

TEXAS MASTER NATURALIST  
BRAND GUIDE

# IDENTITY GUIDELINES

From brand names to box office appeal, “identity” is simply about being known. Every organization wants people to recognize its name and to associate its products or services with that name. For the Master Naturalist program, establishing and maintaining a strong identity are crucial for continued success with prospective volunteers and instructors, funding agencies and potential consumers of the education and services we offer.

The fundamental principles of an effective identity program are clarity, consistency and repetition. Clarity means our identity is clear, memorable, and easy to understand without extra information or explanation. Consistency means that our name and identifying graphics are used the same way every time. And repetition means our name and identifiers are used as often as possible—shout it from the rooftops!

## THE NAME OF THE PROGRAM

The proper name of the program is Master Naturalist™, and we refer to our Texas program as the Texas Master Naturalist™ program. Include the trademark symbol (™) the first time you use the name Master Naturalist or Texas Master Naturalist in a document. On the second and later references, it is not necessary to use the symbol.

Using the proper name consistently is very important. Using an alternative name, like Gulf Coast Master Naturalist, dilutes the potential impact of name repetition and obscures the relationship between the local organization and the statewide program. In short, it’s confusing. In the Master Naturalist program, local organizations are called chapters. Identify your chapter as in the following examples:

- Texas Master Naturalist, Brazos County Chapter
- North Texas Chapter of the Texas Master Naturalist program
- Rio Grande Valley Chapter of the Texas Master Naturalist program
- Texas Master Naturalist, East Texas Chapter

Use the program name in correspondence, answering the telephone, introducing volunteers or instructors, making a presentation, preparing promotional or informational publications, identifying a service project site, doing a radio show or writing a media release, to name a few.

# USING THE NAME

**As a freestanding element.** Any time the name of the program appears as a freestanding element (not in a sentence), capitalize the first letter of each word and do not use the word “the.” Examples include brochures, agendas, program covers and signs.

**Incorrect use:**

The Master Naturalist

**Correct use:**

Master Naturalist

Texas Master Naturalist

**As part of a sentence.** When using the name in a sentence, you may use the word “the,” but do not capitalize it except when it occurs at the beginning of the sentence. The words “program,” “volunteers” or “volunteer program” may follow the name, but do not capitalize them. Depending on the context, other words such as “service project” may follow the name, but, again, are not capitalized. **Example:** In Bexar County, the Master Naturalist volunteers maintain a native plant exhibit on the San Antonio Riverwalk. As a Texas Master Naturalist, you will teach many people about native plants and wildlife.

When referring to a Master Naturalist chapter, capitalize the word “chapter” if used with the chapter name, but do not capitalize it if used without the full name or in a general sense.

**Examples:**

The Rio Grande Valley Chapter is holding two special events this summer.

The chapter will organize a hike and a wildlife identification competition.

Master Naturalist chapters offer great opportunities to volunteer.

**First and second references and abbreviation.** The first use of the name in text should always include the entire official name of the program, Texas Master Naturalist, and that of the local chapter, as appropriate. On the second and later references, use Texas Master Naturalist or Master Naturalist. If referring to a chapter, use the chapter name alone. Shortening the name further loses essential program identity elements.

Do not use initials or acronyms (such as TMN or MN) to identify the program in any document used with outside audiences, such as prospective volunteers, donors or consumers of services.

# TRADEMARK GUIDELINES

The Texas Master Naturalist™ logo is a registered trademark. The Texas A&M AgriLife Extension Service (AgriLife Extension) and the Texas Parks and Wildlife Department (TPWD) have registered this mark to protect the integrity and quality of the program and the service that Texas Master Naturalist volunteers provide. We want to make sure that every use of the Texas Master Naturalist name and logo represents the same standard of quality we have all worked so hard to establish.

## WHAT DOES THE TRADEMARK CONSIST OF?

The trademarked logo consists of the official program name, Texas Master Naturalist, with a drawing of the Cyrano darner dragonfly. Digital files of the logo are available on the Texas Master Naturalist website, [txmn.org](http://txmn.org).

Please note that the word Texas is not part of the trademarked logo. When using the word “Texas” or a chapter name with the logo, it should always appear outside the area of the actual logo itself. Imagine a rectangle surrounding the logo—any additional identifiers should appear outside that rectangle. The chapter name should always use Open Sans Regular.

## WHAT DOES THE TRADEMARK MEAN FOR YOUR CHAPTER?

The most important thing to do with a trademark is to use it. The more we all use it and create identity and recognition for it, the better able we will be to protect that trademark if the necessity ever arises (and, of course, the better known our program will be!). We must create unique identity and value for the Texas Master Naturalist name and mark.

When creating materials to distribute or use with potential volunteers, clients or other external audiences (brochures, signs and exhibits, etc.), use the official trademarked logo.

If your chapter uses one of the other species drawings along with the Master Naturalist name, restrict its use to materials internal to the chapter and to shirts, caps and similar items for chapter members.

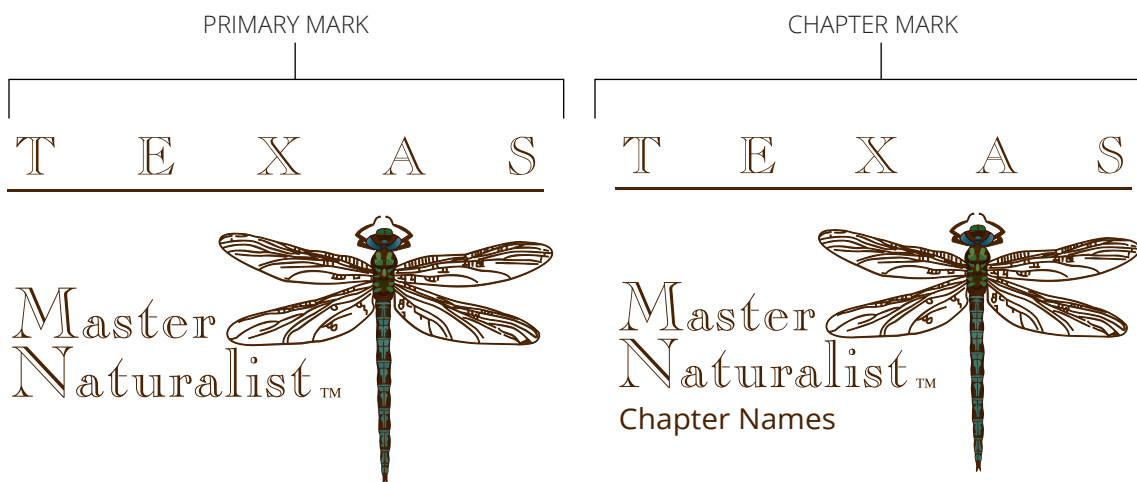
Please make sure that the logos mentioned above are the only logos your chapter uses. Good identity and marketing practice requires using a consistent, recognizable look. Having achieved trademark status makes this requirement even more important.

# LOGO

## OVERVIEW

Texas Master Naturalist logo serves as a reminder that our vital, unique regional programs combine to create one powerful brand. The logo is that brand's face, signature, and connection with the world. Our logo helps the public remember and support our programs. Download digital files of the primary and chapter logos at [txmn.org](http://txmn.org).

Place the logo on all Texas Master Naturalist communications and materials. Depending on the medium, message, and audience, you may choose to use the primary logo or a logo with your chapter name.



In publications, use three logos: the Texas Master Naturalist primary mark, the Texas A&M AgriLife Extension Service logo and the Texas Parks and Wildlife Department logo.

You may create a chapter-specific logo to use with programs and audiences specific to your chapter. Use the free font, Google Open Sans Regular to type in your chapter name.

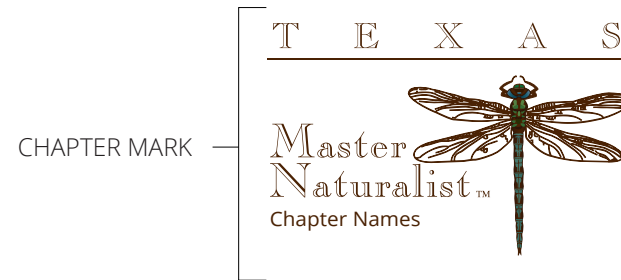
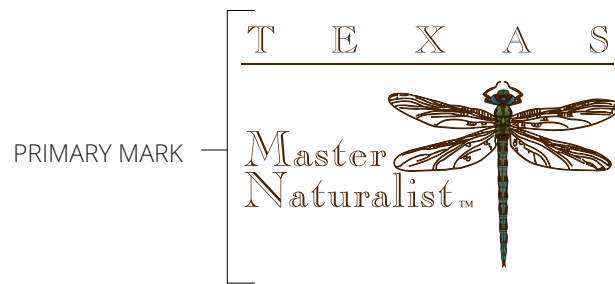
Download it here: <https://fonts.google.com/specimen/Open+Sans>

# FULL COLOR

POSITIVE // REVERSE

Using the Texas Master Naturalist logo correctly means making sure it is legible. When your project involves full color, choose from the following versions the one with the highest contrast to the intended background.

## LOGO: FULL COLOR // POSITIVE

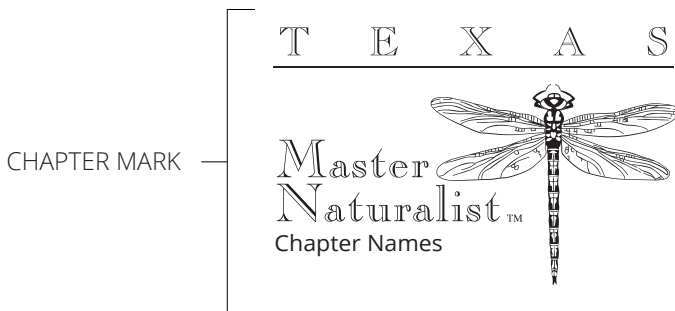
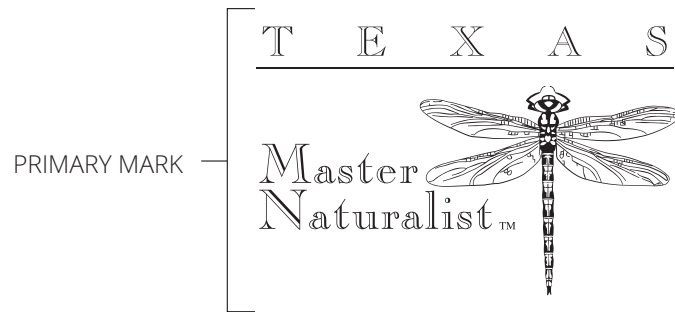


# ONE COLOR

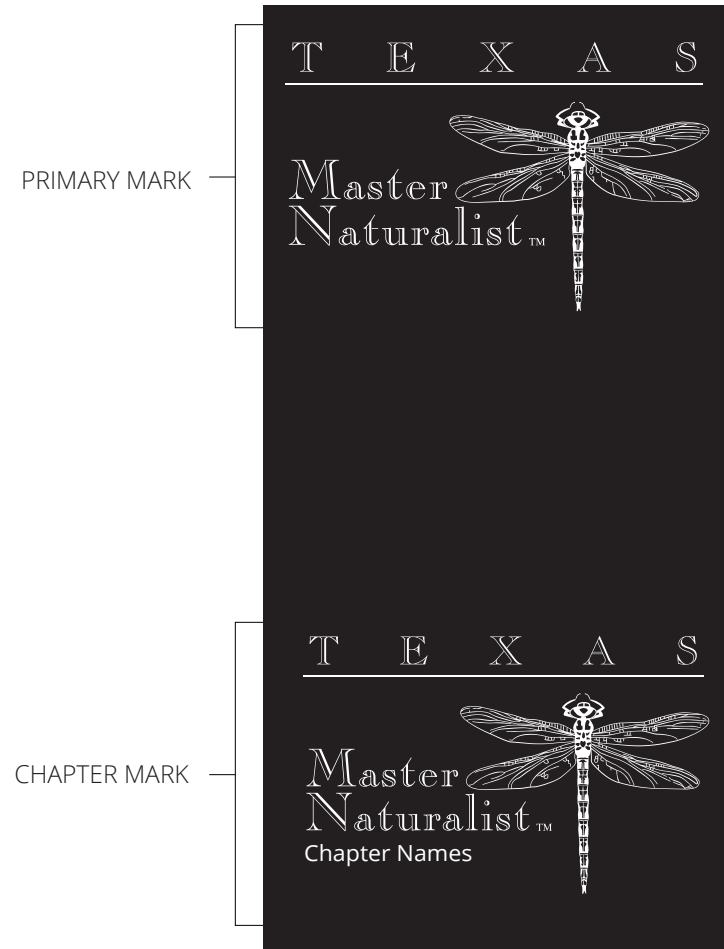
POSITIVE // REVERSE

When your project involves printing in only one color (such as on a t-shirt), choose from the following options the one with the highest contrast to the intended background. For example, if printing on a dark-colored shirt, the Black/Reverse logo below would be the best option for greatest contrast.

**LOGO: BLACK // POSITIVE**



**LOGO: BLACK // REVERSE**



# AGRILIFE EXTENSION AND TPWD LOGOS

## OVERVIEW

The Texas A&M AgriLife Extension Service and the Texas Parks and Wildlife Department sponsor the Texas Master Naturalist program. On Texas Master Naturalist materials, include the AgriLife Extension and TPWD logos to strengthen the connection that these agencies are part of the program.

### LOGO: FULL COLOR // POSITIVE



Download the AgriLife Extension logo package and logo guidelines at <https://communications.agrilife.org/agrilife-branding/branding-agrilife-extension/>.

### LOGO: FULL COLOR // POSITIVE



Download the Texas Parks and Wildlife logo at <https://txmn.tamu.edu/chapter-resources/chapter-supplies/>.



# FILE FORMATS

.PDF // .PNG // .JPG

Below, we list the best uses and some pros and cons of the three file formats you can choose from for the Master Naturalist logo.



## .PDF

Best uses: with a professional design program such as InDesign; when sending a logo to a designer or a print vendor — especially vendors using the logo on items such as t-shirts

Pro: transparent and scalable, it can be printed as large as you need

Con: larger file sizes

## .PNG

Best uses: web/digital

Pro: transparent background

Con: larger file size than .jpg in some cases; image will become pixelated if enlarged

## .JPG

Best uses: websites and printed materials

Pro: relatively small file size helps web pages load faster

Con: white background; image will become pixelated if enlarged

# BRAND COLORS

CMYK // RGB // HEX // PANTONE

Please keep our logo beautiful. Digital and print materials call for different versions of the brand colors and the wrong one can turn out either garish or dull.



**CMYK** 90, 12, 95, 40

**RGB** 4, 106, 56

**HEX** 046A38

**PANTONE** 349 C

## PRINT

Both Pantone spot colors (offset printing only) and CMYK percentages have been provided. Every print technique is different and print proofs may be required to ensure color accuracy.



**CMYK** 11, 53, 94, 53

**RGB** 139, 91, 141

**HEX** 8B5B29

**PANTONE** 464 C

## DIGITAL

Both RGB values and HEX codes (web) have been provided. Every display is different, so there may be slight variation across devices.

# SPACING REQUIREMENTS

Keep a minimum area or “clear space” surrounding the Master Naturalist logo free of any other text or graphic elements such as illustrations, thematic images and the trim edge of a printed piece. In certain cases, you can overlay the logo on top of a photograph or patterned background, provided that the logo is still clear and legible. The photograph or pattern must not be overly distracting from the logo.



# LOGO USE

## DON'T

Our logo represents our brand. We all need to protect it by using it properly and consistently.

When used in printed materials, the logo must be no smaller than ¼ inch tall. The logo must be prominently displayed, at minimum on the front and back covers of publications.



Do not distort, modify or remove elements from the official logo.



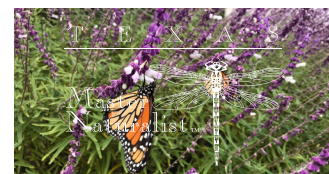
Do not stretch the logo.



Do not recreate your own logo using incorrect colors or add elements to the official logo.



Do not use a rectangle that is not one of the Master Naturalist brand colors behind the logo.



Do not place the photo over a busy photograph.

# GRAPHIC DESIGN GUIDELINES

The visual appearance, or graphic design, of documents supporting the program is just as important in establishing a strong identity as consistent use of the name. The official logo for the Master Naturalist program consists of the name of the program and a drawing of a Cyrano darner dragonfly. This logo is a registered trademark.

## DRAWINGS

Other drawings, in addition to the dragonfly, are available, including a post oak leaf, a tree frog, a shrimp, a belted kingfisher, a stem of flowering sage, a prickly pear cactus, a Texas star/Lindheimer daisy flower, a wood duck, and a salamander. These drawings may be used with the official program name on materials produced for a chapter. These drawings are the only ones that should be used in identifying the program or a local chapter. **Do not create a logo using the official name and another drawing or photograph.** If you have questions about the proper use of these images, contact the Texas Master Naturalist program coordinator.



# IDENTIFYING SPONSORS AND DONORS

Acknowledging the contributions of supporting agencies, organizations and individuals is an essential part of marketing the program. Publicly thanking donors shows our appreciation, and it can add to the public relations effort of the funding organization. Include mention of donors whenever possible, such as in an event program, media packet, or marketing campaign; on websites and in blogs and social media; during a radio or television interview; or in an online video.

## STATEWIDE SPONSORS

The statewide sponsors of the Master Naturalist program are the Texas A&M AgriLife Extension Service and the Texas Parks and Wildlife Department. These are the only agencies to be recognized as sponsors of the program.

*Example:*                    **Statewide Sponsors**  
Texas A&M AgriLife Extension Service  
Texas Parks and Wildlife Department

Include identification of the statewide sponsors whenever possible. These agencies need and want to be identified with the great work that Master Naturalist volunteers do. Also, emphasizing the program's relationship with these two agencies adds greatly to our credibility by linking the Master Naturalist volunteers to two premier sources of expertise, information and service.

## STATEWIDE FUNDING PARTNERS

Agencies, organizations and individuals who make financial donations to the statewide program are designated as statewide funding partners. This term also includes agencies and organizations that provide grants to support the program.

## LOCAL PARTNERS

At the local level, agencies, organizations and individuals who contribute to the support of a chapter are identified as local partners. This support may be financial or it may be contributions of meeting space, plant materials, transportation, advertising space or airtime—anything that helps the local chapter achieve its goals with or without remuneration.

# WORKING WITH THE MEDIA

The local media can be invaluable in helping you tell the “Master Naturalist story” to potential volunteers and others in the community. Building and maintaining good relationships with media professionals can benefit your chapter and the statewide program for years to come.

1. Whenever you can, meet face-to-face with reporters, editors and producers.
2. Bring a written article, news release or fact sheet you can leave behind as a reference. Be sure to include dates, times, places and phone numbers in writing to minimize the chance of mistakes.
3. If a reporter calls, return the call as soon as possible. Their deadlines are usually very short, and minutes count.
4. Prepare thoroughly for an interview. Keep your important points in mind, and write them on notecards if necessary. Practice simple, direct, easy-to-understand statements that get your points across.
5. If a story on the Master Naturalist program is published, follow up with a thank-you note.
6. Published media stories rarely incorporate all the information the writers collect during interviews. Expect only a portion of your interview to be used.

## NEWSPAPERS

**News section.** Offer to provide representatives (volunteers, Extension or TPWD personnel or someone from a partnering organization) for interviews by local reporters.

**Lifestyle section.** Pitch a story about an individual or family who have experienced positive benefits as volunteers or consumers in the Master Naturalist program.

**Community calendar.** Make sure to list your class schedule or registration deadline and contact information.

**Extension news column.** Feature the Master Naturalist program in your news column, and ask your coworkers to mention it in theirs as well.

## NON-CABLE TELEVISION

**Local news.** Invite local stations to cover your field trips, plus any highly visual service projects the volunteers are doing. Work with the local station to provide nightly or weekly tips on environmental topics. Make sure your registration deadline is included in the community calendar.

**News interviews.** Offer to provide representatives (volunteers, Extension or TPWD personnel or someone from a partnering organization) for interviews by local reporters.

**News spot.** Discuss the Master Naturalist program in your regular television spot. Include a volunteer or a representative from a partnering organization.

## CABLE TELEVISION

If your cable company does local programming, try to get an interview or at least a calendar listing for your Master Naturalist classes or events.

## RADIO

Ask a local deejay (especially the morning drive-time deejays) to participate in the Master Naturalist program. Chances are they will mention it frequently on the air. Offer to provide guests (volunteers, Extension or TPWD personnel or a local partner) for morning and evening drive time.

## SOCIAL MEDIA AND NEW MEDIA

Be sure to use Twitter and other social media to let people know about upcoming events, awards and other important information from your chapter. Set up a Facebook page to share photos and news and make new contacts. Have someone in your chapter write a regular blog about your events or about wildlife and the natural world, and post it on your website. Make your website attractive, informative and easy to access; put your web address on all publications, including your business card, and mention it in all types of media. Podcasts and videos can also help you get the word out about what your Master Naturalist chapter is doing, educate the public about nature and win new followers, members and volunteers. There are so many new ways to reach audiences today—take advantage of all of them!

# TEXAS MASTER NATURALIST TALKING POINTS

## THE MISSION

“To develop a corps of well-informed volunteers to provide education, outreach and service dedicated to the beneficial management of natural resources and natural areas within their communities for the State of Texas.”

## THE PROGRAM

Master Naturalist volunteers receive in-depth training in wildlife and natural resource management, customized to focus on their local ecosystems. In return, volunteers provide service in the form of community education, conservation and demonstration projects, while pursuing advanced training in areas of special interest.

Master Naturalist training is provided by educators and specialists from universities, agencies, nature centers, museums and other organizations who donate their services. The Master Naturalist Curriculum is developed by experts and provides a standardized base of knowledge and skills for all volunteers across the state. The Master Naturalist volunteer program is sponsored by the Texas A&M AgriLife Extension Service and the Texas Parks and Wildlife Department and can be supported by a variety of local organizations.

After its founding in San Antonio, the Master Naturalist program became a statewide initiative in 1998. Today, more than 12,000 Texas Master Naturalist volunteers serve in 48 local chapters across the state, and new chapters are developing all the time. Since the organization's founding, Texas Master Naturalists have contributed more than 4.5 million hours of service on more than 200,000 acres of wildlife and native plant habitats and have developed or maintained 2,500 trail miles. Master Naturalists have reached more than 6 million Texas residents of all ages. These volunteer efforts are worth more than \$102 million.

Each year the Texas Master Naturalist program

- Trains about 750 new Master Naturalists
- Provides about 350,000 hours of service
- Offers about 46,000 hours of advanced training
- Reaches about 160,000 youth, adults and private landowners through direct-contact events



## THE BENEFITS

The Master Naturalist program increases volunteer capacity and leadership in local communities, while enhancing public awareness of local ecosystems and natural resources. Because many of the existing Master Naturalist chapters are located in major cities and throughout Texas, they provide our rapidly growing urban and suburban populations with increased understanding of conservation and enhancement of natural resources in and near their local environments.

Master Naturalist volunteers work to increase educational and conservation opportunities for local residents of all ages, through instruction, tours, exhibits, demonstration projects, blogs and social media, and other means.

The Master Naturalist program focuses the considerable resources of state and local agencies and organizations to create a high-quality educational program directed toward building self-sufficiency within the community.

## MARKETING IN A NUTSHELL

When you create a marketing message—whether it is a brochure, a website, a blog, a fund-raising letter, a radio public service announcement (PSA), a year-end report for donors, or a Facebook page—your work should begin and end with your audience.

Who are you speaking to? Make sure you understand exactly who they are and what about the Master Naturalist program interests them. What do they care about? What is the value, or benefit, that the Master Naturalist program offers them? For a potential volunteer, that value may be an opportunity to learn more about the environment, or a chance to give back to the community. For a potential donor, the value may be that the volunteers provide community education, that they work with kids, or that the program itself increases volunteerism in the community.

All of these values, and many more, are true of the Master Naturalist program—you just have to choose the ones that will really grab your audience's attention, that plug into the interests and goals he or she already has. When you do this, you are targeting your message to your audience.

The main point to remember is that any marketing message should focus on benefits to the audience, not features of our program. Your marketing materials should be a mirror in which the audience can see themselves and their interests, not a portrait of yourself.

## WRITING STRONG MARKETING COPY

### *Words*

- Write simply, using familiar, commonly used words.
- Write personally, using you rather than they or one.
- Use active, dynamic verbs, such as reach, inspire, captivate, engage.

### *Sentences*

- Use simple sentence structure when possible.
- Avoid long introductory and embedded phrases and clauses.
- Vary sentence length, but avoid sentences over 15 words long.

### *Paragraphs*

- Vary paragraph length, but avoid paragraphs over five sentences long.
- Use short headings to introduce paragraphs.

### *Style*

- Write in the active rather than the passive voice.
- Use graphics and photos that are logically linked to the text.
- Use upper- and lower-case letters rather than all capitals.
- Use paper in a color that contrasts in intensity with your ink.
- Balance the use of text with white space. Leave ample margins.
- Use an unjustified right margin.

### *Ideas*

- Avoid excessive information.
- Use concrete rather than abstract words, or give concrete examples of abstract ideas.
- Apply the content being presented to the reader's personal and cultural experiences.
- Write your message from the reader's point of view, focusing on the reader's interests.  
Think, "What does the reader want to know?" not, "What do I want to say?"

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Texas A&M AgriLife Extension is an equal opportunity employer and program provider.

