
Florida Master Gardener

Identity Manual
July 2007



Table of Contents

- 3 General Usage
Use of MG Title
- 4 Use of MG Logo
Variations of Logo
- 5 Approved Versions



Message from the Coordinator



Dear Master Gardeners:

I am very excited to introduce the Florida Master Gardener program's new identity standards. This policy brings to mind the history and tradition of the Master Gardener program while strengthening the ties with the University of Florida.

These identity standards contain policy for the use of the Master Gardener title and logo.

While these policies have always been in place, we've clarified and refined some of the points and have also included new University of Florida standards.

Being a Florida Master Gardener is an honor and privilege. Providing a consistent use policy for both the title and logo protects you as a volunteer and enhances the image of the Master Gardener program.

As you know, the University of Florida introduced a new signature (logo) in 2006. This signature has been added to the Master Gardener logo to create a cohesive look. The University of Florida has very specific policies on the use of the UF signature and we've incorporated these policies while still maintaining the Master Gardener program identity.

Your participation is appreciated as we work together to advance the University of Florida and Florida Master Gardener program.

Go Gators!

A handwritten signature in black ink, appearing to read 'Tom Wichman'.

Tom Wichman

General Usage Guidelines

As a Florida Master Gardener volunteer, you are a representative of the University of Florida and your county's Cooperative Extension Service. It's important that you remember this in all forms of communication - written, electronic, and interpersonal. Here are a few guidelines for you to remember about the Master Gardener identity standards.

- Florida Master Gardener is a program of the University of Florida and must be identified as such.
- Florida Master Gardener programs are operated through the county Cooperative Extension Service and may be identified as such.

Use of the Master Gardener Title

Official Policy Statement

The title "Florida Master Gardener" is to be used only and exclusively in the Florida Cooperative Extension Service Master Gardener Program in which trained and certified Master Gardeners answer gardening questions. Master Gardeners are expected to use the title only when doing unpaid volunteer educational work on the behalf of the University of Florida Cooperative Extension Service. Florida Master Gardeners shall not use the Master Gardener title in any advertisements or activities not related to University of Florida. The Master Gardener program represents a University of Florida - Florida Cooperative Extension Service public education program and one should avoid having association with commercial products or implying University of Florida Extension Service endorsements of any product or place of business.

Identifying Yourself as a Volunteer

It is recommended that you identify yourself as a University of Florida Master Gardener with your county's Extension service. For example:

John Smith
Florida Master Gardener
Alachua County Cooperative Extension
Service

This provides recognition back to the county Extension service while still maintaining the state title of Master Gardener.

Written Publication Use

The Master Gardener title is an official University of Florida volunteer title. All written activities associated with the title must be unpaid and approved by the county Master Gardener Coordinator. Examples:

- Newspaper columns
- Books
- Web sites

Use of the Master Gardener Logo

The Master Gardener logo is available for use by counties. The following guidelines govern the use of the Master Gardener logo in all forms of communication, including but not limited to print and electronic media.

- The logo is an essential means of visual communication.
- The logo must be used as a prominent graphic element in all publications - print and electronic - affiliated with IFAS Extension.
- The logo cannot be modified in any manner.
- The Master Gardener logo must be used in conjunction with the University of Florida/IFAS Extension signature (see examples on page 5). Please consult the University of Florida Identity and Signature System Manual located at identity.ufl.edu for specific requirements and usage.
- The Master Gardener logo must not be split from the University of Florida signature. The logo must stay intact for all uses.
- The mark is the primary identifier of the Florida Master Gardener program and can be used in a vertical or horizontal format as described in this manual.
- You are allowed to add your county's name or logo to the right or bottom of the Master Gardener logo.
- The Master Gardener logo with the University of Florida signature must always be the most prominent logo on Master Gardener printed and electronic materials.
- Apparel must use the UF Master Gardener logo prominently on the front. County logos can be used, but must be of equal size to the UF Master Gardener logo or smaller. County logos may be used on the back in any size or format. Apparel questions can be addressed to Tom Wichman.

Variations of Logo Use

There are versions available for use in vertical and horizontal format. Versions are also available in black and white and a grayscale format.



Approved Versions of the Logo

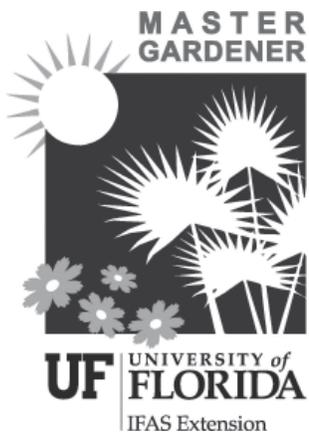
Color Versions



Black and White Versions



Grayscale Versions



Always use original digital art downloaded from the Master Gardener Coordinator section of the Florida Master Gardener Web site. Original art can be requested from twichman@ufl.edu. The logo cannot be redrawn, re-proportioned or modified in any way.