

# 2011 Blue Thumb Partners' Agreement & Logo Standards Manual

Updated October 11, 2010

**The enrollment/membership renewal period for 2011 is December 1-31, 2010.**

**Materials orders (such as bookmarks & brochures) for 2011 are due by January 31, 2011.**



## Table of Contents

pg. 3	<b>Quotes from Partners about the Benefits of Blue Thumb</b>
4	<b>Program Overview</b>
5	<b>Blue Thumb Program Goals &amp; Strategies</b>
6	<b>2011 Calendar</b>
7-8	<b>Definitions</b>
9	<b>Terminology</b>
10	<b>Primary Signature</b> Logo Logo + Tagline
11	<b>Signature Sizing</b> Minimum Size Clear Space
12	<b>Signature Colors</b> PMS Colors 4-color process RGB equivalents
13	<b>Typography/Font Usage</b> Primary Typeface Secondary Typeface
14-16	<b>Partners' Agreement</b>

## Quotes from Partners about the Benefits of Being a Blue Thumb Partner

### Collaboration

"Metro Blooms worked with Blue Thumb to host a fantastic Fourth of July (that was the first stop of the Alexandra Cousteau's "Blue Legacy Tour") to promote our Powderhorn Lake project. Working together, we put on a much more valuable and visible event than we could have done on our own." – Corrie Zoll, Metro Blooms

### Generating business/Referrals

"BlueThumb.org drives traffic to our website and generates sales at our nursery through referrals from raingarden presentations." - Hedberg Nursery, Tina Plant

### Resources

"Having access to educational materials and displays has been a great advantage for a smaller group such as VLAWMO. Being a part of Blue Thumb means we can use these high quality materials that we would not be able to produce on our own." – Kristine Jenson – VLAWMO

### Networking

"The benefits of partnership include networking, access to potential customers and the promotion of native landscapes. The partners of Blue Thumb are a great bunch and we look forward to the meetings and the projects." - Tom Dickhudt, Sunrise Native Plants

"We would have never gotten attention from National Geographic without being the dynamic partnership that we are. Together, we're awesome!" - Dawn Pape, Rice Creek Watershed District

### Other Comments

1. High quality, professional brand. Tap into the brand.
2. PR
3. Free tools like plant selector, how-to videos, check out banners and other resources
4. Being on BT website generates clicks on our website
5. Sharing materials is efficient use of taxpayer money .
6. The power of many workshops you can refer people to.
7. BT partners in many geographic areas you can refer people to.
8. One place – www.bluethumb.org (easy for residents to remember, one-stop shopping)
9. Easy to direct people to partner vendors, how-to videos, etc. via website
10. Single source (website) for information, credibility
11. Collaboration of ideas, advice, networking, technical expertise
12. Cities are required to provide stormwater education so the collaboration of partners to provide materials saves a lot of tax-payer dollars.
13. Enthusiasm of BT network
14. Event/trade show presence. Show up at a booth with business cards and get job leads.
15. Professional, organized group with proven materials and messages
16. Personal education and networking
17. High quality material resources
18. Idea sharing and consistent messages
19. Identify and work together on projects we can do together as a group
20. At BT presentations, commercial partners are recommended as places for residents to shop.
21. Connecting the dots. Among partners you can express an idea, then other partners often have ideas, solutions and experience to help you.

## Blue Thumb Program Overview

The Blue Thumb program was created to encourage homeowners to use native plants in gardens, plant raingardens, and stabilize shoreline property with native plants to improve water quality. The Blue Thumb program does not encompass all best management practices (BMPs) such as pervious and porous pavers, rain barrels, etc.

Although the program was created by Rice Creek Watershed District, it is intended for use throughout the Midwest. A steering committee, consisting of representatives from various Blue Thumb partner organizations, sets program goals and determines the strategic plan for the program.

## Main Components of the Blue Thumb program:

- I. User-friendly website BlueThumb.org
  - A. Partners of the Blue Thumb – Planting for Clean Water™ program will be on the Blue Thumb website on all applicable pages, i.e. partners, stores, grants, news stories.
  
- II. Collaborating on Educational and Outreach Efforts
  - A. *Partnerships*

The Blue Thumb program strengthens educational efforts in both the public and private sectors through the collaboration of local governmental units (watershed districts, conservation districts, cities, counties), non-profits, private sector nurseries, garden centers, landscapers, contractors and consultants.

Benefits to partners include professional development and networking, a listing on the website, credibility, job leads, use of shared resources and materials, shared promotions and outreach through traditional media outlets, social media networks and special events. .
  
  - B. *Educational and promotional materials available for purchase.*

Current materials include brochures, bookmarks, stickers and table-top kiosks and garden art signs. Login to the partners' portal page to download the order form (pdf document) and then fax, scan and email or mail it to Dawn Pape (fax 763-398-3088, dpape@ricecreek.org, 4325 Pheasant Ridge Dr. NE #611, Blaine MN 55449). We are seeking to continually develop promotional materials partners will find useful. Please let a member of the steering committee know if you have an if you have an idea for a useful promotional material. **All orders for 2011 are due by January 31, 2011.**

To purchase raingarden guides, visit the raingarden page on Blue Thumb website to find out where you purchase these locally or online.

## Blue Thumb Program Goals & Strategies

### Program Goal

The Blue Thumb program was created to improve water quality and habitat. The program will promote the use of plants, primarily through retailers, to reduce stormwater runoff and as a method for stabilizing shorelines.

### Strategies to Be Implemented in 2011 to Reach Program Goal

- I. Outreach and Education on Native Gardens, Raingardens and Lakeshore Stabilization using Native Plants
  - a. Promote Blue Thumb via website and develop the website as needs arise.
  - b. Promote Blue Thumb via a minimum of 50 workshops and presentations to residents and stakeholder groups in 2011
  - c. Implement a training on Facebook and a “train the trainer” program on Raingarden Design, Install and Maintenance (and possibly other topics according to partner input) for partners interested in giving community presentations
  - d. Promote Blue Thumb via a minimum of 100 press releases
  - e. Promote Blue Thumb via a minimum of 130 newsletter articles
  - f. Promote Blue Thumb at a minimum of 60 events (e.g. State Fair, county fairs, “green” fairs, lawn and garden shows, etc.)
  - g. Promote Blue Thumb in libraries, city halls, yard signs, social media and the media
  - h. Incorporate Blue Thumb plantings in public spaces with signage recognizing the Blue Thumb and its partners involved with the project.
  - i. Develop social media marketing strategies
  
- II. Connecting Blue Thumb Clients to Commercial Partners
  - a. Collaborate to effectively promote native plantings, raingardens and lakeshore stabilization using natives
  - b. Develop various display and promotional methods that fit the needs of private industry partners
  - c. Develop marketing techniques and adapt accordingly
  - d. Collaborate to identify methods that make it easy for residents to purchase plants (e.g. plant drop-offs, plant sales etc.)
  - e. Have the “The Blue Thumb Guide to Raingardens” and garden art signs available for retail if desired
  
- III. Work with other agencies to expand the Blue Thumb program:
  - a. Give presentation(s) to other agencies to introduce concept
  - b. Have cities and other MS4s use the Blue Thumb program to help satisfy their federal Clean Water Act mandates (SWPPP requirements).

## Blue Thumb Program 2011 Calendar

### December 2010

- December 10th - Steering Committee meeting at RWMWD office from 10 a.m.-12:00 p.m.
- Partner agreements for 2011 due by 12/31/10
- Reported hours and dollar contributions due by 12/31/10

### January 2011

- January 10th -New partner training at CRWD
- January 14th - Partner Meeting at CRWD office from 9:00-11:00 a.m.
- TBD - Commercial partners sub-committee working on home and garden show strategies and spring plant sale

### February

- February 4th - training Part II on Facebook and social media
- TBD - train the trainer on Raingarden Design, Installation and Maintenance
- Enter your upcoming events on the Blue Thumb calendar

### March

- Represent Blue Thumb at home and garden and environmental fairs
- March 18th - Steering Committee meeting at RWMWD office from 10 a.m.-12:00 p.m.
- Send out a press release about your upcoming event and mention Blue Thumb

### April

- April 8th - Partner Meeting at CRWD office from 9:00-11:00 a.m.
- Represent Blue Thumb at home and garden and environmental fairs
- Sign up to staff the Living Green Expo Blue Thumb booth

### May

- Represent Blue Thumb at home and garden and environmental fairs and the Living Green Expo
- Mention Blue Thumb program at site visits or when talking to clients and residents

### June

- June 17th - Steering Committee meeting at RWMWD office from 10 a.m.-12:00 p.m.

### July

- July 8th - Partner Meeting at CRWD office from 9:00-11:00 a.m.

### August

- Sign up to volunteer at the State Fair with the Blue Thumb exhibit in the Eco-Experience building

### September

- September 23rd - Steering Committee meeting at RWMWD office from 10 a.m.-12:00 p.m.

### October

- October 14th - Partner Meeting at CRWD office from 9:00-11:00 a.m.
- Add your completed projects to the Blue Thumb virtual tour

### November

- Train the trainer event - topic TBD

### December

- Partner agreements for 2012 due by 12/31/11
- Reported hours and dollar contributions due by 12/31/11

## Definitions

### Background

Better landscapes result from a **balanced mix** of turf grass lawns and/or other traditionally manicured portions with areas that can use plants that require less maintenance. How the balance is made depends on what is appropriate for the overall situation. Also, what is appropriate for one part of a yard may be completely inappropriate in another part. Many factors should be considered in making planning decisions for any landscape project. Some of these are:

- **site conditions** such as soil type and shade;
- **functional or use requirements** such as play areas and structures;
- **surroundings** such as shorelines, wetlands and/or neighborhood culture and environment;
- **personal tastes** and interests of the land owner(s);
- **local codes**, association covenants and other requirements placed by government agencies.

Some places that are good candidates for using lower maintenance plantings are shorelines and wetland buffers. There are various options for landscaping these areas. One very desirable and increasingly popular option is to use native plants. Native plants are important to use because of their low maintenance, soil stabilizing, stormwater retention abilities, and wildlife attracting characteristics. It is also very important to help reintroduce the hundreds of wonderful plant species that were “here first”.

### What is a “Native Plant”?

Generally speaking, all species are native to someplace. But, people have taken many plants with them as they have emigrated around the world. In landscaping terms, “native” refers to a plant species that is used in a location or region where it grew before people began moving plants around. In the mid-west, this means before the time of settlement by Europeans around 1850.

Many species are known to occur across relatively wide ranges of geography, climate and environmental conditions. It is commonly understood that sub-groups of these species became adapted to various local conditions within these wider ranges. These are called “local ecotypes”. It is desirable to use the best adapted plants for a landscape project. **Local ecotype native plants are clearly well adapted to local conditions. Therefore, Blue Thumb projects using native plants require local ecotype native plants. This means plant material propagated from original sources no farther than 200 miles (300 miles for trees and shrubs) from the project.** Certain projects, such as ecological restorations, may require sources closer than this.

### What's the difference between a native plant and a “cultivar”?

Many kinds of garden plants result from a breeding program or a deliberate process to select for certain desirable characteristics such as flower color. These plants are called “cultivars”. The word is derived from the words “cultivated” and “variety”. They are usually given a unique name. Most turf grasses as well as annual and perennial bedding plants are cultivars. There are cultivars that have been selected and bred from species native to the U.S. too. Their genetic make-up is considered to be somewhat narrowed and altered from the original source material. **Therefore, cultivars may only be used in those Blue Thumb projects that specifically allow them.** Native gardens are encouraged to be native, but not required to be. Cultivar use is allowed in raingardens. Shoreline stabilization plantings, however,

must use only local ecotype native plants. Regardless of their origin, cultivars and non-native plants should not be introduced to the shoreland because they may invade existing native plant communities, their root systems may not adequately protect the shoreline from erosion, and they may not provide shelter and food for native animals.

### **Why are distinctive regional landscapes important?**

An intriguing aspect of landscaping and gardening is that you have to work with what you have. For the most part, soils and climate conditions are givens. This means that a yard in Minnesota is fundamentally different from one in Arizona, or even Iowa. It should look like it too! However, the cultural forces of uniformity that give us identical big box stores and fast food restaurants across the land also tend to create a bland sameness in the style of our landscapes. While mass producers and marketers lower costs and broadens availability, it also turns something special into a bland commodity. Lowest possible up-front cost and standardization is fine for cars and electronic toys. It is questionable for food, a big threat for native plants and a disaster for regionally distinct, environmentally beneficial landscapes.

One size definitely does not fit all and lowest price is not always best. Time and money invested into **a quality landscape that promotes clean water benefits everyone**. It's a lot less expensive to keep pollution out of our lakes and rivers by planting for clean water than it is to clean our waters up later.

drafted by Blue Thumb Partner, Karl Ruser  
Landscape Alternatives, Inc.

## Terminology

When discussing the three areas of the Blue Thumb program, they should be listed either from least to greatest direct impact on water quality (native gardens, raingardens and shoreline stabilization) or from greatest to least impact on water quality (shoreline stabilization, raingardens and native gardens).

### **Sample Descriptions of the Program Areas**

#### *I. Design Native Gardens*

They are beautiful, cost less and require less maintenance than a lawn. Once established, native plantings need little weeding, watering, mulching or mowing.

#### *II. Create a Raingarden*

Filter dirty stormwater from streets and rooftops before it enters our lakes and rivers. The main purpose of a raingarden is to absorb stormwater runoff. Therefore, both natives and non-natives are acceptable in raingarden plantings.

#### *III. Stabilize Shorelines*

Roots of native plants are long so they anchor the soil and filter out pollutants as well as discourage geese from congregating. In stabilizing shorelines with plants, native plants must be used.

To avoid confusion with other programs, it is important to keep terminology consistent. When covering the three main areas of this program, only use "acceptable terminology":

### **Acceptable Terms to Describe the Blue Thumb Program Areas**

- Native Gardens
- Native Plantings
- Raingardens (**one word**)
- Stabilize shorelines/lakeshores
- Shoreline/lakeshore stabilization
- Stabilize shorelines/lakeshores with plants or plantings
- Stabilize shorelines/lakeshores with native plants or native plantings
- Shoreline/lakeshores stabilization with/using plants/native plants/vegetation

### **Terminology to be Avoided in Describing the Blue Thumb Program Areas**

- Natural plantings
- Rain gardens (two words), rainwater gardens, water garden
- Vegetated buffer, lakescaping, aquascaping, shoreline buffer, buffer zone.

The Blue Thumb  
Logo



The Blue Thumb  
Primary Signature  
Logo + Tagline



## Primary Signature

The Blue Thumb logo is a visual expression of the program and what it represents. When used consistently, it will build recognition and awareness of the program.

The primary signature includes the Blue Thumb logo and the tagline “Planting for Clean Water”, set in the typeface Tarzana Narrow. To properly position the program in the mind of the public, the tagline should be used in conjunction with the logo at least once in all program communications.

It has been created specifically for Rice Creek Watershed District and must never be recreated or modified in any way.

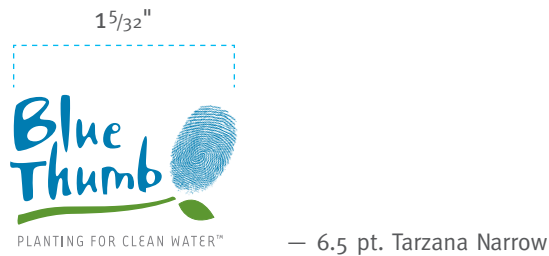
## Basic Guidelines:

The Logo + Tagline should be used at least once in any communications piece, whether printed or electronic. If the name of the program is used with the tagline, a trademark symbol (“™”) should be used. However, if just referring to the Blue Thumb program, no trademark symbol should be used.

All versions of the logo must be reproduced without alteration from approved electronic artwork files, provided by Rice Creek Watershed District.

Artwork shown in this manual is for illustration purposes only. To acquire approved logo files, login to the partner portal then click on “Blue Thumb files” under “Organizational Information.” Then click on “Fonts and Logos” to download the fonts and logos.

## Primary Signature Minimum Size



## Primary Signature



## Logo



## Signature Sizing & Minimum Sizing

To ensure legibility of the Blue Thumb Logo + Tagline, the signature should never be used smaller than 1<sup>5</sup>/<sub>32</sub>" (measured from the left edge of the "B" to the right edge of the thumbprint in the logo). The "Planting for Clean Water" tagline must be no smaller than 6.5 pt. in the Tarzana Narrow typeface.

For formats that won't accommodate the Primary Signature at this minimum size, the Logo alone may be used close to a text reference stating the full program name, "Blue Thumb, Planting for Clean Water™".

## Clear Space

To ensure visual impact and legibility of the Primary Signature, a minimum clear space must be preserved around the mark as shown in the diagrams to the left. When possible, additional clear space is preferred.

The size of the space is based on the height of the capital letter "B" in the logo. Typography and other design elements should not be positioned within the clear space.

Three-color: Blue, Green and Dark Gray



Two-color: Blue and Green



One-color: Blue or Black on light background



Reversed White on dark or black backgrounds



## Signature Colors

The Blue Thumb signature colors are Blue Thumb Blue, Blue Thumb Green and Blue Thumb Dark Gray.

The Primary Signature should appear in all three PMS colors whenever possible.

When not printing with three colors, preferred two- and one-color versions appear at left.

When used with a dark color, the logo should be reversed to white as shown.

Blue Thumb Signature Colors:

Blue Thumb Blue  
 Pantone coated 7468  
 Pantone uncoated 7468  
 CMYK: C-94, M-16, Y-7, K-28  
 RGB: R-0, G-117, B-154  
 Websafe color: #006699

Blue Thumb Green  
 Pantone coated 370  
 Pantone uncoated 370  
 CMYK: C-64, M-5, Y-100, K-24  
 RGB: R-91, G-143, B-34  
 Websafe color: #669900

Blue Thumb Dark Gray  
 Pantone coated Cool Gray 10  
 Pantone uncoated Cool Gray 11  
 CMYK: C-38, M-29, Y-20, K-58  
 RGB: R-97, G-99, B-101  
 Websafe color: #666666

## Typography/Font Usage

Celestia Antiqua Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

*Celestia Antiqua Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz1234567890*

**Celestia Antiqua Semibold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz1234567890**

**Celestia Antiqua Caps**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz1234567890**

Meta Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Meta Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Meta Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz1234567890**

Consistent use of type is a key element in creating a cohesive look across all Blue Thumb communications. At all times use of the following typefaces is recommended:

The primary typeface for all Blue Thumb materials is Celestia Antiqua. This font should be used for large amounts of body copy.

The secondary typeface is Meta, used for headlines, subheads, minimal copy and whenever a distinct contrast to Celestia Antiqua is desired.

To acquire approved fonts, login to the partner portal then click on "Blue Thumb files" under "Organizational Information." Then click on "Fonts and Logos" to download the fonts.

# 2011 Partners' Agreement

## 1. Blue Thumb Logo:

The Blue Thumb – Planting for Clean Water™ logo was created to be an attractive, visible, and memorable component of the Blue Thumb program. Promotional materials used for the Blue Thumb program all bear the logo and the same signature colors, look and style as outlined previously in this document.

## 2. Keeping Up-To-Date with Blue Thumb News:

It is your responsibility to make sure you are receiving the monthly Blue Thumb email updates. If you fail to receive them, contact Dawn Pape to make sure your email address is correct on the distribution list. Also, if you miss a general meeting, it is your responsibility to read the meeting minutes that are posted on the partner portal.

## 3. Sharing Materials:

A courtesy copy of all Blue Thumb promotional materials created by partners shall be shared so we create a collection of materials for all partners to utilize. We are working on developing a more user-friendly system where you can upload your materials from the partner portal. Until that system is developed, please follow the ftp directions for sharing large files that cannot be emailed.

Go to <ftp://data.ricecreek.org>

Type in username: rcwd\_ftp and password: ricecreek

Put the materials you are sharing with the Blue Thumb logo on it in the Blue Thumb Share folder within the “upload” directory. They will then appear at <http://data.ricecreek.org/upload>

Email Dawn at [dpape@ricecreek.org](mailto:dpape@ricecreek.org) when you're done uploading so she knows it's there and she can transfer it to the “partner portal.”

## 4. Definitions and Terminology:

It is important that we are all giving a consistent message to the public. Therefore, the definitions and terminology outlined in this Blue Thumb Standards Manual (p. 6-12) must be adhered to in order to be a Blue Thumb partner in good standing.

## 5. Continuing Education:

Partners will be expected to continue their own education on their honor about native plants, raingardens and shoreline stabilization by attending trainings or workshops held by Blue Thumb partners or other experts.

## 6. Program Support:

To ensure that the Blue Thumb program keeps moving forward and we achieve our goals for 2011 (outlined on page 4), partners will be expected to use their strengths to support the Blue Thumb program and incorporate Blue Thumb activities into their normal activities. Partners will need to complete a minimum of 30 volunteer action hours during 2011 or donate \$1,500 to the program. Any combination of hours or monetary contribution is acceptable, i.e. 15 hours and \$750. Each action hour is counted as a \$50 contribution.

“Volunteer action hours” are defined as any action that promotes or furthers the development of the Blue Thumb program. Partner volunteer action hours can be satisfied in a wide variety of ways such as, but not limited to: participating in Blue Thumb work groups, putting up a Blue Thumb sign at a project or display booth, promoting Blue Thumb in conjunction with your daily business in talking to customers, hosting or participating in Blue Thumb workshops, writing articles, press releases and/or advertisements that relate and/or promote Blue Thumb goals. **Your organization is responsible for entering your own contributions on the website by the end of each calendar year. If contributions are not completed and/or entered, we will assume your organization wishes to end their partnership with Blue Thumb.**

# 2011 Partners' Agreement

## Partner Information

Company/Organization \_\_\_\_\_

Main Blue Thumb Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_

Email \_\_\_\_\_



## Partner Contributions

Please outline how your organization intends to fulfill the Blue Thumb partnership agreement. Attach additional sheets if necessary.

I am interested in...

- volunteering at the Blue Thumb exhibit at the State Fair
- volunteering at the Blue Thumb booth at the Living Green Expo
- serving on a sub-committee (please specify your interest/talent)
- contributing content to the Blue Thumb eNews and/or blog (highlighting your organization)
- contributing services and or coupons for the eMarketing program

Other Activities

Approximate number of hours

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

Estimated Cash Contribution to the Blue Thumb program's budget

Approximate date of contribution

\_\_\_\_\_

\_\_\_\_\_

## Website

In order to access the Blue Thumb website to put up your partner profile, log your partner contributions, post events, news articles, update the plant selector tool, obtain Blue Thumb logos and fonts, meeting agendas and minutes, etc, you will need a username and password for your organization. Please write your organization's username and password below. If you are a continuing Blue Thumb partner and already have a username and password, please use the same one. If you have forgotten your username and password, please contact the membership chairperson.

Username (Please note: The username is required for returning partners. Please do not write 'same as last year' since our member chair changes from year to year) \_\_\_\_\_

Password \_\_\_\_\_

