

TEXAS MASTER NATURALIST

BRAND GUIDE

TXMN.TAMU.EDU // CONTACT:
MICHELLE HAGGERTY, MICHELLE.HAGGERTY@AG.TAMU.EDU
MARY PEARL MEUTH, MARYPEARL.MEUTH@AG.TAMU.EDU
HANNAH FERGUSON, HANNAH.FERGUSON@AG.TAMU.EDU

T E X A S



TABLE OF CONTENTS

Click the section name to be taken directly to the page.

| | |
|---|----|
| <u>BRAND GUIDELINES</u> | 3 |
| <u>TRADEMARK GUIDELINES</u> | 4 |
| <u>THE NAME OF THE PROGRAM</u> | 5 |
| <u>PROGRAM CHAPTERS</u> | 5 |
| <u>USING THE NAME</u> | 6 |
| <u>AS A FREESTANDING ELEMENT</u> | 6 |
| <u>AS PART OF A SENTENCE</u> | 6 |
| <u>FIRST AND SECOND REFERENCES</u> | 7 |
| <u>ABBREVIATION</u> | 7 |
| <u>WHEN SHOULD YOU USE THE TMN TITLE/LOGO</u> | 7 |
| <u>WHEN YOU CANNOT USE THE TMN TITLE/LOGO</u> | 7 |
| <u>LOGO</u> | 8 |
| <u>STATE PROGRAM LOGO</u> | 8 |
| <u>WHEN AND WHERE TO USE THE LOGO</u> | 8 |
| <u>LOGO REQUEST</u> | 9 |
| <u>KEEPING THE LOGO UPDATED</u> | 9 |
| <u>STATE PROGRAM SPONSORS</u> | 10 |
| <u>CHAPTER MARKS</u> | 11 |
| <u>INCORRECT CHAPTER MARKS</u> | 12 |
| <u>LOGO USE - SIZING AND SPACING</u> | 13 |
| <u>LOGO USE - VISIBILITY</u> | 14 |
| <u>LOGO USE - COLOR OPTIONS</u> | 15 |
| <u>LOGO USE - MERCHANDISE</u> | 17 |
| <u>LOGO USE - FLYERS AND BROCHURES</u> | 18 |
| <u>LOGO USE - CHAPTER NAME TAGS</u> | 19 |
| <u>JUNIOR MASTER NATURALIST</u> | 20 |
| <u>POLLINATORS FOR TEXAS</u> | 20 |
| <u>EVENT MARKS</u> | 21 |

| | |
|--|----|
| <u>ANNIVERSARY MARKS</u> | 21 |
| <u>TMN ANNUAL MEETING</u> | 22 |
| <u>#TMNTUESDAY</u> | 23 |
| <u>VIRTUAL VOLUNTEER FAIR</u> | 23 |
| <u>DESIGN RESOURCES</u> | 24 |
| <u>STATE PROGRAM DRAWINGS</u> | 25 |
| <u>FILE FORMATS</u> | 26 |
| <u>TMN BRAND COLORS</u> | 27 |
| <u>TMN BRAND FONTS</u> | 28 |
| <u>CHAPTER WEBSITES</u> | 29 |
| <u>CREATION AND MANAGEMENT</u> | 29 |
| <u>NEW MEMBER INFORMATION</u> | 29 |
| <u>CURRENT AND PAST PROJECT HIGHLIGHTS</u> | 29 |
| <u>RECOMMENDED TABS</u> | 29 |
| <u>ACCESSIBILITY WITH ALTERNATIVE TEXT</u> | 30 |
| <u>MEMBER/PRIVATE INFORMATION SECURITY</u> | 31 |
| <u>EQUAL OPPORTUNITY STATEMENT</u> | 31 |
| <u>CONTENT RETENTION</u> | 31 |
| <u>SOCIAL MEDIA</u> | 32 |
| <u>ACCOUNT NAMES AND REQUIREMENTS</u> | 32 |
| <u>PROFILE AND COVER PHOTOS</u> | 33 |
| <u>SOCIAL MEDIA ACCESSIBILITY</u> | 34 |
| <u>CHAPTER PHOTOS</u> | 35 |
| <u>RELEASE FORMS AND POSTING ETIQUETTE</u> | 35 |
| <u>PHOTOGRAPHING AND POSTING MINORS</u> | 35 |
| <u>CHAPTER PRESENTATIONS</u> | 36 |
| <u>ARTIFICIAL INTELLIGENCE</u> | 37 |
| <u>WORKING WITH THE MEDIA</u> | 38 |

BRAND GUIDELINES

An organization's brand is one of its most important assets. A consistent and cohesive brand helps build a positive impression of our program and connects all independent chapters with the state office and united mission. Cohesive branding across all chapters is imperative to maintain the integrity of the Texas Master Naturalist trademark and the integrity and recognition of our brand and mission. **Establishing and maintaining a strong brand identity is 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 (i.e., people see the dragonfly and know who we are). 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! Our brand is more than just our logo, photos, and colors. **Our brand is what volunteers, industry professionals, partners, companies, city leadership, and outside observers think and feel when they see or hear the name “Texas Master Naturalist.”**

WHY IS A BRAND GUIDE IMPORTANT?

A brand guide unifies an organization's look and feel for those outside of it. Proper branding is necessary to build strong recognition, foster trust and loyalty, differentiate the TMN Program from other entities, ensure effective marketing, and drive long-term interactions. Without proper branding, the marking of the TMN Program would fall into confusion and misidentity. This is particularly important for the Texas Master Naturalist Program, because we have 45+ chapters across 200+ counties in the state of Texas. Our chapters serve in a diverse array of places, landscapes, cultures, and people.

Because of this diversity, it is imperative to unite the Texas Master Naturalist Program under one logo and one name across the state. Our brand is a rallying point. It is a tool for showing the outside world how, despite the vast reach of the program and the diversity of the locations and people, each chapter is united together under the Texas Master Naturalist title and logo.

WHAT YOU WILL FIND IN THIS GUIDE

This document is your guide to understanding all of the ins and outs of the Texas Master Naturalist brand and the proper way to use it to represent your chapter, create merchandise, distribute flyers, and all other chapter operations. From trademark guidelines to name and logo usage, you will find it all in this document. Use the table of contents above to go directly to the section you need.

TRADEMARK GUIDELINES

The Texas Master Naturalist logo and name are registered trademarks. 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. **The Texas Master Naturalist trademarks may NOT be copied, imitated, or used on merchandise or items for sale without the prior written permission of the staff in the TMN state office. It's prohibited to use the trademarks for items for sale for personal profit.**

WHAT DOES THE TRADEMARK LOGO CONSIST OF?

The trademarked logo consists of the official program name, Texas Master Naturalist, with a drawing of the Cyrano darner dragonfly ([page 8](#)). The trademarked title consists of the official program name, Texas Master Naturalist.

WHAT DOES THE TRADEMARK MEAN FOR YOUR CHAPTER?

The most important thing to do with a trademark is to use it. Good identity and marketing practice require using a consistent, recognizable look.

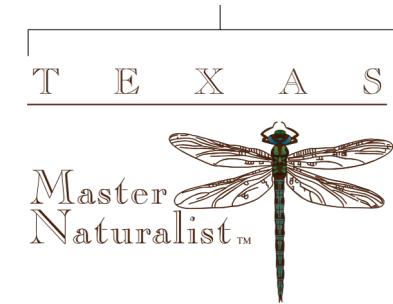
Print/Digital Promotional Materials: When creating materials to distribute or use with potential volunteers, clients, or other external audiences (brochures, signs, and exhibits, etc.), you MUST include the official TMN logo or an approved chapter mark. The sponsor logos, AgriLife Extension logo, and TPWD should be included as well under or next to text saying, “The Texas Master Naturalist Program is sponsored by:” ([page 10](#)).

Merchandise: Texas Master Naturalists shirts, hats, patches, backpacks, and other items are available from the [Texas A&M AgriLife Learn store](#). A chapter may, and is encouraged to, provide chapter-specific shirts, nametags, and other wearable items for its volunteers that feature the chapter’s approved chapter mark. If a chapter produces its own items with a local vendor, the design must meet the TMN Brand Guide requirements. *All merchandise items MUST get TMN state office prior approval of proofs for each design and MUST include the official trademarked logo or approved chapter mark ([page 8](#)).*

Nametags: TMN chapters may produce nametags with either the official trademarked logo or the approved chapter mark (the official trademarked logo with your chapter name).

Social Media/Websites: Chapters must have the official trademarked logo or approved chapter mark displayed at the top of all social pages (in the form of a profile photo, cover photo, pinned post, etc). Likewise, the official trademarked logo must be displayed on the first page of all chapter websites.

STATE PROGRAM TRADEMARKED LOGO



THE NAME OF THE PROGRAM

The proper, trademarked name of the program is Texas Master Naturalist™. It may also be referred to as the Texas Master Naturalist Program; however, while the word “program” should be capitalized when following the title, the word “program” is not included in the trademark.

Using the proper name consistently is very important. Using an alternative name in a first reference, like Gulf Coast Master Naturalist or Piney Woods Naturalist Group, dilutes the potential impact of name repetition and obscures the relationship between the local organization and the statewide program. In short, it’s confusing for those outside of the organization.

The Texas Master Naturalist title and logos are trademarks of the Texas Master Naturalist Program and are to be used only by individuals defined by one of the member categories [Reference Chapter Bylaws Article IV. B]. This membership includes all approved programs that are officially affiliated with and operating under the Chapter Bylaws, CMOP, certification, training, and curriculum policies established by the Texas Master Naturalist Program.

PROGRAM CHAPTERS

In the Texas Master Naturalist Program, local organizations are called chapters. When referring to individual chapters, proper usage includes:

- Texas Master Naturalist, Brazos Valley Chapter
- Rio Grande Valley Chapter of the Texas Master Naturalist Program
- Texas Master Naturalist - East Texas Chapter

Chapter name: first and second references:

It is important to include the title “Texas Master Naturalist” when referring to chapters to avoid confusion with other organizations using a chapter format. In the first reference of a chapter, include the full name (one of the options shown above). In the second reference of a chapter, use the shortened name (i.e., Brazos Valley Chapter, Rio Grande Valley Chapter, etc.) or just the word “chapter” as the text dictates. Always capitalize the word “chapter” when it is used in conjunction with the chapter name or TMN title. Do not capitalize the word “chapter” when it is used on its own.

Examples:

The Tierra Grande Chapter of the Texas Master Naturalist Program is hosting a birding event this weekend. Contact the Tierra Grande Chapter for more info. The Texas Master Naturalist Indian Trail Chapter had a great turnout at their birding event. The chapter started this event in 2019.

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. You may include “program” after the title and must capitalize it; however, it is not part of the official trademark. If using the trademark symbol, place it after “naturalist.” Do not refer to the program as “Master Naturalist” as a freestanding element, as this can create confusion with other programs across the nation. When referring to the program state office, you may use Texas Master Naturalist Program or Texas Master Naturalist Program state office. Do not capitalize “state” or “office” as it is not part of the title.

Correct use:

Texas Master Naturalist

Texas Master Naturalist™ Program

The Texas Master Naturalist state office

Incorrect use:

The Master Naturalist

Texas Master Naturalist Program™

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 you may only capitalize “program.” Depending on the context, other words such as “service project” may follow the name, but are not capitalized. In second references, you may use just “Master Naturalist.”

Examples:

In Comal County, the Master Naturalist volunteers maintain a native plant exhibit.

As a part of the Texas Master Naturalist Program, you will teach many people about native plants and wildlife.

The pollinator garden at Elm Street Park is a Texas Master Naturalist service project.

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

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. There are TMN Chapters in many counties.

USING THE NAME

First and second references: The first use of the name in text should always include the entire official name of the program. If using the trademark symbol, place it after “naturalist” (i.e., Texas Master Naturalist™ Program). Include a local chapter name when appropriate. On the second and later references, use Texas Master Naturalist or Master Naturalist without the trademark symbol. If referring to a chapter, use the chapter name alone. Do not shorten the name any further--This loses essential program identity elements. Always capitalize the program name.

Examples:

I just joined the Texas Master Naturalist™ Good Water Chapter this fall. I learned about the Master Naturalist program from my friend, and completed the Good Water Chapter training a few weeks ago. The chapter has a lot of cool projects!

Abbreviation: Only use the program acronym (TMN) or chapter acronyms (such as BVMN or ETMN) on the second reference to avoid confusion. When using an acronym on the second reference, you must include the acronym in parentheses on the first reference.

Examples:

The Texas Master Naturalist (TMN) Program started in 1997. The TMN Program has developed 45+ chapters covering 200+ counties across the state.

When you *SHOULD* use the Texas Master Naturalist title or logo: Members may use the Texas Master Naturalist name, logo, chapter name, or their status and certification as a volunteer:

- To promote state or chapter events/during official chapter correspondence on phone, email, text, etc.
- Introducing volunteers or instructors
- Making a presentation, preparing promotional or informational publications, doing a radio show, or writing a media release, etc.
- Identifying a service project site, when completing unpaid volunteer work associated with/approved by the program, etc.

When you *CANNOT* use the Texas Master Naturalist title or logo: Members may not use the Texas Master Naturalist name, logo, chapter name, or their status and certification as a volunteer:

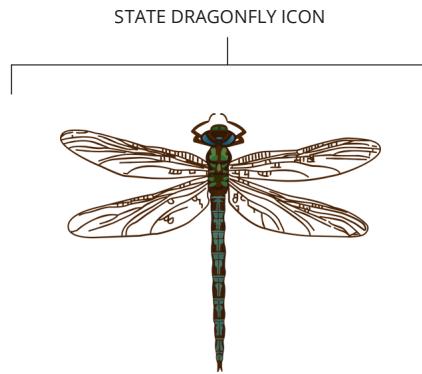
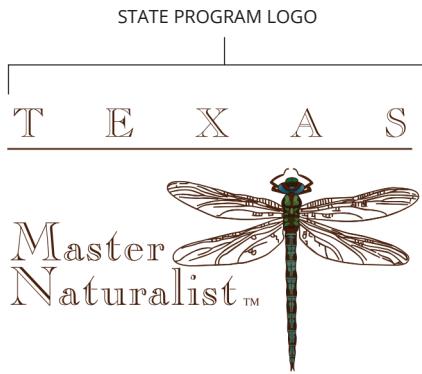
- In connection with advocacy or to invoke policy
- For profit or personal business/personal gains/advertisement
- To gain a public position/office, or as a professional certification when seeking employment

Violation of the policy concerning the use of the Texas Master Naturalist title or logo is grounds for dismissal from the program.

LOGO

STATE PROGRAM

The Texas Master Naturalist logo serves as a reminder that our vital, unique chapters combine to create one powerful brand. Our logo helps the public remember and support our programs. **Using our official logo on all communication materials is imperative to maintaining the cohesiveness of the Texas Master Naturalist name and brand identity.** Use the official logo or approved chapter mark in all official documents, promotional materials, merchandise, etc. An image of just the dragonfly is only permitted to be used in social media profile photos, or in certain circumstances with prior approval from the State Office (i.e., small items such as key chains, etc.). It does not replace the official trademarked logo or an approved chapter mark.



WHEN AND WHERE TO USE THE LOGO

Place the state program logo or approved chapter mark on all Texas Master Naturalist communications, official documents, promotional materials, merchandise, etc. Depending on the medium, message, and audience, you may choose to use the primary logo or chapter mark ([page 11](#)).

All merchandise (shirts, hats, bags, mugs, etc.) and long-term marketing materials (banners, yard signs, tablecloths, brochures, etc.) MUST be sent to the TMN state program office for approval before production. Short-term marketing materials (event flyers, etc.) do not need state office approval but must be approved by the chapter president or communications director. In publications and promotional flyers, use three logos: the Texas Master Naturalist state program logo, the Texas A&M AgriLife Extension Service logo, and the Texas Parks and Wildlife Department logo ([page 10](#)).

Anyone external to the TMN Program may wear the TMN logo, thus supporting and promoting the program. However, they may not promote themselves as a Texas Master Naturalist/Certified Master Naturalist unless they have completed their training and certification requirements with a local chapter.

LOGO

STATE PROGRAM

High-res copies of the Texas Master Naturalist logo are not stored on the program website, but are available upon request.

LOGO REQUEST

Public agencies and partners may request a digital copy of the logo [here](#).

Chapter leadership may request a digital copy of the logo [here](#).

All merchandise (shirts, hats, bags, mugs, etc.) and long-term marketing materials (banners, yard signs, tablecloths, brochures, etc.) MUST be sent to the TMN state program office for approval before production. Short-term marketing materials (event flyers, etc.) do not need state office approval but must be approved by the chapter president or communications director.

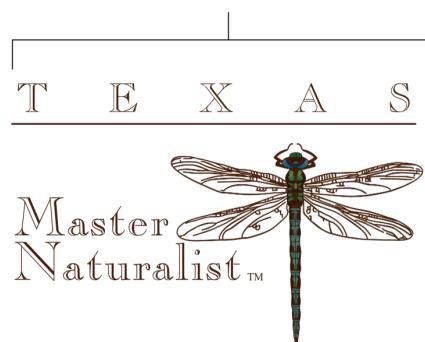
KEEPING THE LOGO UPDATED

In 2018, the Texas Master Naturalist Program updated the dragonfly logo with a digitization of the original logo. Any merchandise, promotional materials, social profile photos, chapter marks, etc., using the old dragonfly MUST be updated to the new logo to remain brand compliant. An example of the old dragonfly logo is below.

OLD STATE PROGRAM LOGO



NEW STATE PROGRAM LOGO



LOGO

STATE PROGRAM SPONSORS

The Texas A&M AgriLife Extension Service (AgriLife Extension) and the Texas Parks and Wildlife Department (TPWD) sponsor the Texas Master Naturalist program. In publications for new volunteers, clients, or other external audiences (brochures, signs, exhibits, etc.), include the AgriLife Extension logo and the TPWD logo and list them as the program sponsors. Download digital files of our program sponsor logos at txmn.tamu.edu.

STATE PROGRAM SPONSORS



HOW TO INDICATE SPONSORS ON PRINT MATERIALS

The Texas Master Naturalist Program is sponsored by:



There is no required order for the logos to appear in; however, each logo must appear equal in size, side-by-side on the document. Each sponsor agency has additional logo color options. Using a logo correctly means making sure it is legible. Chapters are permitted to use the full color sponsor logos, the all black logo sponsor logos, or the white AgriLife Extension logo (TPWD does not have a white logo), depending on which color scheme is the most prominent/legible in the design. Download digital files of the program sponsor logos at txmn.tamu.edu.

STATE PROGRAM SPONSORS BLACK LOGOS



STATE PROGRAM SPONSORS WHITE LOGOS



For more information about the program sponsors, visit their websites:

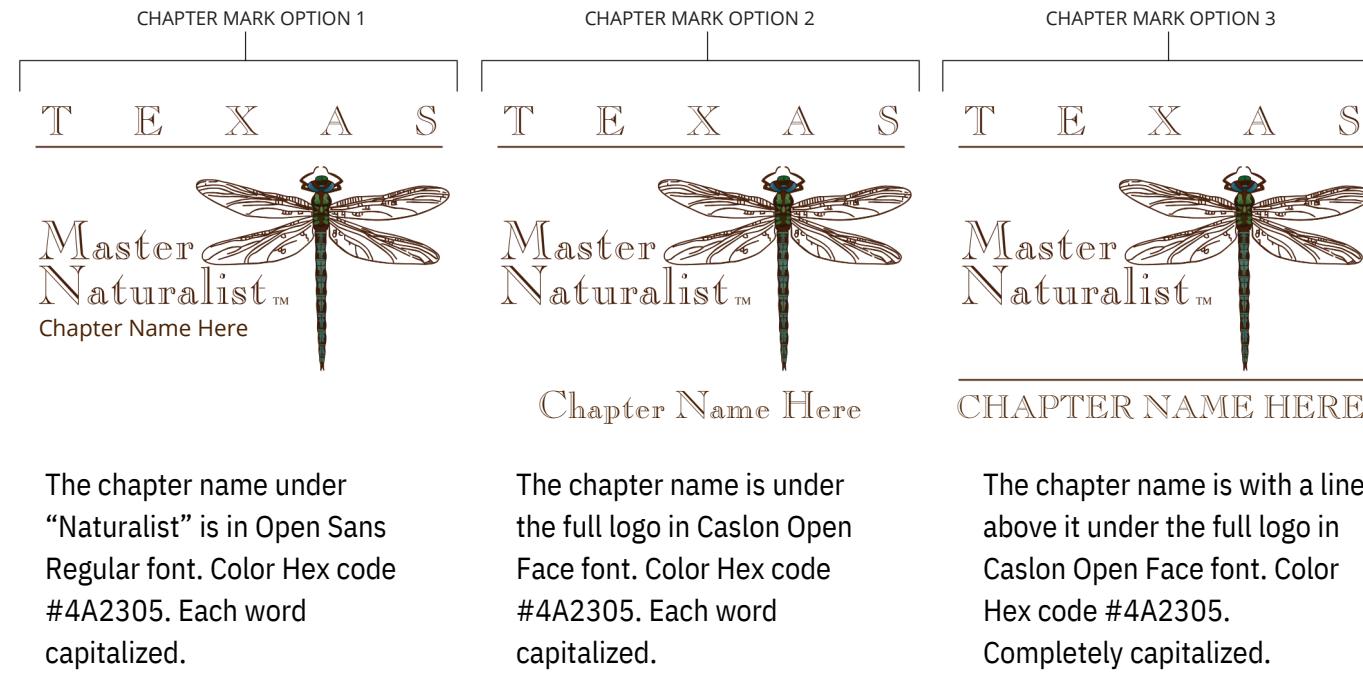
[Texas A&M AgriLife Extension Service](http://texasagrilifeextension.tamu.edu)

[Texas Parks and Wildlife Department](http://tpwd.texas.gov)

LOGO

CHAPTER MARKS

Texas Master Naturalist chapters are prohibited from having a chapter logo; however, they are permitted to have a chapter mark. A chapter mark consists of the official trademarked logo with the chapter's name. There are three options for chapter marks:



While chapters may follow these requirements to create their chapter mark, **the State Office has copies of each chapter mark option for each chapter available upon request in various file formats.** Request a chapter mark [here](#).

If it is not already installed on your computer, download the Open Sans Regular font [here](#).

If it is not already installed on your computer, download the Caslon Open Face font [here](#).

LOGO

CHAPTERS MARKS

Any chapter logos that include other images, icons, or drawings—even if they are previous state program drawings—OR that alter the approved chapter mark options in an alternate way are strictly prohibited. It is imperative that we protect the integrity, visibility, and cohesiveness of the Texas Master Naturalist trademark logo across the state. This means all chapters MUST use the state program logo with their chapter name as their only “chapter specific logo,” i.e., “chapter mark.”

INCORRECT CHAPTER MARKS

Any drawings or designs used on printed materials, merchandise, etc., must not have the chapter name or the Texas Master Naturalist title around it in a manner that makes it appear as a logo. The orientation or color of the dragonfly, the chapter name, or the program name cannot be altered. Additional elements cannot be added. Examples of incorrect chapter marks are included below.



Do NOT mix and match elements of the chapter mark options, add additions, embellishments, or alter text colors to create a new design.



Do NOT make your own “chapter logo” or include the chapter name around a drawing to make it appear as a logo.



Do NOT add additional text to the chapter mark.



Do NOT create a chapter logo that uses the elements of the trademark logo in an incorrect manner.

LOGO

LOGO USE - SIZING AND SPACING

Sizing and Spacing Requirements: Keep a minimum area of approximately 1/4 inch of “clear space” or “white 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. Our logo represents our brand. When used in printed materials, the logo must be no smaller than 3/4 inch tall. The logo must be prominently displayed, at a minimum, on the front cover of publications. These requirements are applicable to both the official trademarked logo and all approved chapter mark options.



Tilt, Stretch, Shrink, Color: As a trademark, our logo cannot be altered and edited in ways not permitted by our brand guide. When adding the logo, be it the state program logo or your approved chapter mark, ensure to avoid the following:



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



Do NOT create your own logo with incorrect colors or by adding elements to the official logo.



Do NOT stretch or compress the logo vertically or horizontally.



Do NOT use just the dragonfly on official documents or promotions. Only use this for social profile photos or in certain circumstances with prior approval from the State Office.

LOGO

LOGO USE - VISIBILITY

Using it on Colors or Photographs: When adding the logo over a photograph, ensure the logo is easily visible and legible. If the photo is busy, you must add a solid colored block behind the logo. The block must be in a TMN brand color ([page 27](#)) OR a color coordinating with the colors in the photo.



CORRECT: The logo is a legible size and color.



INCORRECT: The logo cannot be read.



CORRECT: The logo is legible, and the block coordinates with the photo colors.



CORRECT: The logo is legible, and the block is an official TMN brand color.

Using it on Print/Promotional Materials: Ensure the logo/chapter mark is legible and clear. Place it in a prominent area where it is easy to see.

Using it on Digital Materials: Ensure the logo/chapter mark is legible and clear. Place it in a prominent area where it is easy to see.

Using it on Merchandise: Logo/chapter mark may be printed or embroidered on the merchandise. Must be legible and clear. For shirts, it can either be on the front or back. All merchandise items MUST get TMN state office approval of proofs for each design prior to the creation of the product, and MUST include the official trademarked logo or approved chapter mark.

Using it on Nametags: The logo/chapter mark must be included in all name tags. Any new vendor name tag set up MUST get TMN state office prior approval of proofs for each design.

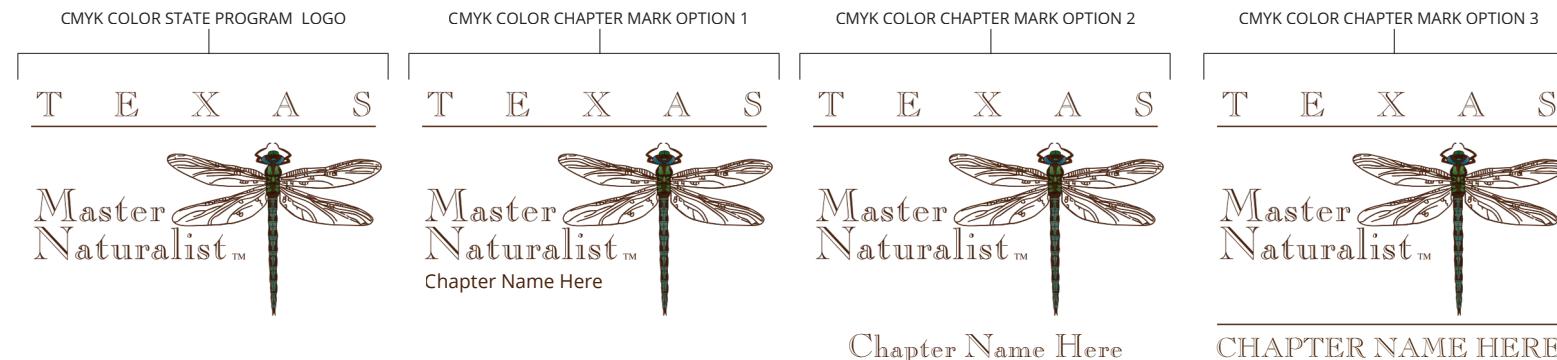
LOGO

LOGO COLOR OPTIONS

Using the Texas Master Naturalist logo correctly means making sure it is legible. Chapters are permitted to use the full color TMN logo, the all white logo, or the all black logo, depending on which color scheme is the most prominent/legible in the design. **Any other color variations/alterations are strictly prohibited.**

For chapter marks in full color, the chapter name must be in brown, Hex Code #4A2305. For additional color codes (i.e., CYMK, RGB) see [page 27](#).

The State Office has copies of all chapter mark options and color options for each chapter available upon request in various formats. Request a chapter mark here.

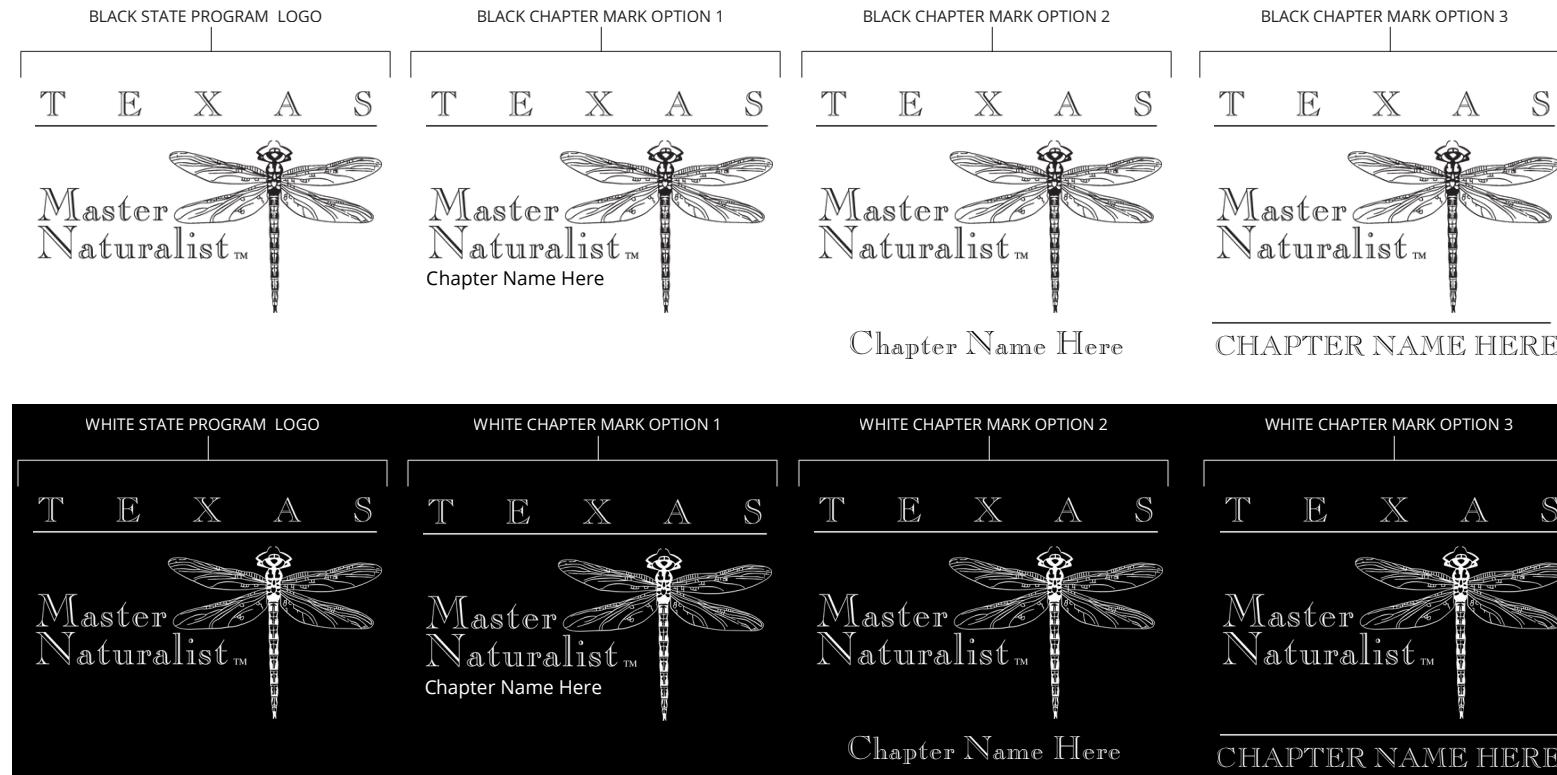


LOGO

LOGO COLOR OPTIONS

For chapter specific logos in black, the chapter name must be in black, Hex Code #000000. For chapter specific logos in white, the chapter name must be in white, Hex Code #FFFFFF. For additional color codes (i.e., CYMK, RGB) see [page 27](#).

The State Office has copies of all chapter mark options and color options for each chapter available upon request in various formats. Request a chapter mark here.



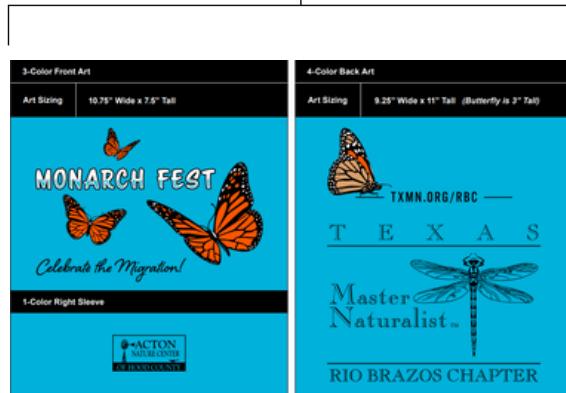
LOGO

MERCHANDISE

Chapters are permitted to create unique marks for events; HOWEVER, these event marks are not permitted to resemble a chapter logo and MUST have the trademarked logo or approved chapter mark included in the design of all event materials (promotional flyers, merchandise, etc.). The purpose of an event mark is to market the activities of the chapter, but NOT to represent the chapter long-term or as a whole. Each event mark must be submitted for approval.

All merchandise items MUST get the TMN state office approval before manufacturing ([page 9](#)). Examples of approved and unapproved designs are below.

CORRECT



CORRECT



INCORRECT



The approved chapter mark appears on the back. Any additional text around it has enough spacing to not appear as part of the chapter mark. The event mark appears on the front of the shirt, and the TMN name and chapter name are not added in a way that confuses it with a chapter logo.

The event mark is on the back of the shirt, and the TMN name and chapter name are not added in a way that confuses it with a chapter logo. The approved chapter mark appears on the front.

While there is a chapter mark, its style is incorrect and therefore not allowed. The event mark looks too much like a chapter logo with the name of the program around it. Alterations would need to be made to this design before approval.

Submit designs for approval by filling out the [Contact Us](#) form on the TMN website. Include a mockup of merchandise item(s).

LOGO

FLYERS AND BROCHURES

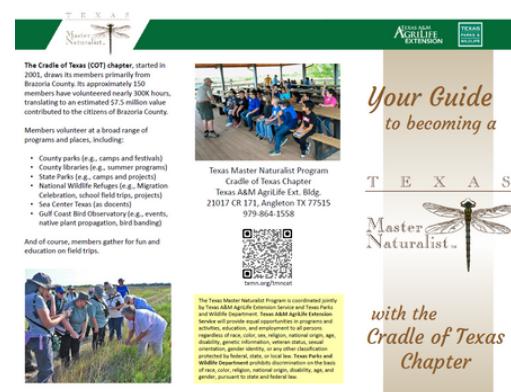
Partner organizations must include the Texas Master Naturalist logo or approved chapter mark on promotional materials for chapter-sponsored events. Chapter leadership must coordinate with them to ensure the logo or approved chapter mark is used properly. Chapters must include the Texas Master Naturalist logo or approved chapter mark on promotional materials for chapter-hosted events and on brochures designed to market the chapter. Examples of correct and incorrect designs are below.

CORRECT FLYER



The approved chapter mark appears on the flyer with text clearly stating the event is in partnership with the chapter.

CORRECT BROCHURE



The TMN logo appears on the front. The sponsor logos and EO statements are correctly included.

INCORRECT



No TMN logo or approved chapter mark. Abbreviation of Texas Master Naturalist used without a first reference. Readers unfamiliar with the program would have no idea what the chapter is a part of. Alterations would need to be made to this design to meet branding standards.

LOGO

CHAPTER NAME TAGS

Chapters are strongly encouraged to provide name tags for all Certified Master Naturalist members. All chapter name tags must include the TMN logo or approved chapter mark, the chapter name (if not using the chapter mark), and the individual's name. Name tags may also include the individual's class year, but this is not required. Name tags can be gold/tan with brown or black text, white with green, brown, or black text, or green with white text. Examples of approved and unapproved name tag layouts are below.

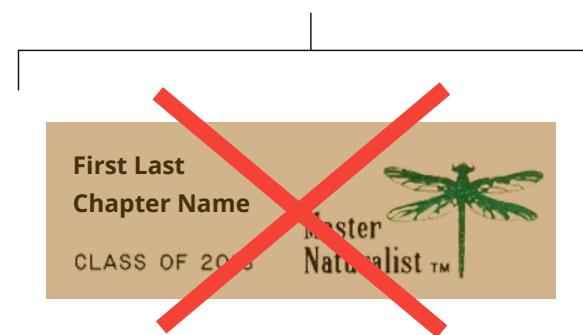
CORRECT



CORRECT



INCORRECT



The TMN logo, chapter name, and the individual's name are all included. The TMN logo is not incorrectly altered. The name tag has the correct colors.

The approved chapter mark and the individual's name are included. The individual's class year is included in a way that does not connect it to the chapter mark. The name tag has the correct colors.

The name tag has the correct colors; however, the TMN logo is incomplete, and "Texas" does not appear anywhere. Include the full TMN logo or approved chapter mark in name tags. The logo also has colors that differ from the trademark. The TMN logo would need to be fixed before the name tags can be printed.

If you have questions, email the TMN state office: [Contact Us](#)

LOGO

JUNIOR MASTER NATURALIST

While there is not yet an organized [Junior Master Naturalist Program](#) (JMN) across the state, many chapters host Junior Master Naturalist projects. The TMN Program has a trademarked JMN logo for the chapters that host a project. The JMN logo should appear on all JMN project communications, official documents, promotional materials, merchandise, etc. As a JMN project organizer, the official state program logo or approved chapter mark should appear on all communications, official documents, and promotional materials. **The Junior Master Naturalist logo and name are trademarks of the TMN Program.**

JUNIOR MASTER NATURALIST LOGO



POLLINATORS FOR TEXAS

The Pollinators for Texas initiative, a partnership between the TMN Program and H-E-B, aims to benefit Texas communities through the restoration and creation of pollinator-friendly habitats. The initiative has its own logo and branding for awarded projects. Awarded chapter projects will receive a brand guide outlining how to use the Pollinators for Texas logo and name properly in their professional communication, social media posts, project signage, and more. If an awarded chapter needs access to this guide, email TMNPollinatorsForTexas@ag.tamu.edu.

POLLINATORS FOR TEXAS LOGO



EVENT MARKS

ANNIVERSARIES

The Texas Master Naturalist program has developed anniversary marks that are available for chapter use. You can request them at txmn.tamu.edu. Anniversary marks are only permitted to be used by chapters in an official capacity (promotions, announcements, flyers, merchandise, etc.) for their relating anniversaries. All other uses are prohibited. Chapters may add their name or other text to the mark, but must get the TMN state office approval for alterations.

20TH ANNIVERSARY EVENT MARK



25TH ANNIVERSARY EVENT MARK



CHAPTER ANNIVERSARIES

Chapters are permitted to develop their own, chapter-specific anniversary mark for years that do not have a state program logo. All custom anniversary marks MUST get TMN state office prior approval of proofs for each design and MUST include the trademarked logo (ex., TMN logo on front of shirt, anniversary mark on back of shirt). If an anniversary mark does not include the TMN dragonfly, it is not permitted to include the chapter name. If it does include the dragonfly in a prominent position, it may include the chapter name. Chapters may add their name or other text to the state office anniversary marks, but must get TMN state office approval for any alterations.

20TH ANNIVERSARY EVENT MARK FOR CHAPTERS



25TH ANNIVERSARY EVENT MARK FOR CHAPTERS



APPROVED CHAPTER EVENT MARK



EVENT MARKS

STATE DEVELOPED EVENTS AND PROGRAMS

The Texas Master Naturalist state program offers various annual events for chapters and the general public. These events each have their own unique event marks and color palettes. These event marks are only permitted to be shared/included in promotional materials (i.e., newsletters) by TMN chapters or partner organizations. They are not permitted for use on merchandise or in materials that may earn a profit. Descriptions provided below:

TEXAS MASTER NATURALIST ANNUAL MEETING

Each year, the Texas Master Naturalist Program hosts an Annual Meeting to provide an opportunity for the Texas Master Naturalist volunteers from around the state to gather, participate in hands-on educational seminars, and receive all their Advanced Training requirements for the year in one weekend. It's also an opportunity for program participants and supporters to network, share new ideas, and learn from chapters in different regions of the state.

The event mark and color palette for the event changes each year and varies by location and theme. Examples of previous marks are included below. All Annual Meeting correspondence from the state program will have that year's mark. Partner organizations and chapters are permitted to use the current year's Annual Meeting mark in promotional materials for the meeting, but not on merchandise or in materials that may earn a profit.

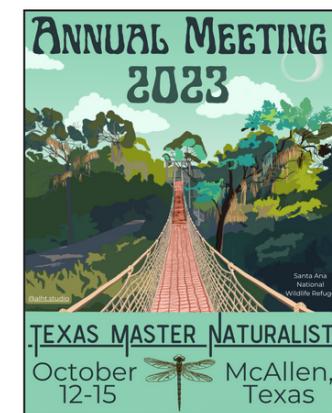
2025 ANNUAL MEETING EVENT MARK



2024 ANNUAL MEETING EVENT MARK



2023 ANNUAL MEETING EVENT MARK



EVENT MARKS

STATE DEVELOPED EVENTS AND PROGRAMS

#TMNTUESDAY

Started in 2020, the Texas Master Naturalist Program offers a monthly webinar series—free and open to the public—to provide chapter members with Advanced Training opportunities called #TMNTuesday. Partner organizations and chapters are permitted to use #TMNTuesday branding in promotional materials to promote the events, but not on merchandise or in materials that may earn a profit. The webinar series can be referred to as “#TMNTuesday” or “#TMNTuesdays.” The hashtag should be included in the first reference, but can be omitted in all following references.

#TMNTUESDAY EVENT MARK



VIRTUAL VOLUNTEER FAIR

The Texas Master Naturalist Virtual Volunteer Fair (VVF) is a yearly event to provide chapter members with opportunities for remote volunteer work. The general event mark continues year to year, but the event color palette alters. Examples from past years are included below. Partner organizations and chapters are permitted to use the VVF branding in promotional materials to promote the events, but not on merchandise or in materials that may earn a profit.

2025 VIRTUAL VOLUNTEER FAIR EVENT MARK



2024 VIRTUAL VOLUNTEER FAIR EVENT MARK



2023 VIRTUAL VOLUNTEER FAIR EVENT MARK



DESIGN RESOURCES

STATE DEVELOPED TEMPLATES AND RESOURCES

The Texas Master Naturalist Program has free, pre-developed resources for chapter use available on the website. The [Chapter Templates and Resources](#) page is password-protected and intended for chapter leadership only. Chapters will find Canva templates and other resources available for download. Resources available include rack cards, trifold brochures, PowerPoint templates, social media templates, chapter QR codes, and more! Additional resources are added as needed. These resources are for TMN Chapter use only. Chapter leadership needing access to this page should use the [Contact Us](#) form on the TMN website to request access.

Print Materials



Join TMN Rack Card

- Standard design on the front, personalized to your chapter on the back.
- Drag and drop frames for chapter pictures.
- Canva template. Access it [here](#).

Join TMN Trifold Brochure

- Personalized section for chapter-specific text and chapter specific QR code (downloadable here).
- You can also find a state-wide version available for purchase [here](#).
- Canva template. Access it [here](#).

Digital Materials



Texas Master Naturalist PowerPoint Template – Green Lower Third

- PowerPoint template for cohesive presentations.
- Downloadable PowerPoint. Download it [here](#).
- Also available as a Canva template. Access it [here](#).



Texas Master Naturalist PowerPoint Template – Brown Lower Third

- PowerPoint template for cohesive presentations.
- Downloadable PowerPoint. Download it [here](#).
- Also available as a Canva template. Access it [here](#).

Social Media



Chapter Social Media Profile Photo Frame

- Two color options (green and brown or green and blue).
- Fillable text for chapter name.
- Drag and drop frame for chapter picture.
- Canva template. Access it [here](#).

Graphics

State Program QR Codes

TMN State Program QR Code – Website Home Page

TMN State Program QR Code – TMNTuesday Web Page

TMN State Program QR Code – 2024 Annual Meeting Web Page

TMN State Program QR Code – Facebook

TMN State Program QR Code – Instagram

TMN State Program QR Code – Email Listserv Web Page

Canva Video Tutorials

For tutorials on how to use Canva, visit: <https://www.canva.com/designschool/tutorials>

Additionally, [YouTube](#) is a great resource for Canva tutorials.

DESIGN RESOURCES

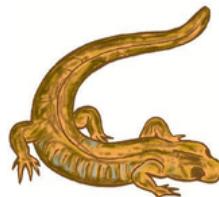
STATE PROGRAM DRAWINGS

The Texas Master Naturalist program has nine drawings that may be used when creating brochures or to add additional embellishment to flyers, posters, etc. The TMN logo or approved chapter mark MUST be included on any item these drawings appear on. **These drawings may NOT be used to represent a chapter in place of an approved chapter mark or used as a chapter logo.** These drawings are intended for use by the TMN Program and chapters only. Chapters may request a digital copy (in color or black and white) of any of the drawings [here](#).

PRICKLY PEAR CACTUS



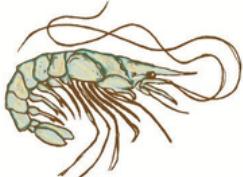
SALAMANDER



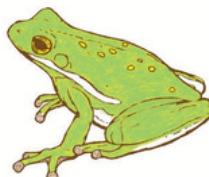
BELTED KINGFISHER



SHRIMP



TREE FROG



WOOD DUCK



TEXAS STAR/LINDHEIMER DAISY



TEXAS SAGE



POST OAK LEAF



**DO NOT USE THESE
ILLUSTRATIONS AS
A BRAND ELEMENT**

FILE FORMATS

KNOWING WHAT FILE TYPE TO ASK FOR

The Texas Master Naturalist Program has many file types available to chapters upon request. To streamline the process, it helps to know what type of file is commonly required for different projects. Short descriptions of each file type and their common uses are included below.

PDF/EPS/ADOBE ILLUSTRATOR (AI):

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

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

Con: larger file sizes.

JPEG:

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.

PNG:

Best uses: web/digital.

Pro: transparent background, often has the cleanest/clearest appearance.

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

SVG:

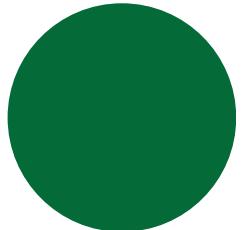
Best uses: Canva

Pro: can be scaled up and down without losing resolution, can recolor in Canva

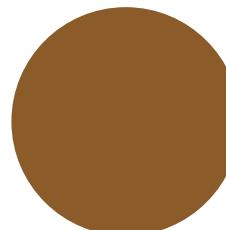
Con: may not be supported by older browsers; may not be as suitable for displaying detailed images with extensive amounts of colors

BRAND COLORS

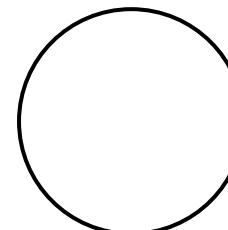
Primary Colors: The Texas Master Naturalist primary color palette is the basis of the overall color scheme and allows clients to quickly identify our brand. TMN Green should always have a strong presence in professional designs. The primary colors should also be the most notable colors on your web page.



CMYK: 96, 0, 47, 58
RGB: 4, 106, 56
HEX: #046A38

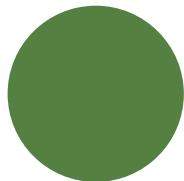


CMYK: 0, 35, 71, 45
RGB: 139, 91, 56
HEX: #8B5B29



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

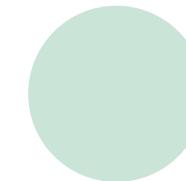
Secondary Colors: Secondary colors are used in smaller proportions and should never overwhelm the primary colors. Use these as accent colors in professional designs and on your web page.



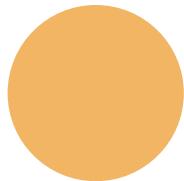
CMYK: 34, 0, 48, 50
RGB: 84, 128, 66
HEX: #548042



CMYK: 72, 18, 0, 53
RGB: 33, 97, 119
HEX: #216177



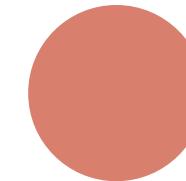
CMYK: 12, 0, 6, 10
RGB: 202, 229, 215
HEX: #CAE5D7



CMYK: 0, 25, 59, 5
RGB: 241, 181, 100
HEX: #F1B564



CMYK: 0, 34, 34, 43
RGB: 146, 96, 96
HEX: #926060



CMYK: 0, 41, 50, 15
RGB: 216, 128, 109
HEX: #D8806D



CMYK: 0, 4, 12, 12
RGB: 225, 217, 197
HEX: #E1D9C5



CMYK: 11, 0, 87, 82
RGB: 42, 47, 6
HEX: #2A2F06



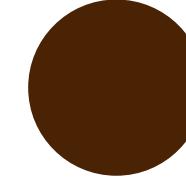
CMYK: 46, 0, 7, 58
RGB: 58, 108, 100
HEX: #3A6C64



CMYK: 0, 1, 5, 2
RGB: 249, 247, 237
HEX: #F9F7ED



CMYK: 0, 50, 74, 82
RGB: 46, 23, 12
HEX: #2E170C



CMYK: 0, 53, 93, 71
RGB: 74, 35, 5
HEX: #4A2305

BRAND FONTS

LOGO FONTS

The Texas Master Naturalist program has two primary fonts used for the logo and chapter marks. **These are the only fonts permitted in logo and chapter mark materials, as they are part of the trademark and the approved chapter mark.**

Caslon Open Face Regular

[Caslon Open Face Regular](#) is the main title font for the trademark logo. It can also be used as a headline or title font in documents.

Open Sans Regular

[Open Sans Regular](#) is the font used in option 1 for chapter marks. Also usable as body text in digital and print applications.

PROFESSIONAL MATERIAL FONTS

These fonts are recommended for brand consistency. In professional documents, flyers, socials, etc., use the fonts above in addition to:

Oswald

[Oswald](#) is a versatile sans-serif font. Use it predominantly for headlines and titles.

Crimson Text

[Crimson Text](#) is a classic serif font recommended for print. Georgia, a standard system font, can be a substitute for Crimson Text in digital environments.

Satisfy

[Satisfy](#) is a decorative font and should be used sparingly as headings and titles when the design warrants it.

CHAPTER WEBSITES

CREATION AND MANAGEMENT

The TMN Program provides chapters with the use of a WordPress site. It is highly recommended that all chapters use the provided WordPress template to have a consistent look and feel for all chapter websites across the state. **All chapter websites MUST have the chapter name, program name, TMN trademark logo, and TMN sponsor logos (AgriLife Extension and TPWD) on the header on all website pages, whether you are using the provided WordPress template or not.** It is also recommended for the header to be the TMN Green ([page 15](#)) to maintain brand recognition across all chapters. All chapter websites must include a link to the TMN website.

REQUIRED WEBSITE HEADER ELEMENTS



NEW MEMBER INFORMATION

All chapter websites must have an easy-to-find page for prospective members to view information on joining the chapter. This page should include information on any upcoming training dates, fees, locations, etc. Chapter websites should also include easy to find information on chapter meetings and volunteer opportunities, and a “Contact Us” form or email. This can be in the form of a calendar page, highlighted section, etc. Make it easy for prospective members to find information on how to join. If a website is difficult to navigate or has outdated information, you may be losing potential new members.

CURRENT AND PAST PROJECT HIGHLIGHTS

Chapters are strongly recommended to include a page/highlight dedicated to past and present volunteer projects and other chapter highlights. This will allow prospective members, community partners, and others to quickly find and see the ways your chapter is engaging in the community.

RECOMMENDED TABS

We recommend having the following menu tabs at the top of your website to make it easy for visitors to find information: Home, Join Us, About Us, Calendar, Volunteer Projects/Opportunities, For Members, Newsletter (if applicable), and Learn/Resources (if applicable).

CHAPTER WEBSITES

ACCESSIBILITY WITH ALTERNATIVE TEXT

To ensure that all users can access the information on your site, including those who may use text browsers or are non-visual visitors, it is important to include "alt" or "alternate" text when adding photos. This text should provide a brief description of the image, allowing non-visual visitors to understand its content. When writing the alternate text, try to imagine describing the image to someone over the phone. It is important to include only the essential information that would be lost if the image were not available.

Well-written alt text should contain:

- Around 125 characters, the cutoff for most screen readers.
- A detailed description of the image.
- Any text that appears in the image.
- An explanation of why the image is important to the overall message.

Alt text should be added to:

- Audio and video files.
- Photos.
- Infographics.
- Clip art and shapes.
- Embedded objects such as maps, charts, and tables.
- Social media posts.
- PDFs.

For better search engine optimization, consider including your focus key phrase in the alt text.

CHAPTER WEBSITES

MEMBER/PRIVATE INFORMATION SECURITY

Chapters are strongly recommended to protect the private information of their chapter members on their website. Personal contact information should be kept off the website or placed behind a password-protected, members-only page. Chapters are encouraged to make “business” emails for either a) all chapter members or b) chapter leadership, so no personal contact information is provided to the general public.

COPYRIGHT INFRINGEMENT

Chapter websites may not post or share any copyrighted images without the owner’s express permission. Using images from Google or other search engines without obtaining proper permissions or licensing is a copyright violation, and the chapter could be liable for copyright infringement. The chapter should be able to document where a photo was obtained, including permissions received, in the event the chapter needs to defend an accusation of copyright infringement. Photo permission forms can be found [here](#).

EQUAL OPPORTUNITY STATEMENT

All chapter websites must have the Texas Master Naturalist Equal Opportunity (EO) Statement on their website, to be in compliance with the requirements of the two sponsoring agencies—Texas A&M AgriLife Extension Service and Texas Parks and Wildlife Department. The recommended locations for this statement are at the bottom of the home page or on an “About Us” or equivalent page. The required EO statement is as follows:

“The Texas Master Naturalist Program is coordinated jointly by Texas A&M AgriLife Extension Service and Texas Parks and Wildlife Department. Texas A&M AgriLife Extension Service will provide equal opportunities in programs and employment to all persons, regardless of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, gender identity, or any other classification protected by federal, state, or local law. Texas Parks and Wildlife Department prohibits discrimination on the basis of race, color, religion, national origin, disability, age, and gender, pursuant to state and federal law.”

CONTENT RETENTION

Chapters are encouraged to go through a content audit process every three to five years to ensure all content and links are relevant, and the website servers do not become overloaded with content. Chapters are encouraged to archive or transfer to an external server to retain old documents, but remove their storage from the main server. Likewise, chapters are encouraged to audit the number and types of pages on their sites to ensure easy navigation.

SOCIAL MEDIA

ACCOUNT NAMES, REQUIREMENTS, ETC.

Texas Master Naturalist chapters are encouraged to create public social media accounts to aid in the promotion of their chapters. Instagram and Facebook are the two most popular platforms for TMN chapters and can be [easily linked](#) to make posting seamless. On Facebook, chapters can create a public [Facebook page](#) and/or a private [Facebook group](#). Chapters are encouraged to have at least one public social media account to promote the chapter to new audiences by sharing photos and other content.

SOCIAL MEDIA PROFILE NAME AND BIO REQUIREMENTS

Facebook account name:

A chapter's Facebook account name must include the chapter's full name and the program name. Remember, there are other "Master Naturalist" programs in the nation, so omitting the word "Texas" could lead to confusion for prospective members. Include a short description of the program/the chapter and a link to the chapter website and program website in the Facebook page bio. Proper names include:

Texas Master Naturalist Coastal Prairie Chapter

4.6K likes • 5.8K followers

Galveston Bay Area Chapter - Texas Master Naturalist

2.3K likes • 2.6K followers

Elm Fork Chapter Texas Master Naturalist

1.4K likes • 1.6K followers

Bluestem Chapter of Texas Master Naturalist

476 likes • 580 followers

SOCIAL MEDIA

SOCIAL MEDIA PROFILE NAME AND BIO REQUIREMENTS

Instagram username and account name:

Instagram usernames are limited to 30 characters, so it can be difficult to fit the whole chapter name in a username. Because of this, chapters are encouraged to put the full program and chapter name in the “name” section of the Instagram bio. Include a short description of the program/the chapter and a link to the chapter website and program website in the Instagram bio. Examples include:

| | | | | | | | | | |
|---|---------------------------|-------------------------|--|---------------------|---|---------------------------|-------------------------|--|---------------------|
| hayscountymasternaturalist | Following | Message | | ... | sptxmn | Following | Message | | ... |
| 160 posts | 401 followers | 17 following | | | 50 posts | 96 followers | 16 following | | |
| Hays County Chapter Texas Master Naturalist Program | | | | | South Plains Chapter of Texas Master Naturalist | | | | |
| Education website | | | | | Nonprofit organization | | | | |
| We are a Volunteer group dedicated to the preservation, restoration and management of natural resources within Hays County Texas. | | | | | To train a corp of well-informed volunteers to provide education, outreach and service dedicated to the beneficial management of natural resources. | | | | |
| | | | | | | | | | |
| capitalareamasternaturalists | Following | Message | | ... | balconescanyonlands_txmn | Following | Message | | ... |
| 570 posts | 2,154 followers | 792 following | | | 220 posts | 2,338 followers | 346 following | | |
| CAMN Texas Master Naturalist | | | | | Balcones Canyonlands Texas Master Naturalists | | | | |
| We are the Capital Area chapter of the TX Master Naturalist program, focused on natural resource conservation & educational engagement. Austin, TX. | | | | | Community | | | | |
| | | | | | Texas Master Naturalist Chapter in north Austin affiliated with Concordia University and the Balcones Canyonlands Preserve. | | | | |

PROFILE PHOTO AND COVER PHOTO

The profile photo on all social media accounts should be a picture of the chapter mark, program logo, program dragonfly, or a picture that accurately represents your chapter. If the logo or chapter mark, shrink the image to fit. Facebook cover photos should showcase photo(s) that represent the chapter and/or have information about the program or chapter. Sample profile photos and cover photos are available on the [Chapter Templates and Resources](#) page.

SOCIAL MEDIA

ACCESSIBLE SOCIAL CONTENT

Social media accessibility is the practice of designing and posting information on platforms that is equally accessible to anyone who may access your content at any time. Particularly, this is often seen in the use of alternative text, high contrast graphics, high-resolution visuals, captioning on videos, minimal use of emojis or emoticons, using CamelCase for hashtags, and proper use of punctuation.

ACCESSIBLE VISUAL CONTENT

Avoid posting text-heavy flyers:

Instead, try using a photo relevant to the topic and using the post caption to explain the extra details about the event. Utilizing the copy can help with the SEO of the posts as well as possibly increase their engagement since the post will be more visually appealing to the audience. If you love the design of your flyer and want to use it on socials, ensure you still explain the details of the event in the post caption for individuals who use screen readers.

Keep contrast in mind:

High contrast makes graphics easier to read and interpret for anyone. Don't rely on different colors to convey meaning; this may exclude people who are visually-impaired and/or color blind.

Alternative text:

Alt text describes an image on a page. Alt text helps visually impaired people understand what the image shows, helps search engine bots understand image contents, and appears on a page when the image fails to load. See [page 30](#) for guidelines on how to use alternative text.

ACCESSIBLE POST COPY (CAPTIONS)

Post copy is the text of a post. This includes fancy fonts, emojis, font color, hashtags, use of all caps, acronyms, punctuation or lack of, and special characters. Avoid the overuse of these elements as they interfere with screen readers (i.e., ≠ is read as “≠” and ¿ is read as “?”).

Hashtags:

Avoid using only all uppercase or lowercase hashtags. It can be difficult to read for anyone with low vision, dyslexia, or who may use screen readers. When typing out a hashtag with two or more words in it, use a capital letter at the start of each word. Remember #CamelCase.

ACCESSIBLE VIDEO CONTENT

Closed captions/subtitles make videos accessible for a variety of users. The captions are also used by the algorithm for search engine optimization and make your content more likely to be shared more frequently. This also holds true for alternative text.

CHAPTER PHOTOS

RELEASE FORMS AND POSTING ETIQUETTE

Chapters are strongly encouraged to take photos and videos, both landscape and portrait, at all chapter meetings, training classes, volunteer projects, outreach events, etc. However, it is important to respect the privacy of those within the photos—both adults and children. It is understood that photos posted to chapter social media accounts and/or chapter websites are subject to be used by the state office to promote the TMN Program. When using a photo from a chapter's social media accounts/websites, the TMN state office will assume the chapter has collected all necessary permissions from the individuals.

PHOTOGRAPHING AND POSTING MINORS

Always ask the parent/guardian for permission before taking a photo of a child at an event. At a minimum, receive verbal consent to post a photo of the child. To further protect yourself and the chapter, have attending parents/guardians sign a multimedia release form. An example of a photo and video release form can be found [here](#). For more best practices for photographing minors, see this [document](#).

When in doubt, blur them out:

If the permissions were not received in writing or are unclear, blur the child/children's face(s) with a blur filter or an icon. Remember: it is better to be safe than sorry and protect a child's identity by blurring their image. Examples of ways to blur faces below:



Focus on the angle:

When taking photos at events, take photos that only include the back of a child's head or an obscured profile view. Examples below:



CHAPTER PRESENTATIONS

SLIDE FORMATTING

When giving presentations to the public as a representative of the Texas Master Naturalist Program and your local chapter, ensure the following logos are included on the slides:

- The Texas Master Naturalist Program logo or approved chapter mark: This must appear prominently on the first page of the slides and is recommended to appear on all subsequent pages, smaller and in a corner.
- TMN Sponsoring Agency logos: The Texas A&M AgriLife Extension Service and Texas Parks and Wildlife Department logos must be included on the slides. It is recommended to include them on the first page of the slides or on a page that lists them as the sponsoring agencies.

EQUAL OPPORTUNITY STATEMENT

All presentations must have the Texas Master Naturalist Equal Opportunity (EO) Statement on one slide of the presentation to be in compliance with the requirements of the two sponsoring agencies—Texas A&M AgriLife Extension Service and Texas Parks and Wildlife Department. It can be the final slide of the presentation and must be included if/when printing a physical copy of the slides. See [page 31](#) for the TMN EO statement.

OTHER NOTES

Presentations given to the public as a representative of the Texas Master Naturalist Program and your local chapter cannot include any language or imagery designed to promote advocacy or to invoke policy, provide profit or personal business/personal gains/Advertisements, or gain a public position/office, or as a professional certification when seeking employment (see [page 7](#)).

TMN PowerPoint templates can be found on the [Chapter Templates and Resources](#) page.

ARTIFICIAL INTELLIGENCE

USAGE AND GUIDELINES

Artificial Intelligence (AI) has increased in popularity and usage in recent years. If a TMN Chapter or individual decides to use AI for chapter activities, remember these guidelines:

Protect sensitive information:

Never input Personal Identifiable Information (PII) into public AI systems. Be vigilant about data privacy in all AI interactions. No TMN data (member analysis, PII, member service report data, etc.), should be given to an open AI program for evaluation due to security concerns.

Verify AI-generated content and respect intellectual property rights:

Always fact-check information produced by AI against reputable sources. Develop a critical eye for AI hallucinations or biases.

Maintain human oversight:

Don't rely solely on AI for critical decisions. Use AI to augment human intelligence, not replace it.

Use as a guide:

Use AI-generated content as a starting point, not a final product.

ACCEPTABLE WAYS TO USE AI AS A CHAPTER

AI can be used as a tool to save time on various projects. Below are a few examples of ways to use AI as a chapter.

Generate social media captions:

Give AI a prompt stating what you want included in a caption, then edit as needed before posting.

Create engaging lesson plans and educational content:

AI can generate creative ideas for activities and presentations, helping you keep your lessons fresh and interesting. Always adapt these suggestions to fit your teaching style and your students' needs.

Simplify administrative tasks and email management:

AI can help categorize emails, draft responses, and manage your calendar more efficiently. Use these tools to reduce time spent on routine tasks and focus more on impactful work. However, you should always double-check AI's work.

Inspire or create visuals and graphics:

If you are working on an event mark or other graphic, describe how you want the design to look in AI. Many of these designs will need many edits, but can be used to help visualize the idea, gain inspiration, etc.

WORKING WITH THE MEDIA

PUBLISHED MEDIA

The local media can be invaluable in helping you tell the “Texas 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.

TMN TALKING POINTS

The Texas Master Naturalist 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 Texas Master Naturalist Program sponsors:

The Texas Master Naturalist program is sponsored by Texas Parks and Wildlife and Texas A&M AgriLife Extension Service.

When the Texas Master Naturalist Program was formed:

The Texas Master Naturalist Program was officially established as a statewide program in 1998.

How someone can become a Texas Master Naturalist:

Find your local chapter and apply for their initial volunteer training class. Complete the initial certification process of 40 hours of combined classroom and field sessions, 40 hours of volunteer service, and 8 hours of advance training. To maintain “Master Naturalist” status, complete 40 hours of volunteer service and 8 hours of advance training each calendar year.

Why someone should join the Texas Master Naturalist Program:

The TMN Program is perfect for those interested in continuous learning, environmental outreach and service, giving back to their local community, and connecting with people and partners within the Texas conservation landscape. A more in depth explanation can be found [here](#).

T E X A S



Produced by the Texas Master Naturalist
State Program Office

The Texas Master Naturalist Program is proudly
sponsored by



TXMN.TAMU.EDU // CONTACT:

MICHELLE HAGGERTY, MICHELLE.HAGGERTY@AG.TAMU.EDU
MARY PEARL MEUTH, MARYPEARL.MEUTH@AG.TAMU.EDU
HANNAH FERGUSON, HANNAH.FERGUSON@AG.TAMU.EDU

[Texas Parks and Wildlife Department](#) prohibits discrimination on the basis of race, color, religion, national origin, disability, age, and gender, pursuant to state and federal law.

[Texas A&M AgriLife Extension Service](#) provides equal access in its programs, activities, education and employment, without regard to race, color, sex, religion, national origin, disability, age, genetic information, veteran status, sexual orientation or gender identity.