr>
</tbody>
</table>
SPELLING IT OUT
fonts and font families
DIN Light

use: feature text
colors: black, cool gray 5, 7, 9, 11
scale: midsize
case: primarily lowercase
sample: We are the College of Agriculture, Food ...

DIN Regular

use: tagline
colors: black or reverse
scale: midsize
case: standard
sample: Collaborating for the Greater Good

DIN Bold

use: highlighted names/keywords within body text
colors: red (PMS 194)
scale: same as body text
case: standard
sample: “... quoted text,” says John Student, bioscience major ...

Adobe Jenson Pro Light

use: standard body text
colors: black or cool gray 11
scale: suitable for legibility within application
case: standard
sample: “Here is some sample body text.”

GOTHAM LIGHT

use: titles/page heading
colors: red (PMS 194)
scale: large scale (biggest, most prominent text in the piece)
case: all caps
sample: GREAT MINDS

Gotham Light

use: secondary title/page subheading
colors: red (PMS 194)
scale: approximately 25% of the size of the heading
case: lowercase
sample: don’t have to think alike
IMAGE IS EVERYTHING
image style, content, personality
Summary
The effectiveness and distinctiveness of the CAFNR branding efforts will rely heavily on photography. Style and content of images should interestingly, compellingly represent traits for which the College is known — visionary, creative, open-minded, inspirational, bold, progressive and global. Traditional, conservative, academic, “typical” images have had their place and purpose in the past, but going forward the evocation should be unexpected.

Examples of some desired characteristics for the CAFNR image collection
• unusual angles/points of view
• extremely close-range interspersed with “normal” ranges
• unconventional composition, suitable for creative cropping when appropriate
• unexpected, unique content
• a good mix of full-color along with warm grayscale

Driving theme
The marketing research highlights keywords that all of CAFNR’s communications should relate back to: personality, people, leadership and relevance. A concept that answers all of these keywords and serves as a common theme throughout CAFNR’s communication efforts will be “the people behind the science” (the word science could be substituted with words like research, mission, product, accomplishment, etc.). Below are examples of images that accurately convey this theme:

the science [left], the person behind the science [right]

the product [left], the person behind the product [right]

the mission [left], the person behind the mission [right]

examples of other images that use nontraditional compositions, crops, content, and/or color
IT’S ELEMENTAL
elements to enhance the communications
The basic style shown in the marketing research firm’s concept sample will be followed to create a clean, cohesive image among all CAFNR communications. Outlined below are some of these elements and guidelines for their use; it is not realistic to cover all possible scenarios, but these guidelines should be used as main foundational elements.

General characteristics for layouts
- notably dramatic proportions (for vertical orientations the height is a considerably larger figure than the width, and vice versa for horizontal orientations; this specification is meant to show that physical proportions of pieces are important aspects in supporting the “unexpected” nature of the communications)
- content of facing pages should contrast each other (white space on one, image- or text-heavy on other)

graphic elements
- heavy black border lines* around each page, separating photos, setting off bands of text or photos
- generous white space
- grid of 3 columns for vertical applications, grid of 5 columns for horizontal applications
- narrow column widths
  * approximate guidelines for black border lines are: 8 pts for smaller pieces such as trifold brochures, 16 points for larger-format print pieces such as the image booklet, and the same proportionate scale/thickness for oversized applications such as banners and signage

text
- large headline text surrounded by white space, counterbalanced by narrow column(s) of copy
- small yet reasonably-sized and easily legible body text**
- flush-left alignment
  * approximate guidelines for text sizes are: 9-10 pts for smaller pieces such as trifold brochures, 10-12 points for larger-format print pieces such as the image booklet

photo images
- only strong images that mean something (not “filler”)
- should be dominant element(s) of page or page spread
A PLACE FOR EVERYTHING
placement of logo and/or tagline on environmental pieces, ad specialty items, wearables, etc.
The CAFNR logo and the branding tagline should be placed on items in tasteful proportions: rather than filling the maximum imprint area, the graphics should be a bit more subtle in their scale and placement. A good way to achieve this effect is to keep the logo and/or tagline relatively small (legible, yet not over-prominent), placed a bit lower or higher than dead center.

To reinforce the Mizzou image and establish a coordinating consistency, items should be ordered in black when possible. This allows the logo and tagline to be imprinted attractively and cost-effectively in a single color (white) or in two colors (MU gold and white) while maintaining a visual unity with the Mizzou image.

For some applications, it would be acceptable and appropriate to modify the tagline’s text to fit the purpose or audience. The t-shirt mock-up below is a good example: embedding the word collaborate in an extensive list of action words reiterates the nature of collaboration, creating an interesting graphic illustration of the meaning behind the concept.
IF YOU BUILD IT, THEY WILL COME

guidelines for construction and assembly of printed communications
The basic format/style shown in the marketing research firm’s concept sample will be used as a foundation for creation of all CAFNR communications. Outlined below are some production guidelines for reference. These are simply basic guidelines; the actual specifications would be determined/driven by the piece’s intended use, audience, distribution channel, quantity, budget, etc.

Stock
• clean, crisp, bright white (blue-white), matte-coated paper
• weight of stock to be determined by purpose of piece
• in some cases where a high-end “specialty” piece is called for, vellum sheets may be inserted to alternate within the text pages

Inks
• four-color process on most all printed communications
• when spot color is required, it is acceptable to use a combination of Pantone inks as outlined on page 7

Size
• varies with each individual piece (see “General characteristics” on page 13 for guidelines about proportion)

Folding
• dependent on piece

Binding
• dependent on piece
SIGNING OFF
who’s involved in CAFNR communications
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