

WSU Extension Master Gardener Program

Cultivating plants, people, and communities since 1973

[Master Gardener Program](#) | [Washington State University \(wsu.edu\)](#)



TO: [Extension Program Directors and Coordinators]

FROM: Washington State University Extension Master Gardener 50th Anniversary Committee

We are pleased to announce the roll-out of the **Extension Master Gardener (EMG) 50th Anniversary Mark and Branding Requirements**. A PDF of the Branding Requirements for the use of the mark can be found at [50th resources | Master Gardener Program | Washington State University \(wsu.edu\)](#). Extension programs have permission from Washington State University and the WSU EMG Statewide Program Leader to use the mark for communications and to print on swag (promotional items) to generate revenue. Please provide this requirements document and guidelines to any person in your organization who will be involved in incorporating this mark in your plans for promotion of the EMG 50th Anniversary Celebration during 2023.

The Extension Master Gardener Program's 50th year mark has been developed for use by all Extension Master Gardener Programs associated with an accredited university and must be used exactly as provided. It must not be altered in any way. The mark must be displayed properly. In addition, it should only be used to complement the official university logo and should never be used on official communications and publicity materials without the official university logo present.

The Branding Requirements PDF includes:

- Why branding is important
- Branding requirements
- Proper use of the mark
- Sample use of the mark
- Sample use of the mark on swag

If you or anyone in your organization has questions about use of the EMG 50th Anniversary Mark, please contact Debra Benbow, Washington State University Extension Master Gardener Program Assistant: debra.benbow@wsu.edu. WSU Central Marketing and Communications has final authority over any logo issues.

Happy Celebrating,

WSU Extension Master Gardener Program
50th Anniversary Planning Committee



WSU Extension programs and employment are available to all without discrimination. Evidence of noncompliance may be reported through your local Extension office.