Illinois Master Gardener

Brand Style Guide

Modified June 2025

Illinois Extension
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

College of Agricultural, Consumer and Environmental Sciences. University of Illinois, U.S. Department of Agriculture, Local Extension Councils Cooperating.
University of Illinois Extension provides equal opportunities in programs and employment. ©2025 University of Illinois Board of Trustees.
For permission to reprint, revise, or otherwise use, contact extension@illinois.edu.

How to Use this Guide

This guide outlines how to use the University of Illinois Extension Master Gardener brand effectively, elevating recognition of the program. This guide has specifications and examples for using the branded Master Gardener logo, colors, and fonts in collaboration with the Extension brand that will provide a unified, recognizable identity.

Using the Master Gardener brand at every opportunity connects your work to the program's legacy and timeless mission of "Helping Others Learn to Grow."

If you have questions about the standards, or if you need advice or design approval, submit a request to the state communications team at go.illinois.edu/MarketingRequest.

Credits

Matt Wiley

Art Director
mdw@illinois.edu

Candice Anderson

State Master Gardener Specialist
mille116@illinois.edu

Logo

Full Color

The full color version can be used reliably on most solid color backgrounds, or may be used on a photo background. This should be used whenever possible.

Single Color

The single color version of the Master Gardener logo may be used in situations where the full color version does not work. A common situation is on merchandise with a limited color budget. This can be black or white.

2 file formats, 3 variations

.PNG

Raster version

- best for social media and small print jobs
- transparent background
- maximum height is 11 inches

.EPS

Vector version

- best for clothing, merchandise, and large signs
- can be enlarged forever without getting blurry

The Master Gardener logo should always be paired with the University of Illinois Extension wordmark or Block I and Extension Text.

See Cobranding page in this guide for more information.

Illinois Extension
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN
Wordmark

Illinois Extension
Block I and Extension Text

Typography and Color

These typefaces are part of Adobe fonts and included in the Adobe Express templates, and do not need to be purchased or downloaded from other locations.

Headings

Josefin Sans Bold

Condensed Character Spacing / Tracking

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()&?!

Large Accent Words

Fields Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()&?!

Body Text

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()&?!

Program-specific Colors and Fonts

While state-level programs typically inherit fonts and the orange and navy color palette from campus, Master Gardener has its own distinct sub-brand. Rely on these for your design materials, but continue to use approved campus colors behind the Block I and Wordmark.

Primary Colors

GREEN
#6ebc23
CMYK 61, 0, 100, 0
RGB 110, 188, 171

PURPLE
#5f0c6e
CMYK 74, 100, 22, 14
RGB 95, 12, 110

Secondary Colors

ACCESSIBLE GREEN
#476e17
CMYK 73, 35, 100, 23
RGB 71, 110, 23

ACCENT GREEN
#b6de91
CMYK 30, 0, 55, 0
RGB 182, 222, 145

Decorative Elements

Watercolor Field

The purple watercolor field can be used as a background color or layout element, such as a footer or sidebar.

It most often appears with an S-curve to separate text fields from photos.

Because this element is derived from a photo, it can serve as a background for university branding elements, like the wordmark or Block I.

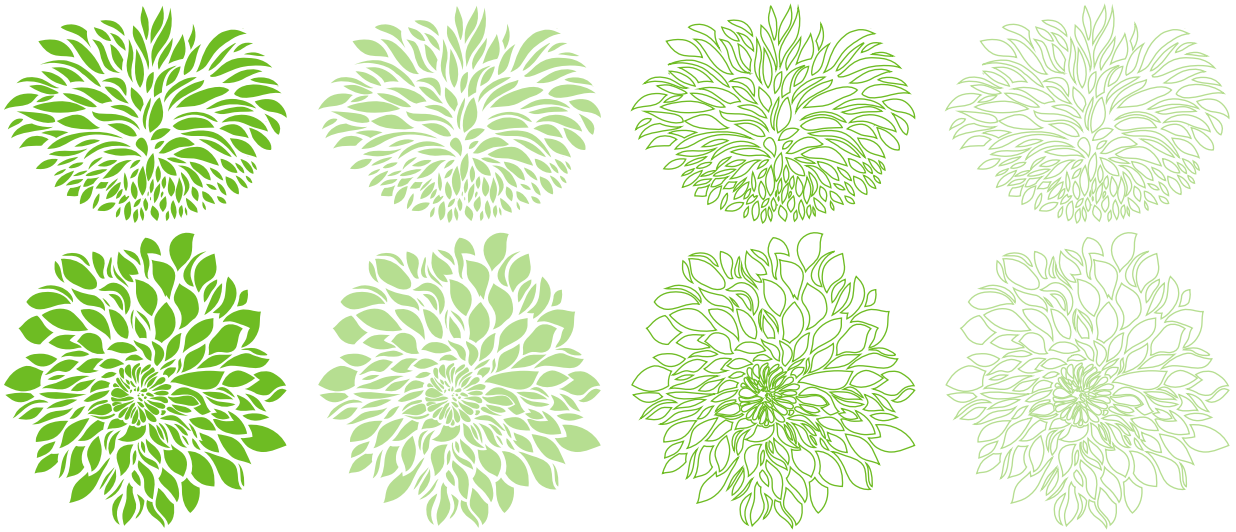
Blossoms

Blossoms are optional elements added as the last step in a layout to fill empty space or balance a composition.

They are most often enlarged beyond the bounds of a document or placed along a page edge or corner.

They can be solid or outlined in Green, Accent Green, or White.

All of these are included in Adobe Express.



Cobranding

The Master Gardener logo must always be paired, or cobranded, with the University of Illinois wordmark, or block I and Illinois Extension text. Review the full guide to using the wordmark, block I and Illinois Extension text at extension.illinois.edu/commit/logos-and-branding.

In Text

When first mentioning Master Gardeners in text, “University of Illinois Extension” absolutely must also be mentioned. Example: In media releases or event descriptions. “This program is hosted by the University of Illinois Extension Master Gardeners of Johnson County.” Secondary references can be written as “Illinois Extension.”

Document

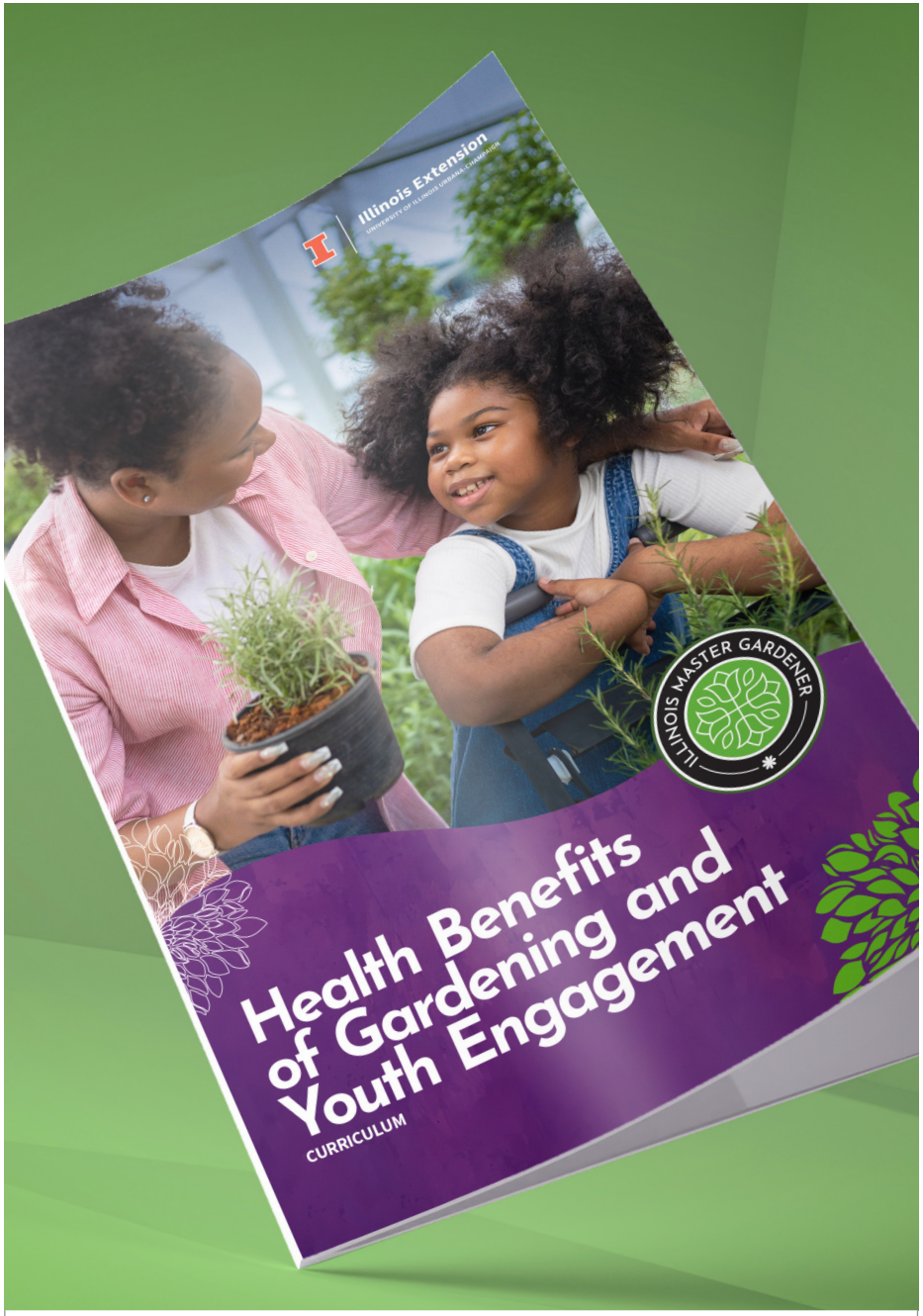
If the Master Gardener logo is used, the Extension wordmark must also be included somewhere on the document. For multi-page documents it must be on the cover. You cannot use two Block I’s on the same page.

Junior Master Gardener

Junior Master Gardener is not a curriculum supported program of Illinois Extension’s Master Gardener program and does not have its own text treatment or logo. However, to brand this program, use the Master Gardener logo and include Junior Master Gardener as a title nearby. Do not add additional words or otherwise alter the Master Gardener logo.

External Partnerships

To acknowledge partners like Master Gardeners, 4-H and other external organizations with logos in print or digital communications, the Block I logo or Extension wordmark must appear with the same design weight as the partner(s), separated by a buffer zone or vertical line. brand.illinois.edu/visual-identity/wordmarks



One possible multi-page document cover layout

Clothing and Merchandise

The Block I and the text “University of Illinois Extension” or “Illinois Extension” must be used if the Master Gardener logo is used. Contact the communications team to request merchandise design or design approval at go.illinois.edu/MarketingRequest.

If you are using an external vendor to create a product that you are either giving away or selling and will use the campus trademarks and logos (e.g., a t-shirt, mug, sticker or sweatshirt), you must follow trademark licensing guidance and use the trademarked version for the Illinois wordmark or logo.

Limited exceptions allowed

Merchandise with limited space (pins, patches) may use a standalone Master Naturalist logo without campus branding.

A single color Block I (white or black) is available on request to reduce cost.

Branding locations

When the Master Gardener logo is used on merchandise, it must be cobranded with a Block I that has the trademark symbol. This applies to items that will be sold as well as those that are given away for promotional purposes. The trademarked logo is available on request.

Unique merchandise designs should be approved by the state communications team.

The trademarked Block I can be in one of three locations: sleeve, back of neck tag region, or included as part of the front design.

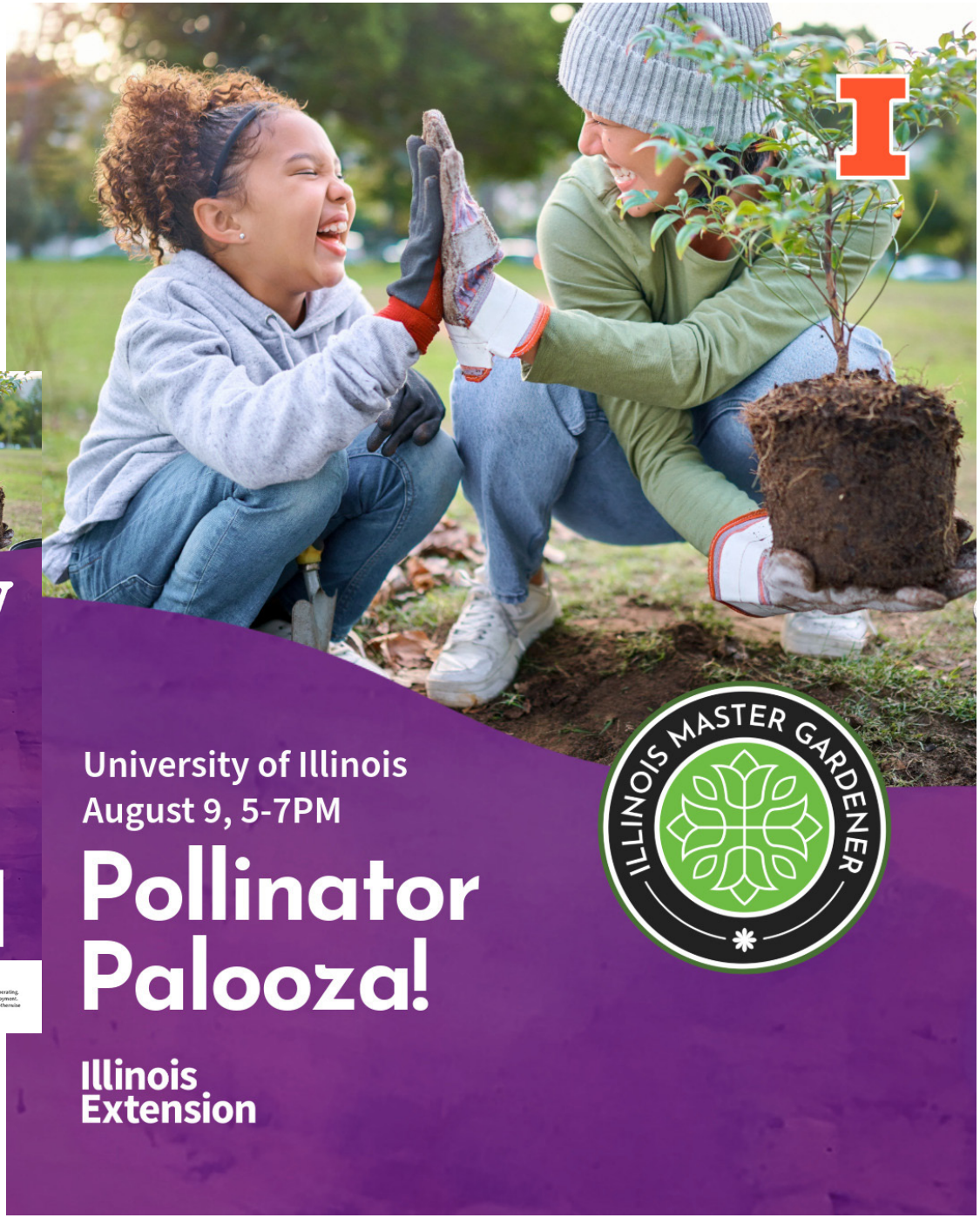
Material Color Options

Master Gardener clothing and merchandise can only be black, white, shades of grey, shades of blue, or shades of orange.

Adobe Express Templates

Adobe Express contains templates for social media posts, powerpoints, brochures, handouts, and other promotional materials.

Contact the communications team to request access to the Master Gardener Brand Kit at go.illinois.edu/MarketingRequest.



Legibility

Use a subtle single color gradient instead of adding drop shadows or outlines to increase text contrast. The goal is to imperceptibly increase legibility without our methods being obvious.

BAD Sometimes text is hard to read and needs help

GOOD Sometimes tinting an image can help legibility

BAD Drop shadows can make an image look hazy

GOOD Subtle color gradients are a great legibility tool

GOOD Using the “multiply” layer style can help mix color

BAD Text outlines can make a layout look dated

BAD Too much gradient can obscure an image

BAD Clashing colors can make an unpleasant image

Signage

The Extension wordmark must be separated from other objects and the edge of the sign by at least the **width** of the Block I.

On building signage, the Master Gardener logo must not appear larger than the vertical separator in the Extension wordmark.

On documents, yard signs, billboards, and directional signage, the logo heights are flexible.