Branding Requirements
for the
Extension Master Gardener Program
50th Anniversary Mark

Beginning as a grassroots, sociologic movement at Washington State University, the Extension Master Gardener Program has emulated across the United States and into Canada and South Korea. Today there are over 85,000 university-trained volunteers actively engaged in teaching research-based gardening and environmental stewardship practices.

Why is Branding Important?

- It enhances our credibility as university-trained volunteers
- It links the organization's parts to a whole
- It creates a consistent impression across our organization
- It enhances credibility and validity of information
- It helps guide random or rogue directions
- It makes every contributor responsible for building a shared reputation

Branding Requirements

- 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.

- Always adhere to the clear space rules when attempting to incorporate the mark with other marks, symbols, or graphics.

- Displaying the mark properly. 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.
Proper Use of Mark

When using the mark, allow proper clear space around the mark and other objects or text. Clear space is defined as about the size of the "50" circle in the center of the logo.

- Minimum mark size is 1" wide for printed materials. It will need to be larger when embroidered or silkscreened on promotional items or swag to ensure readability.
- Don't place the mark on busy photographic background.
- Don't squish, rotate, or skew the mark.
- The mark 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.

Sample Use of Mark

Washington State University Extension

Questions about branding may be directed to Debra Benbow, WSU Extension Master Gardener Program Assistant at: debra.benbow@wsu.edu

WSU Central Marketing and Communications has final authority over any logo issues.
Sample Use of Mark on Swag

University logo could be placed on sleeve

Please check for readability on embroidered or silkscreened clothing and other promotional items

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