

Use of the OSU Extension Master Gardener™ Title and Logos

Using the OSU and OSU Master Gardener Program logo is an important concept to introduce early in the program. An understanding that these terms are licensed by Oregon State University provides valuable orientation that the program is truly a part of OSU Extension, and volunteer participation and earning the title of “OSU Extension Master Gardener” is truly part of the overall University strategy for public outreach.

The title Master Gardener™ and the flower shaped logo were registered as trademarks of Oregon State University on March 8, 2001. They were reregistered in March 2011. Also trademarked are the words:

- Oregon Master Gardener™
- Master Gardener™ (when used in Oregon)
- Oregon State University Master Gardener™
- Oregon State University Extension Service Master Gardener™
- Oregon State University Master Gardener Mini-College™

Anywhere “Master Gardener™” is used, the trademark should be part of the text. Examples include:

- Jackson County Master Gardener™
- Central Oregon Master Gardener™ Association
- OSU Extension Master Gardener™

Technically a TM should be shown after all of these phrases. It is also appropriate in print media (like this manual) to use the TM after the first time Master Gardener appears on a page and not subsequently in the text. If the flower logo is used, then the words ‘Oregon Master Gardener™’, ‘Oregon State University Master Gardener™’, ‘Oregon State University Extension Service Master Gardener™’, etc. should also be used. It is not acceptable to use the flower logo, without also using a phrase that identifies the OSU Master Gardener™ Program. A TM should also be shown immediately below and to the right of the flower logo design. (See Appendix F for camera-ready versions of the logo.) Electronic versions are available from the State Coordinator. The flower logo is a symbol for the OSU Master Gardener Program, and not the Oregon Master Gardener Association or any of its chapters.

You, as the Extension staff member managing the Master Gardener program in a particular county, have the responsibility of deciding when and how the logo and name will be used. If you have questions you can contact the State Coordinator for clarification. At the county level, OMGA chapters may show the logo if it is used in conjunction with a project in support of the overall OSU Extension Master Gardener Program. The key is the acknowledgement of OSU and the Master Gardener Program.

The flower shaped logo is often used by the local chapter of the OMGA on various items. The use of the logo on t-shirts, cards, aprons, mugs, displays, plant sale advertising, bookmarks, and other similar uses is perfectly appropriate, but in all cases the specific use of the logo should be approved in advance by the faculty or program assistant in the county to assure that it is used in an appropriate context.

The words ‘Master Gardener’ are often used by the OMGA and OMGA chapters when advertising events and fundraisers. If the words ‘Master Gardener’ are included in the name of an event or are used to promote events and fundraisers (even if the words are used as part of an OMGA chapter name, such as

‘Benton County Master Gardener Association), the event must be reviewed and approved in advance by local OSU Extension Master Gardener Program faculty/staff/coordinators. In addition, all promotional materials, including advertisements and press releases, are subject to review by OSU Extension Master Gardener Program Faculty and Staff.

If an event has not been reviewed and approved, and/or if materials are produced without review by MG Program Faculty/Staff/Coordinators, individuals who volunteer to work on the associated event may not be eligible to receive Master Gardener Program volunteer service hours. Furthermore, individuals who volunteer to work on an event that makes use of the words ‘Master Gardener’, but has not been reviewed and approved by MG Program Faculty/Staff/Coordinators, may not be covered by OSU liability insurance. If there is no OSU oversight for an event, then OSU liability insurance does not apply.

The following guidelines apply to the OSU Extension Master Gardener Program, as well as the OMGA and its chapters.

When producing materials that advertise or promote fundraisers, not educational in nature, the phrase ‘In support of the OSU Extension Master Gardener Program’ should appear on the materials, in no less than 10 point font.

Materials printed for fundraisers, educational in nature, should state ‘in collaboration with and in support of the OSU Extension Master Gardener Program’, in no less than 10 point font. For these events, published materials must also include the Non-Discrimination Statement (<http://extension.oregonstate.edu/eesc/how-to/nondiscrimination-english-a...>), to meet USDA civil rights requirements.

Educational Programs should always be conducted in collaboration with OSU. Thus, materials printed for educational programs should state ‘in collaboration with the OSU Extension Master Gardener Program’, in no less than 10 point font for standard 8X10" sheets of paper. For banners, posters and other large format materials, font size and display should be determined in cooperation with the local Master Gardener coordinator. For all educational events, published materials must include the Non-Discrimination Statement (<http://extension.oregonstate.edu/eesc/how-to/nondiscrimination-english-a...>), to meet USDA civil rights requirements.

The OSU Extension logo must be used on all goods, wall hangings, banners, posters, paper, clothing, advertising and educational materials used in conjunction with the Master Gardener Program. For more information on the OSU Extension logo, licensing and trademarks go to the following website: <http://oregonstate.edu/marketing/trademark/>

The Master Gardener Program, OMGA and its chapters must adhere to the OSU minimum size and clear space requirements, when using the OSU, OSU Extension and/or OSU Extension Master Gardener Program logo(s). A downloadable copy of OSU Extension logos can be found at the OSU Extension website. You must be on an OSU computer in order to access the OSU Extension logo. Both color and black and white forms are available. Use of this and any other logo should be reviewed and approved by the Master Gardener Program staff in the county.

The URLs to access the downloadable logos are listed below:

- <http://oregonstate.edu/ua/brand/tools/logos> (OSU logos)
- <http://oregonstate.edu/ua/brand/tools/companion-logos> (Extension logos can be found here)

For those who can't access the logos at this website (i.e. those who aren't OSU employees or do not have OSU computers), please contact OSU Extension Marketing. The Extension Marketing staff will ask who would like to use the logo and how they intend to use the logo. If the use is within the parameters of the OSU Extension Marketing policies, the Extension Marketing staff can e-mail the logo in electronic form.