



Washington County

Context

All WCMGA publicity for MG public programs, projects and events must comply with OSU Extension and Master Gardener™ Program branding guidelines. This includes all printed materials and signage as well as electronic media.

Purpose

This policy is intended to assure that the public easily recognizes WCGMA and OSU Extension in printed and electronic material promoting our work for safe and nature-friendly gardening.

Policy

1. Flyers, posters, signs and handouts used to publicize any public Washington County Master Gardener event, program or project must follow the guidelines set forth by OSU Extension, including use of the trademark <™> after "Master Gardener"
2. All publicity materials must be submitted to the Director of Publicity who will check the materials for appropriate design and accurate use of the OSU Extension and MG Program guidelines.
3. The director of publicity will contact OSU Extension MG Program staff for any questions regarding application of the guidelines and approval.
4. The WCMGA logo (dragonfly and cattails) will be reserved for internal Chapter materials such as the directory and the Chapter Chat.

Responsibility

It is the responsibility of the Publicity Director to assure that all printed and electronic materials conform to OSU Extension branding guidelines and to update branding based on changes implemented by OSU.

It is the responsibility of the Webmaster to assure that all WCGMA webpages conform to OSU Extension Branding Guidelines and to update branding based on changes implemented by OSU.

It is the responsibility of the Newsletter Editor to assure that the newsletter conforms to OSU Extension branding guidelines.

NB: It is the responsibility of event coordinators and garden leads to assure that Program staff has approved the event before the event may be publicized or materials produced. Without Program staff approval, individuals who volunteer to work on the event may not be eligible to receive Master Gardener Program volunteer service hours and may not be covered by OSU liability insurance. If there is no OSU oversight for an event, then OSU liability insurance does not apply.