



# SQUARE FOOT GARDENING STYLE GUIDE

From creating exciting presentations to developing your audience handouts, the Square Foot Gardening Foundation has a style guide to keep your presentation materials professional and consistent with the Foundation's branding.



### MAIN LOGO

Use in all marketing materials, educational pieces, etc etc etc



### CI LOGO

Use when speaking specifically about Certified Instructor Program – for example, WSFG Day & sponsorships; announcements, grants and initiatives (partnerships like PPC); and humanitarian efforts.



### RULER BORDER

Use as accent to educational pieces.

## COLOR PALETTE

<p><b>SFG GREEN</b></p> <p>CMYK FOR PRINT C 91 M 38 Y 99 K 37</p> <p>HEX FOR WEB #0e6402</p> <p>GREEN BAR/SECTION HEADER @ 25%</p> <p>BACKGROUND BEHIND TEXT @ 10%</p>	<p><b>SFG YELLOW</b></p> <p>CMYK FOR PRINT C 5 M 16 Y 77 K 0</p> <p>HEX FOR WEB #f2d63b</p> <p>HEADER BACKGROUND @ 50%</p> <p>BACKGROUND BEHIND TEXT @ 10%</p>	<p><b>SFG ORANGE</b></p> <p>CMYK FOR PRINT C 0 M 72 Y 94 K 0</p> <p>HEX FOR WEB #ff470f</p>
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## TYPE FONTS

<b>Myriad Pro Bold (Primary Use)</b>	Newsletter Title Text in Green Bars Headlines in the Articles
<b>Myriad Pro Semi Bold</b>	Orange Links
Myriad Pro Regular/Light	Body Text Green Headlines
<i>Myriad Pro Italic</i>	Captions Book Titles

SQUARE FOOT GARDENING BRAND VOICE & MARKETING GUIDELINES
• Use <b>Square Foot Gardening</b> on first mention
• <b>SFG</b> is acceptable after first mention with full Square Foot Gardening
• When to use <b>Square Foot Gardening Foundation?</b>
• Always capitalize <b>Method</b> when used with Square Foot Gardening or SFG
• Include <sup>TM</sup> and capitalize <b>Mel's Mix<sup>TM</sup></b>
• Capitalize <b>Course</b> when used with CI or Certified Instructor Course
• Use numbers, not spelled out, for course numbers (Ex: Module 1, Level 2)
• Capitalize <b>Program</b> with Certified Instructor Program (or CI Program)
• Do use: 1' x 1' square or 4' x 4' box
• Do <b>NOT</b> use: 1 x 1' box; 1 foot by 1 foot box; 3 ft by 3ft box; 2'X 2'(capital X)

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