UNIVERSITY OF ILLINOIS EXTENSION MASTER GARDENER

BRAND STYLE GUIDE

Illinois Extension

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

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**.

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: The Master Gardener name must also always be cobranded with the University of Illinois name. Example: In media releases or event descriptions. "This program is hosted by the University of Illinois Extension Master Gardeners of Johnson County."

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. Example: A printed flyer or presentation. You cannot use two Block Is on the same page.

EXTENSION MASTER GARDENER LOGO
This is the full color version of the Master Gardener logo. There is also a black version and a white version. The logo is available to download in the CMYK or RGB color formats and as PNG and EPS file formats.

- **CMYK**: Best for full color printing.
- **RGB**: Best for digital graphics.
- **PNG**: Best for social media. Has a transparent background.
- **EPS**: A scalable file that is best for clothing, merchandise, and large signs.

SOCIAL MEDIA GRAPHICS: If the Master Gardener logo is used, the Block I and text "Illinois Extension" must be used. The wordmark can also be used.

CLOTHING/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**.

LIMITED EXCEPTIONS ALLOWED: Logo-only merchandise with small space (pins, patches) may stand alone. A single color Block I (white or black) is available on request. Small items (name tags) may substitute "University of Illinois Extension" or "Illinois Extension" as text.

LOGO COLOR VARIATIONS
Which one to use?

FULL COLOR: The full color version can be used on most solid color backgrounds, or may be used on a photo background. Since this is the only version featuring a green Master Gardener logo, it should be used whenever possible.

ONE COLOR BLACK: The black version of the Master Gardener logo may be used in situations where the full color versions does not work.

ONE COLOR WHITE: The white version of the Master Gardener logo may be used in limited situations, such as on T-shirts or merchandise. It must be paired with the University of Illinois wordmark or Block I and Illinois Extension text. The wordmark has extremely limited approval to be used in white.

Any of these shirt designs would be a great pairing of both the Master Gardener logo and the Extension logo.

MERCHANDISE

TMs: 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 or given away for promotional purposes. The trademarked logo is available on request. Unique merchandise designs should be approved by the state communications team.

LOGO LEGIBILITY

The logo needs to be legible on everything you produce. Try these steps to make it work together cleanly.

The logo and the text need to be legible. In this case, the full color and black and white logos contrast the dark background. The white logo shouldn't be used.

The full color and black and white logos are legible, but the background image is busy.

Adding a color overlay/filter and/or finding a quieter part of the photo are great options.

Don't add drop shadows to make the logo more legible.

Don't put boxes behind the logo to make it more legible.

Try using a sidebar or footer and grouping it with text and other logos for a cleaner, more modern approach.

Don't squish or rotate the logo.

Don't change the colors.

Don't stretch the logo more than it can handle. The .eps logos can be stretched without getting blurry. The .png logos can be stretched to letter-size before getting blurry. Example: Use an .eps logo for anything larger than a flyer.

COLORS

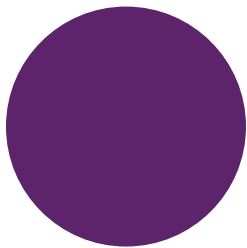The Master Gardener colors are available to use in designs, but are not required.

PRIMARY COLORS

Use these colors as the dominant color palette for all internal and external visual presentations of the Illinois Extension Master Gardener program.
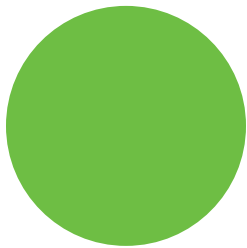
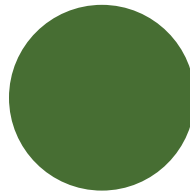61, 0, 100, 0
CMYK

110, 188, 35
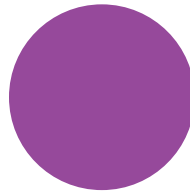RGB

74, 100, 22, 14
CMYK

95, 12, 110
RGB

SECONDARY COLORS

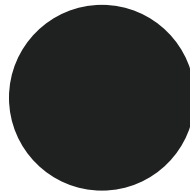Use these colors to accent and support the primary color palette.
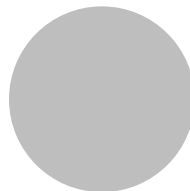
73, 35, 100, 24
CMYK

71, 110, 23
RGB

46, 85, 0, 0
CMYK

167, 57, 187
RGB

72, 66, 64, 72
CMYK

34, 34, 34
RGB

25, 20, 20, 0
CMYK

192, 192, 192
RGB

TYPOGRAPHY

Josefin Sans
The font used for the Extension Master Gardener brand is Josefin Sans. You are not required to use this font but it is an option. This font can be downloaded at www.fontsquirrel.com/fonts/josefin-sans.

Font Family: JOSEFIN SANS

Font Weight:
Light
Regular
SemiBold
Bold

SOCIAL MEDIA GRAPHICS

Use the Open Sans font family. Social media Canva templates are available. Contact the communications team to request access.

This social media graphic uses Open Sans for the title and body text, and is very legible.

This uses Comic Sans for the title font, but the legibility of all the text, professional layout, and subject matter helps justify using it. Always make sure you have a strong layout before deciding to use a novelty font.

This uses a novelty font for all the text, instead of just the title. The important information is the hardest to read.

Illinois Master Gardener

Questions?

Submit a request to the communications team at
go.illinois.edu/MarketingRequest

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