

CalFresh Healthy Living, UC

Brand Guide

STATE

The University of California administers the SNAP-Ed grant through the State Office in Davis.

Example: The CalFresh Healthy Living UC logo is used by the State Office when providing technical assistance and trainings conducted by the State Office; reports written by the State Office in compliance with the USDA/CDSS grant such as the Final Report; materials and presentations for national conferences; studies led by the State Office.



[CalFresh Healthy Living, UC + UC ANR Branding Guidelines and Toolkit](#)

LOCAL

UCCE is the local implementing agency for CalFresh Healthy Living, UC.

Example: In compliance with the CalFresh Healthy Living brand guide, use the logo below for all communications and materials, such as events at schools and flyers related to local program implementation.



For integrated projects that involve other UC ANR programs, use the local implementing agency treatment and reference other organizations or statewide programs using copy.



Healthy Living Ambassadors is a collaboration between 4-H and CalFresh Healthy Living, UC



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This guidance also applies to referencing the name of your County. Use the local implementing agency logo treatment and reference the County name using copy.

For County profiles or internal reports, refer to the program as “CalFresh Healthy Living, UCCE XX County” and use “the Program” for subsequent references.

PARTNERSHIP STATE & LOCAL

When partnering with the CalFresh Healthy Living, UC State Office for events or other initiatives, use the partner logo treatment below.

Example: Use this logo treatment for State Office trainings led in conjunction with UCCE; materials and presentations for state conferences such as posters from counties for the CalFresh Healthy Living Forum; promotional materials that are used statewide.



Messaging

For audiences with youth and adult participants in our program, please introduce yourself as follows:

Example: “Hello, , I’m XX from CalFresh Healthy Living, UC Cooperative Extension, XX county.”

For professional meetings with adults/partners, please include a reference to UC ANR:

Example: " Hello, I'm XX from CalFresh Healthy Living, UC Cooperative Extension, XX county, part of a statewide network of programs called UC Agriculture and Natural Resources."

In written materials, please include the standard UC ANR boilerplate to help audiences understand the impact of the division as a whole:

UC Agriculture and Natural Resources brings the power of UC to all 58 California counties. Through research and Cooperative Extension in agriculture, natural resources, nutrition, economic and youth development, our mission is to improve the lives of all Californians. Learn more at ucanr.edu.

Promotional Materials

CalFresh Healthy Living, UC State Office directs local UCCE programs to utilize all previous branded materials/resources and then transition to comply with the new branding in a timely manner. When developing new resources, please use the new branding to present a cohesive look for the program implementers and participants.

Nametags, aprons, tablecloths and any other items that have the old brand will be gradually replaced with the new brand as budget allows. The replacement of these items will be coordinated by the CalFresh Healthy Living, UC State Office.

Posters

Place partnership logo treatment on a white background. Please do not place within a white box on CalFresh Healthy Living templates. When discussing UCCE programs such as UC 4-H Youth Development, Expanded Food and Nutrition Education Program (EFNEP), the UC Master Gardener Program, or the UC Master Food Preserver Program it is recommended to bold the program names in the text of the poster and minimize the use of acronyms

Templates

For newsletters, PowerPoints, posters, flyers, etc., use the [CalFresh Healthy Living Toolkit](#) templates and incorporate the branding guidelines outlined above depending on the project, delivery and co-funder.

Funding Statement Update-1/23/20

Complete Version

California's CalFresh Healthy Living, with funding from the United States Department of Agriculture's Supplemental Nutrition Assistance Program – USDA SNAP, produced this material. These institutions are equal opportunity providers and employers. For important nutrition information, visit www.CalFreshHealthyLiving.org.

Email Signatures

Please transition e-signatures to the following:

First and Last Name

Position Title

University of California Cooperative Extension, xx County

Program Name(s)

Location (Physical address)

Phone Number

Email (optional)

Local Implementing Agency Logo (see above)

Example:

Strawberry Fields

Nutrition Educator

CalFresh Healthy Living, UCCE El Dorado County

4-H Youth Development | UC Master Gardener Program

311 Fair Lane

Placerville, CA 95667

Phone: (530) 621-5533

Email: smfields@ucanr.edu



If you have any questions about design or branding, please don't hesitate to reach out to Linda Forbes, UC ANR Strategic Communications Director: lforbes@ucanr.edu