



**GRAPHIC STANDARDS FOR USING THE 4-H CLOVER ON T-SHIRTS/PRODUCTS**

- \_\_\_\_\_ 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.
- \_\_\_\_\_ If coupled with the Extension wordmark, the College of Agricultural, Consumer & Environmental Sciences text is included.

