



**Illinois
Master
Naturalist**

Illinois Master Naturalist

Brand Style Guide



Illinois Extension

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

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How to Use this Guide

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

Using the Master Naturalist brand at every opportunity connects your work to the program's legacy and timeless mission of connecting people with nature and helping them become engaged environmental stewards.

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
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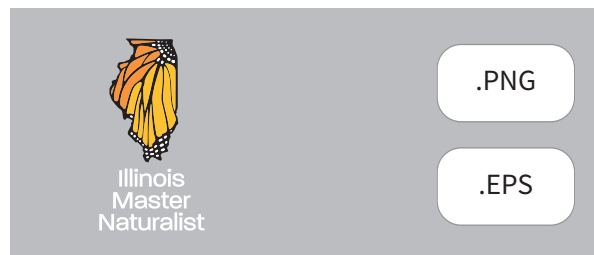
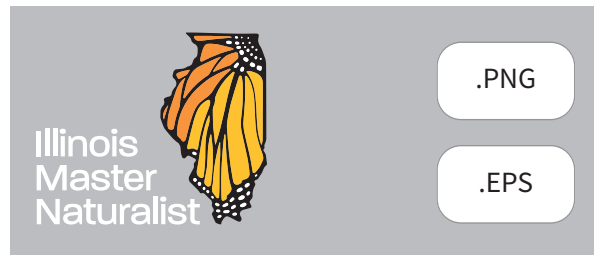
Abigail Garofalo

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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. **Don't remove the text.**



Single Color

The single color version 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, 8 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 left aligned Master Naturalist logo will be used most often, but the vertically stacked version is available if horizontal space is limited in a layout.

The Master Naturalist 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

Circe Slab C Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890()&?!

Large Accent Words

Circe Slab C Light

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 Naturalist 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



ORANGE
#f7943e
CMYK 0, 50, 85, 0
RGB 247, 148, 62



YELLOW
#ffc233
CMYK 0, 25, 90, 0
RGB 255, 194, 51



GREEN
#206a50
CMYK 85, 35, 75, 25
RGB 32, 106, 80

Decorative Elements

Green Field

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

It most often appears with a ragged edge to separate text fields from photos.

Because this element is not a university-approved color, the Block I and Wordmark cannot be on top of it.



Line Art

A selection of optional line art illustrations are available as the last step in a layout to fill empty space or balance a composition.

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

All of these are included in Adobe Express.



Cobranding

The Master Naturalist 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 Naturalists 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 Naturalists of Johnson County.” Secondary references can be written as “Illinois Extension.”

Document

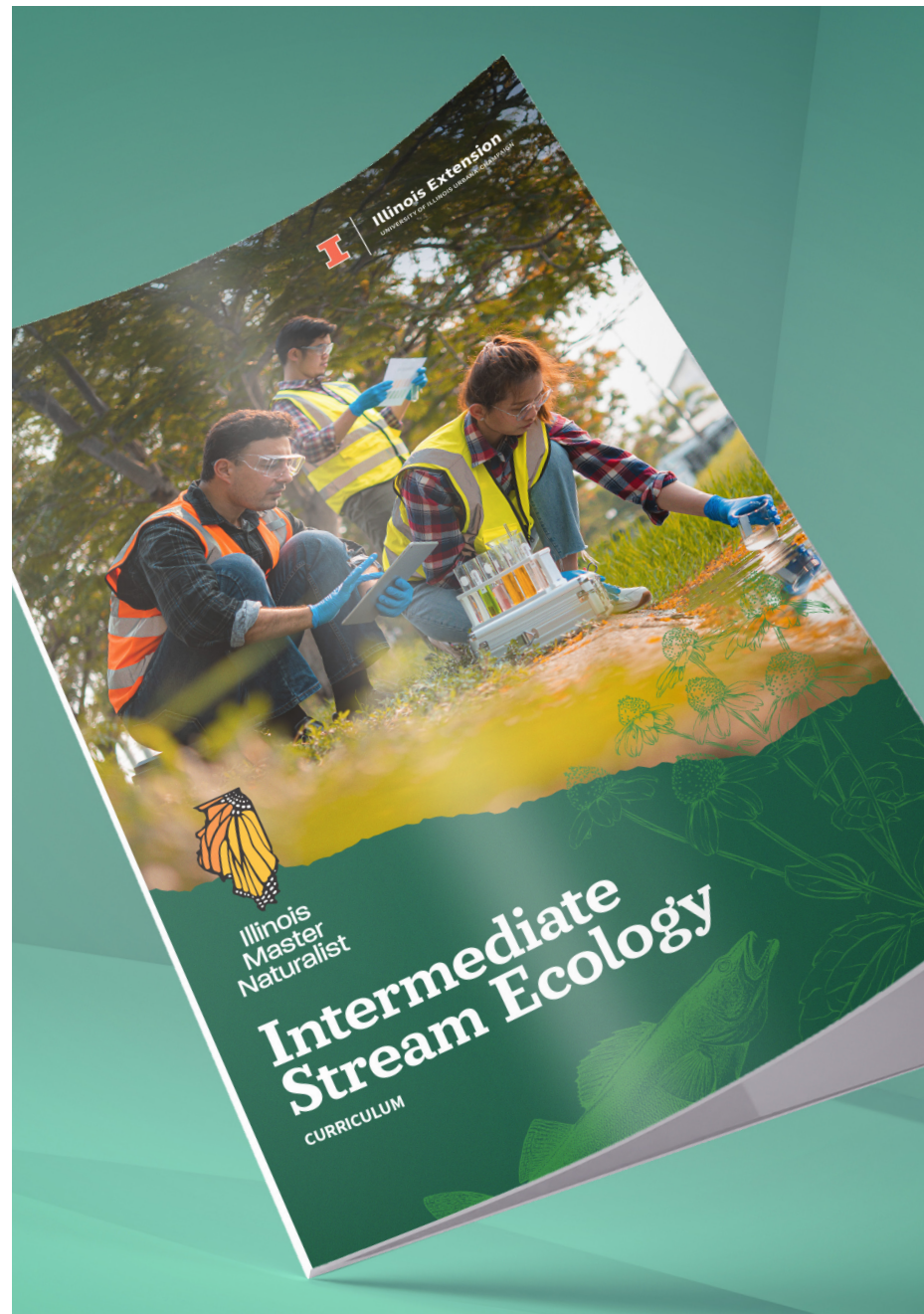
If the Master Naturalist logo is used, the Extension wordmark must also be included somewhere on the document. For multi-page documents it must be on the cover.

Junior Master Naturalist

Junior Master Naturalist is a sub-program under Illinois Extension’s Master Naturalist program, therefore it does not have its own text treatment or logo. To brand this program, use the Master Naturalist logo and include Junior Master Naturalist as a title nearby. Do not add additional words or otherwise alter the Master Naturalist logo.

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 Naturalist 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 Naturalist 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 Naturalist 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 Naturalist Brand Kit at go.illinois.edu/MarketingRequest.



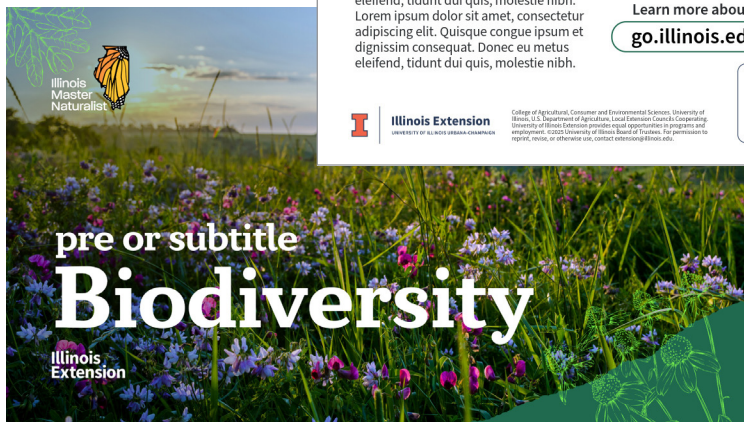
Illinois
Master
Naturalist



September 1 at 3PM

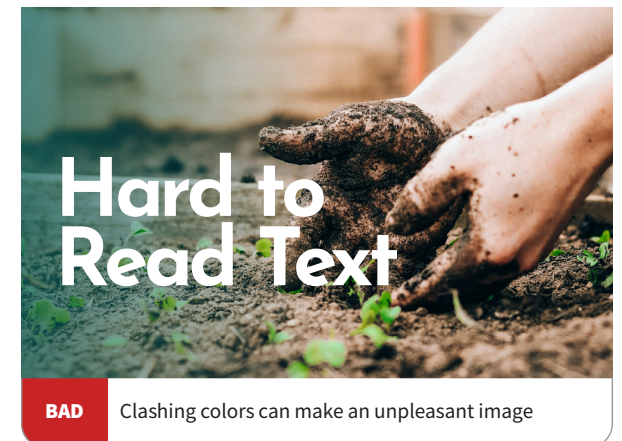
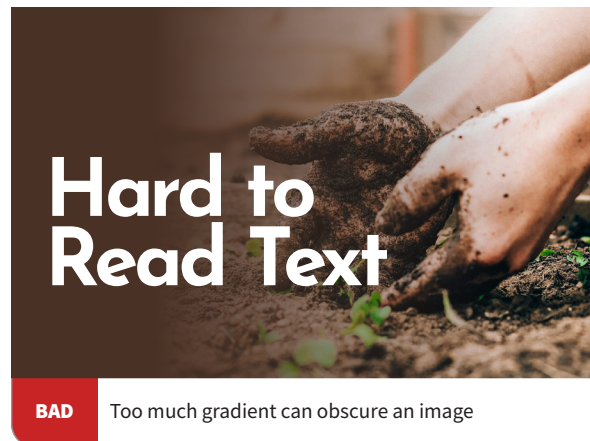
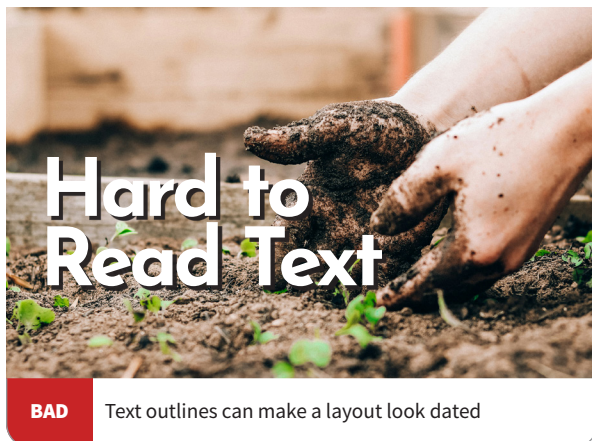
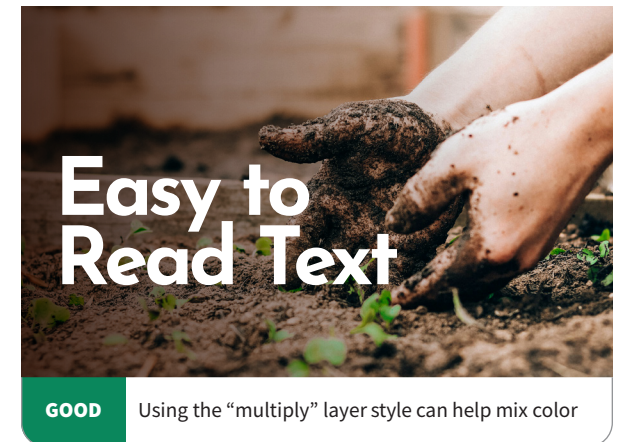
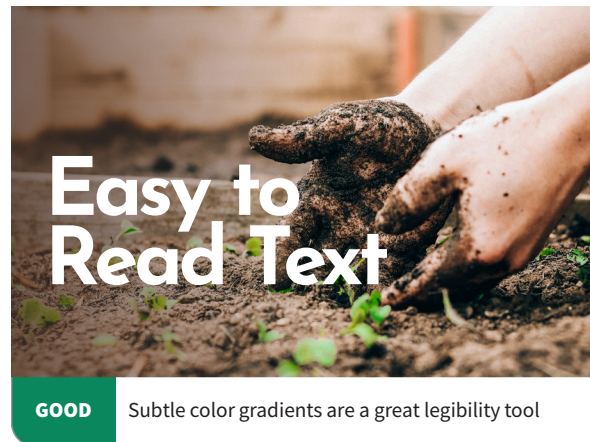
Stream Health

Illinois
Extension



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.



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 Naturalist logo must not appear larger than the vertical separator in the Extension wordmark.



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

