

MASTER GARDENER™ STYLE GUIDE FOR ASSOCIATIONS

We want to make it easy for county and state Master Gardener associations to know when it is appropriate to use OSU branded tools and formats and how they should be used.

Even though Master Gardener Programs are located in 27 Extension offices across Oregon, many people don't know that Master Gardeners are connected to Oregon State University. Perhaps more confusing is the fact that OSU works closely with the 501(c)3 Oregon Master Gardener Association and its 23 chapters, in a public-non-profit partnership that greatly expands our collective reach and impact. This style guide is a resource that can be used to communicate the OSU-Association partnership, using visual elements that are consistent and current.

Work with your Master Gardener coordinator

If the following words, names or phrases are included in the name of an event, are used to promote events and fundraisers, are part of permanent signage, or if the Master Gardener logo is used, the materials must be *reviewed and approved in advance* by your local OSU Extension Master Gardener coordinator:

- Master Gardener
- OSU Master Gardener Program
- Oregon State University (or OSU or Oregon State)
- OSU Extension Service (or Extension or OSU Extension)

Association logos

Associations are encouraged to develop professional logos that are appropriate for them and their community. This includes iconography, color and type. They should not use OSU specific branding as they are representative of their own non-profit organization. Alternatively, county associations can identify themselves with text in lieu of a logo. For example:

Washington County
Master Gardener™
Association

The association logo or text treatment could be used on letterhead, brochures, website banner, header for meeting minutes and newsletter, Facebook banner and anything else that is created for the association, even if it is educational in nature.

Examples of current association logos:



MASTER GARDENER™ STYLE GUIDE FOR ASSOCIATIONS

Page 2

The flower previously used explicitly for Master Gardener branding (county and state) has been retired.

For materials you have invested in (e.g. permanent signage) you may keep using it until you create new signs. If you are planning to update your association logo, do not use the flower icon.

Example of **retired** logo:



Master Gardeners vs. Master Gardener Association

Master Gardener Association events need to be referred to as Association events. Avoid the general use of “Master Gardeners.”

Incorrect example: Brown County Master Gardeners™ present Spring Garden Fair 2029!

Correct example: Brown County Master Gardener™ Association presents Spring Garden Fair 2029!

Acknowledging the OSU Master Gardener Program

Master Gardener associations (county and state) are able to fundraise in support of the OSU Master Gardener Program. The associations use these funds to advance the OSU Master Gardener Program outreach and education mission. For example, Associations across the state provide financial donations to their local Master Gardener Program, establish and maintain educational demonstration gardens, and cover expenses associated with outreach efforts (e.g. Seed to Supper).

When producing materials that advertise or promote fundraisers that *are not* educational in nature (such as plant sale or fair), the phrase “In support of the OSU Extension Master Gardener™ Program” should appear in no less than 10 point font.

When producing materials that advertise or promote fundraisers that also are educational in nature (such as a gardening conference), the phrase “In collaboration with and in support of the OSU Extension Master Gardener™ Program” should appear in no less than 10 point font.

The following are also acceptable:

In support of



In collaboration with
and support of



MASTER GARDENER™ STYLE GUIDE FOR ASSOCIATIONS

Page 3

Use of the OSU brand

This is the logo to use when referring to OSU:



According to OSU's brand standards, the Master Gardener logo needs to be a minimum of 1.375 inches (1-3/8 inches) and have sufficient clear space surrounding it – at least equivalent to the width of the "Or" in Oregon so the logo can "breathe" and be seen clearly.

Logos are available via this link:
<https://beav.es/wL4>

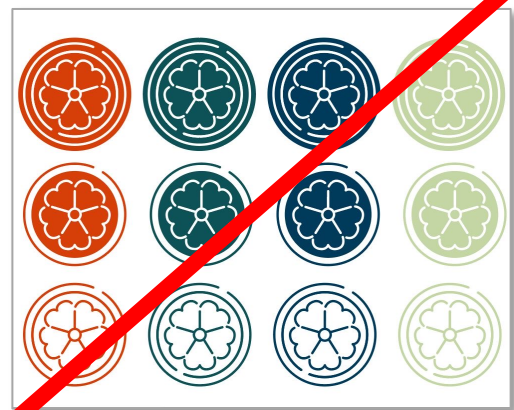
A vertical version of the logo (below) is also available, but the above horizontal logo is preferred.



Logos that have been **retired** and **should no longer be used**:



OSU Extension Master Gardener program is also using icon artwork. Associations should not use the icons.



MASTER GARDENER™ STYLE GUIDE FOR ASSOCIATIONS

Page 4 - Color options for Master Gardener logo

EXTENSION SERVICE MASTER GARDENER LOGO - HORIZONTAL



ONE COLOR TRANSPARENT



SCHOOL COLORS	PANTONE COLORS	CMYK	RGB	THREAD COLORS	
BEAVER ORANGE	PANTONE 1665	0 79 100 0	215 63 9	MADEIRA 1078	POLYNEON 1678
PADDLETAIL BLACK	PANTONE BLACK	0 0 0 100	0 0 0	MADEIRA 1000	POLYNEON 1800
BUCKTOOTH WHITE	PANTONE WHITE	0 0 0 0	255 255 255	MADEIRA 1001	POLYNEON 1801

THE LOGO

The logo is composed of two parts: a crest and a wordmark. The wordmark is a custom letterform and cannot be replicated by typing the letters.

FULL COLOR

For all full-color reproductions, the crest must be black and placed on a field of white. Whenever possible, the wordmark should be two-color, using combinations of beaver orange, paddletail black and bucktooth white. Colors should provide enough contrast with the background color or image.

ONE COLOR

When two-color printing is not an option, one-color prints are allowable (e.g., promotional items or black and white copies).

CONFIGURATIONS

The crest and wordmark may be separated for select applications, such as banners or promotional products, however, both elements must always be seen in the same field of vision.

For more information, visit the logo guidelines page: communications.oregonstate.edu/brand-guide/visual-identity/logo.

Contact Trademark Licensing with any questions: trademark.licensing@oregonstate.edu or 541-737-3788.

MASTER GARDENER™ STYLE GUIDE FOR ASSOCIATIONS

Page 5

Statements

Any association materials promoting educational activities, including association websites, must include Extension's non-discrimination statement. Materials promoting events must include both non-discrimination and accessibility statements.

Non-discrimination and accessibility statements can be found on the Extension Employee Intranet website and are available in English and Spanish, and in long form (preferred) and short form (to be used judiciously for design reasons if space is limited).

Statements change occasionally. Please check back at least on an annual basis to be sure you are using the most current statement. Statements are located at this URL:

<https://employee.extension.oregonstate.edu/resources/marketing-tools/statements>

Resources for designing

Microsoft Word offers flyer, brochure and newsletter templates. Canva (www.canva.com) is an easy-to-use design tool. PowerPoint also can be used as a design tool (this document was developed in PowerPoint).

Good sources for royalty-free images:

- Pixabay.com
- Commons.Wikimedia.org
- Unsplash.com
- Flickr (filter for license-free photos)

When to use the trademark™

The first time Master Gardener appears, it must include the trademark designation (™). Subsequent uses of Master Gardener do not require the trademark designation.

- Oregon Master Gardener™
- Master Gardener™
- Oregon State University (or OSU) Master Gardener™
- Oregon State University (or OSU) Extension Service Master Gardener™
- Oregon State University Master Gardener Mini-college™
- Jackson County Master Gardener™
- Washington County Master Gardener™ Association

Thank you!

OSU Extension Service and the OSU Extension Service Master Gardener Program are grateful for the enthusiastic support of the Master Gardener associations and trained Master Gardener volunteers.

There is no way we could reach as many people, or have such an impact on food system resiliency and the well-being of people and the environment without your support.

MASTER GARDENER™ STYLE GUIDE FOR ASSOCIATIONS

Page 6 - Example of flyers



The Josephine County Master Gardener® Association
in collaboration with and in support of
The Oregon State University Extension Service Master Gardener Program

Invites you to the

2022 ANNUAL SPRING GARDEN FAIR

Saturday, May 7 – 9 am to 5 pm
Sunday, May 8 – 10 am to 3:30 pm

Annuals, Vegetables, Shrubs, Perennials, Native & Pollinator Plants

- All funds from the plant sale support Master Gardener Program activities
- Master Gardener Plant Clinic for your gardening questions
- 4-H Compost Sale

Location:
OSU Extension Office Site
215 Ringuette Street
Grants Pass, OR 97527

- Free admission
- Free parking
- No animals, please

 **Oregon State University**
Extension Service
Master Gardener™

OSU Extension Service prohibits discrimination in all its programs, services, activities, and materials. Accommodation requests related to a disability should be made by April 24, 2022, to Danielle Knueppel at 541-476-6613 or danielle.knueppel@oregonstate.edu.



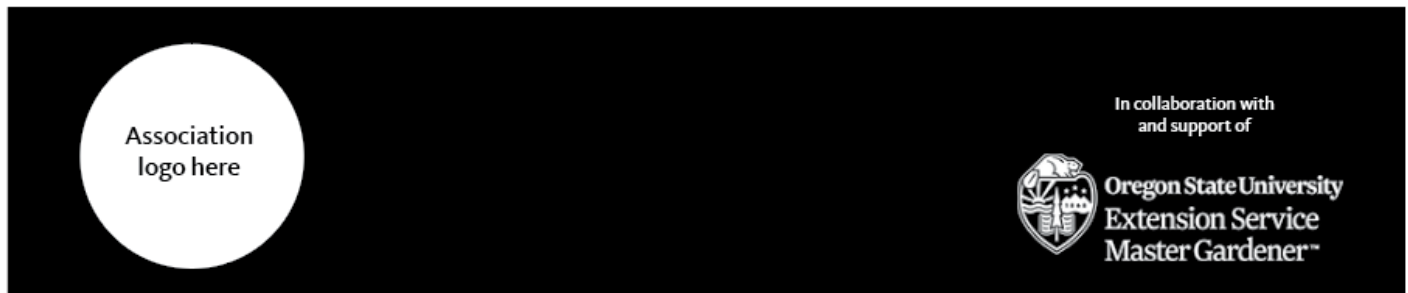
MASTER GARDENER™ STYLE GUIDE FOR ASSOCIATIONS

Page 7 - Websites and newsletters

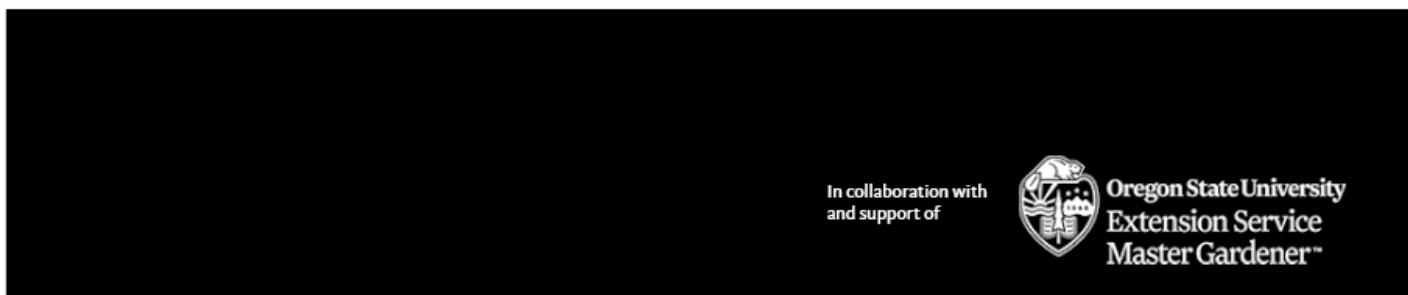
Relationship with OSU should be on the home page of association websites and included in newsletters. It can be incorporated into the header, footer, side column, or wherever it makes sense within your design. Non discrimination statement should also be included.

Association newsletters should be hosted on association websites, not the OSU website. If an association does not have a website, work in partnership with your Master Gardener coordinator for an appropriate alternative.

Example of header:



Example of footer:



Oregon State University Extension Service prohibits discrimination in all its programs, services, activities and materials on the basis of race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, familial/parental status, income derived from a public assistance program, political beliefs, genetic information, veteran's status, reprisal or retaliation for prior civil rights activity.

Example of side column:

