OUR MISSION

Friends of Birmingham Botanical Gardens promotes public knowledge and appreciation of plants, gardens and the environment.

OUR VISION

The vision of Birmingham Botanical Gardens is to be one of the nation’s preeminent botanical gardens.
Birmingham Botanical Gardens brand is much more than a logo. Our brand is our image. It’s one of the most valuable assets we have and should be managed carefully.

To help people associate with a brand, visual images are created and used to represent implicit values, ideas and personality. These include logo, fonts, color schemes and other images.

With this manual we unleash the power of our brand. By following these guidelines - consistently - you will help us build a strong, unified image for The Gardens.

We have one face and speak with one voice.

These standards help us ensure that all printed and electronic communications are polished and professional - a true reflection of the institution we have become.

Everything bearing Birmingham Botanical Gardens name represents the organization. As Alabama’s largest living museum, our reputation of quality is of foremost importance.

**THE GARDENS BRAND WILL CONVEY THE FOLLOWING PRINCIPALS:**

- Birmingham Botanical Gardens celebrates Alabama’s biodiversity as our state’s largest living museum, with collections featuring the most documented Alabama native plant species.
- The Gardens is committed to environmental sustainability and will strive to be a leader in stormwater management practices.
- The Gardens values beauty in all of its forms while nurturing curiosity and expanding science-based knowledge of the natural world.
- The Gardens celebrates human diversity through engaging programming, accommodating operating hours and free admission.
- The Gardens is a destination for all ages and backgrounds and actively seeks diverse partners.
- The Gardens is a safe place and promotes health.

It’s very easy to overlook seemingly minor details when using various brand components, yet these types of mistakes can damage the brand and create barriers in reaching your objectives. Always adhere to the guidelines detailed in the following sections.

If you encounter a branding situation not addressed in this manual, please direct your concerns and/or questions you may have regarding the application of the brand standards to the director of marketing at 205.414.3959.
WHAT IS A BRAND?
A brand is the sum of all the characteristics, tangible and intangible, that make our organization unique. Birmingham Botanical Gardens lives its brand through the actions of its employees and volunteers.

Our brand is also a promise - a set of underlying beliefs that sends a clear message about who we are and what we value as an institution; beliefs that are communicated through the images we use in our advertising and collateral materials and the words we use to describe ourselves.

A strong brand creates focus and clarity and should resonate throughout everything we do from the messages we communicate to our audiences, to how we produce our marketing materials and even how we answer the phone.

WHAT IS OUR BRAND PROMISE?
Connecting individuals to the beauty of plants and their environment.

WHAT ARE OUR BRAND VALUES?
We fulfill our promise through a set of core values, shared by all staff and volunteers. We aspire to live these values in every interaction. Our brand values incorporate the core values identified in strategic planning sessions.

Excellence
We are committed to excellence in biodiversity, science literacy and education. We are devoted to providing a beautiful environment while promoting diversity in all its forms. We invest in our staff so that we can offer the best possible service to our visitors. We look for opportunities to exceed the needs and expectations of our visitors.

Accountability
We live our values and honor our promises. We strive to be a better community partner and to take the initiative in sustainability practices. We are proactive in resolving issues and promise to be good stewards of our resources. We uphold our high standards for the visitor experience.

Trust
We care for and about our visitors. We are a source of knowledge and comfort. We are transparent and accountable to our community. We will always work to keep promises that have been made no matter how large or small.

Mutual Respect
We bring our values to our visitors through our actions. We communicate in a caring and professional manner. We are genuinely interested in enhancing the visitor experience and making The Gardens a rewarding destination.

WHAT IS OUR POSITIONING STATEMENT?
Birmingham Botanical Gardens is Alabama’s largest living museum defined by its exceptional science-based education programs, nation’s largest public horticulture library and more than 12,000 specimens in its living collections.

Our events and programs offer a unique visitor experience while our partnerships ensure our relevance in the community. Our staff strives to provide a vibrant environment that inspires lifelong learning.

The Gardens connects individuals with plants through passive and active education and raising the awareness for the conservation and sustainable use of natural resources.
WHAT IS OUR BRAND ESSENCE?
The brand essence is one single idea that encompasses the brand. OUR BRAND ESSENCE: Enriching life through science and beauty of plants

OUR ATTRIBUTES & OUR BENEFITS
Attributes are what a brand is and the products it features while benefits are emotional and rational expectations that come with using a brand.

Benefit: We grow our community, enhance our region and celebrate our state.
Supporting Attributes:
• Alabama’s largest living museum with more than 12,000 different plants in our living collections.
• Open 365 days a year from sunrise to sunset.
• Free admission to over 350,000 visitors annually.
• The nation’s largest public horticulture library.
• Most beautiful location in the city.
• Large native plant collection celebrates Alabama’s biodiversity, 5th highest in U.S.
• Membership program offers benefits and networking opportunities.
• Alabama’s largest plant sale, Alabama’s longest-running Earth Day celebration and premiere antique show.
• Employees are knowledgeable, courteous, responsive and respectful at all times.

Benefit: We nurture curiosity and expand knowledge.
Supporting Attributes:
• Free science curriculum-based field trips serve on average 10,000 school children annually.
• Adult & family educational opportunities promote lifelong learning.

Benefit: We promote health and provide hope.
Supporting Attributes:
• Plant Adventures Program focused on universal access and design.
• Miles of safe & serene paths for walking and jogging.
• Food from Bruno Vegetable Garden feeds Birmingham’s hungriest.
• Dynamic volunteer program to more than 1,000 volunteers that encourages an active lifestyle.
• Contact with gardens and nature lowers heart rates and blood pressure.
• Programs promote sustainability and environmental stewardship.
• USDA plant conservation site.

Benefit: We engage diverse partners and collaborate widely.
Supporting Attributes:
• Partner with city & county government, local school systems, universities, other botanical gardens and international governments.

Benefit: We impact economic development.
Supporting Attributes:
• Non-profit Arts and Cultural Institutions in Birmingham generate $125 million in local economic impact.
• The “Green Industry” in Alabama generates over $1.9 billion in economic impact.
• Gardening is the #1 hobby in America, generating $35.2 billion nationwide.

OUR PERSONALITY
The definition of what a brand is in terms of human characteristics.
• You will find us to be educative, patient, trustworthy, motivated, responsive and focused.
WHO SHOULD FOLLOW THESE BRAND GUIDELINES?
Because the brand must be communicated at every point of consumer contact, brand guidelines should be used by all employees, volunteers and individuals involved with designing and producing Birmingham Botanical Gardens advertising, signage, web marketing and printed materials.

Examples of these consumer points of contact include:
• Face-to Face Contact, Phone Conversations
• Publications
• Advertising
• Events
• Website/Email
• Social Media (Facebook, Twitter, Flickr, YouTube)
• Direct Mail
• Public Relations
• Partnerships

WHAT ARE THE ELEMENTS OF THE GARDENS’ BRAND?
Each of the following brand elements contributes to the overall Birmingham Botanical Gardens brand:
• Our Name
• Logo
• Taglines/Slogans
• Typography and Colors
• Imagery/Photography
• Copy Content, Tone and Messaging
• Customer Loyalty Standards

ITEMS THAT SHOULD INCLUDE THE LOGO:
• Audio-visual programs
• Business cards, letterhead, envelopes and mailing labels
• Newsletters and plans
• News releases and publications (paper and electronic)
• Tickets and apparel
• Vehicle and equipment decals, signs and panels
• Websites
• Other materials that are deemed appropriate

SOFTWARE
The use of industry standard software for designing print materials is essential to ensuring the highest quality. Such applications allow for strict control of color, typography and images for print and web-based use.

Applications such as Microsoft Word, Microsoft Publisher, PrintShop and Corel Draw do not conform to industry standards, and therefore, should not be used for print design.

Software considered industry standard and used by The Gardens:
Layout: Adobe InDesign
Vector Graphics: Adobe Illustrator
Raster Images/Photography: Adobe Photoshop
DOES OUR LOGO HAVE PARTICULAR MEANING?
Our Logo: A Symbol of Commitment

ON THE SURFACE
Our logo graphically depicts important concepts about Birmingham Botanical Gardens’ mission in a stylistic, easy-to-understand way. Inside a simple green leaf is a ladybug formed by a mirrored letter B. This stands for Birmingham, our home, and the plants and animals that make up the natural part of our environment; Birmingham is their home, too. Ladybugs are beneficial insects, so-called because they prey on insects that typically harm plants (perhaps this is why they are believed to bring good luck).

Our logo is a strong reminder that our work here benefits all of Birmingham.

A CLOSER LOOK
The spots on the ladybug are symbols. On the left side are important plant parts: a leaf, flower, and fruit (shown as an acorn). On the right side are the things plants need to grow: the sun, water and a human hand for representing conservation, stewardship and cultivation.

AN EVEN DEEPER MEANING
At another level, the symbols are a constant reminder of what we are and who makes us successful.

Sun: Just as the sun gives life to all plants, our facility allows us to share this life with our visitors, opening hearts and minds to the beauty and wonder of the natural world.

Hand: Natural plants need stewardship and conservation; cultivated plants struggle without hands to help them grow; our educational programs help grow science literacy in the minds of children and foster lifelong learning for adults.

Water: Plants need water for strong growth, and our continuing growth would not be possible without adequate funding from donors to quench the thirst of our full potential.

Flower: The infinite and exquisite forms of flowers remind us that we can continue to develop Alabama’s largest living museum and the nation’s largest public horticultural library.

Fruit: Fruits are special treats that everyone enjoys, just like our many special events. Also, just as fruits contain seeds, our family activities plant the seeds of respect for the natural world and engage the next generation.

Leaf: A tree relies on countless leaves to make its food, and without our numerous volunteers, partners, and dedicated staff, we would simply not exist, let alone have the energy to grow.
ELEMEThS aNd arrANGEMeNTS OF OUR LOGO

Birmingham Botanical Gardens’ logo consists of two elements: ladybug symbol and the organization’s name. These two elements should be considered a single unit; the symbol and the text should not be separated.

The logo must appear on all communications (printed, broadcast or electronic).

ACCEPtABLE LOGO arrANGEMeNTS

There are three acceptable arrangements of these elements. The horizontal arrangement is the preferred version and should be used whenever possible. The stacked arrangement is also available for use when necessitated by space or design considerations.

ACCEPtABLE LOGO COlORs

There are three acceptable color versions of the logo. The GREEN version is the preferred format, but sometimes different materials and backgrounds require an alternate color. When printing anything in black and white always use the black version of the logo as shown above. Other acceptable formats are as follows. No others are allowed except approved by the director of marketing.

LOGO FORMAtS

When obtaining the Birmingham Botanical Gardens’ logo, download either the .EPS or Adobe Illustrator file (.AI) file for all print media. These are vector formats, meaning they can be scaled to any size necessary without a loss of resolution.

Download the JPG or .WMF file for all websites and on-screen applications, such as PowerPoint and Word.

Our logo can be found at www.bbgardens.org under our news section.
VISUAL DISPLAY OF THE LOGO
Unless otherwise authorized by the director of marketing, use the logo only as represented in this handbook.

LOGO COMPONENTS
• The logo may not be used to create other, new logos.
• Do not alter the logo components or use the components of the logo separately. For instance, the Ladybug cannot be used alone or replaced with another element.
• The font used for the text in the logo is Garamond. The text in the logo has been converted so that users do not need to have this font loaded on their computers in order to reproduce the logo.

APPEARANCE
• The logo must always appear clear and crisp. In order to meet this requirement, it should be printed at a minimum of 300 DPI.
• Do not tilt, skew or distort the logo.
• Never substitute colors or use alternate fonts.
• Do not rearrange or separate the logo elements.
• Do not outline or distort the logo proportion.
• Never use outdated logos.
• Do not add unapproved taglines to the logo.
• In order to maintain clarity, do not use the ladybug symbol at a size smaller than 1/2”.
• Reproduce the logo only from camera-ready proofs or electronic printing files. Do not redraw or trace the logo.
• Do not download and print the logo from the website unless it is from the designated location. It is not suitable due to its low resolution.

PLACEMENT
• Do not crop, overprint, screen or superimpose the logo or print it behind art or copy.
• To make sure the logo stands out clearly, it must be placed within an area of unobstructed space. This also applies to the placement of the logo relative to the edge of a page or screen. A greater amount of space is always recommended.

COLOR
It is best to reproduce the logo using the color builds shown on page 15. When reproducing these colors in four-color process inks (CMYK) or on screen (RGB), the screen tints listed on page 15 should be used.

• Do not convert the four-color logo to grayscale. Instead use the black-and-white version of the logo.
• Do not copy the four-color logo on a black ink photocopier (except in the case of providing printouts of presentations that use the color logo). Instead the black-and-white version of the logo should be used.
• The logo, in both four-color and black-and-white, may be used on colored paper, fabrics and backgrounds.
• When printing in one color, only the black-and-white version of the logo may be used. The preferred color is PMS 448.
• When embroidering the logo or screening it onto fabric, use the four-color version of the logo or reproduce the black-and-white version of the logo in any single color.
• Except in the case of printing, screening or embroidering the logo in one color as specified above, the logo colors may not be added to, changed or altered.

Exceptions to the policies above must be approved by director of marketing.
WHY IS OUR ORGANIZATIONAL COLOR GREEN?
Our primary color, Gardens Green, is a reflection of The Gardens’ persona. Green is the color of most plants, fertility and life. Green symbolizes self-respect, balance and well being. It also means learning, growth and harmony. In addition, green is the most restful color for the human eye.

OUR LOGO COLOR
Birmingham Botanical Gardens’ logo makes use of one primary color: Gardens Green. This is a custom color for Birmingham Botanical Gardens. When a PMS color is needed you should use the one listed below that most closely matches the custom color. The ladybug symbol and the typeface element is printed using this color. The equivalent four-color process build percentages for offset printing are listed below. The RGB values are listed for screen and web use.

The two-color version is preferred and should be used at all times when possible. When not printing in full color, a black version of all arrangements is available. If printing in one color, the black version of the logo should be used and printed in PMS 448. See page 9 for other acceptable options.

When placing our logo in a printed document, the background behind the logo is important to consider – the contrast and texture of the background will greatly affect the readability of the logo.

The brand colors represented in this handbook are for illustration purposes only. Please note that the colors shown here may appear different in value on your computer screen or when output via a desktop printer. This occurs for a variety of reasons, including variance in screen color calibration, type of printer, ink density, etc. For the most accurate color representation, always reference against Pantone Matching System (PMS) tools, or other formal printer-supplied proofs.

ACCENT COLORS USED WITH LOGO - PREFERRED
When white space is being used on collateral the natural white color should be used instead. Earth brown can be used for text boxes and objects to better emphasize text.
OUR COLOR PALETTE - INSPIRED BY NATURE

Birmingham Botanical Gardens has chosen secondary colors that are most compatible with the primary PMS 577 color. These colors represent those found in nature.

**PMS 299 C**
CMYK Values:
- Cyan (c)...........71%
- Magenta(m)......30%
- Yellow (y)........8%
- Black (k)........0%

RGB Values:
- Red (r)...........64
- Green (g).........149
- Blue (b)...........209

**PMS 298 U**

**PMS 381 C**
CMYK Values:
- Cyan (c).........40%
- Magenta(m).....3%
- Yellow (y)......100%
- Black (k).......0%

RGB Values:
- Red (r)..........166
- Green (g).......200
- Blue (b)........58

**PMS 381 U**

**PMS 227 C**
CMYK Values:
- Cyan (c)...........8%
- Magenta(m).....100%
- Yellow (y)......48%
- Black (k).......8%

RGB Values:
- Red (r)..........204
- Green (g).......22
- Blue (b).......86

**PMS 226 U**

**PMS 2627 C**
CMYK Values:
- Cyan (c).........75%
- Magenta(m)....100%
- Yellow (y).....11%
- Black (k)......2%

RGB Values:
- Red (r).......101
- Green (g).....43
- Blue (b)......130

**PMS 2597 U**

**PMS 021 C**
CMYK Values:
- Cyan (c).........0%
- Magenta(m).....64%
- Yellow (y)......100%
- Black (k).......0%

RGB Values:
- Red (r)........244
- Green (g).....123
- Blue (b).......32

**PMS 026 U**

**PMS 5853 C**
CMYK Values:
- Cyan (c).........41%
- Magenta(m)....27%
- Yellow (y).....83%
- Black (k).....3%

RGB Values:
- Red (r).........91
- Green (g).....99
- Blue (b)......52

**PMS 5853 U**

**PMS Cool Gray 10 C**
CMYK Values:
- Cyan (c).........0%
- Magenta(m).....0%
- Yellow (y).....0%
- Black (k).....70%

RGB Values:
- Red (r).........109
- Green (g).....110
- Blue (b).....113

**PMS Cool Gray 11 U**
Our Typography

Our Font
The written word is an integral component of our overall marketing and communications efforts, and how the written word is processed is often a function of design and typography. The right typography can make messages more readable and easily understood, as well as strengthen the visual brand of The Gardens. For these reasons, marketing materials should use the following font.

Birmingham Botanical Gardens’ has chosen Garamond as its official typeface. Its narrower proportion and thinner stroke weight, coupled with the diversity of the family, make it an ideal typeface for body copy or headlines. Garamond can be used for body copy as well as display. Garamond adds an element of sophistication and simplicity to the logo and to our brand. The narrower proportion and stroke weight makes Garamond a sustainable choice since it uses less ink than other leading fonts.

The Gardens uses small caps when making headlines or typeface for display (i.e. ads or signage). Small caps are also used in the name of the organization for the logo. Tracking should be set at 100 for headlines or the organization name to make them appear more bold.

Do not use small caps for body copy.

Other Fonts
There are a few other fonts designated for the use in brochures, ads, headlines and signage. These fonts are not to be used in body copy or for the organization’s name.

They are Ringbearer, Mrs Eaves and Priory. These fonts should only be used with permission from the director of marketing to ensure their correct usage. Currently, these fonts have been used for event collateral and branding.

Photography
Like colors and fonts, photographs should help convey Birmingham Botanical Gardens’ brand. Iconic photographs of every garden have been compiled for use in branding materials. Check with the director of marketing for a copy of these images. A disk will be supplied.

New images must be approved by the director of marketing before placing them in branding materials. Clip art and drawings should not be used in brand materials. If photographs are used from photographers not employed by The Friends, permission must be granted and photographer given credit under photograph. (photograph courtesy of...)

Photographs should illustrate the brand - enhancing life by connecting people with plants. They should represent The Gardens’ beauty, mission of education and include people whenever possible.

When using photographs, a caption should always be used. At a minimum the garden name should be listed. If an individual plant is the focus the properly formatted botanical and common name must be used. All captions must be in Garamond, 9pt.

Backgrounds and Borders
A background image may be used in ads, brochures and signage. The logo and text placed on background image must be clearly visible. These need to be approved by the director of marketing. Please avoid page borders. However, text boxes, objects and photographs placed in collateral should have rounded corners. Photos are normally given a border of 3pt.
WEBSITE - BBGARDENS.ORG
Birmingham Botanical Gardens website is considered a key communication tool and as such, is governed by the same graphics and messaging standards as printed publications.

Consistent graphics, design, messaging, navigation and images are essential to an intuitive, well-organized and user-friendly website that promotes every aspect of The Gardens. All standards outlined in this manual apply to both web and print applications.

Because typography for web-based applications is much more difficult to control (due to limitations in textual controls and end-user configurations), Times New Roman is the font for both HTML headlines and text. No other fonts are to be used.

The standard font size is 16 for all text. Headlines should be bolded. Do not use italics unless grammatically necessary.

The standard font color is #719127 and all links and buttons have a standard color of #719127. Two other main accent colors are used #79725C & #f1ebdc.

All graphics and photos must be approved by the director of marketing prior to posting. Images placed as page headers should be sized to 720x411 pixels. The standard photo size for images placed on a page is 400x267 pixels. Photos should be properly cropped. All photos should have a white space padding of 5 px on all sides and contain no borders. Clipart is not permitted. All documents to be uploaded for users to download must be saved in a .PDF format.

There shall be no unauthorized websites created. The sole website for Birmingham Botanical Gardens is www.bbgardens.org.

E-NEWSLETTER
Birmingham Botanical Gardens e-newsletter is governed by the same graphics and messaging standards as the website www.bbgardens.org. All emails on behalf of the organization to our subscribers must be approved by the director of marketing and managed by the marketing department. The frequency will be determined by the marketing department, but no more than once per week.

All stories shall not contain more than 100 words and always direct the reader back to the respective page on the website. Copy should be written to persuade the reader to visit the site for more information. All information referred to in electronic communications must be available online before it is published (i.e. links, documents).

The header photograph is 427x183px, sidebar images are 200x700px, divider images are 425x34px and button images are 150x200px.

The standard font size is 12 for all body text and 14 for headlines. Headlines should be bolded. Do not use italics unless grammatically necessary. The standard font is Garamond. The standard font color is #719127 and all links and buttons have a standard color of #719127.
SOCIAL MEDIA

Birmingham Botanical Gardens is actively pursuing new and innovative ways to reach its demographic. The Gardens is represented on social media sites such as Facebook, Twitter, Instagram, YouTube, Flickr, The Gardens blog, podcasts, as well as comments posted on sites. There shall be no unauthorized pages or accounts created for The Gardens. All requests must be approved by the director of marketing and managed by the marketing department. **All brand standards apply to these sites.**

Employees are welcome to post and reply to The Gardens posts on social media sites as it relates to the business of The Gardens. Employees will not post anything for self-promotion. Employees are not to reference any clients, customers, volunteers, members or partners on their personal pages without obtaining their express permission to do so. All confidentiality policies apply. Employees must comply with the law in regard to copyright/plagiarism. Posts should enhance the reputation of The Gardens and remain positive in tone.

The Gardens will not use its social media platform to promote/endorse the activities and products of corporations. The Gardens will recognize corporations for their support of The Gardens and at times this will include links back to the corporate supporters site, but does not mean endorsement of its products and or services. Non profit partners are excluded from this guideline as long as the promotion does not take away the ability for The Gardens to promote its own activities.

**Personal Pages**

Employees identifying themselves as employees of the organization on their personal pages must act in a professional manner and act in a manner that enhances the reputation of The Gardens. Employees may not use the logo or act on behalf of the organization on personal pages. Sharing official posts with contacts is allowed and encouraged.
**BOILERPLATES**

100 words

Birmingham Botanical Gardens is Alabama’s largest living museum with more than 10,000 different plants in its living collections. The Gardens’ 67.5 acres include 25+ unique gardens, 30+ works of original outdoor sculpture and miles of serene paths.

The Gardens features the largest public horticulture library in the U.S., conservatory, a wildflower garden, two rose gardens, the Southern Living garden and Japanese gardens with a traditionally crafted tea house.

Education programs run year-round and more than 10,000 school children enjoy free science-curriculum-based field trips annually. The Gardens is open daily, offering free admission to more than 325,000 yearly visitors.

50 words

Birmingham Botanical Gardens is Alabama’s largest living museum with more than 10,000 different plants in its living collections. The Gardens’ 67.5 acres include 25+ unique gardens, 30+ works of original outdoor sculpture, miles of serene paths and a public horticulture library. The Gardens is open daily and offers free admission.

25 words

Birmingham Botanical Gardens is Alabama’s largest living museum with 10,000+ different plants in its living collections. The Gardens is open daily and admission is free.

**BOILERPLATES FOR EVENTS** (word count next to text)

**Annual Members Celebration:** The Annual Members Celebration features live music and hors d’oeuvres, headlined by a guest lecturer in the Linn-Henley Lecture Hall. (20)

**Spring Plant Sale:** Spring Plant Sale is The Gardens’ largest annual sale. Over 100,000 plants are available each year at a rotating host site. The Sale allows consumers a unique opportunity, providing expert plant knowledge and by offering unique plants difficult to find in ordinary garden centers. Proceeds benefit education at The Gardens. (50)

Spring Plant Sale is The Gardens’ largest annual sale. Over 100,000 plants are available each year at a rotating host site. The Sale allows consumers a unique opportunity, providing expert plant knowledge and offering unique plants difficult to find in ordinary garden centers. Proceeds benefit The Gardens’ educational programs, like the flagship, Discovery Field Trips. (75)

**Earth Day at The Gardens:** Alabama’s longest, continually-running Earth Day event brings education to life with unique, educational activities for kids, families and the young at heart. The purpose of Earth Day at The Gardens is to promote awareness, understanding and dialogue for solutions to environmental issues. Admission is free to the public. (48)

**Birmingham Botanical Gardens Native Plant Conference:** Birmingham Botanical Gardens Native Plant Conference is held every two years. The three-day weekend event features botanists, authors and plant personalities from across the country offering talk about their respective areas of expertise. Attendees are also given an opportunity to explore Alabama’s native plant landscape. (45)

**Flicks Among the Flowers:** Flicks Among the Flowers is held three times in the summer from May-July. A film is screened for free in the Formal Garden in front of the Conservatory after the sun sets. Snacks are available for purchase from The Gardens Café by Kathy G. (45)

**Glorious Gardens:** The biannual Glorious Gardens showcases residential and public gardens across Birmingham with intimate views that span the horticultural spectrum, from sprawling, ranch-style estates to quaint, self-maintained gardens. The two-day educational tour is a ticketed event, benefiting The Gardens’ mission to promote public knowledge and appreciation of plants, gardens and the environment. (52)
BOILERPLATES FOR EVENTS  (word count next to text)

Antiques at The Gardens: Antiques at The Gardens is Birmingham's premier antiques show, featuring dozens of dealers across the United States specializing in art, jewelry, Oriental rugs, rare books and home décor. This is a ticketed event, with separate tickets required for the exclusive First Look Party and Lecture Series. (46)

Antiques at The Gardens is Birmingham’s premier antiques show, featuring dozens of dealers across the United States specializing in art, jewelry, Oriental rugs, rare books and home décor. The First Look Party kicks off the event with a black-tie affair, allowing an exclusive opportunity to shop before the sale is open to the public. This is a ticketed event, with separate tickets required for the First Look Party and Lecture Series. (71)

Fall Plant Sale: Fall Plant Sale is held at Birmingham Botanical Gardens each October, allowing consumers an opportunity to get expert advice from volunteers to satisfy their planting needs. Plant Sales at The Gardens benefit The Gardens’ mission to promote public knowledge and appreciation of plants, gardens and the environment. (47)

Spencer Lecture: The Spencer Lecture Series is made possible by the Virginia Beeland Spencer Lecture Fund at the Community Foundation of Greater Birmingham. The fund was started by the late Williams M. Spencer, III in honor of his wife, the late Virginia Beeland Spencer. (42)

Southern Tales: Southern Tales is a festive, holiday-inspired family event held each November. It features songs, stories and sing-alongs from some of Alabama's most entertaining writers and performers. This is a ticketed event, held in the Linn-Henley Lecture Hall. (37)

BOILERPLATES FOR PROGRAMS  (word count next to text)

Certificate in Native Plant Studies: The Certificate in Native Plant Studies program combines core courses, electives, field trips and volunteer opportunities giving students a well-rounded educational experience revolving around native plants, conservation and environmental education and service. Classes require registration and fees, and they are hosted at The Gardens and other like-minded organizations. (48)

Centennial Tree Program: Through the Centennial Tree Program, volunteers learn to restore community forests by planting native seedlings grown from local seed. This helps to ensure that the iconic trees of Birmingham’s naturally forested cultural landscape and urban ecosystem will live on. (39)

Adult & Family Education: Birmingham Botanical Gardens offers an eclectic variety of educational opportunities for adults, children and families sure to satisfy every curiosity. Classes require registration and fees, and they are hosted at The Gardens. (32)

Discovery Field Trips: Discovery Field Trips is the flagship program of The Gardens’ educational mission. It provides Birmingham students with a free, curriculum-based science education at The Gardens. All field trips extend life science concepts taught in the classroom and correlate with the Alabama State Course of Study. (45)

Children’s Summer Camps: Children’s Summer Camps provide an educational summer outlet with eclectic, week-long offerings lasting from late May until August. Camps require registration and fees, and they are hosted at The Gardens. (50)

Plant Adventures: Plant Adventures Programs offer an evolving framework to explore the intersection of human diversity and plant diversity. Program objectives are to provide truly inclusive programming for participants of all abilities, promote the well-being of people and the environment, emphasize education and community collaboration and to explore people’s cultural connections to plants. (51)

The Library: The Library at The Gardens is the largest public horticultural library in the Southeast. It is part of the Jefferson County Library Cooperative and offers more than 6,000 circulating titles focused on gardening, horticulture and the environment. The Library also offers free Internet and Wi-Fi connections. (46)
BOILERPLATES FOR PROGRAMS (word count next to text)

Archives and Rare Books: The Archives and Rare Books Room at The Library at The Gardens offers a unique collection of artifacts spanning the history of The Gardens and the city of Birmingham. (29)

Internship Programs: Three paid summer internships at The Gardens allow students an opportunity to study botany alongside professionals at Alabama’s largest living museum. The Rotary Club of Shades Valley Internship and the Native Plant Internship are offered to college students, while a High School Internship is also available. (46)

Tutwiler Spleenwort: Asplenium tutwilerae is one of the rarest plants in the world, found only in a remote part of Hale County, Alabama. One of Alabama’s 25 endemic plants, Kaul Wildflower Garden Curator John Manion and the committee he chairs with the Alabama Plant Conservation Alliance work to protect and repopulate this plant. (51)

COLOR PALLETTE FOR PROGRAMS
Some colors may be used more heavily in certain publications to identify different programs at The Gardens. This type of use helps our audiences identify with content more quickly when used consistently.

MEMBERSHIP
PMS 2627 C
PMS 2597 U

EDUCATION PROGRAMS
PMS 021 C

VOLUNTEERS
PMS 113 C
PMS 113 U

LIBRARY/ARCHIVES
PMS 227 C
PMS 226 U

CONSERVATION
PMS 5853 C
PMS 5853 U

GENERAL
PMS 381 C
PMS 381 U

OPEN
PMS 5753 C
PMS 5753 U

GENERAL
PMS 299 C
PMS 298 U

OPEN
PMS Cool Gray 10 C
PMS Cool Gray 11 U

Education Orange
Gardens Green
Conservation Green
Earth Brown
OUR VOICE - CREATIVE GUIDELINES FOR TONE AND MESSAGING

Consistent visual presentation of The Gardens’ brand in print and online is a critical component of our overall identity. The more readily the institution’s many audiences recognize messages from Birmingham Botanical Gardens, the greater the opportunities The Gardens will have to advance itself.

Consistent visual presentation of The Gardens in print means that the major design elements that comprise The Gardens’ brand—the logo, the promise, the typeface, the approved color palette, the use of white space, etc.—are reflected in printed materials.

• **Be on-brand and authentic** – Advertising and marketing must match the experience because perception is reality. Our message must be relevant and real to the intended audience. It should speak of our core values and marry them with the values that the targeted audience is seeking. Aligning with the needs, values, and desires of the target audience makes a human connection.

• **Differentiate our brand** – Messages should set The Gardens apart. What is it that we offer that others don’t? What do we do better than other educational choices? How will the end result be different for the consumer because he/she chose Birmingham Botanical Gardens? To differentiate, we must make the effort to translate our features into benefits and outcomes that are compelling in ways that are relevant, repeated, and remembered.

• **Follow a clear objective** – What is the objective of the message? You must have one overarching objective/key message, or you will end up with a hodge-podge. The visual, the headline, and the body copy all must support the central proposition. A consistent, simple message is more likely to be remembered. Don’t dilute the central message. The goal of an advertisement is not to tell all, it is to entice and engage the target audience to want to know more, and it should tell them how/where to find out more.

• **Create arresting visuals** - Visuals are often better “hooks” than headlines; they communicate faster than words. When using visuals to cut through the clutter, don’t lose sight of what follows. The visual must make sense, must communicate the brand, and must deliver a positive message. Not only should the image grab people’s attention, it should reinforce the main message. Single illustrations that dominate the page increase readership. Multiple photos can work if the space is large enough; otherwise they will clutter the ad.

• **Make the most of the headline** - Most readers never get past the photo and/or headline of an ad. The more compelling and relevant the headline, the better the chance the reader will read into the body copy. Headlines can take on different forms; they don’t need to be too cute, witty, dramatic, or even exciting to work. They should stay away from rhetorical questions (though there are exceptions to this depending on if the question will drive them into the copy in a compelling way). 5 to 15 words work. Subheads can help elaborate or explain while further drawing the reader into the ad. Again, they must make sense/tie into the brand and the message.

• **Write tight, memorable body copy** - Short copy generally works best (again, there are exceptions to this rule). Pick one message; try not to cram everything into one ad. Speak clearly and concisely. Avoid buzz words, clichés, and puns. Use of bold subheads and/or bullet points can help break up a sea of type. Vary sentence length. Use active voice. Talk to, not at, the audience. It’s all about them, not us. Avoid needless jargon and/or industry jargon.

• **Use approachable tone and voice** – Tone of the headline and copy must be in keeping with our brand values.

Complex, multiple messages and layers of messages will get lost on the consumer. Tone should be friendly, approachable, and inviting.
Our Voice

**OUR VOICE - CONTINUED**

- **Using the power of suggestion** – messages should suggest but not beat you over the head. The power of suggestion is sensitive; it must be done in the right way. Audiences don’t want to be told what to do or think. Many times ads are parental, commanding, or literal; they try too hard to persuade. Self-selection and self-discovery by the target can be extremely powerful. A soft, yet compelling suggestion can make the audience want to know more, buy, enroll, or invest.

- **Design with white space** - Creative use of white space usually draws attention to the message. Do not clutter an ad with needless graphics, lots of photographs, or fancy designs. In marketing messages, less can truly be more. Predominant use of white space brings out the simplicity of the design. There are few exceptions.

- **Use of type** – the use of the Garamond font will keep consistent with The Gardens brand.

**OUR STYLE STANDARDS**

These style standards were created to standardize the documents we produce. As a cultural institution, we must be accurate, clear, and consistent. The Gardens uses the AP Style.

The guidelines below refer to things we run into frequently at The Gardens. Always use discretion and tailor your language for your intended audience.

12:00    Is neither a.m. or p.m., use either noon or midnight.

a.m. or p.m.  Lowercase with periods.

**Oxford Comma**  The Gardens does not use the Oxford Comma

**Dates**  Use the month and numeral. Omit st, rd, th, etc. For date ranges, separate dates with a hyphen or “through”.

**Birmingham Botanical Gardens**  Must be stated in full the first time it is used in a document. Subsequent to using the full name, the gardens may be referred to as The Gardens.

**Friends of Birmingham Botanical Gardens**  Must be stated in full the first time it is used in a document. Subsequent to using the full name, the gardens may be referred to as The Friends.

**Department Names**  Capitlize each word, e.g Education Department.

**Numbers**  Spell out numbers less than nine. Use numerals for 10 or more.

**Titles**  Capitalize formal titles when used directly before an individual's name. Lowercase and spell out titles when they are not used with an individual's name.

**Birmingham**  Capitlize in all uses.

**City**  Lowercase city when used (city of Mountain Brook), unless part of a formal name (Kansas City). Capitalize when part of a formal title, lowercase when not part of a formal title. The City of Birmingham is the exception and prefer city capitalized.

**board of directors**  Always lowercase

**Phone Numbers**  Use periods to separate, e.g. 205.414.3950.

**Individual Garden Names**  All marketing materials listing individual garden names should inclucde the donor name if possible, e.g. Formal Rose Garden is actually the Dunn Formal Rose Garden

**Captions for Photos with people**  Photos should always include a caption listing the individual's name if known. All captions need to be Garamond, 9pt.

**Plant Adventures**  This program should always be listed as Plant Adventures Program

**Library**  The Library shall be listed as The Library at Birmingham Botanical Gardens. Subsequent to using the full name, may be referred to as The Library
BOTANICAL PLANT NAMES - PURPOSE

As a botanical garden, it is extremely important that we be consistent with both the format and syntax of botanical and common plant names in our writing. It is an important element of our brand because it ties our printed material into our physical setting and the living collections within it. It is another way in which we are unique.

As an institution with an educational mission, we must realize that each time we use a plant name we miss an opportunity to educate if we do it incorrectly. Moreover, incorrect treatment of plant names removes us from the larger sphere of our peer group: botanical gardens across the world.

We also miss important chances to educate if we use images of plants without their (correct) names, and we leave our customers wondering, “What is that?”

To a lesser extent, we also have a chance to educate by indicating the garden in which the image of the plant was taken. This helps to complete the picture – literally – and enables viewers of the image to place themselves in our Gardens, bringing them closer to us.

PLANT NAMES IN DOCUMENTS

Proper botanical nomenclature must be used if the document is about plants, and/or features plants in general, or specific plants as an important component. Common names can be used alone if plants are not the primary focus of the document.

On first reference, use the full botanical name and the common name in a way that makes the connection between them clear, such as separated by commas, or in linked sentences. The botanical name should appear first. For subsequent references to the same plant(s), the common name alone may be used.

EXAMPLE: Buxus sempervirens, common boxwood, is often used as a hedge. However, boxwoods have other uses as well.

PLANT NAMES ON IMAGES

Botanical names alone should suffice for use on images of plants used for postcards, educational materials, newsletters, web site content and other publications. If space permits, use the common name, too. Always include the garden name.

EXAMPLE: Acer palmatum ‘Katsura’, Japanese Maple cultivar, Curry Rhododendron Garden

WRITING BOTANICAL NAMES

Botanical names are universal; that is, the same plant has the same botanical name in every part of the world. The syntax (structure) for botanical names is also universal.

Genus + specific epithet = species name: As a minimum, botanical names consist of two Latinized names: the genus and specific epithet. Together they comprise the species name. The plural of genus is genera and the plural of species is species. The genus is always capitalized, the specific epithet, never. The species name must always appear in italics, or offset by other typographical means (underlined) if italics are not available.

EXAMPLE:
Cornus florida

Cornus florida (acceptable if italics are not available) (Cornus = genus; florida = specific epithet)
**WRITING BOTANICAL NAMES - CONTINUED**

**Author's Citation:** In technical writing, the citation of the author who first published the description of the species is required following the specific epithet. Well-known authors are usually cited with abbreviations. The author's citation must be offset by some typographical means to distinguish it from the genus and specific epithet.

**EXAMPLES:**
- *Cornus florida* (Linnaeus)
- *Cornus florida* L. (the recognized abbreviation for Carolus Linnaeus)
- *Cornus florida* (L.)
- *Nandina domestica* Thunberg

Most, if not all, of the writing at The Gardens is of a non-technical nature and as such, does not warrant authors' citations.

**Botanical Varieties and Subspecies:** Species names are followed by an abbreviation followed by a Latinized term. The abbreviations “var.” and “subsp.” (varietas, and subspecies, respectively) must appear in regular type and the Latinized term that follows must appear in italics.

**EXAMPLES:**
- *Cornus florida* var. rubra
- *Hydrangea anomala* subsp. petiolaris

**Cultivars:** Species names are followed by the name of a CULTivated VARiety, shortened to CULTIVAR. Cultivar names, whether composed of Latinized or modern words, are always capitalized (every word), are always in regular type, and are always offset with single quotation marks.

**EXAMPLES:**
- *Cornus florida* ‘Pendula’
- *Cornus florida* ‘Appalachian Spring’

Cultivars may also be generically referred to as selections or varieties, but these are terms of horticulture and not botany.

Plant cultivars named prior to 1959 bear Latinized cultivar names; those after 1959 must have a cultivar name in a modern language. Correct nomenclature expresses the latter in the language of the cultivar’s origination, not in an English translation.

**EXAMPLE:**
- *Salvia nemerosa* ‘Mainacht’ (correct)
- *Salvia nemerosa* ‘May Night’ (incorrect, even though that is the correct English translation of the German cultivar name)

In certain cases, it may be advisable to explain the translation in a non-nomenclatural way.

**EXAMPLE:** Although often seen in local garden centers, *Salvia nemerosa* ‘Mainacht’ (often called ‘May Night’) is not well-adapted to Birmingham summers.
WRITING BOTANICAL NAMES - CONTINUED

Hybrids: Genus and specific epithet are separated by a multiplication sign, which is set in regular type next to the specific epithet (no space); or the specific epithet and multiplication sign are omitted and the genus name is followed by the cultivar name only.

EXAMPLES:  *Cornus* *Xrutgersensis* ‘Rutan’
            *Rosa* ‘Peace’
            *Rhododendron* ‘Frederick Douglas’

Unknowns: The genus name is followed by the abbreviation, “sp.” (plural “spp.”), which is in regular type and is not capitalized.

EXAMPLE:  *Quercus* *sp.* (refers to an unknown oak species)
           *Quercus* *spp.* (refers to more than one unknown oak species)

Groups of related plants: As for Unknowns, above.

EXAMPLE:  *Buxus* *spp.* (refers to any number of boxwoods)

Trademarks: Certain plant names are registered as, or are in the process of being registered as, trademarks. These names must bear the appropriate symbol identifying them as such, e.g. ®, or TM, respectively. If these marks are not available, the trademarked name must be followed by “brand” and a plant descriptor.

EXAMPLE:  *Betula nigra* ‘BNMTF’ is known as the Dura-Heat brand of river birch.

Note that cultivar names cannot be trademarked; therefore trademarks are not part of a correct botanical name.

COMMON PLANT NAMES

General: Common names are regional in nature, that is, the same plants have different common names in different parts of this country and the world. Common names are important in that they preserve elements of local and regional cultures, but in many cases, common names used without botanical name references provide insufficient, imprecise and confusing information.

Syntax: Common names of plants must be set in regular type. Common names are not proper nouns, therefore they are capitalized only when:

1.) Starting a sentence

EXAMPLE:  Boxwoods have been planted throughout The Gardens.

2.) The name of the plant contains a proper noun (a country, region or person’s name) or a cultivar name.

EXAMPLES:  All Japanese maples are known for their bright fall color.
            What’s the difference between Northern and Southern maidenhair ferns?
            My favorite dwarf yaupon is Shilling’s Dwarf. (Note that Shilling’s Dwarf is a cultivar name, but outside the context of a botanical name, single quotes are not used.)
COMMON PLANT NAMES - CONTINUED

Non-English Common Names: Common names written in languages other than English follow capitalization rules above, but may also need to be offset by some typographical means for the sake of clarity or emphasis.

EXAMPLE: Maples are known in Japan as momiji or kaede.

This is not always the case, however.

EXAMPLE: It’s called the Sakura Festival because sakura is the Japanese word for flowering cherry.

Use good judgment.

Common Names of Cultivars: Cultivars have become important elements of everyday horticulture and gardening, so much so that many plants are known commonly by their very popular (non-Latinized) cultivar names.

EXAMPLE: Pyrus calleryana = callery pear
Pyrus calleryana ‘Bradford’ = Bradford callery pear (Bradford pear, alone, is less precise)

In most cases, it is permissible to refer to these well-known plants by simply restating their cultivar name, absent the single quotes.

Some Latinized cultivar names (as well as botanical varieties) are commonly and easily translated into descriptive English words, and it is permissible to use those in the common name since they have broad acceptance.

EXAMPLE: Iris unguicularis ‘Pumila’ = dwarf Algerian iris
Prunus subhirtella ‘Pendula’ = weeping Higan cherry
Cercis canadensis var. alba = white-flowered Eastern redbud

This becomes difficult, wordy, redundant, meaningless and/or confusing when the cultivar name is complex, is in a non-English language, or is a not-easily translated Latinized term. It is often best to simply use the cultivar name, or use a generalized term.

EXAMPLE: Berberis thunbergii var. atropurpurea ‘f. nana’ ‘Crimson Pygmy’
= Crimson Pygmy barberry (is better than Crimson Pygmy dwarf purple Japanese barberry)
Acer palmatum ‘Koto No Ito’ = Japanese maple selection (is better than Koto No Ito Japanese maple)

Some common names have evolved that are descriptive in nature and are not simple re-statements of cultivar names. Convention (and research) will dictate the use of such names.

EXAMPLE: blue rug juniper = Juniperus horizontalis ‘Wiltoni’ (note non-capitalized common name and correct cultivar name)
MISCELLANEOUS
Don’t Be Redundant: Unless it is part of the recognized common name, using “tree” or other descriptive words after the names of trees (or other plants) is redundant and unnecessary.

EXAMPLE: Southern red oak *not* Southern red oak tree
Korean azalea *not* Korean azalea bush
petunia *not* petunia plant

Exceptions:
1.) Certain accepted common names include the words “tree” and “bush”

EXAMPLES: fringe tree, goldenrain tree, beauty bush, fetter bush

2.) There may be instances in which it is necessary to distinguish between a tree, and an object made from the wood of that tree.

Hardy: When referring to the survivability of a plant, the correct terminology is hardy (not hearty).

Flower: A flower is a specific part of a plant, not a specific group of plants. All plants have flowers, but many are not ornamental and therefore go largely unnoticed. Do not use “flowers” in a list of plant types.

EXAMPLE: At the plant sale, we will have trees, shrubs, perennials and flowers. (incorrect)

Bush: Unless “bush” is part of the accepted common name, “shrub” is preferred.

Groundcover: Is one word.

Crape myrtle: not crepe myrtle, crepemyrtle or crapemyrtle

PLANT FAMILIES
On first reference, use the Latinized name of the plant family and the description in a way that makes the connection between them clear, such as separated by commas, or in linked sentences. The plant family name should appear first. In subsequent references, either may be used alone. The family name and description are always set in regular type; the former is always capitalized.

Example: The Liliaceae, or lily family, contains important culinary plants, as well as the more familiar ornamentals.

Note that all currently accepted plant family names end in “-ceae”, which is pronounced “sē • ā”.

REFERENCES
Use library resources or consult with the Taxonomist.
ENVIRONMENTAL CONSIDERATION

When considering your design, please also consider sustainability issues. All printed material should be produced using environmentally-friendly methods and aim to use recycled and uncoated paper. Designs should be created specifically to look good on recycled, uncoated paper, while print runs and locality of print companies should also be considered (when possible) to reduce the carbon footprint.

Paper where possible should be:
- Accent Opaque
- Endurance
- Cougar

Where possible paper should be uncoated or given a matte finish

The minimum requirement should be no less than 10% recycled and 50% from managed forests, and FSC accredited

Print companies should use some or all of these processes:
- Computer-to-plate origination
- Waterless press capacity
- Alcohol-free printing process
- Inks should be vegetable based
- Where possible the finish should be uncoated

It is preferable for print companies to be locally based when possible. Budget considerations may prevent local printing.
The mission of Birmingham Botanical Gardens’ marketing department is to uphold and enhance the reputation, image, and values of The Gardens through a variety of communications tools, channels, and messages. The board of directors has authorized the director of marketing to develop, monitor and enforce the standards in this manual.

The standards outlined in this guide have been developed as a resource for use by individuals responsible for the development and execution of new materials. During the development process they are responsible for effectively incorporating The Gardens’ brand.

All brand materials must be approved by the director of marketing before production or distribution can begin.

The Marketing Department will be pleased to answer any questions related to incorporating the logo, colors, photography and typography into new or existing materials, ensuring the brand is being used correctly and reviewing copy that incorporates our branded key messages.

When needing to utilize the brand standards you may contact the following positions within the marketing department to assist you. This is not an exhaustive list of responsibilities.

**Public Relations Coordinator**
- News Releases
- Editorials
- Website Updates
- E-Newsletter
- Social Networking

**Director of Marketing**
- ALL news media including t.v., radio, magazine and newspaper
- Special event and organizational branding/marketing initiatives and direction
- Graphics/logo use
- Printing
- Paid and in-kind advertisements
- Publication design
- Promotional items
- Final approval of all materials

Please direct any questions related to the brand or items requiring approval to the director of marketing at 205.414.3959.
November 30, 2015

NAME  
ADDRESS  
CITY, ST ZIP

GREETING LINE:

At the Birmingham Botanical Gardens, we make an impact in our community by meeting our mission of connecting people with nature. In order to maintain our positive impact in the Birmingham region, we need your help!

Your gift:

• Provides free admission to Alabama’s most visited free attraction.
• Delivers hands-on science curriculum-based education to 10,000+ children who attended our award-winning Discovery programs during the 2014-15 academic year.
• Educates a record number children and adults (45,950+) about plants, gardens and the environment for more than 88,000 contact hours.
• Grows and Plants 1,000+ native trees annually in local parks, school campuses and storm-damaged communities.
• Engages 1,000+ community volunteers for more than 30,000 hours.
• Produces and Donates 3,000+ pounds of food annually for the hungry from the Bruno Vegetable Garden.
• Operates the only public horticultural library in the United States.
• Protects Alabama’s biodiversity by growing, protecting and conserving dozens of rare and endangered plants.
• Maintains Alabama’s largest living museum of 67.5 acres with 25+ unique gardens and 12,000+ different plants in our living collections.

Your year-end tax-deductible donation makes a difference. We look forward to your support.

For The Gardens,
Brian Barr     Fred Spicer
President    Chief Executive Officer

2015 Board of Directors
President
Brian Barr
President-Elect
Beverley Hoyt
Past President
B. Hanson Slaughter
Treasurer
Scott Walton
Secretary
Paul Jones
VP Development
Beverley Hoyt
VP Gardens and Buildings
Elizabeth Broughton
Governance Chair
Charles Goodrich
Officer
Wally Evans
Houston Gillespy
Junior Board President
Amanda Foshee
At Large
Cathy Adams
Craig Beatty
Mary Boehm
Chris Boles
Emily Bowron
Maggie Brooke
Clarke Gillespy
John Hudson
John Hurst
Bill Ireland
J. Turner Inscoe
Elizabeth Jernigan
Carl Jones
Natalie Kelly
Katie Baker Lasker
John Miller
John Smith

I would like to help Birmingham Botanical Gardens enrich our community:

•$50     •$100     •$150     •$250     •$500        •Other: $__________________
•In Honor of:     •In Memory of:     •Other: __________________

Tribute Name: ________________________________________________________________
Please Notify: ________________________________________________________________
Address: ____________________________________________________________________
City: ___________________________________ State: ________ Zip: ___________________

Please contact me about:  �Volunteering at The Gardens   ●Planned Giving
If you would like to be on our email list, please enter your address here: _________________________________________________________
Your new membership card is enclosed.
Applying the Brand

BIRMINGHAM BOTANICAL GARDENS

Heather Bell
Events Coordinator
direct: 205.414.3965
fax: 205.414.3966
main: 205.414.3950
heather@bbgardens.org

2612 Lane Park Road
Birmingham, Alabama 35223

bbgardens.org

BUSINESS CARD

Size: 2.5 X 3.5
Paper Color: White
Logo: Preferred Format

Color: PMS 377 C & PMS 5853 C
Font: Garamond
Font Size: 12, 11, 10

PROMOTIONAL ITEMS

Item: Varies
Logo: Preferred Format

Color: Should reflect color pallette

MAPS

Size: Varies
Logo: Preferred Format

Color: Should reflect color pallette

open daily from sunrise to sunset
free admission
BIRMINGHAM BOTANICAL GARDENS

MEMBERSHIP

Join now

AND START SAVING TODAY

plus, receive an exclusive members-only gift

会员

BROCHURES

Size: 9X16 folded to 4X9
Paper Color: White
Logo: Preferred Format
Color: 4/4
Font: Garamond
Applying the Brand

GENERAL RACK CARDS

Size: 4X9
Paper Color: White, Matte Finish
Logo: Preferred Format
Color: 4/4
Font: Garamond

EVENT TICKETS

Size: 2.5 X 6
Paper Color: White, Matte Finish
Logo: Preferred Format with contact information and event logo
Color: 4/4
Font: Garamond
SPRING PLANT SALE
APRIL 15-17, 2016
PREVIEW PARTY & MEMBERS-ONLY SALE: APRIL 14, 2016
BROOKWOOD VILLAGE
LOCATED IN THE MACY’S UPPER PARKING LOT
bbgardens.org/springplantsale

BANNERS
Size: 4’ X 9’, Vinyl
Logo: Preferred Format
Color: 4/0
Font: Garamond

POSTERS
Size: 11X17
Logo: Preferred Format
Color: 4/0
Font: Garamond
Friends of Birmingham Botanical Gardens appreciates your support with the donation of in-kind services or items. Please complete the information below for accounting and record maintenance purposes.

Return the completed form to:
Friends of Birmingham Botanical Gardens
Drew Rickel, donor relations officer
2612 Lane Park Road
Birmingham, Alabama 35223

A copy of this form acknowledging that The Gardens was the recipient of your donated service and/or item will be returned to you for tax purposes.

COMPANY/INDIVIDUAL NAME: ____________________________________________________________

(Please indicate how you want your name to appear in recognition items and signage)

ADDRESS: _________________________________________________________________________________

CITY: ____________________________________________
STATE: _________
ZIP: ___________________

PHONE: ______________________________
FAX: _________________________

EMAIL: ___________________________________________________________

DESCRIPTION OF IN KIND DONATION: ________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________

VALUE OF DONATION:   $ ____________________

DONOR’S PRINTED NAME: _____________________________________________________________

TITLE (if applicable): _____________________________________________________________

SIGNATURE: __________________________
DATE: __________________________

By signing below, the Friends of Birmingham Botanical Gardens representative is acknowledging the receipt of the above stated item(s) and/or services(s). The Gardens representative’s signature does not substantiate or certify stated value, which is the responsibility of the donor.

REPRESENTATIVE SIGNATURE: _____________________________________________________________

DATE: __________________________

TRIBUTE GIFT FORM

A Gift of Tribute to Friends of Birmingham Botanical Gardens is a unique and meaningful way to say that you care and at the same time support the services and programs of Birmingham Botanical Gardens.

Remembering Someone Special through a Gift of Tribute is a great way to express appreciation; recognize special occasions such as birthdays, anniversaries, graduations and promotions; and memorialize loved ones or friends.

The honored person or family, as appropriate, will be notified of the tribute. The amount will be kept confidential. All gifts are tax deductible as allowed by law. Tributes are recognized in *The Garden Dirt*, Friends of Birmingham Botanical Gardens’ Newsletter.

Please make checks payable to: FBBG

Charge my: ☐ MasterCard ☐ Visa ☐ Discover ☐ AMEX

Card #: __________________________________________  Expiration Date: ____________
Signature: ____________________________________________  Security Code: __________

$25 ☐ $50 ☐ $100 ☐ $250 ☐ Other: $________________________

In Honor of: ☐ In Memory of: ☐ Other: __________________

Tribute Name: _____________________________________________________

Please Notify: ______________________________________________________

Address: __________________________________________________________

City: ____________________________ State: ________ Zip: ________________

Donor Name: _______________________________________________________

Address: __________________________________________________________

City: ____________________________ State: ________ Zip: ________________

Email: ___________________________________________ Phone: ___________________

205.414.3950 bbgardens.org

Applying the Brand
Dr. William Welch
“RE-DESIGNING THE LANDSCAPE - SOME ROSY IDEAS.”
MAY 3, 2016

POSTCARDS

Size: 4X6

Paper: White, Matte Finish

Color: 4/4

Font: Garamond
POWERPOINT TEMPLATES
**ADVERTISEMENTS**

Size: Varies

Logo: Preferred Format

Content: Must have website/ For events must have dates, event name or logo and if room sponsors

Color: 4/0

Font: Garamond

Font Size: Varies

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"I learned that plants are helpful to human life. They give us oxygen." Janiah

"I really enjoyed the Conservatory with all the plants. My favorite plant was the cacao because it makes chocolate." Carter

"My favorite part was the whole day! I'm being a horticulturist. A horticulturist is a person that works with plants." Emma

Over the past year, more than 46,700 children and adults benefited from educational programs at Birmingham Botanical Gardens.

Last year, more than 46,700 children and adults benefited from educational programs at Birmingham Botanical Gardens.

bbgardens.org/

"Applying the Brand"
AGENDA

Size: 8.5 X 11
Paper Color: White
Logo: Preferred Format
Color: Black
Font: Garamond
Font Size: 12

MEETING AGENDA

Monday, September 8, 2008

Start at 11 a.m. in the Upstairs Conference Room, Garden Center

I. Welcome
   President, Morris Benners

II. Minutes

III. Finance Committee Report
   Treasurer, Reese Murray, III
   a. Endowment Spending Policy

IV. Development Committee Report
   VP Development, Kim Rogers

V. Executive Director Report
   Executive Director, Fred Spicer
   a. Brand Standards
   Director of Marketing, Andrew Krebbs

VI. Old Business/New Business

VII. Announcements

Meeting to end at Noon

Next Executive Committee Meeting: October 13, 2008

EXECUTIVE COMMITTEE

AGENDA

MEMO

Size: 8.5 X 11
Paper Color: White
Logo: Preferred Format
Color: Black
Font: Garamond
Font Size: 12

MEMO

To: Friends Staff
From: Andrew B. Krebbs
CC: Board President
Date: March 30, 2016
Re: 100 Word Boilerplate

Birmingham Botanical Gardens is Alabama’s largest living museum with over 10,000 different plants in its living collections. The Garden’s 67.5 acres contains over 25 unique gardens, 30+ works of original outdoor sculpture and miles of scenic paths.

The Gardens features the largest public horticulture library in the U.S., conservatories, a wildflower garden, two rose gardens, the Southern Living garden, and a Japanese garden with a traditionally crafted tea house.

Education programs run year round and over 11,000 school children enjoy free science-curriculum based field trips annually.

The Gardens is open daily, offering free admission to over 325,000 yearly visitors.
Applying the Brand

**IN-HOUSE INFORMATIONAL POSTERS**

- **Size:** 11 x 17
- **Paper Color:** White Cardstock
- **Logo:** Use preprinted paper stock
- **Color:** Full Color Laser
- **Font:** Garamond

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**POCKET FOLDER**

- **Size:** 9 x 12
- **Paper Color:** Warm Accent Opaque
- **Logo:** Preferred Format
- **Color:** 4/4
- **Font:** Garamond
Birmingham Botanical Gardens (The Gardens) is a public/private partnership between the City of Birmingham and Friends of Birmingham Botanical Gardens (The Friends), an Alabama non-profit corporation whose mission is to educate people about plants, gardens and the environment. (Highlights of 2014-2015 academic year; full report at www.bbgardens.org/education)

EDUCATION IMPACT STATEMENT 2014-2015

"I learned that plants are helpful to human life. They give us oxygen." Isaiah

"It was really fun planting. I learned some parts of a flower I didn't know existed." Emma

"I really enjoyed the Conservatory with all the plants. My favorite plant was the one because it makes chocolate." Carter

"My favorite part was...the whole day! It was fun being a horticulturist. A horticulturist is a person that works with plants." Linus

"I learned that plants are helpful to human life. They give us oxygen." Isaiah

Impact Statement

OVERVIEW

Children and adults who benefited from The Friends' educational offerings:

Dollars spent by The Friends on education and volunteer programs:

Community volunteers at The Gardens and hours worked:

The value of that volunteer contribution:

For Children

award-winning science-based school programs which include Discovery Field Trips, Discovery Backpacks and Garden Explorations.

programs given; students who attended those classes:

Alabama school districts served; number of schools participating in discovery programs:

Grades served by discovery programs:

Educators that participated in teacher training programs:

Portion of 16,000+ children in all programs who attended for free:


Science and Environmental Education: curricula excerpts provided for teachers to ensure that objectives and their curriculum relevance are clearly defined.

Preschool Objectives: based on Alabama Performance Standards for 4-year olds.

RENEWAL LETTERHEAD

Size: 8.5 X 14, perforation at bottom
Paper Color: White
Logo: Preferred Format
Color: 4/4
Font: Garamond

Consider renewing at a higher level and enjoy the many benefits of membership!

MEMBERSHIP RENEWAL

If you receive a renewal letter, please make sure your address is current. If your address has changed and you have not already informed us, please return this entire form. Please return this form to ensure your continued membership.

MEMBERSHIP RENEWAL

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MAGNETIC NAME TAGS

Size: 1.5 X 3.25 with magnetic back
Logo: Preferred Format
Color: B/W
Font: Garamond

VOLUNTEER APPRECIATION EVENT

Size: Varies
Logo: Preferred Format
Color: 4/4
Font: Garamond

WELCOME TO THE 2015 Volunteer Appreciation Luncheon

INVOCATION
Taylor Steele, Volunteer Coordinator
Friends of Birmingham Botanical Gardens

SPECIAL THANKS
Phyllis Sutton, Director, West Oxmoor Valley Community Center

BUFFET LUNCH

STAFF INTRODUCTIONS
Birmingham Botanical Gardens - James Horton
Alabama Cooperative Extension System - Sallie Lee
Friends of Birmingham Botanical Gardens - Fred Spicer

2015 VOLUNTEER OF THE YEAR AWARDS

Introduction
Taylor Steele, Volunteer Coordinator

Educator of the Year
Presenter: Ellen Hardy, Education Coordinator

Plantsperson of the Year
Presenter: John Manion, Kaul Wildflower Garden Curator

Volunteer Partner of the Year
Presenter: Taylor Steele, Volunteer Coordinator

A. Brand Walton, Jr., Volunteer of the Year
Presenter: Jason Kirby, Library Assistant & Archivist

Ida C. Burns Volunteer of the Year
Presenter: Fred Spicer, Chief Executive Officer

ENTERTAINMENT
Anthony Williams-AntMan Music Productions