

# EXTENSION MASTER GARDENER PROGRAM: BRAND GUIDELINES



UNIVERSITY OF GEORGIA  
**EXTENSION**  
Master Gardener Program

## LOGO VARIATIONS

### PRIMARY



*Prioritize using the Full Color logo. Remember to leave space to "breathe" – Imagine the "X" from Extension all around the logo.*

### SECONDARY



*For dark backgrounds, use the White Color logo, which has the color shield and white text. Still leave space to "breathe."*

## GRAPHICS

The official Master Gardener graphics library includes but is not limited to the following:



## COLOR PALETTE

Use the majority primary palette colors when possible, and the secondary as accent colors. Use of black or white font to adhere to accessibility regulations also noted below:

### PRIMARY

### SECONDARY

CHAPEL BELL WHITE - #FFFFFF

JACKSON GREEN - #809016

BULLDOG RED - #BA0C2F

SOFT MOSS - #D5E082

ARCH BLACK - #000000

SHADE PLANT - #4D826D

ATHENS - #66425A

VERDANT FOLIAGE - #426D2F

OLYMPIC - #004E60

FERTILE SOIL - #79431C

LAKE HERRICK - #00A3AD

TERRACOTTA POT - #D5873F

ODYSSEY - #C8D8EB

POSY PINK - #FFDDCE

HEDGES - #B4BD00

POLLEN - #FFD833

## LOGO & GRAPHICS USAGE

Use on all marking materials as the only UGA Master Gardener logo. Remember, this logo cannot be co-branded or combined with the County Extension logo(s). If you want to acknowledge the county on a material, ensure the county name is placed with proper distance from the logo, as demonstrated in the examples.

### EXAMPLE 1

Note that the Master Gardener logo is at the bottom while the county name is in text at the top. The graphic does not touch or overlap with the logo.



### EXAMPLE 2

Note that the Master Gardener logo is at the bottom while the county name is in text at the top. The graphic does not touch or overlap with the logo.



## TYPOGRAPHY

Default to Trade Gothic and Oswald for titles and headers. Use Merriweather Serif and Merriweather Sans for body and accent text.

**Aa** **Aa**  
Trade Gothic Oswald

**Aa** **Aa**  
Merriweather Serif Merriweather Sans