Texas Master Naturalist™

Marketing and Identity Guide

Statewide Sponsors
Texas A&M AgriLife Extension Service
Texas Parks and Wildlife Department
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Supporting Publications and Tools

Available from the Texas A&M AgriLife Extension Bookstore

- TMN-3333, Master Naturalist brochure
- TMN-3568, Master Naturalist Curriculum (Individual Sales)
- TMN-3568C, Master Naturalist Curriculum (Chapter Bulk Orders)
- MKT-3334, Master Naturalist pocket folder
- MKT-3335, Master Naturalist vertical shell
- MKT-3336, Master Naturalist brochure shell
- MKT-3339, Master Naturalist note cards and envelopes
- MKT-3340, Master Naturalist letterhead
- MKT-3341, Master Naturalist business card shell
- TMN-3515, Master Naturalist resource: *A Sand County Almanac*
- TMN shirts, hats, lanyards, patches, backpacks, project signs, and jackets

The above items can be ordered from the Texas A&M AgriLife Extension Bookstore at http://AgriLifeBookstore.org. Click on the tab “How to Order” for details.

**Texas A&M AgriLife Extension Bookstore**

- P.O. Box 1209
- Bryan, TX 77806-1209
- Toll Free Phone: 1-888-900-2577
- Fax: 979-458-0172
- Email: agrilifebookstore@ag.tamu.edu
- Web: http://AgriLifeBookstore.org

Physical location:

- Texas A&M University Riverside Campus
- 3100 State Highway 47, Building 4430
- Bryan, Texas 77806

**Items Available from Texas Parks and Wildlife Department**

Texas Master Naturalist Certification certificates and pins are awarded to members who have completed and documented the required training, advanced training, and volunteer service within their first year of the program. Chapters may order the certificates, pins, and subsequent annual recertification pins by contacting Mark Klym at Mark.Klym@tpwd.state.tx.us or by calling 512-389-4644.

**Items Available on the Texas Master Naturalist Website**

Digital files of the Master Naturalist logo and all the official species drawings are available on the Master Naturalist website: http://txmn.org.

A PDF of this document, the *Texas Master Naturalist Marketing and Identity Guide*, is also available for download and printing on our website: http://txmn.org.
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, with funding agencies, and with potential consumers of the education and services we offer.

The fundamental principles of an effective identity program are clarity, consistency, and repetition. Clarity simply means that 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 that 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 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, Gulf Coast 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, writing a media release—just 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), the first letter of each word should be capitalized, and the word \textit{the} should not be used. Examples of this kind of use 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 the name is used in a sentence, the word \textit{the} can be used, but it should not be capitalized unless it occurs at the beginning of the sentence. The name may also be followed by the words \textit{program, volunteers, or volunteer program}, but these should not be capitalized. Depending on the context, the name may be followed by other words as well, such as \textit{service project}, but, again, these should not be 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 \textit{chapter} if it is used with the chapter name, but do not capitalize 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 second reference and later references, use Texas Master Naturalist or Master Naturalist or, if referring to a chapter, use the chapter name alone. It is not possible to shorten the name further without losing essential elements of the identity of the program.

Please 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 and the Texas Parks and Wildlife Department 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 the drawing of the Cyrano darner dragonfly. Digital files of the logo can be found on the Texas Master Naturalist website, http://txmn.org.

Please note that the word Texas is not part of the trademarked logo. When Texas or a chapter name is used 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. If you do not have the Caslon Openface font used in the logo, use another serif font, such as Palatino, Cambria, or Times Roman for the word Texas and your local chapter name.

What does the trademark mean for our 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 you are creating materials to distribute or use with potential volunteers, clients, or other external audiences (brochures, signs, exhibits, etc.), use the official trademarked logo.

If your chapter uses one of the other species drawings along with the Master Naturalist name, please 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.
How can we use the logo with our chapter name?
Here are some suggestions for using the logo with a chapter name.

Gulf Coast Chapter

CROSS TIMBERS CHAPTER

Lindheimer Chapter
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. Please do not create a logo using the official name and another drawing or a photograph. If you have questions about the proper use of these images, please contact the Texas Master Naturalist program coordinator by calling 830-896-2504 or emailing state coordinator Michelle Haggerty at mhaggerty@ag.tamu.edu.

Type
In the logo, the font used for the program name is Caslon Openface. In the other supporting materials, we have used Adobe Caslon for the rest of the text. If you do not have the Caslon font, use another serif font, such as Palatino, Cambria, or Times Roman for materials you produce locally.

Colors
The colors used for the Master Naturalist materials are sepia and green, and the paper used is cream-colored. Specifically, the sepia (brown) is Pantone 464, and the green is Pantone 349.
Pre-printed Shells
The Master Naturalist program has provided several types of pre-printed “shells” that can be customized locally to create agendas, class schedules, and other marketing tools. The shells already have the Master Naturalist program logo printed on them in color, and they can be run through your laser printer or photocopier to add your text. These shells are listed on the inside front cover of this booklet and can be ordered from the Texas A&M AgriLife Extension Bookstore (http://AgriLifeBookstore.org). For additional resources, visit http://txmn.org/resources.

Identifying Sponsors and Donors
Acknowledging the contributions of supporting agencies, organizations, and individuals is a very important 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 used, follow up with a thank-you note.

Newspapers

*News section.* Offer to provide representatives (volunteers, Extension or TPWD personnel, 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 your class schedule or registration deadline and contact information are listed.

*Extension news column.* Feature the Master Naturalist program in your news column, and ask your co-workers 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, 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, 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 9,000 Texas Master Naturalist volunteers serve in 42 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 2.5 million hours of service on 200,000+ acres of wildlife and native plant habitats and have developed or maintained 1,860 trail miles. Master Naturalists have reached more than 4 million Texas residents of all ages. These volunteer efforts are worth more than $47 million.

Each year the Texas Master Naturalist program
• Trains about 720 new Master Naturalists
• Provides about 320,000 hours of service (valued at $6.2 million)
• Offers about 46,000 hours of advanced training
• Reaches about 160,000 youth, adults, and private landowners through direct contact events
In 2010 the Texas Master Naturalist program received the Alliance of Natural Resources Outreach and Service Program’s “Program of the Year” award. It earned the U.S. Department of Interior’s Take Pride in America Award in 2005 and won the National Audubon Society’s Habitat Heroes Award in 2001. Texas Master Naturalist won the Texas Natural Resource Conservation Commission’s 2001 Environmental Excellence Award, the Texas A&M AgriLife 2001 Vice Chancellor’s Award in Excellence for Partnership, and the 2000 Wildlife Management Institute’s President’s Award.

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

**Sentences**
4. Use simple sentence structure when possible.
5. Avoid long introductory and embedded phrases and clauses.
6. Vary sentence length, but avoid sentences over 15 words long.

**Paragraphs**
7. Vary paragraph length, but avoid paragraphs over 5 sentences long.
8. Use short headings to introduce paragraphs.

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

**Ideas**
15. Avoid excessive information.
16. Use concrete rather than abstract words, or give concrete examples of abstract ideas.
17. Apply the content being presented to the reader’s personal and cultural experiences.
18. 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?”

Revised June 2014

Educational programs of the Texas A&M AgriLife Extension Service are open to all people without regard to race, color, sex, religion, national origin, age, disability, genetic information or veteran status.