



**New England
Botanic Garden**
AT TOWER HILL

Contents

Naming & Describing the Garden	3
Social Media & Images	4
Primary Logo	5
Logo Usage	6
File Types	9

Brand Kit Guideline

OVERVIEW

The purpose of these guidelines is to explain the use of New England Botanic Garden's logo to and reinforce consistent application of the visual elements of the Garden's brand in your communications. This includes publications, presentations, and all other marketing materials both online and offline.

NEW ENGLAND BOTANIC GARDEN BRAND IDENTITY

Brand Identity is the face and personality prseented to the global community. New England Botanic Garden created this guide to provide all the pertinent specifications you need to maintain the organization's brand integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will cohesively represent New England Botanic Garden to the outside world.

NEBG'S VALUES

- The Art & Science of Horticulture
- Lifelong Learning
- Environmental Stewardship
- Visionary Leadership
- Inclusivity
- Integrity
- Joyful Connections

BRAND KEYWORDS

- accessible
- inclusive
- joyful
- horticulture
- modern
- timeless
- interactive

A GUIDE TO

Naming and Describing The Garden

NAMING THE GARDEN

On first use, use the organization's full name "New England Botanic Garden at Tower Hill." Do not precede the name with the word "The." In subsequent uses, or if character limits require it, appropriate shortenings of the organization's name include:

- New England Botanic Garden
- NEBG

"Tower Hill" is not a recommended shortening.

DESCRIBING THE GARDEN

Please use the following blurbs to describe New England Botanic Garden.

75-word version

New England Botanic Garden is a 200-acre, four-season garden destination and horticultural resource located in Boylston, MA. Each year, over 200,000 visitors discover expertly designed formal and naturalistic gardens, conservatories, and walking trails, as well as educational programs, art exhibitions, and special events that engage people of all ages, backgrounds, and abilities in meaningful experiences with plants. At New England Botanic Garden, wandering is always welcome, and no two visits will ever be the same.

200-word version

New England Botanic Garden at Tower Hill is a garden destination and horticultural resource in the heart of New England. Located in Boylston, MA, the Garden is operated on 200 acres by the Worcester County Horticultural Society, one of the oldest societies of its kind in the country. Each year, more than 200,000 people visit to connect with nature, discovering expertly designed formal and naturalistic gardens, conservatories, and walking trails, as well as educational programs, art exhibitions, and special events that engage people of all ages in meaningful experiences with plants. A nonprofit organization and AAM-accredited museum, New England Botanic Garden cares for an irreplaceable collection of plants and places sustainability and environmental stewardship at the forefront of its work. Visitors to New England Botanic Garden also enjoy an onsite café and Garden Shop, accessible pathways, space for weddings and private events, and expansive views of the Wachusett Reservoir. This and more helped New England Botanic Garden be recognized as "Best Botanic Garden in the U.S." in 2023 by TravelAwaits. New England Botanic Garden is proud to be a place where everyone belongs, where wandering is always welcome, and where no two visits will ever be the same. Learn more at www.nebg.org.

A GUIDE TO

Social Media and Images

SOCIAL MEDIA

New England Botanic Garden has a robust social media presence across platforms including Facebook, Instagram, LinkedIn, X, TikTok, YouTube, and Pinterest, and we'd love to connect with you.

Please tag New England Botanic Garden on social media platforms using the handle **@NewEnglandBG**.

Please do not tag @towerhill.

USING IMAGES OF NEW ENGLAND BOTANIC GARDEN

The Garden has compiled an album of seasonal images you are welcome to access and download. Each individual image includes a photo credit. Please retain these photo credits for any use. If you have questions about the use of a specific photo or cannot find what you are looking for in the album, please contact a member of the marketing and communications team at marketing@nebg.org.

Please download images from our Flickr: [New England Botanic Garden Photo Album](#)



LOGOS

Primary Logo

The primary logo is the main logo used to represent New England Botanic Garden. It should never be recreated under any circumstances. Always ensure you are using the correct file type for the application. For example: when layering the logo on top of an image in inDesign, PNG is a transparent image that works best for application. When reproducing any logo elements, only the original high resolution or vector graphic files should be used - logos should not be taken from this document.

**Alongside this Guideline, is a zipped folder containing the official versions of the logo in PNG and JPG formats.*

BEST USED FOR

- Large displays
- Website banners
- Print ads
- Digital ads
- Brochures
- Signage
- Apparel
- Letterhead



**New England
Botanic Garden**
AT TOWER HILL



**New England
Botanic Garden**
AT TOWER HILL



**New England
Botanic Garden**
AT TOWER HILL

LOGOS

Logo Usage

EXCLUSION ZONE

Make sure that text or other design elements do not encroach upon the logo. The marked space should always be given to let the logo ‘breathe’ free from distraction.

X= the width of “HILL”

MINIMUM REPRODUCTION SIZE

In the primary logo format, a minimum size must be adhered to so that legibility is retained. In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.

- Only use high resolution
- Don't use too small of a version
- Don't reproduce or distort

If you have questions about how to best incorporate the New England Botanic Garden logo into artwork, please contact a member of the marketing and communications team at marketing@nebg.org



LOGOS

Logo Usage

It is essential to maintain a consistent layout across all media, changing key elements of the logo introduces confusion into the brand, as demonstrated in the examples here.



LOGOS

Logo Usage

The do's and don'ts found here provide examples of how to pair specific logo colors with specific types of backgrounds.



DO KEEP THE LOGO COLOR AS IS AND USE ONLY ON A SOLID WHITE BACKGROUND



DO USE THE BLACK LOGO ON A LIGHT-IMAGE OR A SOLID LIGHT-COLOR BACKGROUND



DO USE THE WHITE LOGO ON A DARK-IMAGE OR A SOLID DARK-COLOR BACKGROUND



DO NOT PAIR WHITE TEXT WITH A SATURATED APPLE BLOSSOM ICON



DO NOT USE THE BLACK LOGO ON A DARK BACKGROUND



DO NOT USE THE WHITE LOGO ON A LIGHT BACKGROUND

A GUIDE TO

File Types

Not all file types are appropriate for all purposes. Make sure to choose the best file type for the format of the job.

**JPG OR JPEG - FOR PRINT AND ONLINE**

Most commonly accepted image file type across a broad range of different computer software, print materials and web applications. JPG's can support CMYK and RGB colour profiles and can be saved with high or low resolution.

**PNG - FOR ONLINE USE**

Great for maintaining online images with sharp edges without blurring or pixelating. PNG files also support transparency but are not recommended for professionally printed materials.

Enjoy!

QUESTIONS?

Please contact the
marketing & communication
team at NEBG

508.869.6111
11 French Dr.
Boylston, MA
marketing@nebg.org