

TEXAS MASTER GARDENER BRAND GUIDE

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LOGO

OVERVIEW

The Texas Master Gardener logo serves as a reminder that our vital, unique regional programs combine to create one powerful brand. The logo is that brand's face, signature, and connection with the world. Our logo helps the public remember and support our programs.

Place the logo on all Master Gardener communications and materials. Depending on the medium, message, and audience, you may choose to use the primary logo or a logo with the appropriate tag.



In publications, use two logos: the Texas Master Gardener primary mark and the Texas A&M AgriLife Extension Service logo.

If using two logos would distract from the main message (such as on a flyer) or take up too much room (such as on a t-shirt) use the Master Gardener logo with the AgriLife Extension tag.

For programs and audiences specific to your region, use the version of our logo with your region's tag.

Region-specific logos can be found at mastergardener.tamu.edu/branding.

If you cannot find your region/county, contact Jayla Fry, jbfry@tamu.edu

FULL COLOR

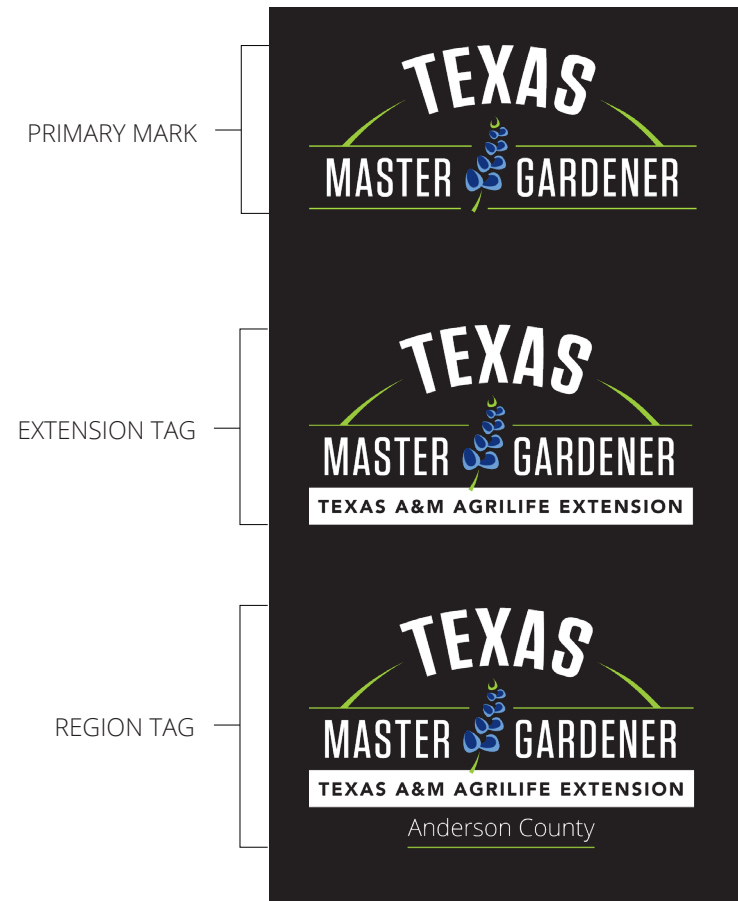
POSITIVE // REVERSE

Using the Texas Master Gardener logo correctly means making sure it is legible. When your project involves full color, choose from the following versions the one with the highest contrast to the intended background.

LOGO: FULL COLOR // POSITIVE



LOGO: FULL COLOR // REVERSE



ONE COLOR

POSITIVE // REVERSE

When your project involves printing in only one color (such as on a t-shirt), choose from the following options the one with the highest contrast to the intended background.

LOGO: FULL COLOR // POSITIVE



LOGO: FULL COLOR // REVERSE



FILE FORMATS

.PDF // .PNG // .JPG

Below, we list the best uses and some pros and cons of the three file formats you can choose from for the Master Gardener logo.



.PDF

Best uses: with a professional design program such as InDesign; when sending a logo to a designer or a print vendor — especially vendors using the logo on items such as t-shirts

Pro: transparent and scalable, it can be printed as large as you need

Con: larger file sizes



.PNG

Best uses: web/digital

Pro: transparent background

Con: larger file size than .jpg in some cases; image will become pixelated if enlarged



.JPG

Best uses: websites and printed materials

Pro: relatively small file size helps web pages load faster

Con: white background; image will become pixelated if enlarged

BRAND COLORS

CMYK // RGB // HEX // PANTONE

Please keep our logo beautiful. Digital and print materials call for different versions of the brand colors and the wrong one can turn out either garish or dull.



CMYK 45, 0, 100, 0

RGB 154, 202, 60

HEX 9ACA3C

PANTONE 375 C

PRINT

Both Pantone spot colors (offset printing only) and CMYK percentages have been provided. Every print technique is different and print proofs may be required to ensure color accuracy.



CMYK 100, 86, 0, 25

RGB 18, 52, 126

HEX 12347E

PANTONE 287 C

DIGITAL

The colors below are for digital, on-screen materials. Both RGB values and HEX codes (web) have been provided. Every display is different so there may be slight variation across devices.



CMYK 58, 28, 0, 0

RGB 106, 158, 212

HEX 6A9ED4

PANTONE 292 C

SPACING REQUIREMENTS

TUNGSTEN // REVERSE

A minimum area or “clear space” surrounding the Master Gardeners logo must be kept free of any other text or graphic elements, such as illustrations, thematic images, and the trim edge of a printed piece. In certain cases, the logo may be overlayed on top of a photograph or patterned background provided that the logo is still clear and legible. The photograph or pattern must not be overly distracting from the logo.



LOGO USE

DON'T

Our logo represents our brand. We all need to protect it by using it properly and consistently.

When used in printed materials, the logo must be no smaller than ¼ inch tall. The logo must be prominently displayed, at minimum on the front and back covers of publications.



Do not distort, modify or remove elements from the official logo.



Do not stretch the logo.



Do not recreate your own logo using incorrect colors or add elements to the official logo.



Do not use a rectangle behind the logo that is not one of the Master Gardener brand colors.



Do not place the photo over a busy photograph.