

brand anatomy | uc anr brand system | logotype | logotype, stacked | logotype, vertical stack | colors | healthy themes | business cards | letterhead & envelopes | poster templates
powerpoint templates | newsletter templates | mailing label templates | certificate template | banners | signage | samples | writing style guide | photo gallery | site builder

ANR Brand 2013

Standards and Style Guide

How to use the ANR Brand



University of California
Agriculture and Natural Resources

HEALTHY FOOD SYSTEMS • HEALTHY ENVIRONMENTS • HEALTHY COMMUNITIES • HEALTHY CALIFORNIANS

ANR Brand • *Anatomy of the ANR Brand logotype* Standards and Style Guide

UC title, Cronos Pro Semibold ('of' is Minion Pro Semibold italic)

UC Blue
Pantone 286
C100, M83, Y16, K5

UC Gold
Pantone 130
C0, M30, Y100, K0

University of California Agriculture and Natural Resources

Parent brand, Minion Pro Semibold

The UC ANR brand shown above gives a strong connection to the University of California brand and provides our family of sub-brands a place to grow. The official font families associated with the ANR Brand are Minion Pro (serif) and Cronos Pro (sans serif). We recognize that not everyone has these fonts. Acceptable substitutes are Times New Roman (serif) in place of Minion Pro and Verdana (sans serif) in place of Cronos Pro.

Official:

Minion Pro serif

Cronos Pro sans serif

Acceptable substitute:

Times New Roman serif

Verdana sans serif

Do not use the old ANR logo on any new materials.

UC ANR guidelines for the use of the UC seal are:

The seal used in its entirety with the "1868" banner is reserved for official use by the Office of the President.

UCOP has approved our use of the full seal on business cards and official letterhead only.

Only the use of partial versions of the seal that are incorporated into this toolkit have been approved by UCOP.

ANR Brand • *Anatomy of the ANR Brand system logotype* Standards and Style Guide



University of California

Agriculture and Natural Resources ■ Research and Extension Center System

Sub-brand logo position

Parent brand and position, font is Minion Pro Semibold

Sub-brand name and position, font is Minion Pro Regular

The UC ANR brand system shown above with a secondary sub-brand title, shows the accepted structure of the brand.

Only the sub-brands in the Toolkit (shown on page 4) are to be placed in the position to the right of the parent brand, with logo to the left of the bar. Program, unit, or location names not in the Toolkit should choose an appropriate sub-brand or use the version pictured on page 2 without a sub-brand.

ANR Brand • *Anatomy of the ANR Brand system logotype* Standards and Style Guide



University of California

Agriculture and Natural Resources ■ 4-H Youth Development Program



University of California

Agriculture and Natural Resources ■ Cooperative Extension



University of California

Agriculture and Natural Resources ■ Integrated Pest Management Program



University of California

Agriculture and Natural Resources ■ Master Gardener Program



University of California

Agriculture and Natural Resources ■ California Institute for Water Resources



University of California

Agriculture and Natural Resources ■ Research and Extension Center System

Sub-brand logo position

Parent brand and position, font is Minion Pro Semibold

Sub-brand name and position, font is Minion Pro Regular

The UC ANR brand system shown above with more examples of secondary sub-brand titles and logos in the correct position.

ANR Brand • *UC ANR logotype in a stacked format, English* Standards and Style Guide

The **UC ANR logotype** is featured in 2-color format, 1-color format, and reverse type. Use the logotype in reverse (white type against a black or blue background, shown at the bottom) when you have a background that is busy enough to make the logotype hard to see. You may also dispense with the background block and use the logotype in reverse (white type only) over a dark area of your layout.

University of California
Agriculture and Natural Resources

University of California
Agriculture and Natural Resources

University of California
Agriculture and Natural Resources

University of California
Agriculture and Natural Resources

ANR Brand • *UC ANR logotype in a stacked format, Spanish* Standards and Style Guide

Universidad *de* California
Agricultura y Recursos Naturales

Universidad *de* California
Agricultura y Recursos Naturales

Universidad *de* California
Agricultura y Recursos Naturales

Universidad *de* California
Agricultura y Recursos Naturales

ANR Brand • *ANR Brand system with vertical, stacked logotype* Standards and Style Guide



University of California
Agriculture and Natural Resources
4-H Youth Development Program



University of California
Agriculture and Natural Resources
Cooperative Extension



University of California
Agriculture and Natural Resources
Integrated Pest Management Program



University of California
Agriculture and Natural Resources
Master Gardener Program



University of California
Agriculture and Natural Resources
California Institute for Water Resources



University of California
Agriculture and Natural Resources
Research and Extension Center System

The **UC ANR brand system** shown above with more examples of secondary sub-brand titles and logos in the correct vertical, stacked position.

ANR Brand • Color mixes in CMYK and RGB Standards and Style Guide







The UC ANR brand color palette is shown at right. Computer screens express colors as a mix of red, green and blue (RGB). Commercial printers and some desktop printers express colors as a mix of four inks: cyan, magenta, yellow and black (CMYK).




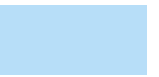


The color mixes shown to the right represent the four Healthy Themes as well as the UC ANR Brand blue and gold. Gold is a challenging color for printers; on printed pieces, variations in paper, including coated or uncoated stock, accept ink differently, so work with your printer to get the result you want.







The original (top row) colors should be used for prominent type or graphics.

Use the screened (middle row) colors as backgrounds behind image or text elements.

The dark (bottom row) colors can be used to compliment the original colors or used on their own, for instance, with the logotype reversed out.

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	a5dff9	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

ANR Brand • *Color mixes in CMYK and RGB* Standards and Style Guide

The HEX, or hexadecimal color codes (shown on page 8), can be placed in HTML code, so that electronic communications match our color palette. Some software programs, such as Excel, also use hexadecimal color codes. Consistency in font and color is an important part of building a brand identity. Consistent font use and a fixed color palette serve as signposts to visitors to your website—letting them know they’re in the right place. And as visitors navigate from page to page, this consistency tells them that the pages and sites they visit are all part of the same family. The same is true for a print document or set of documents. A consistent set of fonts and colors helps keep your reader focused and attentive to your message.

ANR Brand • *The Healthy Themes* • *The Strategic Vision color pack* Standards and Style Guide

HEALTHY FOOD SYSTEMS • **HEALTHY ENVIRONMENTS** • **HEALTHY COMMUNITIES** • **HEALTHY CALIFORNIANS**

HEALTHY FOOD SYSTEMS • **HEALTHY ENVIRONMENTS** • **HEALTHY COMMUNITIES** • **HEALTHY CALIFORNIANS**

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HEALTHY FOOD SYSTEMS • **HEALTHY ENVIRONMENTS** • **HEALTHY COMMUNITIES** • **HEALTHY CALIFORNIANS**

Logotypes for the four Healthy Themes. Use them as a graphic element to dress up a poster, PowerPoint, or newsletter to emphasize a connection to ANR Brand themes.

ANR Brand • *The Healthy Themes in Spanish* Standards and Style Guide

Alimentos saludables • **Medioambiente saludable** • **Comunidades saludables** • **Californianos saludables**

Alimentos saludables • **Medioambiente saludable** • **Comunidades saludables** • **Californianos saludables**

Alimentos saludables • **Medioambiente saludable** • **Comunidades saludables** • **Californianos saludables**

Alimentos saludables • **Medioambiente saludable** • **Comunidades saludables** • **Californianos saludables**

Logotypes for the four Healthy Themes in Spanish. They are represented in their respective colors within the Strategic Vision color pack.

Use them as a graphic element to dress up a poster, PowerPoint, or newsletter to emphasize a connection to ANR Brand themes.

ANR Brand • *Samples of the 3 business card styles* Standards and Style Guide

UC ANR business card styles

Style B-Horizontal —
This style can include a SV-
supported sub-brand logo.
There are five supported
sub-brands: UCCE, Master
Gardener, 4-H, UC IPM and
the REC system.

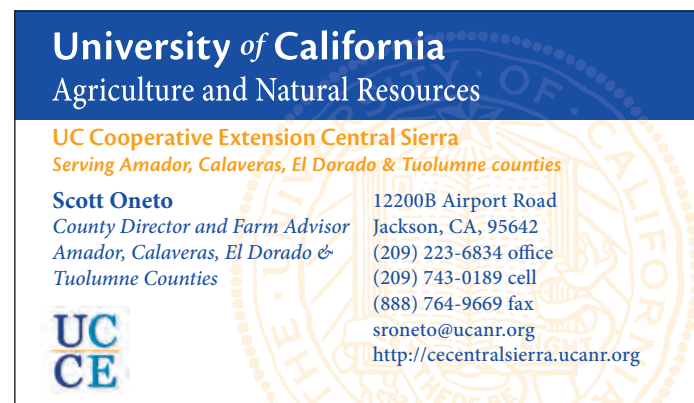
Business cards can be
ordered only through our
Toolkit website. Go to [http://
ucanr.edu/sites/Toolkit/ANR_
look/Letterhead/Business_
cards/](http://ucanr.edu/sites/Toolkit/ANR_look/Letterhead/Business_cards/) to place an order.

Custom cards and double-
sided cards can be placed
as a special order. Go
to [http://ucce.ucdavis.
edu/survey/survey.
cfm?surveynumber=6447](http://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=6447)
to fill out the order form
and a designer with contact
you directly. There is a \$45
charge for special orders.

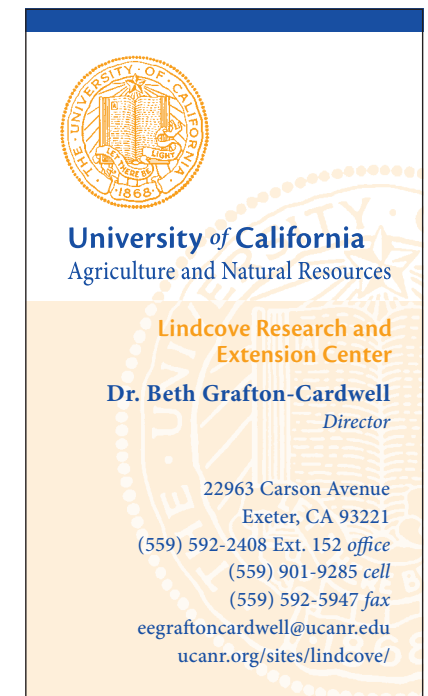
Style A



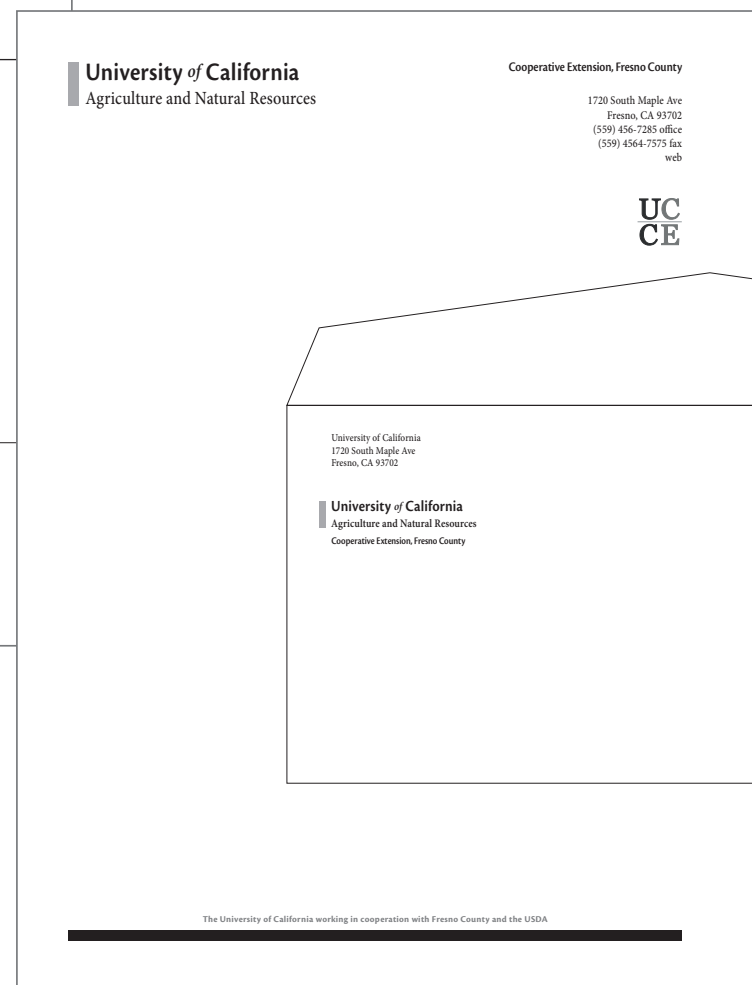
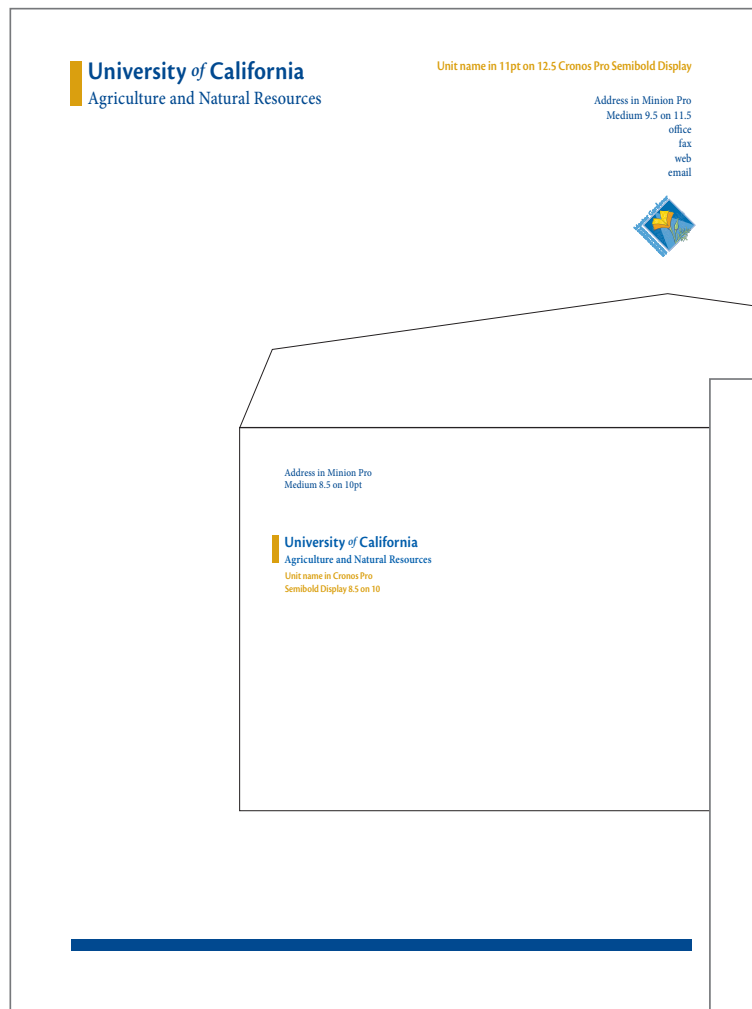
Style B, create with or without a sub-brand logo



Style Vertical



ANR Brand • *Color and BW letterheads with envelopes* Standards and Style Guide



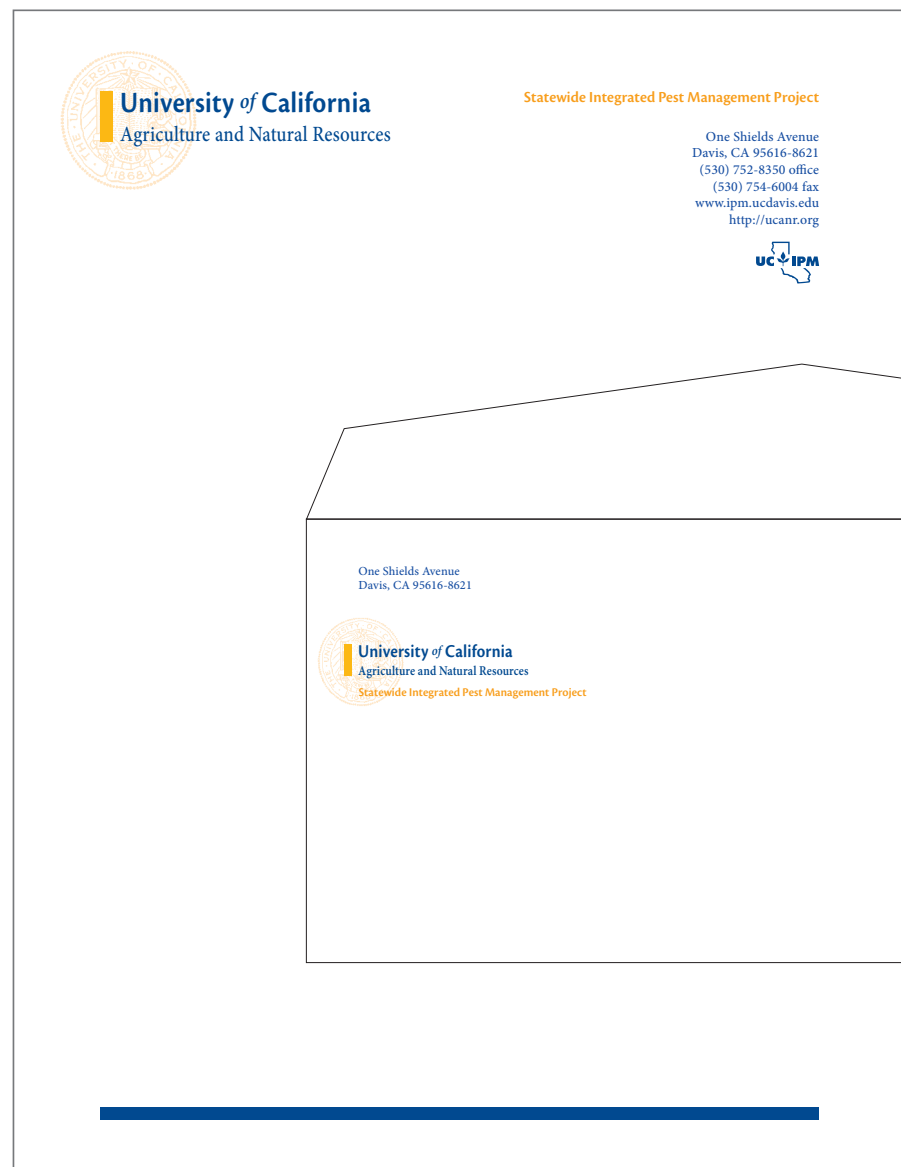
The letterhead art is provided as a Word template for printing on your office printer. The UC seal has been removed from this design because of problems with seal clarity on many office printer outputs. We have also darkened the gold lettering so it will show up better on office color printer output.

ANR Brand • *ANR Brand color letterhead and envelope* Standards and Style Guide

The art file for this color version of the letterhead and envelope has been developed specifically for commercial-scale offset printing. You can place an order for bulk printing through the UC Davis Reprographics website. UC Davis Reprographics will print it with the UC-approved Pantone colors on high-quality watermarked Strathmore paper.

You can also place an order for black-and-white letterhead and envelopes that include the Seal. It will also be printed on high-quality watermarked Strathmore paper.

This option, while more expensive, give your correspondence a crisp, professional look.



ANR Brand • Horizontal poster template Standards and Style Guide

These horizontal poster templates measure 48" w x 36" d, and were designed for use at scientific and professional meetings. Two styles are available.



ANR Brand • Vertical poster template Standards and Style Guide

Pick your template and insert your own poster copy and photos to create a poster.

These poster templates can also be adapted as flyers by changing the size in the page setup.

Put the Poster Headline in a Sans Serif Bold Condensed Font and Place Here

Introduction

First...

Check with conference organizers on their specifications of size and orientation, before you start your poster. Maximum poster size: landscape, portrait or square.

The page size of this poster template is 36" x 48" vertical format. Do not change this page size, the printer can scale-to-fit a smaller or larger size, when printing. If you need a different shape start with either a portrait (vertical) or a landscape (horizontal) poster template.

Bear in mind you do not need to fill up the whole space allocated by some conference organizers (eg. 8ft x 4ft in the USA). Do not make your poster bigger than necessary, just to fill that given size. It can have more impact by leaving some negative space (white space). Don't overcrowd your poster with text and elements.

Method

Tips for making a successful poster...

- Re-write your paper into poster format (i.e., Simplify everything, avoid data overload).
- Headings of more than 6 words should be in upper and lower case, not all capitals.
- Never do whole sentences in capitals or underline to stress your point, use bold characters instead.
- When laying out your poster leave breathing space around you text. Don't overcrowd your poster.
- Try using photographs or colored graphs.
- Avoid long numerical tables.
- Spell check and get someone else to proof-read.

Results

Importing / Inserting files...

Images such as photographs, graphs, diagrams, logos, etc, can be added to the poster.

To insert scanned images into your poster, go through the menus as follows: Insert / Picture / From File... then find the file on your computer, select it, and press OK.

The best type of image files to insert are JPEG or TIFF, JPEG is the preferred format.

Be aware of the image size you are importing. The average color photo (5 x 7 inches at 180dpi) would be about 3Mb (1 Mb for B/W greyscale).

Do not use images from the web.

Author's Name/s
Goes Here
Title goes here
Author's Name/s
Goes Here
Title goes here
Author's Name/s
Goes Here
Title goes here

Notes about graphs...

For simple graphs use MS Excel, or the graph directly in PowerPoint.

Graphs done in a scientific graphing programs (eg. Sigma Plot, Prism, SPSS, Statistical) should be saved as JPEG or TIFF if possible.

Aim

How to use this poster template...

Simply highlight the text and replace it by typing in your own text, or copy and paste your text from a MS Word document or a PowerPoint slide presentation.

The body text / font size should be between 24 and 32 points. Arial, Helvetica, Lucida Sans, is equivalent.

Keep body text left aligned, do not justify text.

The color of the text, title and poster background can be changed to the color of your choice.



Copyright for the text of this poster template by University of California Agriculture and Natural Resources. Photo: [unreadable]

University of California
Agriculture and Natural Resources

ANR Brand • PowerPoint templates Standards and Style Guide

Title

Place photo on a slight angle and add a drop shadow for interest. Pay attention to cropping your photo so the subject stands out. For large photos, use the blank slide provided in this set. Not every slide needs to contain the ANR branding.

Caption text should be in Georgia Regular.



University of California
Agriculture and Natural Resources | Master Gardener Program



s brief.



University of California
Agriculture and Natural Resources | California Institute for Water Resources



Universidad de California
Agricultura y Recursos Naturales

You can download
PowerPoint templates
from the UC ANR
Toolkit. Each template
is provided with the
theme art in a locked
background layer.

brand anatomy | uc anr brand system | logotype | logotype, stacked | logotype, vertical stack | colors | healthy themes | business cards | letterhead & envelopes | poster templates | powerpoint templates | newsletter templates | mailing label templates | certificate template | banners | signage | samples | writing style guide | photo gallery | site builder

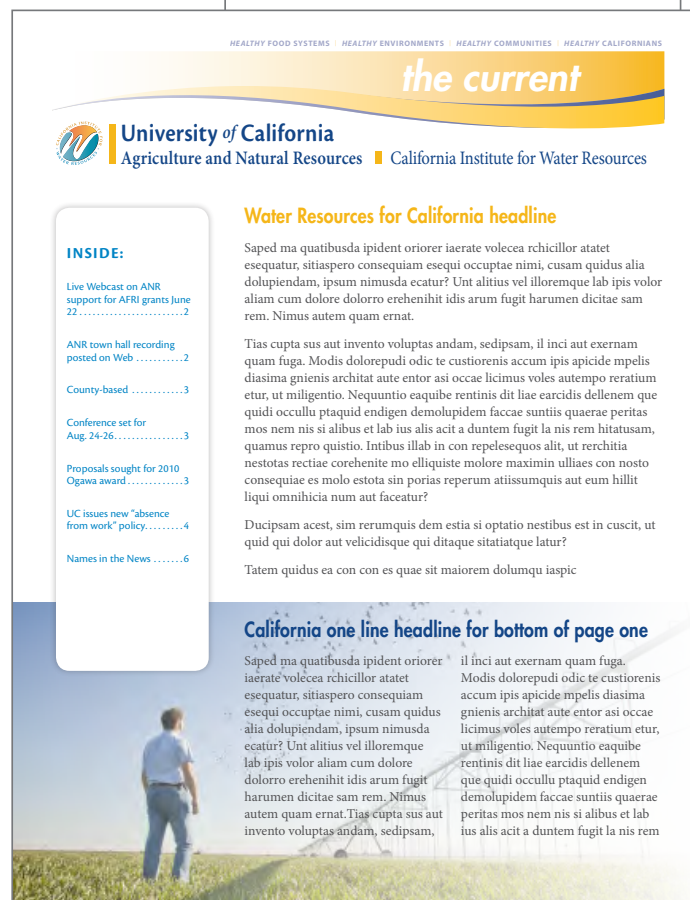
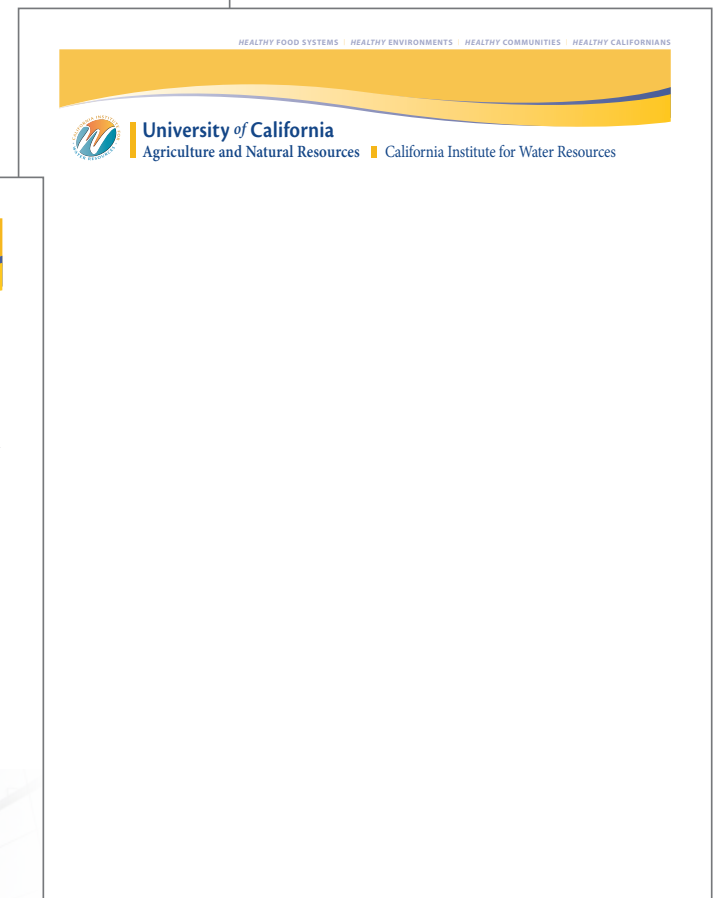
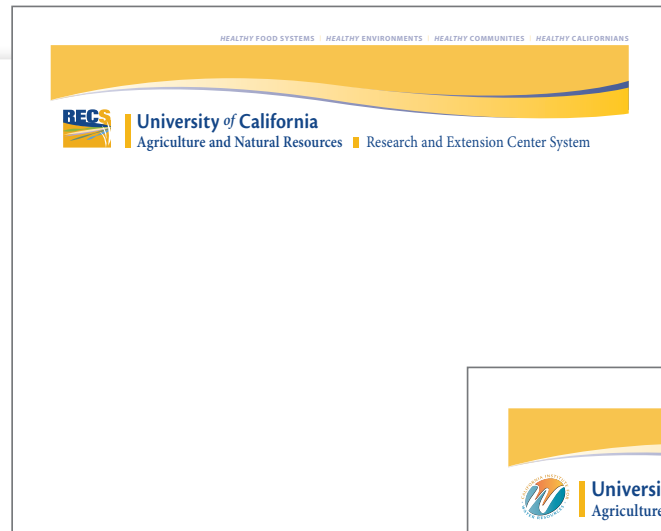
18

ANR Brand • Newsletter and/or flyer templates Standards and Style Guide

The newsletter and the flyer templates shown here make communications a snap! You can download these as Word files and then customize to fit your program needs.

The area above the swash contains a text block for the newsletter title.






You will find separate templates for each of the sub-brands.








ANR Brand • Mailing label templates Standards and Style Guide

These mailing labels are available as downloadable Word documents. They match the layout of the indicated Avery label template.

Avery template # 2160, size 2.625" x 1"

to	from
<p>A</p> <p>News and Information Outreach 1150 University Avenue 242 Highlander Hall, Bldg C Riverside, CA 92521-0316</p>	<p> University of California Agriculture and Natural Resources Communication Services & Information Technology 1850 Research Park Drive, Suite 200 Davis, CA 95618</p>
<p>B</p> <p>News and Information Outreach 1150 University Avenue 242 Highlander Hall, Bldg C Riverside, CA 92521-0316</p>	<p> University of California Agriculture and Natural Resources Communication Services & Information Technology 1850 Research Park Drive, Suite 200 Davis, CA 95618</p>
<p>C</p> <p>News and Information Outreach 1150 University Avenue 242 Highlander Hall, Bldg C Riverside, CA 92521-0316</p> 	<p> University of California Agriculture and Natural Resources Communication Services & Information Technology 1850 Research Park Drive, Suite 200 Davis, CA 95618</p> 

Avery template # 2162, size 4" x 1.33"

to
<p>A</p> <p>News and Information Outreach 1150 University Avenue 242 Highlander Hall, Bldg C Riverside, CA 92521-0316</p>
<p>B</p> <p>News and Information Outreach 1150 University Avenue 242 Highlander Hall, Bldg C Riverside, CA 92521-0316</p>
<p>C</p> <p>News and Information Outreach 1150 University Avenue 242 Highlander Hall, Bldg C Riverside, CA 92521-0316</p> 
from
<p>A</p> <p> University of California Agriculture and Natural Resources Communication Services & Information Technology 1850 Research Park Drive, Suite 200 Davis, CA 95618</p>
<p>B</p> <p> University of California Agriculture and Natural Resources Communication Services & Information Technology 1850 Research Park Drive, Suite 200 Davis, CA 95618</p>
<p>C</p> <p> University of California Agriculture and Natural Resources Communication Services & Information Technology 1850 Research Park Drive, Suite 200 Davis, CA 95618</p> 

ANR Brand • *Generic certificate template* Standards and Style Guide

The generic certificate of appreciation is downloadable as a Word document. The art is fixed in the background and you can customize the text field. Print finished certificates on your office printer.



ANR Brand • *Large pull-up banners* Standards and Style Guide

Samples of the 3' wide x 7' long pull-up banner templates are shown here.

The file can be customized with your program or event name, logo, ANR color and new photo file.

Complete the intake form in the UC ANR Toolkit. Go to http://ucanr.org/sites/Toolkit/ANR_look/Templates_List/Templates_List/Poster_templates/ to order your banner art. Fill out the survey to begin the process, and a designer will contact you.



ANR Brand • *Signage samples* Standards and Style Guide

University of California
Agriculture and Natural Resources | Communication Services & Information Technology

Bob Sams | Room 210

Office door sign using horizontal treatment



Building sign using vertical stack



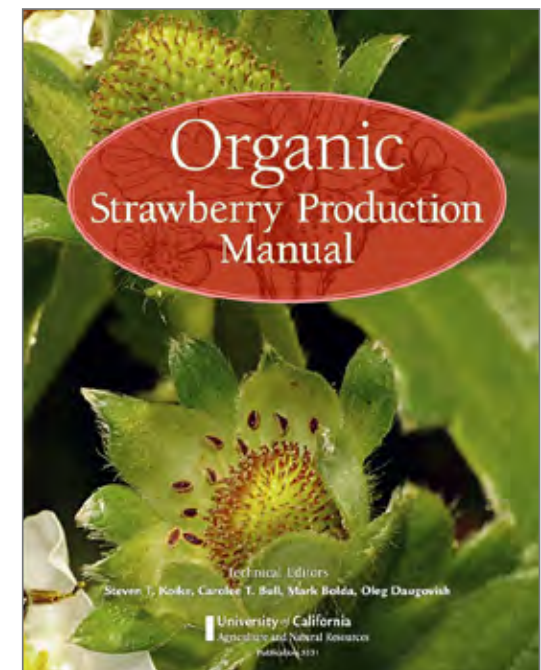
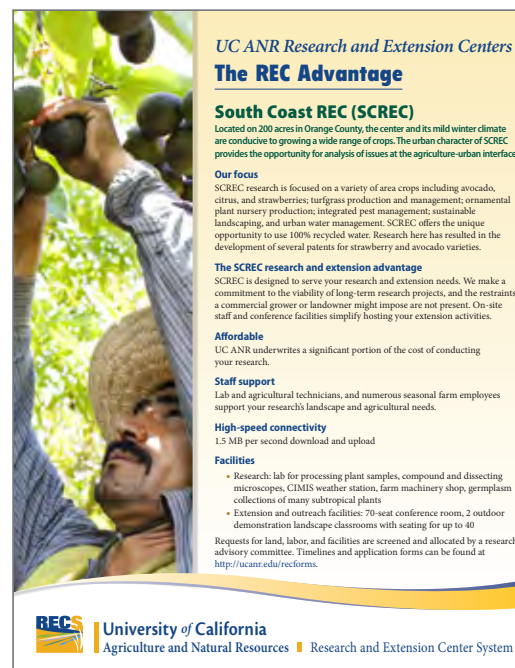
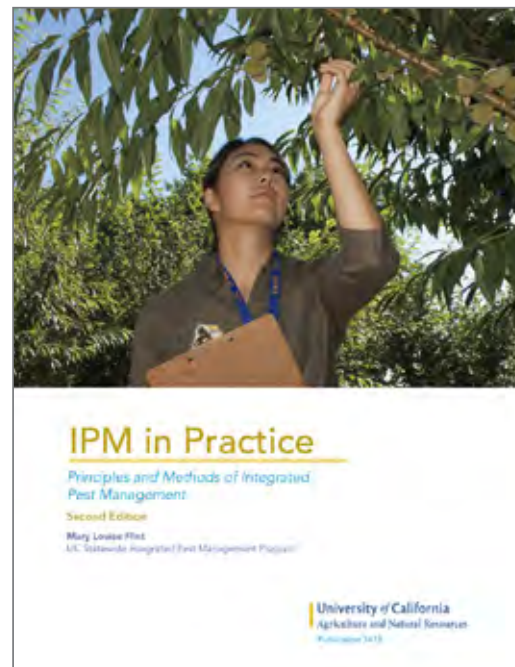
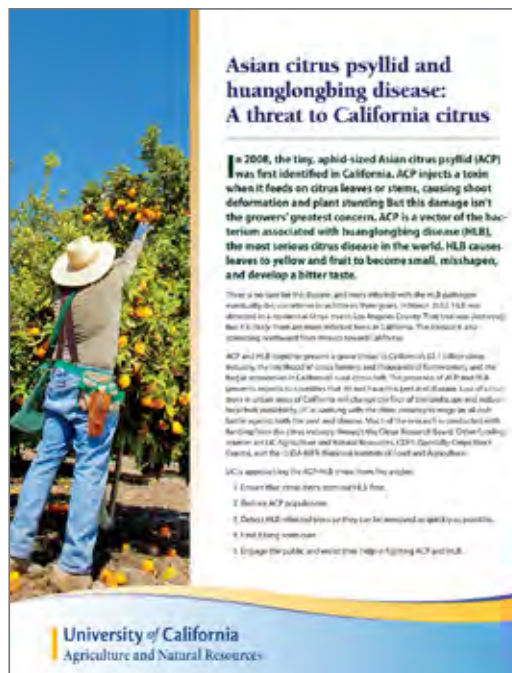
Vehicle sign

Graphic simplicity makes a stronger statement than overpowering a space with too much copy. Choose to let the letterforms dominate or let the graphics dominate. When designing for a small space, it's best to stay with very few elements for greatest impact.

Use approved graphic elements from the Toolkit to create your signage.

ANR Brand • ANR Brand usage samples Standards and Style Guide

Here are a variety of samples showing good use of the ANR Brand.



ANR Brand • *Sample brochure* Standards and Style Guide

These conversations provide a valuable opportunity to discuss water-related issues and possibilities that will affect the future of our region.
—Yolo County Supervisor Mike McGowan

ANR Healthy Families and Communities Making a Difference

Delta Water Conversations

Community conversations led by University of California investigators found that San Joaquin–Sacramento Delta residents want their concerns about the future of the Delta fully heard and considered by policymakers. In the conversations, local residents expressed strong interest in conservation and education, and little support for a water bond and Peripheral Canal.

The Issue

California faces an increasingly bleak water outlook due to overallocation of water rights, increasing environmental concerns, and an expanding population. Public and private entities have proposed a myriad of solutions, many of which will profoundly affect residents living around the San Joaquin–Sacramento Delta. The public should play a strong role in influencing water policy development. Yet many local residents feel alienated by traditional politics and public forums, which they believe are one-sided or occur too late for authentic public contribution. Delta residents are particularly concerned that they have been left out of water management planning processes.

Responding to the Issue

University of California Cooperative Extension (UCCE) Advisors sought to hear firsthand what residents are saying about water and to provide them with a voice for policymakers and other local stakeholders. Nonpartisan, public conversations were held using the National Issue Forums (NIF) approach in which participants were asked to discuss, not debate, the advantages and disadvantages of three typical approaches to how people talk about California water. A trained, neutral moderator led the two-hour conversations using the discussion guide *Uncertain Waters: Navigating California's Water Priorities*, produced by California Center for the Book. Neutral notetakers recorded participants' statements.

The Findings

The Problem with Water

Overwhelmingly, participants expressed dissatisfaction with the current water allocation process and proposals to resolve water issues. Some of the many concerns expressed by participants included:

- "We have over-encumbered our water. We have oversold our water...we don't have to sell, but we keep selling it"
- "No one should be able to sell water for a profit...it should not belong to anyone."
- "Science can't tell you what should be done in terms of policy. Science can tell us if we can save the Delta smelt...it can't tell us if we should."
- "We need to quit building towns that have no water. Building in deserts is stupid."

Lack of Local Perspective

Residents demonstrated a high level of knowledge about the Delta, especially its unique ecosystem. They expressed dissatisfaction with previous town hall meetings and forums that did not let them contribute their perspectives and knowledge:

- "Usually they come here and ask but really, they have already decided. No wonder we are so mad!"
- "The California Delta is a magical place. If we were talking about Lake Tahoe, people would not stand for it being pumped dry."
- "We need to recognize that the environment is our best friend. We are the stewards of the Delta. We have never had a chance to tell how to solve a problem."
- "The farther away you get from local knowledge the worse the decisions are."

The Role of Money and Politics

A thread through many of the conversations was that power and money are key drivers to political decisions about water policy:

- "Water is only treated as a commodity to be controlled, not as a habitat."
- "Decisions are not made on science, always on politics."
- "We need to enforce what [policies] we have now...we're being steamrolled."
- "We can't reach consensus...going to be eternal conflict because water is life."
- "Money and power will always drive water policy."
- [regarding Peripheral Canal] "South has power. It's a political issue. I don't know how we can get out of it"

The Conversations

UCCE Advisors held 10 conversations; 100 adults participated in nine conversations and 28 high school students took part in one conversation. Conversations took place in libraries in five Delta counties: Contra Costa, Sacramento, San Joaquin, Solano, and Yolo. Conversation notes were analyzed using standard qualitative research methods. Statements were grouped into themes that emerged in the conversations. The findings presented are the words of the participants.

Implications

Many participants expressed deep skepticism that policymakers would listen to their views. This project demonstrated that policymakers and stakeholders need to employ new and more productive ways to work with the public on natural resource issues. The conversations clearly showed that there is a need for:

- More community conversations in which participants have opportunities to share knowledge, views and values about water. In exit evaluations completed by 74 participants, 100% strongly agreed or agreed that they had enough opportunities to talk, and 87% strongly agreed or agreed that the conversations allowed them to fully voice their ideas about water.
- More local voice and/or control over water policy decisions.
- Public education about water, including use, reuse, and conservation.

**University of California
Agriculture and Natural Resources
Strategic Initiatives 2011**

**is a special place. It's not
a promising future, it's a place.**
— Participant

**In Mediterranean
countries people use much
less water. We brought
our traditions from the
East Coast. Standards
for conservation need to
reflect the environment.**
—Participant

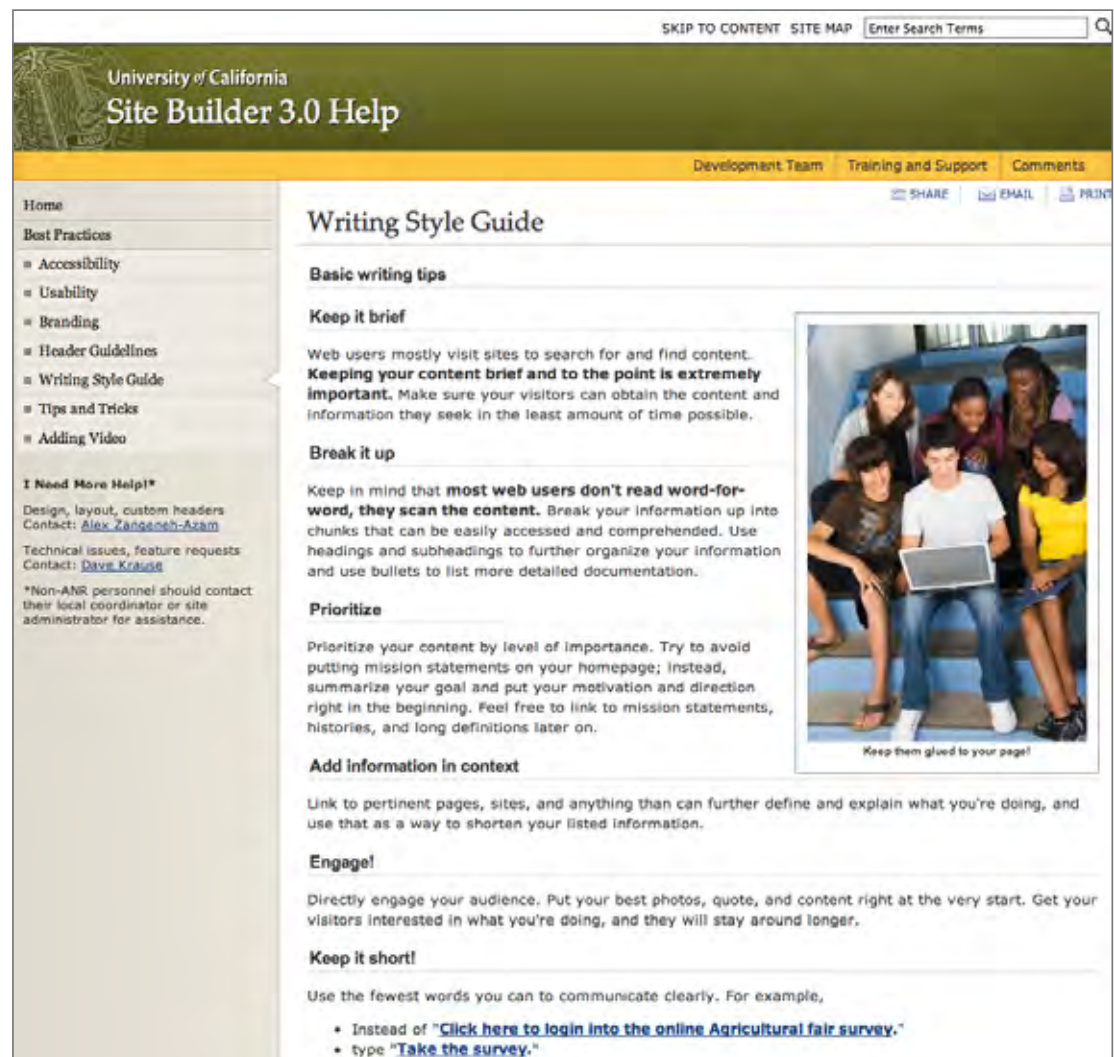
For more information, contact **Jodi Cassell** • 510-219-9125 • jlcassell@ucdavis.edu

ANR Brand • Writing Style Guide Standards and Style Guide

The ANR Writing Style Guide will steer you through common questions about capitalization, hyphenation, use of italics and grammar. Naming conventions for academic personnel are clearly explained. The Guide also contains the correct method for referring to academic departments and degrees, as well as tips on attribution, citation and captions. Use of standards provided in the Guide provides consistency across the UC ANR written communications.

You can view or download a PDF copy of the Style Guide at <http://ucanr.org/styleguide>.

All text is available in both English and Spanish.



The screenshot shows the 'Writing Style Guide' page on the University of California Site Builder 3.0 Help site. The page features a navigation menu on the left with links to Home, Best Practices (Accessibility, Usability, Branding, Header Guidelines, Writing Style Guide, Tips and Tricks, Adding Video), and I Need More Help!*. The main content area is titled 'Writing Style Guide' and includes sections for 'Basic writing tips', 'Keep it brief', 'Break it up', 'Prioritize', 'Add information in context', 'Engage!', and 'Keep it short!'. A photograph of a group of students sitting on steps with a laptop is included, with the caption 'Keep them glued to your page!'. The page also has a search bar at the top right and social media sharing options (SHARE, EMAIL, PRINT).

University of California
Site Builder 3.0 Help

Development Team Training and Support Comments

Home

Best Practices

- Accessibility
- Usability
- Branding
- Header Guidelines
- Writing Style Guide
- Tips and Tricks
- Adding Video

I Need More Help!*

Design, layout, custom headers
Contact: [Alex Zangeneh-Azam](#)

Technical issues, feature requests
Contact: [Dave Krause](#)

*Non-ANR personnel should contact their local coordinator or site administrator for assistance.

Writing Style Guide

Basic writing tips

Keep it brief

Web users mostly visit sites to search for and find content. **Keeping your content brief and to the point is extremely important.** Make sure your visitors can obtain the content and information they seek in the least amount of time possible.

Break it up

Keep in mind that **most web users don't read word-for-word, they scan the content.** Break your information up into chunks that can be easily accessed and comprehended. Use headings and subheadings to further organize your information and use bullets to list more detailed documentation.

Prioritize

Prioritize your content by level of importance. Try to avoid putting mission statements on your homepage; instead, summarize your goal and put your motivation and direction right in the beginning. Feel free to link to mission statements, histories, and long definitions later on.

Add information in context

Link to pertinent pages, sites, and anything that can further define and explain what you're doing, and use that as a way to shorten your listed information.

Engage!

Directly engage your audience. Put your best photos, quote, and content right at the very start. Get your visitors interested in what you're doing, and they will stay around longer.

Keep it short!

Use the fewest words you can to communicate clearly. For example,

- Instead of "[Click here to login into the online Agricultural fair survey.](#)"
- type "[Take the survey.](#)"

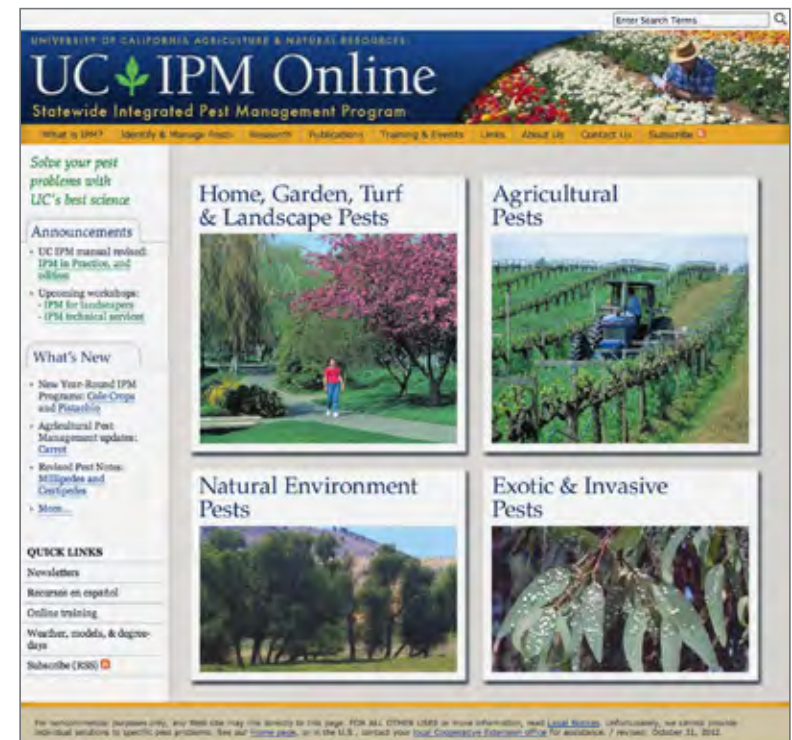
Keep them glued to your page!

brand anatomy | uc anr brand system | logotype | logotype, stacked | logotype, vertical stack | colors | healthy themes | business cards | letterhead & envelopes | poster templates | powerpoint templates | newsletter templates | mailing label templates | certificate template | banners | signage | samples | writing style guide | photo gallery | site builder

ANR Brand • SiteBuilder 3.0 examples Standards and Style Guide



These examples show how SiteBuilder 3.0 helps users conform to the ANR Brand. SB3 contains consistency that carries over through all of the examples, while still leaving room for customization.



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