

Purdue Extension Master Gardener (EMG)

Official Brand

The Purdue Extension Master Gardener Brand is to be used on flyers, emails, signage, websites, and other similar materials to promote the program or events (see examples below). It is to be used without a line border and on a background to match the version of the graphic used. If a different color background is used, use the clear .png version. Several versions of the Purdue EMG brand are available for EMG County Coordinators on the T drive. EMG associations may also use this graphic on promotional flyers, websites, etc. Separate the title for the association, event, or website from the Purdue EMG brand graphic. All printed materials must be produced by a licensed Purdue vendor (see information below).



PURDUE EXTENSION
MASTER GARDENER PROGRAM

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For all social media branding: EMG associations and programs may use the graphic below as the profile photo in place of the current Purdue EMG logo. They may also use a general gardening photo or other graphic for the profile or cover photo on Facebook or other social media platforms. We ask that social media pages for all EMG associations and programs clearly identify the EMG association or program in the title for the page. Groups should be sure to gain permission to use or post any graphics or photos they do not own.

In the “about” or “info” section of the social media page (name of this section differs with each platform) we ask that EMG associations and/or programs clearly state that members are Purdue Extension Master Gardener volunteers.

Here is some sample text for that section:

Welcome to the _____ County Master Gardener Association Facebook page! We're located in _____ County, Indiana, and have a strong and active membership who serve as Purdue Extension Master Gardeners. Extension Master Gardener programs are accredited through each state's land-grant university (more info: <https://mastergardener.extension.org/>). In Indiana,

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Purdue University, Department of Horticulture and Landscape Architecture, in West Lafayette, is the home of the Purdue Extension Master Gardener program. Check out their website at <https://www.hort.purdue.edu/mg>. Opinions expressed on this site may not represent the official views of Purdue University.

An example FaceBook page (Putnam County EMG Association):
<https://www.facebook.com/PutnamCountyMasterGardeners>

An example Twitter page (Purdue EMG Program): <https://twitter.com/purduemg>



Social Media Graphic

Vendors who wish to use the Purdue EMG Program brand must be licensed through Purdue University and comply with [Purdue's marketing guidelines](#). Please contact the Purdue EMG state coordinator's office for specific questions about the use of the Purdue EMG Program brand on apparel and marketing items. You may also visit the Purdue University Trademarks and Licensing website, <https://www.purdue.edu/trademarks-licensing/>.

Frequently Asked Questions about the new Purdue EMG Brand:

Q: Can we still use permanent signage, banners, and printed materials that include the prior Purdue EMG Logo?

A: It is recommended that you update permanent signage and banners with the new brand when feasible. You may continue to use printed materials until supplies are depleted. All newly printed materials and signage should use the new Purdue EMG branding when appropriate and according to the guidelines above.

Q: How long do we have to update websites and social media pages?

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A: We ask that you work on updating these pages and sites as soon as possible. Please remove the prior Purdue EMG logo and use the new Purdue EMG brand where appropriate.

Q: How can we access the new brand graphics?

A: EMG County Coordinators can access the new brand graphics on their internal storage system known as the "T drive". Coordinators can provide the graphics to volunteers to make the updates.

Q: Can we add our county name or association name to the graphic?

A: Please state the association name, event title, page title in a separate area from the graphic. We suggest using the association name or event title as a "headline" and then include the graphic in another area showing affiliation with the Purdue EMG Program.