

El Paso County 4-H Branding Policy



All branding (i.e. clothing, awards, logos) for committees, clubs, or project groups should be sent to the Extension Office for approval. It is important that the 4-H and Colorado State University policy is followed so that both organizations are represented properly.

Common mistakes in branding are not putting the dash in “4-H”, using the correct 4-H logo, etc.

This is the correct 4-H logo.

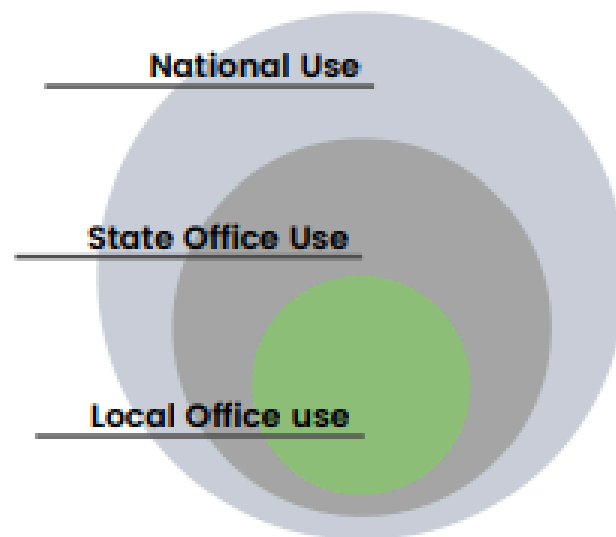


If you have any questions, please do not hesitate to reach out to Emily.Green@colostate.edu, Jennifer.Loewen@colostate.edu, or Shawna.Lamothe@colostate.edu

How to Use the 4-H Name and Emblem

FACTS

- It is a Federal mark – protections and standards exceed that of trademarks and copyrights
- Using the 4-H Name and Emblem is a privilege and authorization of use can be revoked for misuse
- There are National Standards for the use of the 4-H name and emblem
- CES and USDA give each Land Grant University the authority and that is passed to the State 4-H Office and then to the Local Extension Offices.


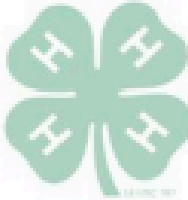
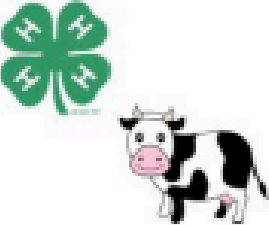
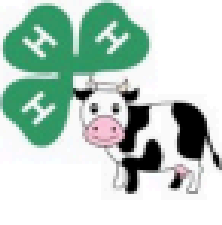








TEXT USE

NOT Acceptable: 4H, 4h, 4 H, 4 h


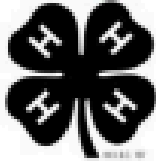
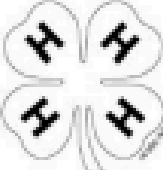
Using 4-H is to be written as numeral "4" separated from a capital "H" with a hyphen (not a dash, slash or space)



Appropriate Use	Inappropriate Use
	
	
4-H Rocks! 	
	
	

Emblem Use

- The Official emblem is a green four-leaf clover with a white "H" in each leaf with the stem bending to the right
- The 4-H Emblem may not be altered in any way
- The 4-H Emblem is not open to reinterpretation or reconfiguration regardless of the intended use.
- The official color is 100% PMS 347 green
- The 4-H Emblem should never be screened, shaded, gradated or appear in a multi-colored hue.
- May NOT be used as a watermark.
- Use of emblem on t-shirts and flyers/posters must be approved by the Extension office and 4-H Agent.

Image	Description
	The "H's" on the green clover can be white, black or metallic gold.
	The "H's" on the black clover should be white.
	The "H's" on the white clover can be black or green.