2013 Blue Thumb Partners' Agreement & Logo Standards Manual

Updated 10/11/2012

The enrollment/membership renewal period for 2013 is December 1-31, 2012.

Materials orders (such as bookmarks & brochures) for 2013 are due by January 31, 2013

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

Collaboration

"How else could a group staff 12 days of the fair and have exposure to thousands if not tens of thousands of visitors? Only through a partnership like Blue Thumb." – *Angie Hong, Washington Conservation District and EMWREP*

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, Lawn Chair Gardener*

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 and training opportunities
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. To help residents find the help they need from our various public, private and non-profit partners, we have added a "find help" search tool as well as a partner map to help website users to find Blue Thumb partners near them. -

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.
          All orders for the entire year of 2013 are due by January 31, 2013. To order, log in to the partners' portal page to find the link to the Google Docs order form. To see what materials are available, view the "available materials" document next to the order form on the partner portal.

          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 idea for a useful promotional material or create it yourself and share it with others on the ftp.

          To purchase raingarden guides, visit the raingarden page on the 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 educates residents about the use of plants to reduce stormwater runoff and as a method for stabilizing shorelines. The program also makes it easy for residents to implement their projects by using the various tools on the website to find workshops, designers, installers and nurseries they need.

Strategies to Be Implemented in 2013 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 2013
  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 2013 Calendar

December 2012
- December 20th - Steering Committee meeting at RWMWD office from 10 a.m.-12:00 p.m.
- Partner agreements for 2013 due by 12/31/12
- Reported hours and dollar contributions due by 12/31/12

January 2013
- January 17th -New partner training at CRWD 9:00-10:30 a.m.
- January 17th - Partner Meeting at CRWD office from 10:45 a.m.-12:00 p.m.
- January 31st - Materials order for 2013 due
- Landscape Revival subcommittee working on sale

February
- February - train-the-trainer workshop -date and topic TBA
- February 27th -March 3rd- Minneapolis Home & Garden Show - sign-up to take a shift
- *Enter your upcoming events on the Blue Thumb calendar*

March
- *Represent Blue Thumb at home and garden and environmental fairs*
- March 28th - 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 18th - Partner Meeting at CRWD office from 9:30-11:30 a.m.
- *Represent Blue Thumb at home and garden and environmental fairs*
- *Sign up to staff the Living Green Expo Blue Thumb boot*

May
- May 4th-5th Living Green Expo - sign-up to take a shift!
- *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 1st - Landscape Revival in Roseville
- June 27th - Steering Committee meeting at RWMWD office from 10 a.m.-12:00 p.m.

July
- July 18th - Partner Meeting at CRWD office from 9:30-11:30 a.m.

August
- Augst 22nd-Sept. 2nd - State Fair with the Blue Thumb exhibit in the Eco-Experience building sign-up to take a shift!

September
- *Add your completed projects to the Blue Thumb virtual tour*

October
- October 3rd - Steering Committee meeting at RWMWD office from 10 a.m.-12:00 p.m.
- October 24th - Partner Meeting at CRWD office from 9:30-11:30 a.m. Train the trainer event - topic TBD

November
- Midtown Global Market event - Do It Green

December
- Partner agreements for 2014 due by 12/31/13
- Reported hours and dollar contributions due by 12/31/13

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, culivars 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).

<u>Sample Descriptions of the Program Areas</u>

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

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 <u>Avoided</u> 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 registered 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

$1\,^5/_{32}"$

— 6.5 pt. Tarzana Narrow

Primary Signature

Logo

Signature Sizing & Minimum Sizing

To ensure legibility of the Blue Thumb Logo + Tagline, the signature should never be used smaller than $1\,^5/_{32}"$ (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.

2013 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 the steering committee 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. .

Log in to the partner portal
Go to "Organizational Information" section
Next click on "View ftp upload instructions"

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 Partners' Agreement and Logo 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 20123(outlined on p. 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 2013 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. A suggested donation of $20 is requested for display maintenance if partners plan to check out displays in 2013.

"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.

2013 Partners' Agreement

Partner Information

Company/Organization _____

Your Organization's 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
- ☐ I plan on checking out displays and will be contributing $20 for display maintenance

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 _____

2013 Partners' Agreement

For All Blue Thumb Partners:

The below signatures indicate that _____ has agreed to become (or continue as) a partner to
Name of Organization

the Blue Thumb – Planting for Clean Water® program in accordance with the terms described in this Agreement. <u>Improper

use of the Blue Thumb program as outlined in this Blue Thumb Partners' Agreement and Logo Standards Manual may result in

suspension from the Blue Thumb Partners.</u>

By: _____   _____   By: _____   _____

   Partner representative   Date   Blue Thumb Representative   Date

For Nurseries and Garden Centers, Installers & Designers Only:

Nurseries and garden centers selling native plants will be expected to supply and/or use native plants as defined in the Blue

Thumb Agreement (p. 7-8). Sales of "native plants" must be local ecotype native plants. This means plant material propagated

from original sources no farther than 200 miles (300 for trees and shrubs) from the projects. <u>Improper use of the Blue Thumb

program as outlined in this Blue Thumb Partners' Agreement and Logo Standards Manual may result in suspension from the

Blue Thumb partnership.</u>

The below signatures indicate that _____ has agreed to become a partner to the Blue Thumb –
Name of Organization

Planting for Clean Water™ program in accordance with the terms described above.

By: _____   _____   By: _____   _____

   Partner representative   Date   Blue Thumb Representative   Date

Please scan and email or mail pages 15-16 of this partnership agreement to Tina Plant at:
tplant@hedbergaggregates.com
Hedberg Landscape and Masonry Supplies, Attn. Tina Plant
1205 Nathan Lane North
Plymouth, MN 55441