

**College of  
Agriculture and Life Sciences**

*Using the Graphic Identity*

COLLEGE OF  
**AGRICULTURE & LIFE SCIENCES**  
ACADEMICS ▲ RESEARCH ▲ EXTENSION

The College's graphic identity should be integrated into all printed, Web and visual productions distributed by College of Agriculture and Life Sciences' faculty and staff members. Examples include:

- research reports for distribution to other researchers and the public
- brochures and booklets that present information to students and their parents
- Web sites and their associated documents
- Extension fact sheets produced by College faculty members
- information brochures and booklets
- PowerPoint and other onscreen presentations
- videos, DVDs, CDs and other multimedia productions

The wordmark is designed to convey the substance of our work while allowing users to emphasize any one element of the three functions. Thus, a brochure for distribution to students should include the graphic identity with the **academics** element highlighted in color or boldface. A research publication created by the N.C. Agricultural Research Service should include the graphic identity with the **research** element highlighted in color or in boldface. A Cooperative Extension fact sheet should include the graphic identity with the **extension** element highlighted in color or boldface.



It is important that the wordmark be used consistently. Even minor alterations in the type can detract from its effectiveness as a college symbol. Therefore, please do not attempt to recreate the graphic on your own. For your convenience, image files are available on the Web at <http://www.cals.ncsu.edu:8050/agcomm/CALSLogo/> or through the Department of Communication Services; contact Greg Miller at [greg\\_miller@ncsu.edu](mailto:greg_miller@ncsu.edu) or (919) 513-3149. He can also provide additional clarification if you are unsure whether and how to use the graphic identity within a publication or other product.

## Colors

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The wordmark can be represented in either of two colors on printed materials and most other productions:

- PMS 186 (N.C. State's official red)
- Black

The wordmark should always be printed in black ink only when a document is printed on colored paper of any kind.

Both red and black inks can be used in the graphic for printed publications that have approval for two-color printing on white paper and for Web applications. No other two-color applications should be used.

The wordmark is available as a reverse (white only) logo with a transparent background for use in multimedia production. To obtain the reverse logo, contact Greg Miller.

The ampersand can be printed at a 30 percent screen to provide visual interest.

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*two-color printing or full-color printing  
(used for red and black offset printing, full-color offset printing, or digital/ink jet printing)*

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*pseudo two-color  
(used for black-only offset printing and high-resolution digital output that can hold the gray screen)*

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*red only  
(used when printing in red on white paper or when black is not used as second color)*

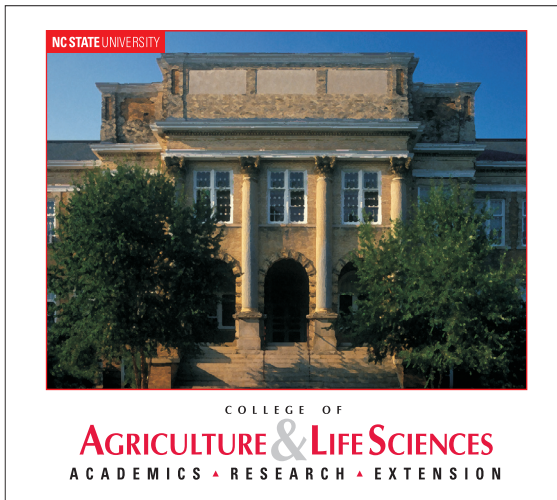
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*black only  
(solid black used for digital printing, photocopy duplication, or printing on colored paper.)*

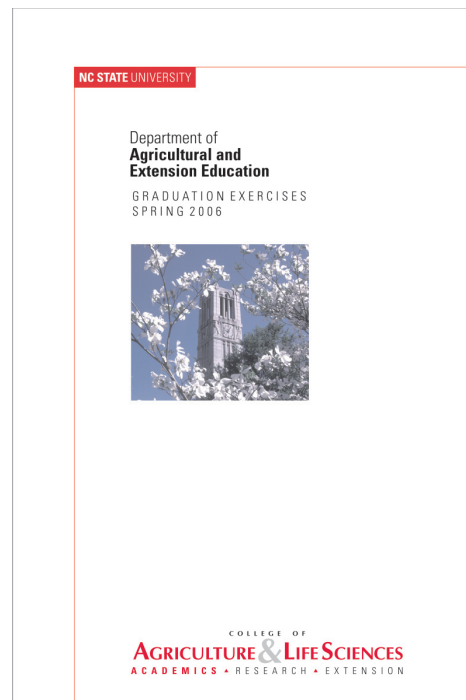
All of the above applications will be available for each unit (Academics, Research, and Extension).

## Applications

One- and two-color versions of the graphic are presented below. They indicate how the wordmark can be used for unit identity and provide examples of approved applications based on a document's origin and purpose.



CALS notecard



Academics program cover



Research Service signage

Come to . . .

# The Forum

for Family and Consumer Issues



refereed  
readable  
reliable  
practical

[www.ces.ncsu.edu/depts/fcs/pub/forum.html](http://www.ces.ncsu.edu/depts/fcs/pub/forum.html)

The e-journal that  
makes a difference




Prepared by  
Karen DeBord, Child Development Specialist,  
Department of Family and Consumer Sciences

3,000 copies of this public document  
were printed at a cost of \$395, or \$20 per copy.

Published by  
North Carolina Cooperative Extension Service

Distributed in furtherance of the acts of Congress of May 8 and June 30, 1914,  
North Carolina State University and North Carolina A&T State University com-  
mit themselves to positive action to secure equal opportunity regardless of  
race, color, creed, national origin, religion, sex, age, or disability. In addition,  
the two Universities welcome all persons without regard to sexual orienta-  
tion. North Carolina State University, North Carolina A&T State University, U.S.  
Department of Agriculture, and local governments cooperating.



NC STATE UNIVERSITY FCS-454 5/06-3M  
W03 43798

Extension brochure (front and back)

# URBAN Waterways

## Permeable Pavements, Green Roofs, and Cisterns

### Stormwater Treatment Practices for Low-Impact Development

*Stormwater runoff continues to be a concern in communities large and small across North Carolina and the United States. State regulations targeting pollutants such as nitrogen, phosphorus, and total suspended solids have been in place since the 1990s. In 2003, federally mandated stormwater programs were established in more than 100 municipalities in North Carolina. These communities must reduce flooding and improve the water quality of runoff from new residential and commercial developments by using stormwater treatment practices.*


In 1999, North Carolina State University Cooperative Extension published its first Urban Waterways fact sheet, an *Overview of Structural Stormwater Best Management Practices*. It described several stormwater practices, including wet ponds, stormwater wetlands, bioretention areas, sand filters, level spreader-riparian buffer systems, and grassy swales. Since then, additional structural practices have become commonplace throughout North Carolina, including the use of *permeable pavements, green roofs, and water harvesting systems or cisterns*. This new fact sheet in the Urban Waterways series describes these three stormwater practices and supplements the original overview.

These practices are incorporated within low-impact development (LID). LID uses site planning and engineering to reduce or prevent the adverse

impacts of stormwater runoff from both residential and commercial developments. LID relies on both structural and nonstructural practices to conserve the site's natural or *predeveloped hydrologic response* to rainfall – the way rainfall is distributed among runoff, infiltration, and evapotranspiration.

Examples of nonstructural practices include minimizing site disturbance, preserving important site features, reducing and disconnecting *impervious cover* (surfaces that do not allow water to filter through them, such as asphalt and concrete), flattening slopes, utilizing native vegetation, minimizing grass lawns, and maintaining natural drainage features. Structural best management practices (BMPs), such as bioretention (see AGW-588-05 for more information), permeable pavements, green roofs, and cisterns, are used in LID to provide further runoff control and treatment close to the runoff's source.

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Prepared by  
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NC STATE UNIVERSITY AG-588-06 5/06-1M-05-KEL  
E06 45811

Extension factsheet (front and back)

## ***Files***

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The following versions of the wordmark are available from the Department of Communication Services: <http://www.cals.ncsu.edu:8050/agcomm/CALSLogo/>

**JPEG files.** These raster files can be used for Web sites and onscreen presentations, such as PowerPoint presentations, produced within the College of Agriculture and Life Sciences.

CALS_b&r.jpg	black and red
CALS_b&g.jpg	black and gray screened ampersand
CALS_r.jpg	red only
CALS_b.jpg	black only

**TIFF files.** These raster files can be used for printed publications, including those printed on laser and inkjet printers. Many print vendors use TIFF files for high-resolution offset and digital printing.

CALS_b&r.tif	black and red
CALS_b&g.tif	black and gray screened ampersand
CALS_r.tif	red only
CALS_b.tif	black only

**EPS files.** These vector files can be used for offset printing. Some print vendors prefer high-resolution graphics in Encapsulated Postscript format (EPS). These files can be "spot color" separated (pms 186 and black).

CALS_b&r.eps	black and red
CALS_gray.eps	black and gray screened ampersand
CALS_red.eps	red only
CALS_black.eps	black only

**AI files.** These vector files can be used for offset printing and signage. Some print vendors prefer high-resolution graphics in Adobe Illustrator format (AI).

CALS_b&r.ai	black and red
CALS_gray.ai	black and gray screened ampersand
CALS_red.ai	red only
CALS_black.ai	black only

All the above files will also be available with each unit emphasized in bold (Academics, Research, and Extension). If you need to resize the wordmark to fit your application, contact Greg Miller for assistance. The bitmap wordmarks (tiff and jpeg) can be reduced but not enlarged. The proportions cannot be altered.

## ***Design Guidelines***

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These guidelines should be followed to use the wordmark effectively and consistently:

- Leave plenty of white space around the wordmark to allow for quick recognition and to leave the graphic uncluttered and prominent. Do not place the wordmark in tight spaces or crowded by type and other graphic elements.
- Do not use the wordmark in a vertical format. It is not designed for vertical use.
- Do not rotate the wordmark on an angle or curve it.
- Do not overprint the wordmark or superimpose it on a background other than the paper used.
- Do not print the wordmark smaller than 2½ inches wide.
- Do not alter the type, spacing or any element of the wordmark.
- Do not place an outline around the wordmark.
- Do not shadow or shade the type in the wordmark.
- Do not use the college wordmark on official University letterhead or business cards. According to University guidelines, only the University logotype is to be used on official University letterhead or business cards.
- Place the Extension logo on the front of Cooperative Extension numbered publications produced within CALS. Place the N.C. State logotype and the College wordmark on the back page along with the customary publication information.
- Include both the Extension logo and the CALS wordmark on Extension materials produced by faculty or staff within CALS. Extension materials produced for other Colleges, such as the College of Natural Resources, should include the Extension logo and the appropriate college identity.
- Whenever the College wordmark is used on a production, the University logotype should be used as well. In all cases where the College wordmark and the University logotype are used together, guidelines for using the University logomark should be followed. See the N.C. State Graphic Identity System manual: <http://www2.ncsu.edu/ncsu/graphicID/manual98/manual2.pdf>

## ***Summary***

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The graphic identity presented in this manual will enhance recognition of the College as a leader in academics, research, and extending knowledge to the public. It will ensure that the College establishes a consistent identity on all materials that convey official information.

If you have questions about obtaining files, contact the graphics coordinator in the Department of Communication Services:

Telephone: (919) 513-3149

Fax: (919) 515-8602

E-mail: [greg\\_miller@ncsu.edu](mailto:greg_miller@ncsu.edu)