



EXTENSION'S

*Successful*

Gardener®

NC STATE UNIVERSITY NORTH CAROLINA COOPERATIVE EXTENSION

## **Extension's Successful Gardener®**

*Effectively Marketing the Brand, Including  
Logo Usage Guidelines*

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## **Brief Program Background**

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Numerous North Carolina counties, including those in the three largest Designated Market Areas (DMAs) of the state, have pooled their economic and intellectual/professional resources since 1999 to produce high-quality materials and to market consumer horticultural programs under *Extension's Successful Gardener* brand. This is done cooperatively with the Department of Communication Services. In addition, expertise is sought from the areas of horticulture, crop science, soil science, entomology, water quality and other areas as needed.

In 2005, this large team of counties met for three days to develop a strategic plan. Team members agreed upon five major goals, including the goal to "Secure the endorsement and support of Cooperative Extension Administration for *Extension's Successful Gardener* to be the official brand for all consumer horticulture programming, and activities." With that goal, these counties agree to use *Extension's Successful Gardener* brand for programs and activities offered in their counties.

An action step as part of this goal was to develop guidelines for use of *Extension's Successful Gardener* brand. This includes marketing the brand, brand consistency and logo usage guidelines. The overall intent of the strategic planning process was to further strengthen this cooperative effort, continue to move forward in an integrated way and to work under *Extension's Successful Gardener* brand to strengthen our identity and reduce confusion in the marketplace. These guidelines are provided at the request of the team and reflect both market research and team input.

## **Marketing the Brand, Including Brand Consistency & Logo Usage Guidelines**

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A unified message that is communicated in a consistent way enhances integrated programming and marketing efforts and, thereby, recognition in the marketplace. Market research shows that a highly visible, unified program results in better name recognition and less confusion in the marketplace. It increases the potential for successfully securing sponsors.

To maximize the organization's marketing efforts, we recommend using the *Extension's Successful Gardener* brand on all consumer, urban or community and residential horticulture efforts. The introduction of other program names or brands leads to confusion in the marketplace and adversely affects Extension's investment in a coordinated, integrated approach. For example, the introduction of other program names or brand programs, such as Carolina Yards and Neighborhoods, Garden Gate, WaterSmart, etc., detracts from our branding, programming and marketing efforts, further confuses the consumer and hurts the organization's investment in a coordinated, integrated approach. It also adversely affects our ability to secure sponsors at a significant level.

We realize that through grants and other sources, funding is sometimes made available for curricula and other resources. We strongly encourage team members to: 1) use *Extension's Successful Gardener* as the brand name on all such materials, consistent with the guidelines in this document; 2) Explain upfront to the granting agency that the goals, objectives and outcome measures they seek in conjunction with your proposal will be offered under *Extension's Successful Gardener*, but that the outcomes will be reported to the agency in the format they desire. If it is not possible to use *Extension's Successful Gardener* exclusively, discuss with the granting agency the need for *Extension's Successful Gardener* to be the umbrella name under which their named program would fall. Otherwise, we are placed in the position of making decisions based upon money rather strategy.

Note: There is a difference between a brand program and the title of a workshop. Brand programs usually are used repeatedly and have a logo for them. The title of a workshop is not used repeatedly (unless the workshop is offered more than once) and it does not have a logo. For example, Carolina Yards and Neighborhoods is a competing brand to *Extension's Successful Gardener*. On the other hand, Residential Landscape Design may be the name of a workshop that is offered as part of *Extension's Successful Gardener* series. *Extension's Successful Gardener* may be used as the name of the workshop, but often it is the umbrella term for the workshop and the specific class may be named topically.

To continue to strengthen and build the brand, and provide better name recognition among the public, use *Extension's Successful Gardener* when presenting local workshops, local or regional seminars, gardening schools, plant clinics, demonstration gardens, classes, tours, fair booths, Learning Centers, and other local, regional and statewide efforts; when developing brochures, fliers, signage, displays and other items; when including information and updates on county Web sites; and when working with the news media.

Several resources have been developed or initiated to support consumer, urban or community and residential horticultural efforts in an integrated, coordinated way:

- *Extension's Successful Gardener* official newsletter, published 10 months per year and distributed through garden centers, nurseries, landscape contractors, Extension Centers, individual subscriptions and home and garden shows.
- Two large 8' x 10' displays, available from CALS Communication Services. Contact [Jennifer\\_Mitchell@ncsu.edu](mailto:Jennifer_Mitchell@ncsu.edu) or (919) 513-3045.
- One roll-up banner, available from CALS Communication Services. See contact information above.
- [www.successfulgardener.org](http://www.successfulgardener.org). A Web site for the public where they can subscribe to the official newsletter and e-tips, and find information on nurseries, garden centers and landscape contractors that provide the newsletter. The site provides the front page article from the recent newsletter and links to other helpful sites. The site also contains a page with guidelines and information pertinent to *Extension's Successful Gardener* team members. The page for agents is not accessible by the public. Click on Team Resources. You will be required to enter you Unity ID and password to access the page.
- Flier shells, designed with *Extension's Successful Gardener* logo at the top. The remainder of the shell (sheet of paper) is blank so that you may tailor with local information for county updates, workshop listings, seminars, tours or other purposes. These are available from CALS Communication Services. Contact [jeannemarie\\_Wallace@ncsu.edu](mailto:jeannemarie_Wallace@ncsu.edu).
- *Extension's Successful Gardener* e-tips. These are monthly gardening tips that are written by team members, edited and distributed via e-mail to people who have specifically said they want to receive the e-tips every month. We call this permission marketing since they have specifically requested to be on this list. In addition, the e-tips promote Cooperative Extension and *Extension's Successful Gardener* workshops and events. People can request these at [www.successfulgardener.org](http://www.successfulgardener.org) or at the Learning Centers.

- Agreement and Arrangements with all Southern Shows' home and garden venues (Charlotte, Greensboro, Raleigh) to present *Extension's Successful Gardener* Learning Center.
- Large bins that can be checked out through CALS Communication Services. These contain items needed at Learning Centers and other events: 2 Cooperative Extension banners, 5 plexiglass newsletter stands, 2 brochure holders, 1 3-tiered publication-size holder, 2 tally counters to count visitors, 3 clipboards, 1 box of pens, 500 registration slips for drawing for free *Extension's Successful Gardener* subscriptions, 2 signs for drawing, 1 basket to collect registration slips.
- Plastic bags with Cooperative Extension logo. Use these, when available, at Learning Centers and other events, to provide newsletter, Tree Planting Guide, regional *Extension's Successful Gardener* workshop listings and Extension information card.
- Extension information card. This is a small, front and back card that fits in brochure holder. It provides brief information about Cooperative Extension.
- *Extension's Successful Gardener* Tree Planting Guide. This is a front and back publication that is available through CALS Communication Services. Contact Jeanne Marie Wallace at [jeannemarie\\_Wallace@ncsu.edu](mailto:jeannemarie_Wallace@ncsu.edu). Find the electronic version at [www.successfulgardener.org](http://www.successfulgardener.org).
- *Extension's Successful Gardener* Be Healthy - Grow What You Eat. Currently not available in printed form. Find the electronic version at [www.successfulgardener.org](http://www.successfulgardener.org).
- In the Garden with Bryce Lane television show features *Extension's Successful Gardener* tips on each show. These are written by team members.
- Almanac Gardener television show promotes *Extension's Successful Gardener*.
- *Extension's Successful Gardener* Powerpoint presentation templates.
- *Extension's Successful Gardener* kids logo in color and black and white.
- Order forms for individual subscriptions for green industry and other purposes such as realtors, homeowners associations, etc.
- Templates for local sponsor signs.

## **Brand Consistency**

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To establish an identity, it is important to maintain uniformity in printed materials and in the use of the logo. The logo may not be used on local newsletters or other publications, particularly if use of logo could lead readers to believe the local newsletter is *Extension's Successful Gardener* newsletter. It may be used with articles that promote *Extension's Successful Gardener*. For example, some county annual reports highlight *Extension's Successful Gardener* efforts. The logo or photo of the newsletter are used as a graphic element. We encourage counties to promote the brand in this way.

the home and landscape in order to reduce risks to themselves, their families and the environment. The consumer pesticide safety program, developed by Emily Revels, Extension urban and consumer horticulture agent, won state and national recognition by the Association of County Agricultural Agents.

#### Extension's Successful Gardener

- The 2003 Southern Spring Show, the largest gardening exposition in the Southeast, showcased Extension's Successful Gardener program and the volunteer efforts of Extension's Master Gardeners. More than 80,000 people visited the show and Cooperative Extension conducted educational seminars and distributed more than 20,000 copies of the award-winning Successful Gardener newsletter and other educational materials. Extension horticulture agents and Master Gardeners also answered gardening questions at



Central Piedmont Community College (CPCC).

- Extension's Successful Gardener newsletter won the 2003 Garden Globe Award of Achievement in the newsletter, bulletin and brochure category. The annual award is presented by the Garden Writers Association, an international organization of more than 1,800 professional communicators in the lawn and garden industry. Emily Revels is a contributing

writer and project coordinator for Successful Gardener. Extension's Successful Gardener is a statewide effort that includes the newsletter, county workshops and regional seminars. More information is available on the Web site at [www.successfulgardener.org](http://www.successfulgardener.org).

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No local newsletters may be called *Extension's Successful Gardener*, *Successful Gardener*, *Extension's Successful Master Gardener* or *Successful Master Gardener*. (Only the official, 4-color, magazine-quality newsletter may bear *Extension's Successful Gardener* name.)

Always use *Extension's Successful Gardener* as the official name. On occasion it is permissible to shorten to *Successful Gardener* provided the full *Extension's Successful Gardener* name has been used at least once. Also, in news releases and other materials, italicize the use of *Extension's Successful Gardener* and *Successful Gardener*. Do not ever shorten to ESG or SG. (Note: we sometimes do this internally in e-mails with one another and that's acceptable. It is not acceptable to use ESG or SG with external audiences.)

We encourage all counties to participate in *Extension's Successful Gardener* program and to distribute *Extension's Successful Gardener* official newsletter, thereby alleviating the production of numerous county newsletters. However, if you believe there is a need to provide local information, we recommend placing it on *Extension's Successful Gardener* flier shells. Specify that the flier is a specific county's update and date the flier. See section on flier shells. **Do not call the flier shell a newsletter.**

## Logo Usage

It is important that the logo be used consistently. Even minor alterations in the type can detract from its effectiveness, therefore please do not change or adapt the logo in any way. For example, it is unacceptable (and puts our trademark in jeopardy) to take out the word "Successful" and replace with "Master" for any local, state or other efforts. Please do not do this.

The logo must remain intact and must be used as is. The logo may be used in various sizes but the proportion must remain intact. If resizing the logo, be sure to maintain the original length to width ratio. (In most software programs, you can do this by clicking on the corner of the image when resizing.) You may size down, but not up.

The logo should be no smaller than 3 inches by 1 inches.

Do not distort the image. Use a new, clean, crisp logo and not several generations of a copied logo. Logos may be obtained from [www.successfulgardener.org](http://www.successfulgardener.org). Click on Team Resources link.

The logo should not be enlarged so much that resolution is lost or distorted. Instead, contact CALS Communication Services for a larger version. Contact at [greg\\_miller@ncsu.edu](mailto:greg_miller@ncsu.edu) or [Jennifer\\_Mitchell@ncsu.edu](mailto:Jennifer_Mitchell@ncsu.edu) or (919) 513-3045.



Improper uses of logo:



Do not rotate logo



Do not put shadow box around logo

Use the color version of the logo for four-color printing. If the job is not four-color, use black and white logo. Do not change any colors in the logo. If the logo can't be full color, it must be black and white or the PMS 347 (or a CMYK value for green which is C:100, M:0, Y:90, K:0).

Do not use the logo in a vertical format. It is not designed for vertical use.

Do not rotate the logo on an angle or curve it.

Do not overprint the logo or superimpose it on a background other than the paper used.

Do not place an outline around the logo.

Do not shadow or shade the type in the logo.

State regulations require that we secure permission before printing four-color jobs.

When producing materials in your county, follow your county's rules about cost statements.

Add appropriate disclaimers.

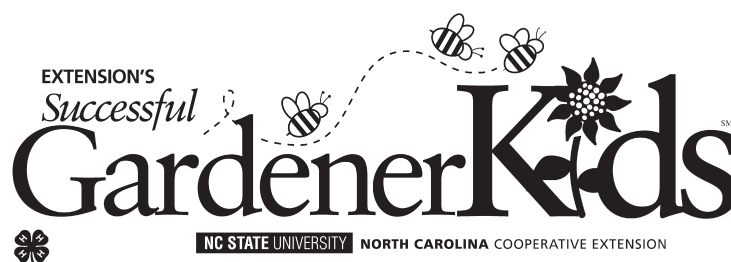
When producing *Extension's Successful Gardener* fliers, brochures or other communications pieces, include the Cooperative Extension logo.

See Cooperative Extension style manual at [www.cals.ncsu.edu/agcomm/extlogo/](http://www.cals.ncsu.edu/agcomm/extlogo/) for information on use of Extension logos and disclaimers.

### ***Extension's Successful Gardener Kids***

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For counties offering programming for children, we encourage you to use *Extension's Successful Gardener Kids* to further build upon the brand. A logo in color and in black and white are available at [www.successfulgardener.org](http://www.successfulgardener.org). Click on Team Resources. The same guidelines for logo usage for *Extension's Successful Gardener* apply to *Extension's Successful Gardener Kids*.





## North Carolina Cooperative Extension Logo

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Because this is a county-based Cooperative Extension program, use the Cooperative Extension logo with the *Extension's Successful Gardener* logo on all materials, such as fliers, brochures, signs, displays, etc.

## Other Logos

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You will notice that the NC State University brick, in addition to the Cooperative Extension logo, is on the official newsletter. Because the editor/team leader is a member of a campus department, college guidelines require the NC State University brick to be on the publication. This does not apply to communication pieces such as brochures and fliers produced in your county. Neither are you required to use the NC A&T logo. Instead, use *Extension's Successful Gardener* and Cooperative Extension logos.

Occasionally, we receive requests to put NC State University athletic logos or marks, such as the wolf or the stylized block S. These are licensed and require permission to use. They should not be used on *Extension's Successful Gardener* materials.

Nor should the official seal of the university be used. Its use requires special permission from the Department of Resource Management & Information Systems.

When producing county updates using *Extension's Successful Gardener* flier shells or brochures that you develop, it is acceptable to include your county seal or logo, along with *Extension's Successful Gardener* and Cooperative Extension logos.



## Flier Shells

Order flier shells that you can use to promote *Extension's Successful Gardener* classes, workshops, events, etc., from CALS Communication Services. These are shrink-wrapped in sets of 250. Order from jeannemarie\_Wallace@ncsu.edu.



We encourage all counties to participate in *Extension's Successful Gardener* program and to distribute *Extension's Successful Gardener* official newsletter, thereby alleviating the production of numerous county newsletters. However, if you believe there is a need to provide local information, we recommend placing it on *Extension's Successful Gardener* flier shells. Specify that the flier is a specific county's update and date the flier. **Do not use the term newsletter on the flier shell.**





**EXTENSION'S  
Successful  
Gardener**  
NC Cooperative Extension, Guilford County Center, (336) 375-5876

**October Gardening Tips**

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**PIEDMONT GARDEN ACADEMY, MECKLENBURG COUNTY, FALL 206**

**SPRING 2006 NORTH CAROLINA COOPERATIVE EXTENSION CLASSES/SEMINARS OPEN TO THE PUBLIC**

**DURHAM COUNTY**

**June 18, 2006, 2 p.m. – 4 p.m.**  
**Gardening with Native Plants**  
• Presented by Extension Master Gardeners, Durham County  
• Free; please call (919) 668-1707 to register.  
• Location: Sarah P. Duke Gardens, 426 Anderson Street, Durham

**JOHNSTON COUNTY**

**May 2, 2006, 6 p.m. – 7:30 p.m.**  
**Lawn Clinic**  
• Presented by Shawn Banks, Extension horticulture agent, Johnston County  
• Learn about the different types of grasses, how to maintain them and how to control weeds.  
• Free. For more information call (919) 989-5280  
• Location: NC Cooperative Extension Center, 2736 NC 210 Highway, Smithfield

**LEE COUNTY**

**April 20, 2006, 8:30 p.m. – 7:30 p.m.**  
**Residential Landscape Design**  
• Presented by Lee Ivy, associate professor in the Landscape Gardening Department, Sandhills Community College.  
• Learn tips for designing your own landscape.  
• Free; please call (919) 775-5624 to register.  
• Location: McSwain Center at 2420 Tramway Rd, Sanford

**May 25, 2006, 6:30 p.m. – 7:30 p.m.**  
**Tips for Maintaining a Healthy Lawn**  
• Presented by Sarah Ivy, Extension horticulture agent, Lee County  
• Free; please call (919) 775-5624 to register.  
• Location: McSwain Center at 2420 Tramway Rd, Sanford

**YANCE COUNTY**

**April 4, 2006, 7 p.m.**  
**Back to the Basics**  
• Presented by Kelly Groves, Extension horticulture agent, Vance & Warren counties  
• Want to plant a vegetable garden, but aren't sure how? This is a chance to brush up on your basic vegetable production knowledge. We will talk about varieties, seeding dates, mulch, fertilizer, drip irrigation, harvesting and storage.  
• Free; please call (252) 438-8188 to register.  
• Location: Vance County Extension Center, 305 Young St., Henderson

**April 18, 2006, 10 a.m. – Noon**

**Home Landscaping Seminar**  
• Presented by Kelly Groves, Extension horticulture agent, Vance and Warren counties, and Heather Odum, Extension horticulture agent, Northampton County  
• This seminar will include sessions on patio gardening, gardening with wildlife, low maintenance landscaping and time savers, spring lawn care and timely tasks. These seminars are open to anyone who wants to learn about managing a home landscape.  
• For more details: Kelly Groves at (252) 438-8188 or (252) 257-3640 or Heather Odum at (252) 534-2711.  
• Location: Roanoke-Wildwood Volunteer Fire Department, 790 Lizard Creek Rd. (Lake Gaston), Littleton

**April 18, 2006, 7 p.m.**

**Insects and Diseases of Fruits and Vegetables**  
• Presented by Kelly Groves, Extension horticulture agent, Vance County  
• Learn how to identify and control common insects and diseases of fruits and vegetables.  
• Free; please call (252) 438-8188 to register.  
• Location: Vance County Extension Center, 305 Young St., Henderson

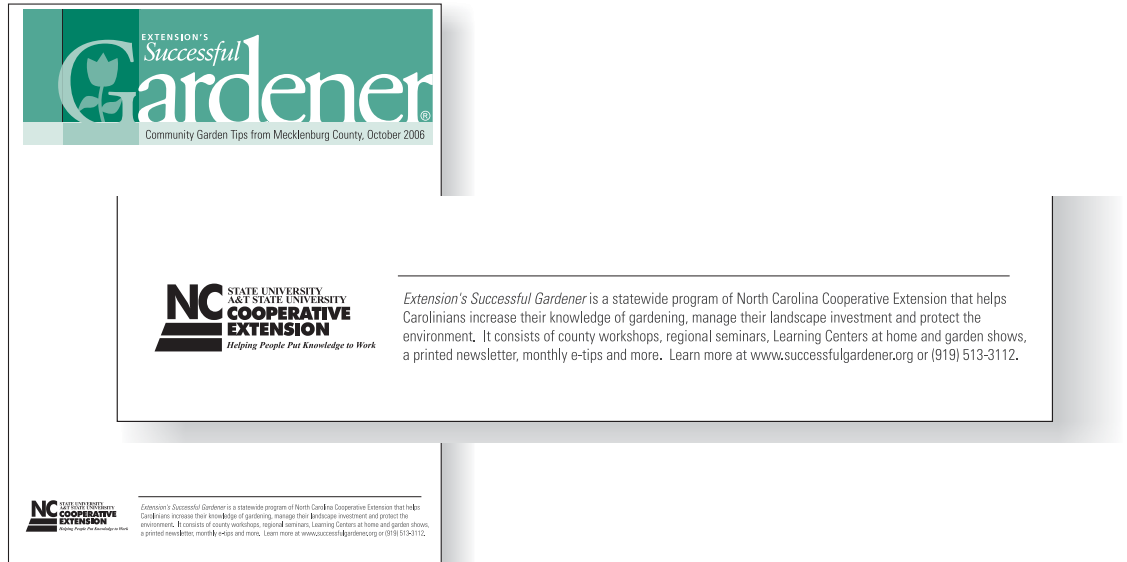
(continue on back)



Extension's Successful Gardener is a statewide program of North Carolina Cooperative Extension that helps Carolinians increase their knowledge of gardening, manage their landscape investment and protect the environment. It consists of county workshops, regional seminars, Learning Centers at home and garden shows, a printed newsletter, monthly e-tips and more. Learn more at [www.successfulgardener.org](http://www.successfulgardener.org) or (919) 513-3112.

On county update or monthly tips, include in block at end of flier the *Extension's Successful Gardener* logo (or look of newsletter), with this wording: (22pt Helvetica Narrow)

*Extension's Successful Gardener* is a statewide program of North Carolina Cooperative Extension that helps Carolinians increase their knowledge of gardening, manage their landscape investment and protect the environment. It consists of county workshops, regional seminars, Learning Centers at home and garden shows, a printed newsletter, monthly e-tips and more. Learn more at [www.successfulgardener.org](http://www.successfulgardener.org) or (919) 513-3112.



## Brochures

When a brochure format is needed, brochure shells are available from [jeannemarie\\_wallace@ncsu.edu](mailto:jeannemarie_wallace@ncsu.edu).



## Other Printed Materials

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When other printed materials are needed that may not be addressed here, please discuss with Leah Chester-Davis at [leah\\_chester-davis@ncsu.edu](mailto:leah_chester-davis@ncsu.edu) or (704) 617-0502. Attention will be given to your request while ensuring we adhere to direction that protects the brand.

## Extension's Successful Gardener Learning Centers, Fair Booths, Other Events

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*Extension's Successful Gardener* Learning Centers are a feature of the large home and garden shows in the state (Charlotte, Raleigh – 2 shows per year, Greensboro), which reach more than 150,000 people annually. Horticulture agents and Master Gardeners staff the Learning Centers and answer gardening questions and distribute the newsletter, soil test kits and other information. Representatives from *Extension's Successful Gardener* team have worked out arrangements with Southern Shows to showcase *Extension's Successful Gardener* Learning Centers at each of these shows.

*Extension's Successful Gardener* large wall displays (8'x 10') are to be used as part of *Extension's Successful Gardener* Learning Centers at all Southern Shows events. You are encouraged to use these displays at other events as well. To reserve a large display, e-mail [Jennifer\\_Mitchell@ncsu.edu](mailto:Jennifer_Mitchell@ncsu.edu).

Three **large bins** are available for checkout from Communication Services. They contain items needed at Learning Centers and other events. See page 4 for list.

NOTE: occasionally, brochures or other items from sponsors may be added to bag, but this will be part of sponsorship agreement. The team leader will make team members aware of such agreements when they are made. Please do not agree to promote other entities in the Learning Centers without prior discussion with team leader, particularly if other sponsors have been secured. For example, in the past, some Master Gardener Volunteers who work closely with local gardens have wanted to promote the garden by putting literature in our bags. This is unacceptable. However, if Extension Master Gardeners are offering *Extension's Successful Gardener* classes or tours in a local garden, an announcement regarding this may be included on the *Extension's Successful Gardener* listings. In the event a local garden or other entity is providing major in-kind support, we will need to discuss whether including their literature in the Learning Center or in the bags is appropriate. See more under Working with Sponsors, Prospective Sponsors section.



Example of sign used to acknowledge sponsor.

## ***Extension's Successful Gardener Regional Seminars***

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Teams of agents across the state offer regional seminars that continue to build an identity for the overall program. It is important to promote local *Extension's Successful Gardener* workshops, classes, events and the official newsletter at these seminars. The locations vary. Some are self-contained seminars, and others are offered in conjunction with the home and garden shows.

## ***Extension's Successful Gardener Workshops or Classes***

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Every participating county is encouraged to package its horticultural programs as *Extension's Successful Gardener*. Market research indicates that offering *Extension's Successful Gardener* workshops or classes at the same time every month can be an effective way to offer the program. For example, consider holding workshops the first Saturday of each month. Some counties offer the workshops through library branches or other community organizations.

## ***Extension's Successful Gardener Tours and Demonstration Gardens***

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Counties are encouraged to reinforce the brand by using it on such efforts as demonstration gardens and tours.

## ***Extension's Successful Gardener and Extension Master Gardeners***

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Extension Master Gardeners are instrumental in the success of *Extension's Successful Gardener* Learning Centers and other *Extension's Successful Gardener* efforts. Acknowledge their contributions with a sign that provides credit and recognition to them:

*Extension's Successful Gardener* Learning Center hosted by Extension Master Gardeners in \_\_\_\_\_ counties. (Either list all counties or use a sign for each shift that specifies the MGs working a particular shift. This is the type sign used at Learning Center in Charlotte. It says *Extension's Successful Gardener* Learning Center hosted by \_\_\_\_\_. There is a Velcro spot in which to attach the appropriate county name.) Southern Shows usually provides these signs but in the event we need to provide, below is an example:



Use Learning Centers and other events as a way to promote county and regional *Extension's Successful Gardener* workshops, classes, etc. For example, in the planning stages, collect information on all *Extension's Successful Gardener* offerings from counties participating in the

regional effort. Compile, design and print. Distribute at the Learning Centers. One coordinated list is more professional than numerous fliers. A coordinated approach rather than a specific county promoting events only on the day that particular county is working results in more effective marketing. (Show visitors are from numerous counties each day; if you promote your offerings only on the day your volunteers work, you miss marketing during the entire show. It defeats the purpose of a regional effort.)

## **Newspaper and Magazine Columns**

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When providing a gardening column to your local paper or magazine, ask the editor to call it *Extension's Successful Gardener* column. Some editors will be willing to do this; others may not. Do not let their refusal to use our brand name keep you from writing a column. You can always work information about *Extension's Successful Gardener* into the column itself. If possible, include a brief wrap-up statement in each column:

*Extension's Successful Gardener* is available statewide to help you increase your enjoyment of gardening, manage your landscape investment and protect the environment. Learn more at [www.successfulgardener.org](http://www.successfulgardener.org) and sign up for our free monthly e-tips and subscribe to our printed newsletter.

Note: adapt the above as needed. The important thing to note is that you should use every opportunity in your media relations work to reinforce and promote the brand.

## **Initial Conversations with Media Representatives**

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When discussing with your local media the possibility of starting a news column or possibly changing it to *Extension's Successful Gardener*, it important for you to keep in mind that *Extension's Successful Gardener* is a trademark of NC Cooperative Extension. If the media representative is interested, the following is a script to work into your conversation, letter or e-mail message.

*Extension's Successful Gardener* is a trademark of NC Cooperative Extension. When using the name for a gardening column in a newspaper or magazine, or for a radio or television segment, in which you use excerpts from our newsletter, we request that you credit North Carolina Cooperative Extension's *Successful Gardener*. In addition, any gardening information that comes under the *Extension's Successful Gardener* or *Successful Gardener* heading must be research-based information.

## **Newspaper and Magazine Reprints**

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Some newspapers and magazines in the state reprint articles from *Extension's Successful Gardener* newsletter. When we receive requests, we ask them not to reprint more than two articles from a current issue. We also ask them to make sure they credit us. See information below. This is information we provide to newspapers and magazines when we receive requests.

We ask that you use no more than two current newsletter articles in your publication. We would appreciate your including information on where your readers can get *Extension's Successful Gardener* newsletter.

The following is how we would appreciate being credited. We will be glad to work with you on a shorter credit line, if that is preferred.

Excerpt from North Carolina Cooperative Extension's *Successful Gardener* newsletter. Visit [www.successfulgardener.org](http://www.successfulgardener.org) for subscription information or request it at your favorite garden center.

Space permitting, please add:

Learn more about *Extension's Successful Gardener* program and how to subscribe to monthly e-tips and our magazine-quality newsletter at [www.successfulgardener.org](http://www.successfulgardener.org).

Note: if you receive such requests, please e-mail or call Leah Chester-Davis for further assistance: [leah\\_chester-davis@ncsu.edu](mailto:leah_chester-davis@ncsu.edu) or (704) 617-0502.

## **Radio and Television**

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For local, regional or statewide radio shows or segments, ask the station to call the show or segment North Carolina Cooperative Extension's *Successful Gardener*. If you are not working with a regional team and want recognition, use the name North Carolina Cooperative Extension's *Successful Gardener* show (or segment) with (your name). For example, North Carolina Extension's *Successful Gardener* segment with Joe Smith. The preference is not to attach individual person's names to names of media efforts. It's best to be recognized within the show itself.

When working with television stations for a gardening show or segment, encourage the producer to use *Extension's Successful Gardener* as the name. Logos for TV are available at [www.successfulgardener.org](http://www.successfulgardener.org). Click on team resources.

Use the opportunity in both radio and television interviews to reinforce the brand, thus the overall program. For example, on first usage you might mention that anyone wanting to learn more about gardening can pick up *Extension's Successful Gardener* newsletter at their local Cooperative Extension Center. Later in the interview or during the wrap-up of the interview, you might conclude with, "you can learn more at [www.successfulgardener.org](http://www.successfulgardener.org)." Or, you might promote upcoming *Extension's Successful Gardener* workshops, seminars, Learning Centers, tours, etc. There are numerous ways to incorporate the name of the brand in an interview. The key is to think about this before the interview and be prepared to use the opportunity to promote *Extension's Successful Gardener* either in your county or region, or both.

## ***Extension's Successful Gardener* Trademark**

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*Extension's Successful Gardener*® and *Successful Gardener*® are federally registered by North Carolina Cooperative Extension. In the official newsletter, the trademark symbol is part of the nameplate. We recommend that the trademark symbol, which is an R in a circle, be used on first use of the name in all materials.

We recommend that you use the full name *Extension's Successful Gardener*, particularly when it is first mentioned. When speaking, if it becomes cumbersome to always mention the full name, you can refer to the program as *Successful Gardener*, provided that earlier mention has included the full name.

Text to use for TV credit when doing segments and or shows: *Extension's Successful Gardener* is a registered trademark of N.C. State University.



We don't have to worry about these credits as much on radio. If the station is willing, there could be an announcement at the end that could be very much like the text used in credits of a TV production: *Extension's Successful Gardener* is a trademark of N.C. State University."

If you notice any other organization using the name *Successful Gardener*, please let *Extension's Successful Gardener* editor and team leader Leah Chester-Davis know in writing via e-mail so that legal affairs can take appropriate action. If we are aware of another organization using our name and we do not contact them to inform them they are using a name that is trademarked by our organization, we risk losing the trademark.

### **Copies and Photocopies of the Official Newsletter**

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The organization, through county and sponsorship support and subscriptions, pays to produce a high-quality newsletter. Do not reproduce this newsletter by making photocopies of any kind, black and white or color. When extra copies are needed for an event, contact Leah Chester-Davis at [leah\\_chester-davis@ncsu.edu](mailto:leah_chester-davis@ncsu.edu) or (704) 617-0502 to arrange for either current or back issues of the newsletter.

### **Working with Sponsors, Prospective Sponsors**

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Each year, the team seeks underwriter or sponsorship support from outside organizations and businesses to help pay for the newsletter and various other expenditures incurred when hosting the Learning Centers. In 2005, more than 90 percent of the costs of the newsletter were paid by sponsors. "Participating" counties also contribute toward this team effort. For questions about sponsorships, contact Leah Chester-Davis at [leah\\_chester-davis@ncsu.edu](mailto:leah_chester-davis@ncsu.edu).