

Master
Naturalist™

Trademark Guidelines

The Master Naturalist logo is a registered trademark. Texas Cooperative Extension and the Texas Parks and Wildlife Department have registered this mark to protect the integrity and quality of the program and the service that Master Naturalist volunteers provide. We want to make sure that, every time anyone uses the name and logo of the Master Naturalist program, that use 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, “Master Naturalist,” with the drawing of the Cyrano darnier dragonfly. The trademarked logo must appear **exactly** as it does here, with the same drawing and the same font (Caslon Openface). Digital files of the logo can be found on the Master Naturalist web site: <http://masternaturalist.tamu.edu>.

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.



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 Master Naturalist name and mark.

When you are creating materials to distribute to 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 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, recogniza-

ble look, which we have established with the Caslon Openface font and the hand-drawn species images. 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.

