



Louisiana Master Gardener Brand Guidelines

The Louisiana Master Gardener logo is an official trademark belonging to the LSU AgCenter. It can be printed in dark green (PMS 342), black versions, gray (50 percent black or PMS Cool Gray 7C) or white. The words Louisiana Master Gardener also are registered.

Program coordinator. The parish extension agent who is the program coordinator has the responsibility of deciding when and how this trademark will be used in accordance with the Louisiana Master Gardener brand guidelines. To use the Louisiana Master Gardener trademark, contact your local program coordinator.

Prominently display logo. In all uses, please ensure the Louisiana Master Gardener logo is given prominence.

Use this logo on all material associated with Louisiana Master Gardener programs and activities. It should appear on signs, programs, posters, brochures, newsletters, fact sheets, Web pages, computerized visual presentations, slides and all other material produced by or associated with Louisiana Master Gardener.

Help identify Louisiana Master Gardener as a program of the LSU AgCenter. Include the words “An educational program of the LSU AgCenter” in your posters, handouts and other marketing materials. These words are included on many of the Master Gardener marketing templates.

Trademark. The letters TM at the bottom right hand side of the logo represent “Trademark” and should not be deleted.

Keep logo proportionate. When resizing the logo to fit your needs, keep its horizontal and vertical proportions intact. Do not distort it.

Alterations to the official logo are not allowed. Do not make any additions, deletions or other alterations to the logo. Do not place any other words or graphics in close proximity to the logo. It may be proportionately resized to meet your needs, but no other alterations are allowed.

Association Names. Your official association name may be added to the Master Gardener logo with these guidelines: Association name should be in Helvetica or Arial font and should be centered underneath the logo. Spacing between the association name and the logo should be equal to the height of the “G” in gardener. Height of the association name should be equal to the height of the “L” in Louisiana. See example on following page.

The logo must be at least 1 inch wide. The minimum size for displaying the logo on printed material is 1 inch wide. If an association name is added, do not include the width of the name in the minimum measurement. The main Master Gardener logo should be at least 1-inch wide,

Master Gardener graphic. The graphic portion of the Louisiana Master Gardener logo may be used to accent printed material for Louisiana Master Gardener but should not be used as a substitute for the official trademark.

The official Louisiana Master Gardener trademark must be included on the printed material. The graphic should not be used on any material that does not involve the Louisiana Master Gardener program and the Louisiana Master Gardener logo. To use the Louisiana Master Gardener graphic with the Louisiana Master Gardener trademark logo, please contact your Master Gardener coordinator.

Louisiana Master Gardener is an important part of the LSU AgCenter. Louisiana Master Gardener plays a significant role in meeting the horticultural needs of the citizens of Louisiana. It is important that our audiences identify the Master Gardener program as part of the LSU AgCenter. That means identifying LSU AgCenter faculty and staff as being from the LSU AgCenter in all public references. For example: Joe Grow, LSU AgCenter horticulturist. LSU AgCenter is the preferred public reference for the organization. AgCenter is one word when used as part of our identity — the LSU AgCenter. Do not separate AgCenter into two words in printed material (despite what your spell-checking program may tell you).

Color may vary from printing techniques to video displays. Below are the Master Gardener colors and their breakdowns in commonly used printing (PMS & CMYK) and video/computer display (RGB) techniques.

MG Colors	PMS	CMYK	RGB
Green	PMS 342	C100-M60-Y100-K0	R0-G97-B66
Black	Process Black	C0-M0-Y0-K100	R0-G0-B0
Gray	PMS Cool Gray 7C	C0-M0-Y0-K50	R0-128-G128-B128

For questions about Master Gardener guidelines, contact your Master Gardener coordinator, or LSU AgCenter Communications at 225-578-2462 or emccallum@agcenter.lsu.edu.



LOUISIANA



Master
Gardener™

Equal Space

Equal Space

Your Association Name

Height equal to
"L" in Louisiana

Center association name