

UF/IFAS

branding

Florida Master Naturalist Program

UF|IFAS
UNIVERSITY of FLORIDA



Introduction

This guide is a supplement to the UF/IFAS Branding Guide released in August 2013. The Florida Master Naturalist Program is an important part of UF/IFAS and UF/IFAS Extension, and these identity standards are designed to help the program strengthen ties with the University of Florida and UF/IFAS.

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General Usage Guidelines

As a part of the UF/IFAS Florida Master Naturalist program, you are a representative of the University of Florida and UF/IFAS. It's important that you remember this in all forms of communication, including written, electronic and interpersonal. Here are a few guidelines for you to remember about the Florida Master Naturalist Program identity standards.

- Florida Master Naturalist is a program of the University of Florida and UF/IFAS and must be identified as such.
- On first reference, refer to the program as UF/IFAS Florida Master Naturalist Program. On subsequent references, it is fine to refer to the program as the Florida Master Naturalist Program or FMNP.
- Florida Master Naturalist programs are operated through UF/IFAS and other partner organizations.

Use of the Florida Master Naturalist Program

Official Policy Statement

The name “Florida Master Naturalist Program” is to be used only and exclusively to promote the UF/IFAS Florida Master Naturalist Program. Master Naturalists should use the title when doing volunteer educational work on the behalf of UF/IFAS. The UF/IFAS Master Naturalist Program represents a UF/IFAS public education program, and one should avoid implying UF/IFAS endorses any product or place of business. Those who graduate from the program may refer to themselves as graduates of the UF/IFAS Florida Master Naturalist program. Other uses of the Florida Master Naturalist name are under the discretion of the program leader.

Use of the Master Naturalist Graphic Element

The Master Naturalist graphic element is available for use by UF/IFAS offices. The following guidelines govern the use of the Master Naturalist graphic in all forms of communication, including but not limited to print and electronic media.

- The graphic must be used as a prominent graphic element in all Master Naturalist publications—print and electronic—affiliated with the UF/IFAS Florida Master Naturalist Program.
- The graphic cannot be modified in any manner.
- The Master Naturalist graphic must be used in conjunction with the UF/IFAS logo (see examples below). Please see the UF/IFAS Branding Guide (<http://ics.ifas.ufl.edu/branding.shtml>) as well as UF's Brand Center at <http://identity.ufl.edu> for specific requirements and usage.
- The Master Naturalist graphic must always be used with the UF/IFAS logo. The UF/IFAS logo should always be positioned above or to the left of the Master Naturalist graphic element (see the following examples).
- If promoting a county Master Naturalist program, use the UF/IFAS logo, along with the county logo and the Master Naturalist graphic element. Specifically, the UF/IFAS logo should be farthest to the left, with the Master Naturalist graphic to the right. Then the county logo should be to the right of the Master Naturalist logo (see the following examples).

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- The UF/IFAS logo and the Master Naturalist graphic should always be the most prominent logos used on Master Naturalist printed and electronic materials.
- Apparel must use the UF/IFAS logo and the Master Naturalist graphic prominently on the front. County logos can also be used and must be equal to the size of the other two logos.

Variations of Graphic Element Use

Approved Uses of the Logos and Graphic Elements

The examples on the right provide the correct use of the UF/IFAS logo along with the Master Naturalist graphic element and the county logo.

Always use original digital art downloaded from IFAS Communications' website. These logos and graphics cannot be redrawn, re-proportioned or modified in any way.





Clothing Guidelines

There are also opportunities to promote the UF/IFAS Florida Master Naturalist program using clothing and other branded items. All clothes (e.g., T-shirts, long-sleeve shirts, sweatshirts) must include the UF/IFAS logo along with the Florida Master Naturalist graphic.

Use the following general guidelines for clothing to promote the program:

- The UF/IFAS logo should always be positioned over the left chest area. The Florida Master Naturalist graphic can be positioned underneath the UF/IFAS logo, over the right chest area, on the sleeve, or the back of the shirt.
- County logos can be placed underneath the UF/IFAS logo and the Florida Master Naturalist graphic, over the right chest area, on the sleeve, or on the back.

If you have any questions, contact UF/IFAS Communications at 352-392-2411.

More Information

If you have any questions about the information in this guide, contact either the Florida Master Naturalist program (<http://www.masternaturalist.ifas.ufl.edu/>) or UF/IFAS Communications (<http://ics.ifas.ufl.edu/branding.shtml>).

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