

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.



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.

Elevator Speech

Hi, I’m _____ with CalFresh Healthy Living, UC Cooperative Extension XX County. A USDA federally funded program.

We work in low resource schools and communities offering free, effective, evidence-based nutrition and physical activity education, gardening, school wellness, and youth engagement strategies to improve health and wellness.

*We partner with residents, community-based organizations, and non-profits to inspire long-lasting healthy change where people **live, eat, work, learn, and play.***

As a member of a statewide network of programs administered locally by UC Agriculture and Natural Resources and managed by UC Davis, we bring the educational expertise of the University of California to you.

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., please refer to the CFHL, UC + UCCE templates on the [Communications Resources](#) webpage.

Funding Statement Update-2023

Complete Version:

This material was funded by USDA's Supplemental Nutrition Assistance Program – SNAP. This institution is an equal opportunity provider. Visit www.CalFreshHealthyLiving.org for healthy tips.

Space-Limited Version English:

Funded by USDA SNAP, an equal opportunity provider. Visit www.CalFreshHealthyLiving.org for healthy tips.

CALFRESH HEALTHY LIVING USDA SNAP FUNDING ACKNOWLEDGEMENTS

The complete CDSS/USDA statement is required for longer and full-length materials, including but not limited to the following:

- Books • Brochures • Conference Binders • Cookbooks • Corporate Identity Items (e.g., letterhead, folders, etc.) • Curricula • Murals (may be placed on separate plaque near mural) • Newsletters • Newspaper Articles (including editorials) • Periodical Articles • Registration Materials (e.g., forms, etc.) • Web sites/Web pages.

Instructional materials should include the acknowledgment on the back or inside cover, reference/citation pages, and any stand-alone components.

Email Signatures

Please transition e-signatures to the following:

First and Last Name Position Title
CalFresh Healthy Living, UCCE XX County Program Name(s)
Location (Physical address) Phone Number
Email (optional)
Local Implementing Agency Logo (see below)



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

Example:

First and Last Name
Community Nutrition Specialist OR Community Nutrition
Supervisor CalFresh Healthy Living, UCCE El Dorado County
4-H Youth Development | UC Master Gardener Program
411 Strawberry Lane
Placerville, CA 95667
Phone: (530) 621-5533
Email: smfields@ucanr.edu



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Agriculture and Natural Resources

For CFHL, UCCE + EFNEP joint appointment staff please use the following email signature:

First and Last Name
Community Nutrition Specialist
CalFresh Healthy Living, UCCE XX County
UC Expanded Food and Nutrition Education Program

Location (Physical address) Phone Number
Email (optional)

There is no joint logo for this appointment

Identifying our Program on UC ANR Blog Webpage

Please use the "CalFresh Healthy Living, UCCE" Tag on your blogs identifying our program.