

# 4-H and OSU EXTENSION

Branding Guidelines



## 4-H and Extension Co-Branding

Oklahoma 4-H is the youth development organization of the Oklahoma Cooperative Extension Service. When promoting 4-H through marketing efforts, it is important to showcase the partnership between 4-H and OSU Extension.

Co-branding 4-H and OSU Extension should be a priority in all marketing efforts. Utilize tools and resources provided by Agricultural Communications Services to ensure marketing efforts are streamlined with OSU Extension and promote a consistent brand and message across the state.

## Co-Branded Logo Use

The 4-H and OSU Extension co-branded logo signifies the unique partnership of positive youth development programming and research-based knowledge from land-grant institutions. It is important to showcase 4-H as a vital component of OSU Extension to public audiences by using the approved 4-H/OSU co-branded logo.

Ensure the co-branded logo is present on all marketing materials, including flyers, brochures, social media graphics, etc. and meets branding guidelines set by Agricultural Communications Services. Agricultural Communications Services has created unique co-branded logos for state, district and county offices.

## Co-Branded Logos

1.



OSU EXTENSION  
**4-H YOUTH DEVELOPMENT**

*Vertical*

2.



*Horizontal*

3.



*Emblems Only*

## 4-H Name and Emblem

According to the 4-H Name and Emblem Use Handbook, all usage of the 4-H Name and Emblem must be for educational or character building purposes, uphold the dignity of the 4-H Name and provide a documented benefit to the 4-H Program.

All uses of the 4-H Name and Emblem must contribute to the appropriate learning and positive development of the youth and adults involved in the 4-H Program, align with the principles of 4-H and positive youth development and/or refrain from anything that contradicts positive youth development.

Authorization of use of the 4-H Name and Emblem within a specific state is delegated to the Cooperative Extension Services office at each land-grant institution.

State 4-H offices (through delegation by their land-grant institution's Cooperative Extension office) are responsible for any 4-H Name and Emblem authorizations that cross local

jurisdictions, but are contained within the state's geographical boundaries.

Local 4-H offices (through delegation by their State 4-H office) are responsible for any 4-H Name and Emblem authorization limited to their local area of jurisdiction. "Local" may refer to a county, parish, borough, region, district or other term depending upon the structure of the 4-H program within an individual state.

## 4-H Name

The official 4-H Name includes 4-H, 4-H Youth Development, and 4-H Youth Development Program.

When using the term "4-H," it is to be written as numeral "4," separated from a capital "H" with a hyphen (not a dash, slash or space). It is well documented in English usage, as well as in the most familiar style manuals, that you should never begin a sentence with a numeral. However, as 4-H is a proper noun, "4-H" may be used to begin a sentence or headline.

## 4-H Name Use

### Correct

**4-H      4-H'er**

### Incorrect

**4H      4 H**

**Four H      4-Her**

## 4-H Emblem

The 4-H Name and Emblem is a federal mark, protected by Public Law 18 U.S.C. 707. Authorization for use is guided by federal regulations and has stricter criteria than most trademarks and copyrights.

The official 4-H Emblem is a green four-leaf clover with a letter "H" in each leaf and the stem turned to the right.

The 4-H Emblem may not be used in place of the word "4-H" in a title or text, or to replace an individual letter within a word.

All users of the 4-H Emblem must ensure the following:

- They are using the 4-H Emblem in its entirety.
- They do not "flip" the image. The stem on the 4-H Emblem must point to the right as you look at the image.
- They are familiar with resizing graphics through the software application being used, and do not distort or warp the dimensions of the Emblem.

## Special Use

Use of the emblem on fabric, whether painted, screen printed, embroidered, appliquéd or some other technique, must accurately represent the 4-H Emblem in authorized colors and adhere to all other use guidelines.

The 4-H Emblem can be used for materials such as jewelry or fine art and may be made of metal (e.g. copper, bronze, gold or silver), glass, leather or wood without conflicting with the color specifications for the 4-H Emblem. Ceramic, plaster, paper, fabric or any materials that are colored or painted must comply with the color specifications and all other guidelines.

Animation of the 4-H Name and Emblem is allowable provided that the animation is in keeping with the guidelines and that at the end



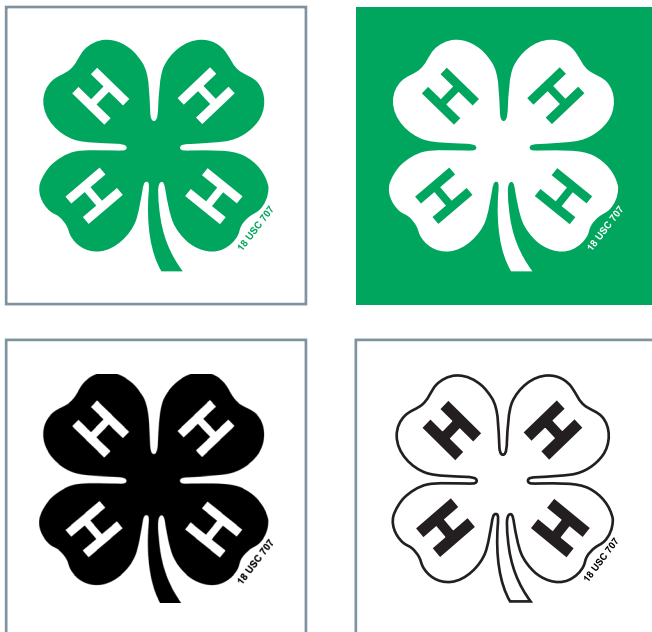
point of the animation (where the animated loop stops or begins to repeat if an ongoing loop), the 4-H Emblem appears in a manner that meets all guidelines for its use.

Authorization is required for the manufacturing, promoting, selling and/or distribution of products or services using the 4-H Name and Emblem. This includes sales or re-sale of 4-H products and other paraphernalia by individuals. Products and services must be those that the Cooperative Extension Service is not able to provide for itself and are needed to support the educational, character building, or recognition efforts of the 4-H Program.

The authorizing entity (local, state or national) retains the right to revoke 4-H Name and Emblem authorization at any time prior to the expiration of any authorization it provided.

## 4-H Emblem Use

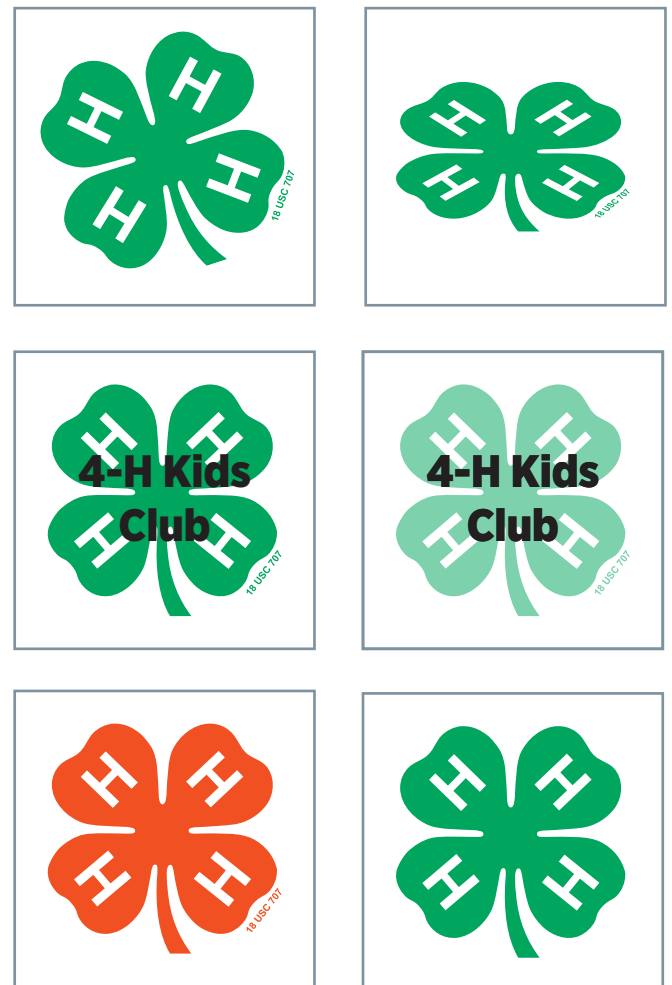
### Correct



### Correct



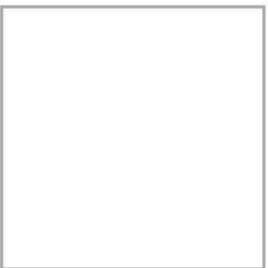
### Incorrect



# 4-H Official Color Palette



**4-H GREEN**  
PMS 347  
C100 M0 Y90 K0  
R51 G153 B102  
#339966



**WHITE**  
CO M0 Y0 K0  
R255 G255 B255  
#ffffff



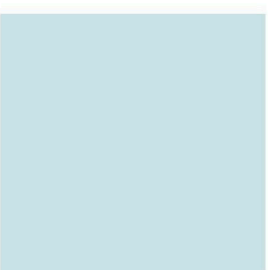
**LIGHT GREEN**  
PMS 360  
C62 M0 Y78 K0  
R97 G194 B80  
#61C250



**LIME**  
PMS 382  
C28 M0 Y92 K0  
R190 G214 B0  
#BED600



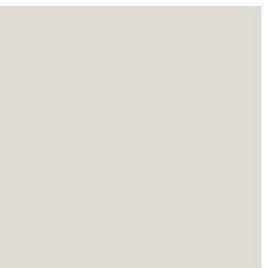
**TEAL**  
PMS 3252  
C54 M0 Y24 K0  
R71 G213 B205  
#47D5CD



**SKY**  
PMS 7457  
C17 M0 Y2 K0  
R202 G227 B233  
#CAE3E9



**4-H TEXT**  
PMS 432  
C67 M45 Y27 K70  
R55 G66 B74  
#37424A



**WHEAT**  
PMS Warm Gray 1  
C2 M3 Y4 K5  
R224 G222 B216  
#E0DED8



**SLATE**  
PMS 7544  
C33 M14 Y11 K31  
R137 G150 B160  
#8996A0



**LEMON**  
PMS 1225  
CO M17 Y68 K0  
R255 G203 B79  
#FFCB4F



**ORANGE**  
PMS 1375  
CO M45 Y95 K0  
R255 G160 B47  
#FFA02F

## 4-H Social Media

Use social media as a platform to tell the 4-H story, highlight outstanding programs/members, share facts and promote events/activities.

## 4-H Social Media Hashtags

- #OK4H
- #InspireKidstoDo
- #4HGrown
- #Becauseof4H
- #TrueLeaders
- #4HGrowsHere
- #OKCoopExt
- #CoopExt

## 4-H Social Media Tags

Be sure to tag 4-H accounts in your social media posts to help leverage reach and engagement:

- Oklahoma 4-H
- National 4-H

### Facebook

@Oklahoma 4-H  
@4-H

### Twitter

@Oklahoma4h  
@4H

### Instagram

@Oklahoma4h  
@national4h

## 4-H Social Media Post Ideas

- Member spotlights
- Project or program highlights
- Event-related
- Fast facts

## Helpful Resources

**United States Department of Agriculture,  
National Institute of Food and Agriculture 4-H.  
*Name and Emblem Use Handbook 2019:*  
[nifa.usda.gov/resource/application-guide-4-h-name-and-emblem](https://nifa.usda.gov/resource/application-guide-4-h-name-and-emblem)**

**OSU Agricultural Communications Services:**  
[acs.okstate.edu](https://acs.okstate.edu)

**National 4-H Council Marketing Online  
Resource Center:**  
[4-h.org/professionals/marketing-resources](https://4-h.org/professionals/marketing-resources)