



BRAND GUIDELINES

GARDENCOMM

Garden Communicators International



ABOUT GARDENCOMM

OUR MISSION, VISION, & VALUES

Provide opportunities for education, recognition, career development and a forum for wide-ranging interactions and collaborations for professionals in the field of gardening communication.

GardenComm is a highly-respected organization of professionals communicating about horticulture, agriculture, gardening, natural systems and the environment.

To foster respect and integrity for the garden communications industry and its potential members. To be the source of education and information in the garden communication industry. To advocate for responsible environmental stewardship.

[GardenComm Brand & Social Media Guidelines](#)

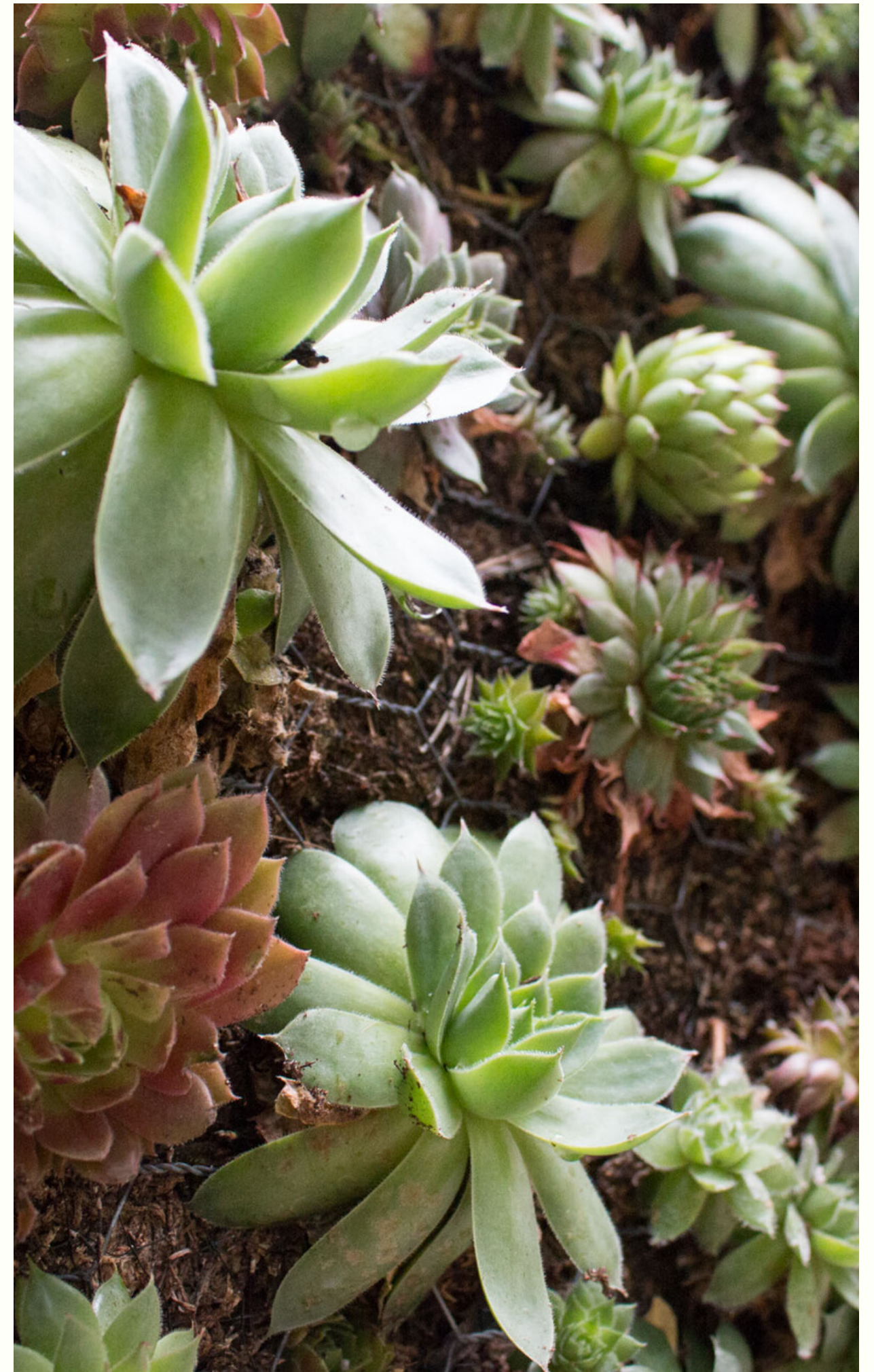
LOGO USAGE

HOW WE PRESENT OURSELVES

- Avoid distorting the logo.
- Use the correct proportions.
- Keep the logo elements intact.
- Do not use logo on marketing collateral without permission.

By using the GardenComm logo, you agree to follow our Logo Usage Policy. GardenComm reserves the right to modify or change its brand guidelines and/or logo usage policies at any time. For questions about using the GardenComm brand, contact us at info@gardencomm.org.

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OUR COLOR PALETTE



c 46 m0 y100 k0
r148 g 214 b10
#94d60a



c100 m91 y19 k6
r7 g49 b131
#073183



c79 m44 y0 k0
r24 g130 b216
#1882d8

FONTS:

Avant Garde Gothic Book
Avant Garde Gothic Medium
Avant Garde Gothic Demi

SOCIAL MEDIA GUIDELINES

The GardenComm social media channels are run and maintained by GardenComm staff with oversight from the Communications Committee. Members will occasionally be invited to contribute/"take over" a channel during regional events, annual conference, industry trade shows, and other pre-approved situations.

At such times, members will be given a temporary password to access the channel and will be provided with guidelines specific to the occasion.

For questions about joining the GardenComm Communications Committee or to contribute/"take over" a channel, contact us at info@gardencomm.org.



SOCIAL GRAPHIC GUIDELINES

When creating graphics for the GardenComm social media channels, the following guidelines must be followed.

- Avoid distorting the GardenComm logo (see above)
- Use the approved GardenComm branding colors (see above)
- If stock images are used, they must be copyright free and cannot contain copyrighted logos
- Incorporate GardenComms themes: gardening tools, plants, computers with plants, etc.

Examples on the next page.



SOCIAL GRAPHIC EXAMPLES

WEBINAR

KEEPING NEW GARDENERS INVOLVED IN GARDENING

Wednesday, Oct 28 | 3:00 PM ET

Diane Blazek
NATIONAL GARDEN BUREAU

Mike Lizotte
AMERICAN MEADOWS

Ryan McEnaney
BAILEY NURSERIES

Chris Sabbarese
CORONA TOOLS

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Garden Communicators International



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SCHEDULE C
(Form 1040 or 1040-SR)

Profit or Loss From Business
(Sole Proprietorship)

OMB No. 1545-0074
2019
Attachment Sequence No. 09

Department of the Treasury Internal Revenue Service (IRS) Go to www.irs.gov/ScheduleC for instructions and the latest information. Attach to Form 1040, 1040-SR, 1040-NR, or 1041; partnerships generally must file Form 1065.

Name of proprietor _____ Social security number (SSN) _____

A Principal business or profession, including product or service (see instructions) _____ **B** Enter code from instructions _____

C Business name. If no separate business name, leave blank. _____ **D** Employer ID number (EIN) (see instructions) _____

E Business address (include suite or room no., city, town or post office, and ZIP code) _____

F Accounting method: (1) Cash (2) Accrual (3) Other (specify) _____

G Did you "materially participate" in the operation of this business during 2019? If "No," see instructions for limit on losses Yes No

H If you started or acquired this business during 2019, check here Yes No

I Did you make any payments in 2019 that would require you to file Form(s) 1099? (see instructions) Yes No

J If "Yes," did you file all the required Forms 1099? Yes No

Part I Income

1 Gross receipts or sales. See instructions for line 1 and check the box to show this income was reported to you on Form W-2 and the statutory employee tax component was reported to you on Form 1099-NEC Yes No

2 Returns and allowances Yes No

3 Subtract line 2 from line 1 _____

4 Cost of goods sold (from line 42) _____

5 **Gross profit.** Subtract line 4 from line 3 _____

6 Other income, including federal and state gasoline or fuel tax credit or refund (see instructions) _____

7 **Gross income.** Add lines 5 and 6 _____

Part II Expenses. Enter expenses for business use of your home only on lines 28 through 30.

8 Advertising _____ 18 Office expenses (see instructions) _____ 18

9 Car and truck expenses (see instructions) _____ 19 Interest and profit-sharing (see instructions) _____ 19

10 Commissions and fees _____ 20 Rent or lease (see instructions) _____ 20

11 Contract labor (see instructions) _____ 21 Vehicles, machinery, and equipment _____ 20a

12 Depreciation _____ 21 Repairs and maintenance _____ 21

13 Depreciation and section 179 expense deduction (see instructions) _____ 22 Taxes and licenses (see instructions) _____ 22

14 Employee benefit programs (other than on line 19) _____ 23 Travel and meals _____ 23

15 Insurance (other than health) _____ 24 Travel _____ 24a

16 Interest (see instructions): _____ 24b Deductible health insurance _____ 24b

a Mortgage (paid to banks, etc.) _____ 25 Utilities _____ 25

b Other _____ 26 Wages (less employment credits) _____ 26

17 Legal and professional services _____ 27a Other expenses (from line 26) _____ 27a

28 **Total expenses before expenses for business use of your home** (lines 8 through 27) _____ 28

29 **Tentative profit or (loss).** Subtract line 28 from line 7 _____ 29

30 Expenses for business use of your home (see instructions). **Simplified method filers only:** enter the total square footage of: (a) your home _____ 30
and (b) the part of your home used for business: _____ Use the Simplified Method Worksheet in the instructions to figure the amount to enter on line 30 _____

31 **Net profit or (loss).** Subtract line 30 from line 29 _____ 31

32 **Net investment income tax (NIIT).** See instructions. All investment is at risk. Some investment is not at risk.

For Paperwork Reduction Act Notice, see the separate instructions. Cat. No. 11534E Schedule C (Forms 1040 or 1040-SR) 2019

Are You Leaving Money On The Table?



CONTACT US

FOR QUESTIONS AND CLARIFICATIONS

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