



UNIVERSITY OF
MARYLAND
EXTENSION

MASTER GARDENER
PROGRAMS

STYLE GUIDE

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SECTION 1

INTRODUCTION

ABOUT

ABOUT THE MASTER GARDENER PROGRAM

MISSION

Support the University of Maryland Extension (UME) mission by educating state residents about safe, effective and sustainable horticultural practices that produce healthy gardens, landscapes, and communities.

BRAND POSITION

The UME Master Gardener Program is a volunteer outreach and education program that teaches sustainable gardening practices. Master Gardener volunteers are trained by UME faculty experts, and serve their local communities by helping people solve gardening problems and make environmentally-sound decisions.

ABOUT THIS DOCUMENT

LOGOS IN THIS STYLE GUIDE

In this style and usage guide, you will find the latest redesign of the following programs:

- Master Gardener
- Grow It Eat It
- Bay-Wise
- Ask a Master Gardener Plant Clinic
- Native Plants
- Pollinators
- Composting

2017 REDESIGN GOALS

- To make the logos more effective marketing tools
- Meet the University of Maryland College of Agriculture and Natural Resources requirements for the logo display of all UME programs.
- Help people see that Master Gardener and subset programs are connected.
- Improve the visual identity of existing Master Gardener subset programs.
- And all logos will work with the UME wordmark.

PROGRAM HIERARCHY

Keeping the hierarchy of programs in mind is important for how each program logo can be placed with others, and which logos will often be seen together.

HGIC AND MASTER GARDENER

The Home and Garden Information Center (HGIC) and Master Gardener are on the same level in the program hierarchy. Currently HGIC has no child programs.

MASTER GARDENER CHILD PROGRAMS

There are currently six child programs under Master Gardener, called subset programs.

PARENT PROGRAMS VS. SUBSET PROGRAMS

Programs that have child programs are “parent programs,” which include only Master Gardener. Any programs that do not have child programs of their own are “subset programs,” which include the Master Gardener child programs. These differences have importance in logo lock-ups and alignment with other logos (See Section 2).

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MASTER
GARDENER

HOME & GARDEN
INFORMATION CENTER

Master Gardener is a parent program.



GROW IT · EAT IT



COMPOSTING



BAY-WISE



NATIVE PLANTS



ASK A MASTER GARDENER
PLANT CLINIC



POLLINATORS

Programs that do not have child programs of their own are “subset” programs.

SECTION 2

LOGO LOCK-UP GUIDELINES

CLEARSPACE AND ALIGNMENT

CLEARSPACE

Whether a logo is placed to the left of or underneath the UME mark (i.e. horizontal vs. stacked), a space equivalent to the letter “L” in the “MARYLAND” portion of the UME mark should be used as clearspace between the logos.

Please refer to UME’s rules for clearspace around the entire logo lock-up.

ALIGNMENT

HORIZONTAL ALIGNMENT

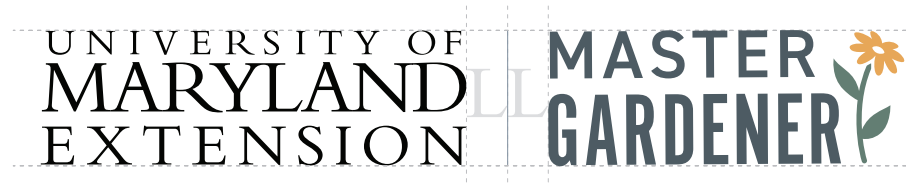
Logos should align with the top and bottom edges of the UME mark. They are also separated by a rule that is 50% of the primary color Bay Blue in the color palette (see page 21).

STACKED ALIGNMENT

Logos are aligned to the left and right edges of the UME mark. The same rule is used to separate the logos, using the same vertical height of the “L.”



Use the “L” in “MARYLAND” for clearspace between logos.



Example of horizontal alignment. Logo height is the same as height of UME mark.



The Master Gardener logo should align with the left and right edges.

SUBSET PROGRAM LOCK-UPS

When subset programs are shown with the UME mark, they need to also show the hierarchy under Master Gardener. To make sure the subset program is given clear prominence, each logo is paired with the text “A Master Gardener Program.” The text is a 70% tint of the primary color Bay Blue.

SIZING

The “Grow It Eat It” logo is used as the benchmark in determining the lock-up height and the relative size and width of the “Master Gardener” text. All other subset program logos will vary in width, but the lock-up height and “Master Gardener” text will stay the same to ensure consistent sizing.

HORIZONTAL ALIGNMENT

As with the Master Gardener logo, the subset lock-up will align to the top and bottom of the UME mark. Subset programs will align to the left in this lock-up.

STACKED ALIGNMENT

Subset programs all stay the same height (see “Sizing” above), and are centered underneath the UME mark, while the “Master Gardener” text is always aligned to the left and right edges.

HORIZONTAL ALIGNMENT

UNIVERSITY OF
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GROW IT · EAT IT

A MASTER GARDENER PROGRAM

UNIVERSITY OF
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BAY-WISE

A MASTER GARDENER PROGRAM

Even when the subset programs are different widths, the height of the lock-up and sizing of the “Master Gardener” text stays the same.

STACKED ALIGNMENT

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GROW IT · EAT IT

A MASTER GARDENER PROGRAM

UNIVERSITY OF
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EXTENSION



BAY-WISE

A MASTER GARDENER PROGRAM

Subset programs are centered under the UME mark and are all the same height. The “Master Gardener” text is aligned to the left and right edges.

SECTION 3

LOGO ALTERNATES, VARIATIONS & FILE TYPES

ICONS

Logos that have child programs will also have an icon version of the logo.

ICON USES

SOCIAL MEDIA

Icons are excellent for social media profile pictures/avatars. Often when the full logo is used, it is not readable, and can be cut off if it has a circular frame.

PROMOTIONAL ITEMS

Smaller promotional items are often better suited for icons than full logos. Examples include:

- stickers
- notepads
- stamps
- pens

FAVICONS

While website favicons are extremely small, logo icons are much more easily modified to create a website favicon.

GRAPHIC ELEMENTS

Icons can be used as more illustrative/decorative elements in some collateral, such as infographics or brochures.

USING THE ICON BY ITSELF

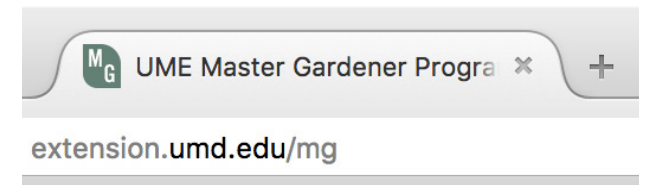
It is important that whenever possible, **the program name is visible when the icon is used**. For example, in a social media profile the program name is very obvious at the top of the page. If the icon is used alone on a promotional item, other materials with the full logo might also accompany that item. Use your best judgment and consider your audience when using icons.



Example of the Master Gardener icon as a Facebook profile picture.



Example of the Master Gardener icon on a small sticker.



Example of sample favicon for the Master Gardener website.

BLACK & REVERSED VARIATIONS

BLACK

Applications: print only

For print applications that will only be printed in grayscale, using the black logo ensures that the logo will be readable, regardless of the print medium or method.

REVERSED

Applications: print and screen

When the logo needs to be placed on a dark background, the reversed variation can be used. Follow these guidelines to make sure the reversed variation is used appropriately:

HAVE ENOUGH CONTRAST

The background should be the equivalent of a 80% black or darker.

AVOID PUTTING OVER IMAGES

Images as a background can reduce the readability of the logo. If the logo must be placed on an image, make sure the image has a dark overlay to increase contrast.



Examples of the black logos for Master Gardener.



✓ 100% black

✓ 80% black — this is the minimum darkness

✗ 40% black — too light



✗ Avoid putting reversed logos over images that are not edited appropriately.



✓ Using a 60% black overlay, there is enough contrast between the image and logo.

LOGO FILE TYPES

Logo variations are saved as different file types depending on potential applications: EPS, JPG, and PNG. It is important to know when a certain file type should be used.

EPS

EPS files are also known as “vector based” files. They can be scaled to any size and will not lose any detail, and have a transparent background. They are also editable by those with the right design software. For almost all printed applications, EPS files are the best choice.

EXAMPLES OF WHEN TO USE

- when sending to a designer or web developer for use in print or web design.
- when sending to external vendors/printers for creating items such as banners, signs, and promotional items.
- if you need to print in PMS or “spot” colors.
- when the reversed logo is needed over a dark background.

JPG

JPG files are “pixel based” files. They can only be used at the size provided or reduced in size — not enlarged. JPGs are most commonly used on screens, but can occasionally be used in limited print formats. JPG logo files will always have a white background.

EXAMPLES OF WHEN TO USE

- email signatures
- PowerPoint presentations
- website pages
- social media profiles

PNG

PNG files are meant specifically for the screen. Like JPGs, these are also “pixel based” files, and should only be used at the size provided or reduced in size — not enlarged. All PNGs have a transparent background.

EXAMPLES OF WHEN TO USE

- when the reversed logo is needed over a dark background.

SECTION 4

USAGE GUIDELINES

LOGO ANATOMY

STYLING

The Master Gardener and its child programs aim for a minimalist and compact design. These styling choices help to create a more simplified design system within the family of programs, and makes each logo more versatile across all media.

Logos are also designed to have an approachable and warm tone that connects back to nature, which is accomplished by a bright and earthy color palette. All logos pull from a specific color palette (see page 21). Currently all logos use the same color for the program name to ensure decent contrast and excellent readability at small sizes.

FONTS

Logos use both or one of these fonts: Alternate Gothic No1 D and DIN 2014.

Alternate Gothic is a bold, condensed font that is a good choice for logos with longer names. It is also ideal for logos that need to be legible at small sizes and used in a variety of ways.

DIN 2014 is a slightly condensed font that contrasts well with Alternate Gothic. It is used in both the regular and demi weight depending on its size and placement within a logo.

Master Gardener uses a combination of Alternate Gothic and DIN 2014. Subset programs use only DIN 2014 to help with consistency within that program group.

FONTS

COLORS

DIN 2014 Demi

Bay Blue

Yellow



Alternate Gothic No1 D










Intermediate between Bay Blue and Gardener Green









GROW IT • EAT IT

DIN 2014 Regular

DO'S & DON'TS

DO	DON'T
 <p>Specific fonts and styles are used within each logo.</p> <p>Use original logo files as intended</p>	 <p>Adding additional elements that do not match the logo styling will weaken the brand integrity.</p> <p>Prince George's County</p> <p>Add additional text or elements to supplement logo</p>
  <p>Keep logos at correct proportions at all times</p>	  <p>Stretch, distort or rotate a logo</p>
 <p>The icon part of this logo (the flower) is always to the right of the text.</p> <p>Keep logo elements together</p>	  <p>Re-arrange logo elements</p>

DO'S & DON'TS (CON'T)

DO	DON'T
 <p>This logo is above 300dpi, which is the resolution required for print. It is also an EPS file, which means it can be scaled to any size.</p> <p>Use logos at an appropriate resolution so they are crisp and clear</p>	 <p>This is a JPG file at 72dpi, which is much too low for print.</p> <p>Use a blurry or pixelated logo (often happens when JPG or PNG files are enlarged beyond their intended size)</p>
 <p>All current logos use the primary color Bay Blue for the text color for good readability.</p> <p>Use original logo colors</p>	 <p>Switch or substitute colors</p>
 <p>Pair Master Gardener and subset logos with UME mark</p>	 <p>Separate logos from UME mark, or show Master Gardener or subset logos without UME mark.</p>

SECTION 5

PROGRAM LOGOS

MASTER GARDENER

The Master Gardener logo uses an icon of a Black Eyed Susan, which as a native plant of Maryland, connects the logo to the UMD family and aligns with part of Master Gardener’s mission.

Master Gardener has a corresponding icon to use in other applications, sharing the same leaf-like pattern used in the HGIC logo and subset program logos.

MAIN LOGO AND ICON



Full Color Logo



Icon

LOGO VARIATIONS



Black Logo



Logo horizontally aligned with UME mark



Reversed Logo



Logo stacked with UME mark

MINIMUM SIZE



MASTER GARDENER SUBSET PROGRAMS

There are six Master Gardener subset programs. Each logo uses colors from the color palette. The icon of each logo uses the same leaf-like shape of the HGIC and Master Gardener icons to maintain consistency within the program hierarchy.

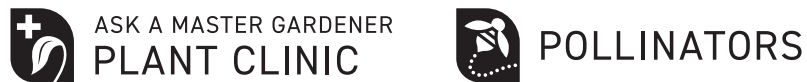
Since these logos do not have separate icons which use the program initials, it is not encouraged to only use the icon by itself. See the section on Icons on page 10 for further guidance.

MAIN LOGOS



LOGO VARIATIONS

Only a sample of the six logos are shown.



Black logos



Reversed logos

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Logo horizontally aligned with UME mark

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Logo stacked with UME mark

MINIMUM SIZE



SECTION 6

COLOR PALETTE

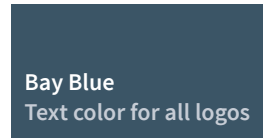
PRIMARY, SECONDARY & TERTIARY COLORS

PRIMARY COLORS

All logos use at least one of the primary colors.

BAY BLUE IN LOGOS

All current logos use Bay Blue for the color of the program name, due to its high contrast and readability at small sizes. All subsequent logos should follow this convention.



RGB: 78, 93, 101
HEX: #4E5D65
CMYK: 58, 32, 18, 54
PMS: 7545 C



RGB: 140, 202, 123
HEX: #8CCA7B
CMYK: 51, 0, 71, 0
PMS: 360 C

SECONDARY COLORS

These colors should be paired with at least one of the primary colors. Secondary colors are useful for additional program logos, icons, and illustrations.



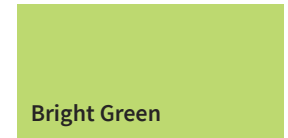
RGB: 229, 130, 82
HEX: #E58252
CMYK: 2, 55, 69, 0
PMS: 7577 C



RGB: 231, 168, 89
HEX: #E7A859
CMYK: 0, 42, 75, 2
PMS: 124 C



RGB: 102, 132, 156
HEX: #66849C
CMYK: 56, 24, 11, 34
PMS: 5415 C



RGB: 194, 219, 113
HEX: #C2DB71
CMYK: 29, 0, 72, 0
PMS: 382 C

TERTIARY COLORS

If secondary color choices are not sufficient for an application, these colors can be added.



RGB: 172, 87, 68
HEX: #AC5744
CMYK: 0, 79, 91, 30
PMS: 7593 C



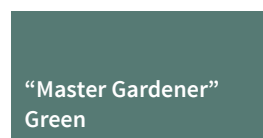
RGB: 68, 127, 110
HEX: #447F6E
CMYK: 68, 20, 53, 26
PMS: 7475 C



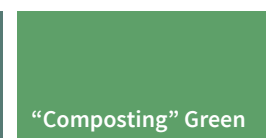
RGB: 63, 95, 88
HEX: #3F5F58
CMYK: 89, 22, 34, 65
PMS: 7476 C

LOGO-SPECIFIC COLORS

These colors are considered outside the color palette specified above. They are used in the Master Gardener and Composting logos.



RGB: 85, 123, 118
HEX: #557876
CMYK: 55, 20, 38, 34
PMS: 625 C



RGB: 127, 180, 119
HEX: #7FB477
CMYK: 64, 13, 72, 8
PMS: 2264 C

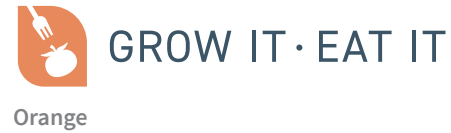
COLOR USE IN LOGOS

All program logos use Bay Blue as the color of the logo text. Below is a breakdown of what colors are used in each logo.

MASTER GARDENER LOGO



SUBSET LOGOS



SUBSET LOGOS WITH TAGLINES

