



BRAND & LOGO GUIDELINES

A GARDENING TOOL

This logo represents our Extension Master Gardener (EMG) Volunteer Program, its mission, all its members, and activities related to it. These guidelines give consistency and integrity to our identity. Use the following standards for all applications of this logo.

WHERE TO PLANT

The EMG Volunteer Program logo should be prominently and clearly displayed by program members and at all program-sponsored events and activities. Repetition leads to recognition.

The program's logo and name are a registered service mark of Auburn University. Its design purposefully incorporates elements to represent all program members. It should not be used by commercial vendors or for private endorsement.

Volunteers @ Work



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KNOW YOUR VARIETIES

The full-color and single-color logo variations are shown on this page. See page 5 for color codes. Use the logo as often as possible in digital, print, and stitched applications.





LOGO COLORS:

- PANTONE 109C ■
- PANTONE 298C ■
- PANTONE 2299C ■
- PANTONE 7733C ■
- PANTONE 7579C ■



CULTIVATING OUR LOGO

Artwork: The stylized plant represents growing knowledge (book opening) and sharing this knowledge (pollinator).

Fonts:

“ALABAMA MASTER GARDENERS”
Motter Corpus Std

“ALABAMA EXTENSION” and a county association name
Sweet Sans Pro Heavy

Color: See palette on the left.

The logo should always appear in its complete form, including the service mark.

CROSS POLLINATION

The EMG Volunteer Program logo can be used alongside other organizations' logos to represent partnerships. Their mission must align with ours, ensuring that we maintain our program's identity.

Local Master Gardener associations should personalize the logo and brand our program locally. County logos are available on the Extension Intranet. ACES employees can download and share them.



KNOWN LOGO PESTS

(AND HOW TO AVOID THEM)

- Busy backgrounds are distracting. Always place the logo on an uncluttered background.
- Nearby graphics and text compete. Surround the logo with a minimum margin of 0.325 inch.
- Low contrast hides the logo. The white logo version stands out on dark backgrounds. Full- and dark-colored versions are best for light backgrounds.



KNOWN LOGO PESTS

(AND HOW TO AVOID THEM)

- Consistency is critical. Do not distort the logo when resizing it.
- Size affects legibility. The recommended minimum logo height is 1 inch.
- **Never** pull apart the logo parts. The logo should always appear in its complete form, including the service mark.





Questions about using the EMG Volunteer Program logo can be sent to **Kerry Smith**, state coordinator, Alabama EMG Volunteer Program, at smithkp@auburn.edu.



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