

Master Gardener Graphic Standards

June 2007

Colorado State University has an aggressive effort underway to brand the entire university under one logo and one visual representation. With 59 offices statewide and several well recognized programs, Colorado State University Extension can build powerful statewide Extension organization continuity and support with a single name and visual identifier. The single name and identifier also provides excellent university support as programs are tied to Extension and Extension is consistently tied to CSU. Success in these efforts requires consistency and broad support and application from every corner of the organization and across all programs.

The new Extension Colorado Master Gardener graphic (right) is the official graphic for the Colorado State University Extension Colorado Master Gardener Program. Whenever the graphic is used, the official Colorado State University logo must appear on the same page (the front page) and the two should be the primary identifiers of any piece.



Figure 1. Standard Master Gardener mark for most use

Proper Identification

1. Use with the combined Extension Colorado Master Gardener graphic together always as shown. (Figure 1.)
2. Always use the Colorado State University logo on the front page, along with the Extension Master Gardener graphic. (Figure 2.)

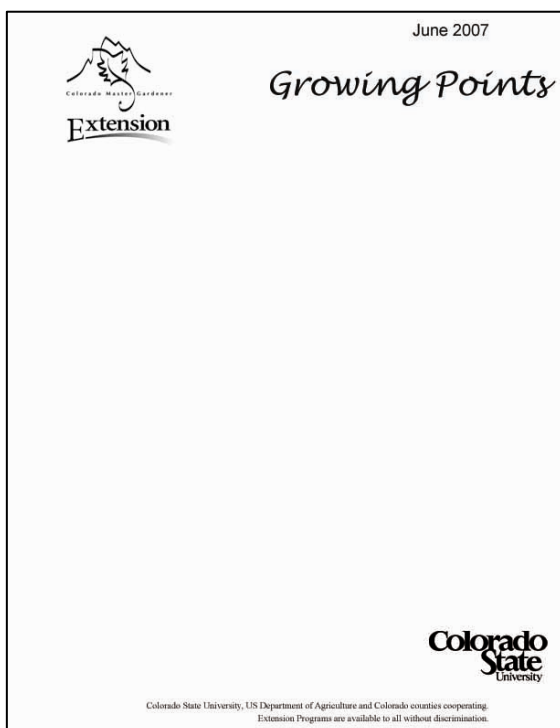


Figure 1: (Above) The official Extension Colorado Master Gardener graphic. The MG graphic must ALWAYS be used with the Extension mark. To get the MG graphic, go to: www.ext.colostate.edu/logos/MGLogos/MGlogo.tif

Figure 2: (Left) On newsletters, use the combined Extension Colorado Master Gardener graphic prominently. Include the Colorado State University logo on the front of your newsletter. To get the proper MG graphic for a newsletter, go to www.ext.colostate.edu/logos/MGLogos/MGlogo.tif



Figure 3: (Left) Use the graphic with thicker letters when you need to embroider on shirts or hats, go to www.ext.colostate.edu/Logos/MGlogos/embroidered.logo.eps

Web Use



When using the Master Gardener graphic on the Web, use the green and black Extension Colorado Master Gardener graphic as shown somewhere at the top of the page with the Colorado State University logo as shown also at the top of the page.

All Extension Colorado Master Gardener graphics are available at <http://www.ext.colostate.edu/logos>. For most printing, use the files with .tif or .eps. Most vendors will prefer the .eps format.