

Master Gardener Branding

Why is a brand important?

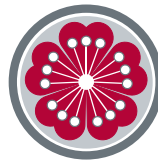
“Our brand is about much more than logos, colors, and typefaces. The WSU brand consists of the feelings, memories, and expectations that come to mind when people hear or read the words “Washington State University.” We want our audiences to associate those words with a mental picture of a dynamic, engaged, and forward-looking organization dedicated to making the world a better place.” (brand.wsu.edu)

- Links the organizations parts to a whole
- Creates a consistent impression across an organization
- Enhances credibility and validity of information
- Helps guide random or rogue directions
- Makes every contributor responsible for building a shared reputation



Master Gardener
Program

WASHINGTON STATE UNIVERSITY
EXTENSION



WSU EXTENSION

**Master Gardener
Volunteer**

When do we use the elements?

Official Logo—Signature

- Official communications from the Master Gardener Program, centrally or from a county office

Spirit Mark

- Unofficial communications from Master Gardener volunteers

What does each logo do?

Official Logo—Signature

- Follows brand guidelines
- Shows relationship to organization
- Conveys organizational credibility
- Can be used independently
- Used in most instances

Spirit Mark

- May use some brand elements
- Shows relationship to program
- Conveys individual credibility
- Used in conjunction with Signature
- Limited independent or specific use