

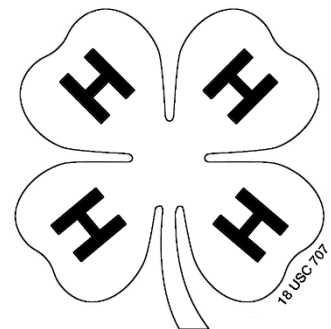


COMMUNICATION TIPS

Using the 4-H Name and Emblem

Use this checklist when reviewing use of the 4-H Name and Emblem

- _____ The Clover includes the federal mark **18 USC 707** under the bottom right leaf. It may be either straight or diagonally located under the bottom right leaf.
- _____ The Clover LEAVES are GREEN, BLACK, WHITE, or METALLIC GOLD. (The **LEAVES** cannot be the color of the shirt, but the Hs may bleed through as the shirt color). The official green is PMS 347.
- _____ On a green Clover, the Hs are white, black or metallic gold. On a black Clover, the Hs are white. On a white Clover, the Hs are black or green.
- _____ The Clover appears complete with all the leaves and stem present.
- _____ No portion of the Clover is covered with other graphics or words. The Clover must appear in its entirety and complete.
- _____ The stem of the Clover is pointed to the right.
- _____ The Clover is not faded or shaded or used as a pattern underneath text, such as on a certificate.
- _____ The Clover is proportional to the original design, not stretched or distorted.
- _____ The Clover appears upright, not rotated or turned.
- _____ The emblem is not being used as a replacement for text, such as <emblem> Club.
- _____ 4-H includes a hyphen before a capital H.
- _____ Any additional words/graphics used with the Clover reflect favorably on the University of Illinois, Extension, and the 4-H program.
- _____ Shooting sport shirts must include the 4-H Shooting Sports logo to provide full context.
- _____ The Clover may not appear on food products.
- _____ The product is being used solely for the benefit of a chartered 4-H Club and not resold for personal gain by a company.
- _____ The t-shirt/flyer/product design has been approved by the County/State Extension office before production.



ILLINOIS EXTENSION 4-H

COLLEGE OF AGRICULTURAL, CONSUMER & ENVIRONMENTAL SCIENCES

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Who has permission to use the 4-H Name and Emblem

County offices may hire vendors to print items with clover. Those vendors do not need additional permission to use the clover. They cannot use the clover for additional projects other than what they were hired to do.

- Items produced by the county office **MUST** be co-branded with the Extension and ACES branding. This includes county groups, such as Federation. County / unit offices may not produce items with only 4-H Clover branding.
- Stock items purchased directly from Shop 4-H do not require co-branding unless they are custom-created designs.

4-H Clubs have permission to use the clover. They do not need to ask permission if the use is benefitting the work of the club.

- 4-H Clubs **MUST** seek approval of their design from the county or state Extension office before the design is printed. Club items do not require co-branding.

News media reporting on news about 4-H may use the 4-H name.

Who must ask and receive permission before using the 4-H Name and Emblem

Any outside organization that is promoting a partnership with 4-H, including fundraising efforts, must complete the application to use the 4-H name & emblem and be approved. This includes groups conducting 4-H youth livestock auctions.

All use of the 4-H Name and Emblem must:

- Enhance 4-H's outreach and educational platforms, programs, or activities.
- Preserve or promote trust in the 4-H brand.
- Be appropriate for association with the 4-H program, based on reasonable judgement as evaluated by 4-H USDA or 4-H Extension staff.
- Require no endorsement or implied endorsement by 4-H.
- Comply with all applicable federal, state, and local laws and regulations.
- Allow 4-H to independently determine how to acknowledge the authorized user, which will be in a value-neutral manner that will not endorse or promote the authorized user.
- Not expect an exclusive association with 4-H or restrict 4-H from participating in similar arrangements with others.
- Have no associations with products or services that are not in the public interest or that could harm the health of the American public, or that are in any way inconsistent with positive youth development or any of the guiding principles of 4-H.
- Not be used by partner groups to promote a political or personal agenda.
- Not be used on food products or items which do not align with the educational objectives of the 4-H program.
- The 4-H clover should not appear on the same surface of a shirt with a partner organization when possible.