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.

GARDENCOMM
Garden Communicators International
OUR COLOR PALETTE

c 46 m 0 y 100 k 0
r 148 g 214 b 10
#94d60a

c 100 m 91 y 19 k 6
r 7 g 49 b 131
#073183

c 79 m 44 y 0 k 0
r 24 g 130 b 216
#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.
CONTACT US
FOR QUESTIONS AND CLARIFICATIONS

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