

Illinois Master Naturalist



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 Naturalist brand effectively, elevating recognition of the program. This guide has specifications and examples for using the colors, fonts, size and space, and connection to the Extension brand that will provide a unified, recognizable identity.

Rules for using the University of Illinois Extension wordmark and logos are available at extension.illinois.edu/commit/logos-and-branding.

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

Cobranding with Logo Pairing

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. Example: A printed flyer, presentation.

Social media graphic: If the Master Naturalist logo is used, the Block I and text “Illinois Extension” must be used. The wordmark can also be used.



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

Clothing/Merchandise: The Block I and the text “University of Illinois Extension” or “Illinois Extension” must be used if the Master Naturalist logo is used.

Limited exceptions allowed: Logo-only merchandise with no further 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. If you have a unique need, submit a marketing request at go.illinois.edu/MarketingRequest.

An Uncomplicated Guide to Logo Legibility

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



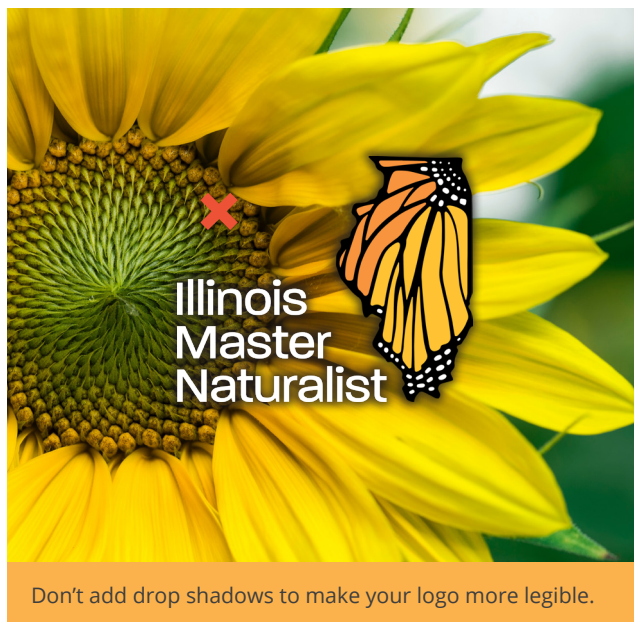
Both the logo and the title need to be legible. In this case, the white title is sufficient to contrast the dark background. The dark title and logo disappear and shouldn't be used.



The background image is too busy and none of these are legible enough. The all-black logo is close, but doesn't pass.



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



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



Don't put boxes behind your 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.



**Illinois
Master
Naturalist**



Please don't squish or rotate the logo.

**Illinois
Master
Naturalist**



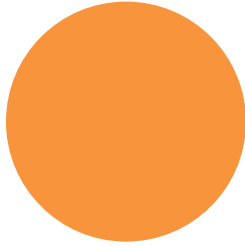
I know it looks awesome, but don't change the colors.



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

You don't have to use Orange and Yellow in your designs. They are listed here purely for reference.

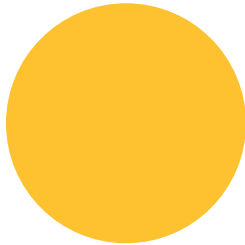


0, 50, 85, 0

CMYK

246, 148, 62

RGB



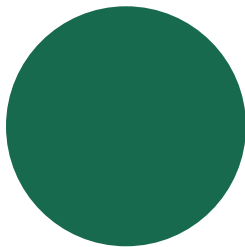
0, 25, 90, 0

CMYK

255, 194, 51

RGB

This shade of green can be used as an accent to help tie your branding together, similar to how the Illini Blue is used in Illinois branding.

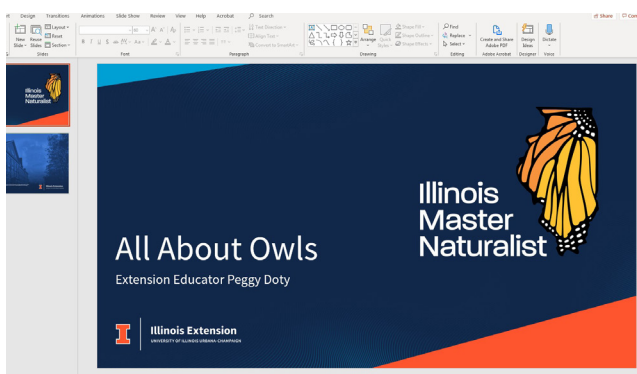


85, 35, 75, 25

CMYK

32, 106, 80

RGB



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 Google 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.

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Questions?

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