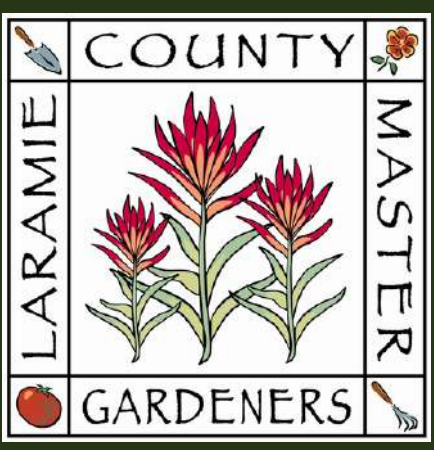Welcome to the Laramie County Master Gardeners (LCMG) Brand Style Guide. This guide was developed by the LCMG Public Relations (PR) Committee in 2024 to standardize and support development of LCMG PR Products.

This guide describes how our LCMG Brand Elements should be used in printed or digital media. We desire brand consistency and recognition across public formats and audiences. Having a standardized look and feel will make our work stand out across various audiences.

The LCMG PR Committee asked the general membership for input to our brand guide. They survey consisted of a choice of three (3) palette options and three (3) unique taglines. The information contained in this guide represents the membership's preferences for LCMG Brand Colors, Fonts, Tagline, and Overall Style.

The LCMG Brand Style Guide is meant to be a concise and easy-to-read document. It includes the following:

- **Typography**: Font styles for Headings (Fraunces Bold) and Subheadings (Tahoma Bold)

- **Logos**: Full resolution logos

- **Tagline**: Catchline or slogan "Gardening for Success in the High Plains"

- **Color Palette**: Primary and secondary colors with HEX, RGB, CMYK, and Pantone codes: #283618, #309207, #834E34, #377C50, #A3C468, and #F2E2CD

- **Imagery**: See next page for photos, illustration, and artwork examples

Ask-A-Master Gardener

April 12, 2024
Laramie County Library

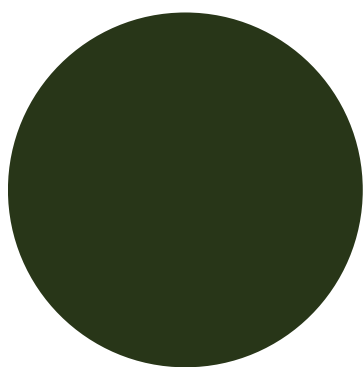Here to Help With All Your Gardening Questions!

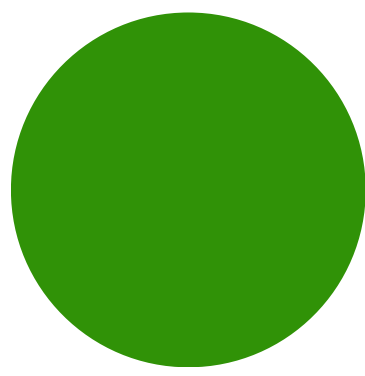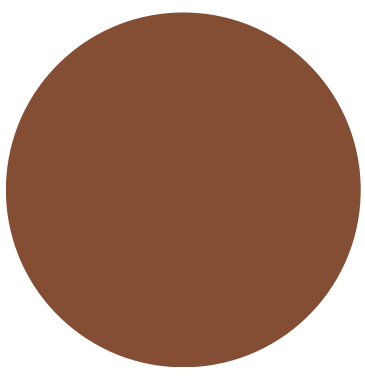"There are no gardening mistakes, only experiments."

JANET KILBURN PHILLIPS

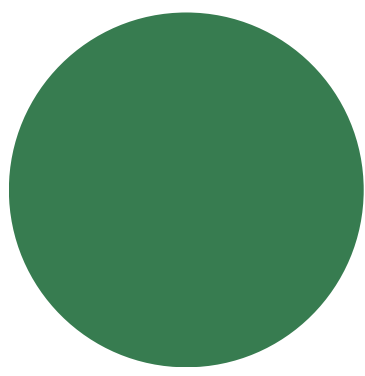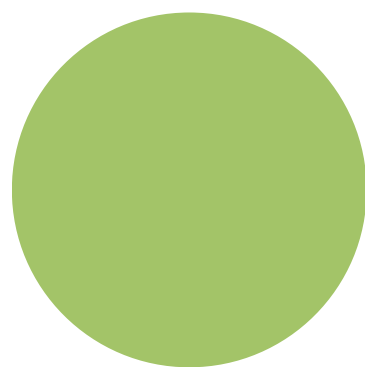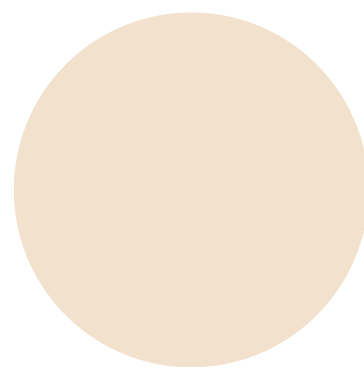YOUTH CAN CHANGE THE WORLD

COLORS

#283618
#309207
#834E34
#377C50
#A3C468
#F2E2CD

FONTS

Heading (Fraunces Bold)

Subheading (Tahoma Bold)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec quis erat et quam iaculis faucibus at sit amet nibh. Vestibulum dignissim lectus in ligula rhoncus, et bibendum risus dictum. Pellentesque condimentum arcu id dapibus tempor. (Tahoma Regular)

TAHOMA

ABCDEFGHIJKLMNOPQRS
TUVWXYZ

abcdefghijklmnopqrs
tuvwxyz

Fraunces Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYAZ

abcdefghijklmno
pqrstuvwxyz
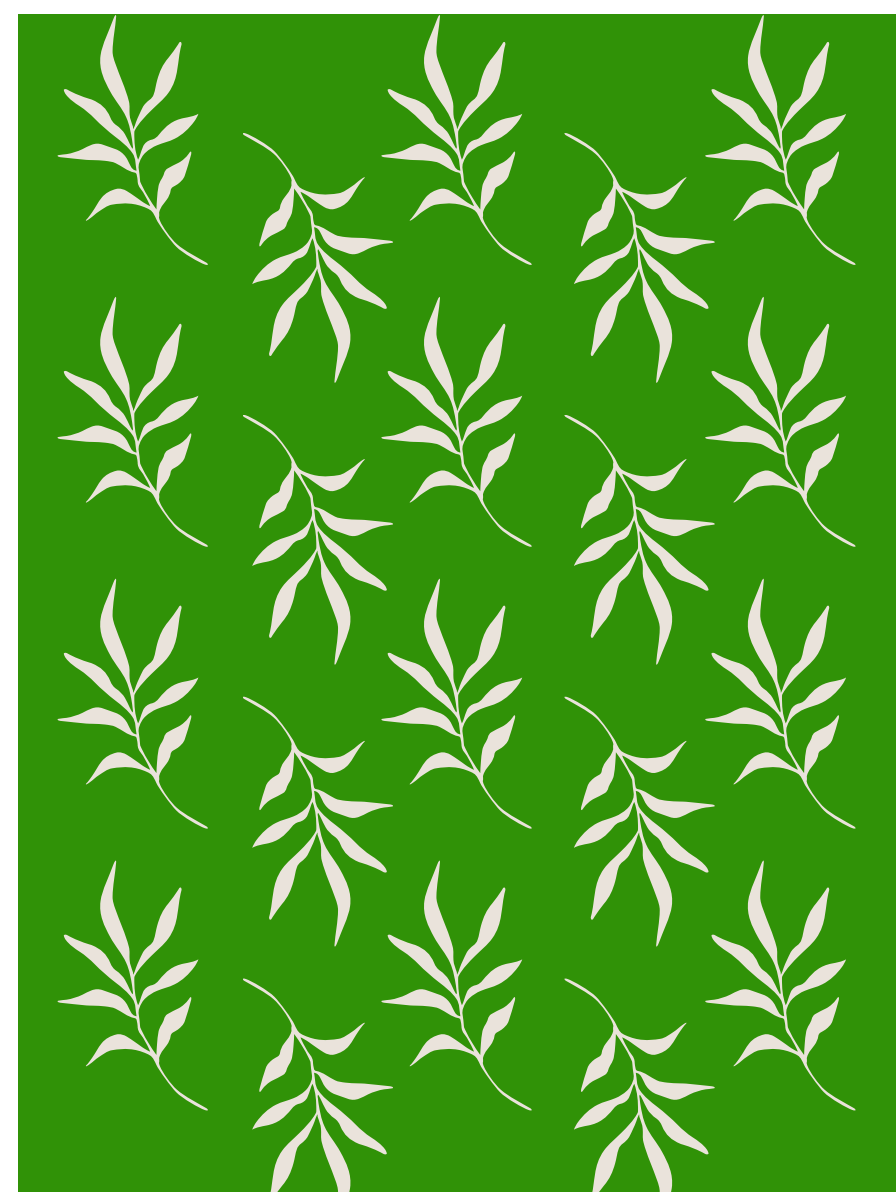
Web Accessibility Contrast Guidelines

WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text. Since larger and thicker fonts are easier to read, the ratio threshold for 18-point (typically 24px) and 14-point text (typically 18.66px) is lower at 3:1.
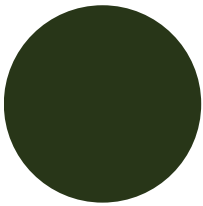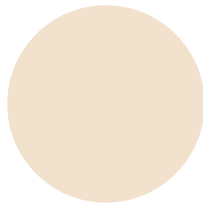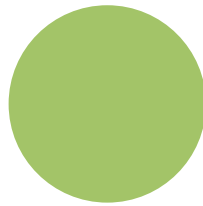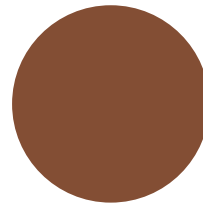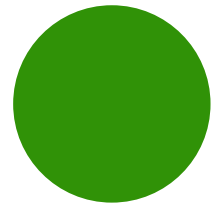
#283618	#F2E2CD	#A3C468	#377C50	#834E34	#309207
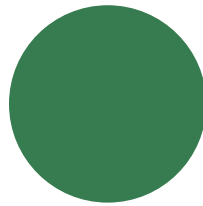
Contrast Ratio 10.14

#283618 Background w/ #F2E2CD Text

Contrast Ratio 10.14

#F2E2CD Background w/ #283618 Text

Contrast Ratio 6.53

#283618 Background w/ #A3C468 Text

Contrast Ratio 6.53

#A3C468 Background w/ #2836168 Text
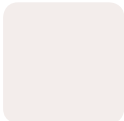
Contrast Ratio 5.33

#834E34 Background w/ #F2E2CD Text

Contrast Ratio 5.33

#F2E2CD Background w/ #834E34 Text

But Wait, There's More...

Using the "Shade" app in Canva, we can find varying shade selections for the selected LCMG Color Palette. Using any of these colors may improve contrast while remaining within the essence of the LCMG Brand Colors.

Lightest #EAEBE8
Lighter #A9AFA3
Light #69725D
Primary #283618
Dark #1C2611
Darker #141B0C

Lightest #F6F9F0
Lighter #DAE7C3
Light #BFD695
Primary #A3C468
Dark #728949
Darker #526234

Lightest #EBF2EE
Lighter #AFCBB9
Light #73A385
Primary #377C50
Dark #275738
Darker #1C3E28

Lightest #F3EDEB
Lighter #CDB8AE
Light #A88371
Primary #834E34
Dark #5C3724
Darker #42271A

Lightest #EAF4E6
Lighter #ACD39C
Light #6EB351
Primary #309207
Dark #226605
Darker #184904

Lightest #FEFCFA
Lighter #FAF3EB
Light #F6EBDC
Primary #F2E2CD
Dark #A99E90
Darker #797167