



Quick Style and Reference Guide

Introduction

The UC Master Food Preserver Program depends on a variety of people to represent and promote the program, University research and safe home food preservation information. In today's digital era everyone is a marketing professional representing the program online – staff, coordinators and volunteers. We are regularly writing content for websites, newspapers, blogs, emails and social media.

Utilizing the style guide promotes a cohesive statewide brand for the UC Master Food Preserver Program and minimizes the distribution of inconsistent or inaccurate information. This style guide is designed to help counties maximize volunteer and coordinator resources, and increase professionalism and consistent messaging.



About Us

Since 1985, the UC Master Food Preserver Program has been extending UC research based information about safe and delicious food preservation recipes and techniques. The UC Master Food Preserver Program is a public service and outreach program under

UC Agriculture and Natural Resources (UC ANR), administered locally by participating UC Cooperative Extension (UCCE) offices. The UC Master Food Preserver Program is an example of an effective partnership between UC and passionate volunteers.

Mission Statement:

The UC Master Food Preserver Program's mission statement is used to help guide the program, and clearly defines our core goals and programmatic activities.

“To teach research-based practices of safe home food preservation to the residents of California.”

The mission statement and tagline for all local county-based programs is the same as the statewide mission statement and tagline and should never be altered or modified.

Tagline:

“Preserve Today, Relish Tomorrow.”



Resources from UC ANR Communication Services

UC ANR Branding Toolkit

UC Agriculture and Natural Resources has developed an in-depth website detailing standards and style. Please reference the [UC ANR Branding Toolkit](#) for additional in-depth UC ANR recommendations. Resources available in the UC ANR Branding Toolkit:

- [Fonts and colors](#)
- [UC ANR logos and templates](#)
- [Program logos and templates](#)
- [Telling our story](#)
- [How-to Guides](#)
- [Example gallery](#)
- [Tools in Spanish](#)

UC ANR Writing Style Manual

The preferred style manual for UC ANR and the UC Master Food Preserver Program is the [Chicago Style Guide](#). UC ANR developed an internal [ANR Writing Style Guide](#) for quick reference on commonly used words.

Commonly Used Acronyms

Reference the [UC ANR Acronym Directory](#) for a full list of commonly used internal acronyms and definitions.

Acronym Examples

UC - University of California

CE – Cooperative Extension

UCCE - University of California Cooperative Extension: UC ANR's outreach arm, with farm, nutrition, family and consumer sciences advisors based in more than 50 county offices.

UC ANR – University of California Division of Agriculture and Natural Resources

UC IPM – UC Integrated Pest Management.

The following acronyms and/or terms should not be used on materials developed or available to the general public:

MFP – Master Food Preserver
Using the acronym 'MFP' does not accurately translate to the public what the UC Master Food Preserver Program is.

MG – Master Gardener
Using the acronym 'MG' does not accurately translate to the public what the UC Master Gardener Program is.



General Grammar and Writing Guidelines

Terms for Referencing UC ANR, UC Master Food Preserver Program, and UC Cooperative Extension:

- UC Agriculture and Natural Resources (UC ANR)
- UC Cooperative Extension (UCCE)
- UC Master Food Preserver Program *or* UCCE Master Food Preserver Program

Terms for Referencing Volunteers and County-Based Programs:

- UC Master Food Preserver *or* UC Master Food Preserver volunteer *or* UCCE Master Food Preserver *or* UCCE Master Food Preserver volunteer
- UC Master Food Preserver Program of _____ County *or* UCCE Master Food Preserver Program of _____ County

Please note: the term “UCCE *or* UC Master Food Preserver” should always be capitalized, this is the same for the term “UC *or* UCCE Master Food Preserver Program”.

Do:

- ✓ UCCE Master Food Preserver Program of ABC County
- ✓ UC Master Food Preserver Program of ABC County

Don't:

- ✗ ABC County Master Food Preserver Program
- ✗ Master Food Preservers of ABC County
- ✗ Master Food Preserver ABC County

Fonts

The font families associated with the UC ANR Branding Toolkit are:

- Minion Pro (serif)
- Cronos Pro (sans serif)

Not everyone will have these font families available. Acceptable substitutes are:

- Times New Roman (serif) in place of Minion Pro
- Verdana (sans serif) in place of Cronos Pro

Formatting Style Guidelines

Logos

The official statewide logo for the UC Master Food Preserver Program is the key building block of the program's identity and the primary visual element that communicates who we are and what we do. The logo should appear on all program marketing materials and websites. The logo should never be color enhanced, outlined or altered in any way. All current logos and logo formats can be found and downloaded from the UC ANR branding toolkit, located under [Program Logos and Templates](#).

Standard Logo

The standard logo for normal operational use is the simplified logo with **no text**; this logo should be used in all smaller applications and uses including social media. Standard logo with full text or short text are for use when it is not possible to include the UC ANR logo and/or connect back to the University or UC Cooperative Extension.



No Text



Full Text



One Color

UC Master Food Preserver and UC ANR Logo

The standard no text UC Master Food Preserver Program logo was designed to work in conjunction with the horizontal or stacked UC ANR logo on all marketing materials, PowerPoint presentations, flyers, etc. See examples below:

Stacked Logo:



University of California
Agriculture and Natural Resources

UCCE Master Food Preserver Program

Horizontal Logo:



University of California

Agriculture and Natural Resources

UCCE Master Food Preserver Program

Secondary Logos

A secondary logo is any graphic, artwork, image, or stylized text that is used to identify a specific county-based UC Master Food Preserver Program. **The use of secondary logos is not permitted for the UC Master Food Preserver Program under any circumstances.**

Support Group or Affiliated Organization

Co-branding of two logos is only permitted for University support groups and affiliated organizations as defined by [UC Policy](#).

Any activities directly linked to the UC Master Food Preserver Program and for which UC Master Food Preserver volunteers are receiving volunteer hours must be branded and include the official UC Master Food Preserver Program statewide logo. For these events and/or activities the UC Master Food Preserver Program logo must be placed in the predominant location on all marketing materials and must be of equal or greater size than the support group or affiliated organization logo.

Do:

- ✓ Allow for 'safe space' around the logo
- ✓ Make the logo an adequate size
- ✓ Make legibility a priority
- ✓ If space does not allow for legibility, use no text option

Don't:

- ✗ Place logo on busy patterns or textured backgrounds
- ✗ Customize the logo
- ✗ Publish the logo smaller than .50 inches (150 px at 300 dpi, 36 px at 72 dpi)
- ✗ Create your own program logo

Communication Goals

Trusted
Practical
Leader
Community
Research-based
Positive
Timely
Clear
Consistent
Accessible

Imagery

Bright
Natural light
Clean
Fresh
Diversity in gender, race
and age
Interesting
Timeless



Brand Color Palette

ORIGINAL						
	SV Khaki	SV Green	SV Red	SV Blue	ANR Blue Process 286	ANR Gold Process 130
CMYK	C=0 M=15 Y=75 K=36	C=65 M=0 Y=100 K=0	C=10 M=95 Y=95 K=10	C=100 M=0 Y=0 K=0	C=100 M=83 Y=16 K=5	C=0 M=30 Y=100 K=0
RGB	R=190 G=160 B=69	R=98 G=187 B=70	R=199 G=45 B=39	R=0 G=174 B=239	R=25 G=70 B=135	R=253 G=185 B=19
HEX	b19540	62bb46	c72e27	00aeef	194687	fdb913

LIGHT						
	SV Lt. Khaki	SV Lt. Green	SV Lt. Red	SV Lt. Blue	ANR Lt. Blue	ANR Lt. Gold
CMYK	C=0 M=4 Y=23 K=11	C=25 M=0 Y=40 K=0	C=4 M=28 Y=28 K=4	C=32 M=0 Y=0 K=0	C=25 M=21 Y=4 K=1	C=0 M=15 Y=50 K=0
RGB	R=230 G=217 B=184	R=195 G=224 B=174	R=229 G=183 B=165	R=165 G=223 B=249	R=185 G=187 B=212	R=245 G=216 B=146
HEX	e6d9b8	c3e0ae	e5b7a5	a5dfff9	b8bbd4	ffd98f

DARK						
	SV Dk. Khaki	SV Dk. Green	SV Dk. Red	SV Dk. Blue	ANR Dk. Blue	ANR Dk. Gold
CMYK	C=0 M=18 Y=100 K=72	C=77 M=0 Y=100 K=35	C=24 M=100 Y=100 K=35	C=100 M=4 Y=0 K=46	C=100 M=88 Y=42 K=34	C=30 M=51 Y=100 K=30
RGB	R=105 G=85 B=0	R=19 G=129 B=52	R=137 G=21 B=23	R=0 G=106 B=149	R=24 G=44 B=82	R=138 G=99 B=32
HEX	695500	138134	891517	006a95	182c52	8a6320

Additional Resources:

ucanr.edu/sites/Toolkit

www.dictionary.com

www.thesaurus.com

Images Resources:

ucanr.edu/repository

Contact Information:

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It is the policy of the University of California (UC) and UC of Agriculture & Natural Resources (UC ANR) not to engage in discrimination against or harassment of any person in any of its programs or activities (Complete nondiscrimination policy statement can be found at <http://ucanr.edu/sites/anrstaff/files/215244.pdf>) Inquiries regarding ANR's nondiscrimination policies may be directed to Linda Marie Manton, Affirmative Action Contact, University of California, Agriculture and Natural Resources, 2801 Second Street, Davis, CA 95618, (530) 750-1318.