Which file type should I use?

EPS, JPG, or PNG?
All images come in EPS, JPG, and PNG versions.
- EPS versions are vector files that can be sent to professional printers.
- JPG versions have a white background and should only be used on a white background (e.g., in Powerpoints, websites).
- PNG versions have a transparent background and are meant to be used on a screen.

Please read Page 12 of the Style Guide for more information about the difference between EPS, JPG, and PNG files and when to use which type of file.

Full Color, Black, or Reversed (aka White)?
All logos come in full color, black, and reversed (aka white) versions.

- Use the Full Color logo only on white or cream backgrounds or items.
- Use the Black logo on lighter/non-white background or items.
- Use the Reversed (aka white) logo on darker backgrounds or items.

Horizontal or Stacked?
All logos come in horizontal and stacked versions. Use the horizontal or stacked version depending on the space you have for the logo.
- Use the horizontal version if you have a wider space for the logo.
- Use the stacked version if the space for the logo is narrow.

RGB or CMYK?
- FullColor_RGB is for screen applications
- FullColor_CMYK is for print applications

When would I use the icons?
Please read page 10 of the style guide. The Master Gardener icon would be an excellent choice for a Facebook profile picture, especially assuming that the full program name is listed directly below the profile picture. Subset program icons may be used as a decorative element in PowerPoint slides. Whenever possible, make sure the full name of the program is also visible elsewhere on the item (e.g., on the website or presentation).

I want to get shirts made. Which logo should I send to the printer?

If the shirt is white or cream:
Master Gardener > Master Gardener Logo > Full Logo > EPS > UME_MGLogo_withUME_STACKED_FullColor_CMYK.eps

If the shirt is a dark color:
Master Gardener > Master Gardener Logo > Full Logo > EPS > UME_MGLogo_withUME_STACKED_Reversed.eps

If the shirt is a light (non-white color):
Master Gardener > Master Gardener Logo > Full Logo > EPS > UME_MGLogo_withUME_STACKED_Black.eps

When do I use the Master Gardener logo versus a subset program logo?

UME + Master Gardener logo
Use this logo when there is NOT one particular subset program (e.g., Pollinators, Bay-Wise, Grow It Eat It) being clearly promoted.

UME + Subset program logo
Use a subset program logo when you are clearly promoting one particular subset program above all others.