

UPDATED FEBRUARY 2020

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branding

FLORIDA MASTER GARDENER PROGRAM



Message from the Coordinator



Dear Master Gardeners:

I am very excited to introduce the Florida Master Gardener Volunteer program's new identity standards. These policies bring to mind the history and tradition of the Master Gardener program while strengthening ties with the University of Florida.

These identity standards contain policies for the use of the Master Gardener Volunteer 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 Volunteer 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 Volunteer program.

As you know, UF/IFAS introduced a new signature (logo) in 2013. This signature should be used in conjunction with the Florida Master Gardener Volunteer graphic.

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 Volunteer program identity.

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

Go Gators!

Wendy Wilber



*Wendy Wilber
Statewide Florida Master Gardener Volunteer
Program Coordinator*

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General Usage Guidelines

The Florida Master Gardener Volunteer program is a part of the University of Florida and UF/IFAS Extension. 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 Volunteer identity standards:

- Florida Master Gardener Volunteer is a program of the University of Florida and must be identified as such.
- Florida Master Gardener Volunteer programs are operated through the UF/IFAS Extension offices and should be identified as such.
- On the first mention, please include UF/IFAS Extension before Florida Master Gardener Volunteer. On subsequent mentions, it is fine to use Florida Master Gardener Volunteer program.

Use of the Master Gardener Title

Official Policy Statement

The title “Florida Master Gardener Volunteer” and the Florida Master Gardener Volunteer program are to be used only and exclusively in the UF/IFAS Extension Florida Master Gardener Volunteer program in which trained and certified Master Gardener Volunteers answer gardening questions and provide horticulture education to the public. UF/IFAS Extension Master Gardener Volunteers are expected to use the title only when doing unpaid volunteer education work on behalf of UF/IFAS Extension. Florida Master Gardener Volunteers shall not use the Master Gardener title in any advertisements or activities not related to the University of Florida. The Master Gardener Volunteer program represents a UF/IFAS Extension public education program and one should avoid associating it with commercial products or implying UF/IFAS Extension endorses any product or place of business.

Identifying Yourself as a Volunteer

It is recommended that you identify yourself as a UF/IFAS Extension Master Gardener Volunteer with your county's Extension service. For example:

John Smith
Florida Master Gardener Volunteer
UF/IFAS Extension Alachua County

This provides recognition to the county UF/IFAS Extension office while still maintaining the state title of Master Gardener Volunteer.

Written Publication Use

The Master Gardener Volunteer 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 Volunteer Coordinator. Examples include newspaper columns, books, and websites.

UF/IFAS Extension Florida Master Gardener Volunteer Branding

Use of the Master Gardener Volunteer Graphic Element

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

- The graphic element is an essential means of visual communication.
- The graphic element must be prominent on all publications—print and electronic—affiliated with the UF/IFAS Extension Florida Master Gardener Volunteer program.
- The Master Gardener Volunteer graphic element must be used in conjunction with the UF/IFAS Extension logo (see the examples on the right). Please review the UF/IFAS Branding Guide (<http://ics.ifas.ufl.edu/branding.shtml>) and the UF Brand Center (<http://identity.ufl.edu>) for specific requirements and usage.
- The Master Gardener Volunteer graphic element must always be used with the UF/IFAS Extension logo. The UF/IFAS Extension logo must always be placed above or to the left of the Master Gardener Volunteer graphic element. In this way, it shows the hierarchy of the program—Florida Master Gardener Volunteer is a program of UF/IFAS Extension.
- The Master Gardener Volunteer graphic element is the primary identifier of the Florida Master Gardener Volunteer program and can be used in a vertical or horizontal format as described in this manual.
- You may use the UF/IFAS Extension logo along with the county logo and Florida Master Gardener Volunteer graphic element to promote Master Gardener Volunteer programs associated with UF/IFAS Extension county offices. The UF/IFAS Extension logo must always be the most prominent logo (see the examples on the right). The UF/IFAS Extension logo should be the farthest on the left, with the Master Gardener Volunteer graphic to the right, and then the county logo below or to the right of the Master Gardener Volunteer graphic.
- The Master Gardener Volunteer graphic element and the UF/IFAS Extension logo must always be the most prominent graphics on Master Gardener Volunteer printed and electronic materials.
- Apparel and other branded products must use the UF/IFAS Extension logo and the Master Gardener Volunteer graphic element prominently. County graphics can also be used, but must be equal in size to the UF/IFAS Extension signature or smaller.

Variations of Graphic Element Use

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

Always use original digital art downloaded from the Master Gardener Volunteer Coordinator section of the Florida Master Gardener Volunteer website and the UF/IFAS identity website. The UF/IFAS Extension signature and the Florida Master Gardener program graphic element cannot be redrawn, re-proportioned, or modified in any way.





Clothing Guidelines

There are also opportunities to promote the UF/IFAS Extension Florida Master Gardener Volunteer program using clothing and other branded items. All clothes (e.g., T-shirts, long-sleeve shirts, sweatshirts) must include the UF/IFAS Extension logo along with the Florida Master Gardener Volunteer graphic.

Use the following general guidelines for clothing to promote the program:

- The UF/IFAS Extension logo should always be positioned over the left chest area. The Florida Master Gardener Volunteer graphic can be positioned underneath the UF/IFAS Extension logo, over the right chest area, on the sleeve, or the back of the shirt.
- County logos can be placed underneath the UF/IFAS Extension logo and the Florida Master Gardener Volunteer graphic, over the right chest area, on the sleeve, or on the back.

If you have any questions, contact UF/IFAS Communications at 352-392-2411.

More Information

If you have any questions about the information in this guide, contact either the Florida Master Gardener Volunteer program (http://gardeningolutions.ifas.ufl.edu/mastergardener/contact_us.shtml) or UF/IFAS Communications (<http://ics.ifas.ufl.edu/branding.shtml>).

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