ARIZONA 4-H

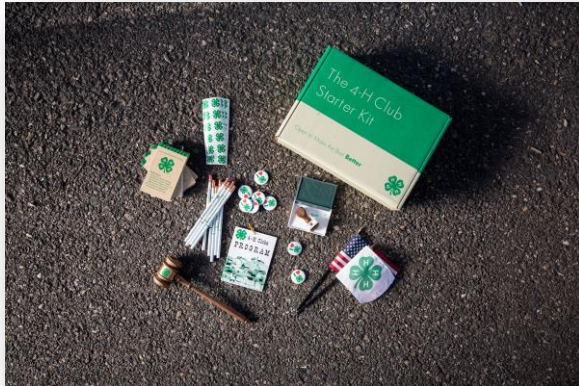*Presents*

HOW WE BRAND

CONTENTS

◆ Discover our **VOICE**

◆ Share the **BRAND**

◆ Empower words with **TYPOGRAPHY**

◆ Distinguish between **LOGOS & GRAPHICS**

◆ Foster creativity with **COLORS**

◆ Implement on sources of **MEDIA**

◆ Know the power of **PHOTOGRAPHY**

◆ Include **POLICY MESSAGING**

◆ Create a plan with **RESOURCES**

Why do we care about branding?

Branding includes promotional initiatives through developing a unified design or "look."

Our primary goal for the AZ 4-H brand: establish a unified image that accurately and consistently portrays Arizona 4-H on all communication platforms.

What is marketing for a non-profit?

As a non-profit, we are not promoting a physical product – we are promoting the strength of a youth development program.

Our version of marketing is aimed at the following:

❖ Raising awareness about Arizona 4-H.

❖ Seeking opportunities to engage more stakeholders.

❖ Building an enduring image for Arizona 4-H.

THE UNIVERSITY OF ARIZONA
Cooperative Extension

VOICE

OUR ROOTS

Branding is all about conveying who we are, what we do, and why it matters. For us to accurately answer any of these questions, it is crucial to understand and advocate that we are a part of the University of Arizona by way of Cooperative Extension.

Our deep roots with the Arizona Land Grant Institution (The University of Arizona) are an immense source of credibility for Arizona 4-H. In addition to other reasons, it is important that when we are branding anything with 4-H, we reference our roots to the Land Grant Institution and Cooperative Extension.

Many Arizona 4-H advocates are already doing a great job of representing the organization. This guide is merely is a tool to help all our unique voices convey Arizona 4-H with clarity, consistency and a unique spark.

OUR MESSAGE

Whether it be a 4-H professional speaking to a potential new 4-H family, or a county teen leader speaking to a community member, we must consistently express who we are as an organization.

When speaking on behalf of Arizona 4-H, the following statement is a great "opening line" to concisely express who we are and to establish the first layer of credibility.

Arizona 4-H is the youth development organization of the University of Arizona by way of Cooperative Extension.

The words that follow next will vary depending upon the scenario, however a generalized follow-up statement may be:

Across the state of Arizona, 4-H empowers youth to gain life-long skills in the areas of STEM, Agriculture, Healthy Living, and Citizenship.

BRAND

BRAND PROMISE

4-H EMPOWERS KIDS WITH THE SKILLS TO LEAD FOR A LIFETIME

TAGLINE

4-H Grows Here

OUR PURPOSE

Each day AZ 4-H strives to provide more opportunities for youth by continuing to build a timeless program in conjunction with the University of Arizona Cooperative Extension. Arizona 4-H empowers youth to discover their unique passion. *#SparkDoing*

OUR STAKEHOLDERS

AZ 4-H Summit Participants engage in hands-on learning with Campus Professionals (2019)

One of the most important things we need to think about is who we are speaking to. Arizona 4-H casts a wide net to include 4-H youth, volunteers, professionals, alumni, and the general public.
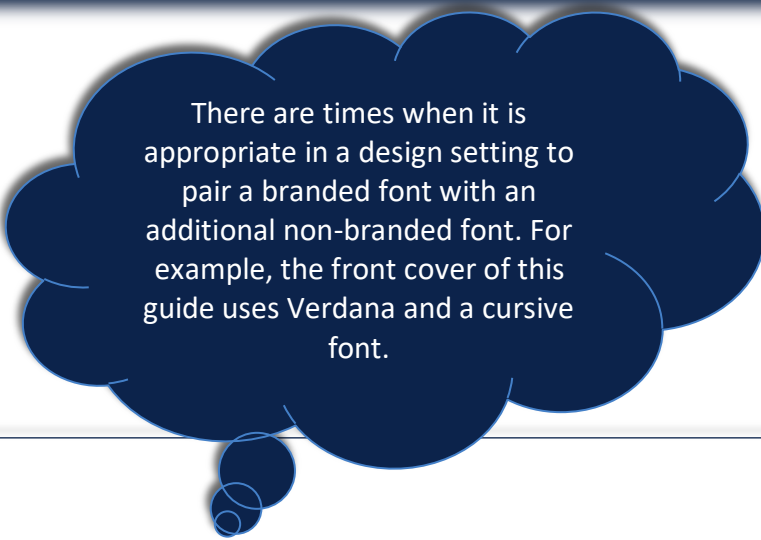
Much of the content we produce needs to be able to reach each of these audiences in a compelling manner. Whether it be through direct email marketing or a social media post, our goal is to efficiently, clearly, and rapidly communicate our message to all stakeholders.

THE UNIVERSITY OF ARIZONA
Cooperative Extension
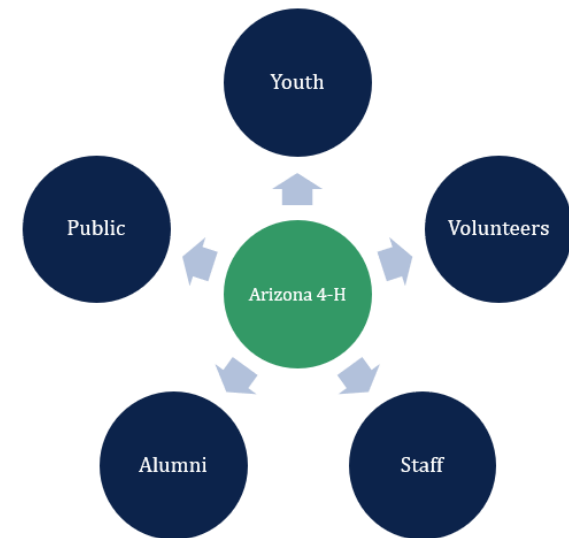
TYPOGRAPHY

Typography is the style and appearance of printed matter. There are a variety of factors surrounding text which can cause a major impact on the visual intake of content.

These factors include font type, size, color, and arrangement. Both National 4-H Council and the University of Arizona have their own unique font packages.

There are times when it is appropriate in a design setting to pair a branded font with an additional non-branded font. For example, the front cover of this guide uses Verdana and a cursive font.

ARIZONA 4-H TYPOGRAPHY

Arizona 4-H has developed a selection that integrates the two font packages:

VERDANA – Design and Media

Uppercase
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lowercase
abcdefghijklmnopqrstuvwxyz

Numerals and Punctuation
!@#$%^&*~
({[<"-+=.,;:">]})

CALIBRI – Every day use

Uppercase
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lowercase
abcdefghijklmnopqrstuvwxyz

Numerals and Punctuation
!@#$%^&*~
({[<"-+=.,;:">]})

THE UNIVERSITY OF ARIZONA
Cooperative Extension

LOGO & GRAPHIC USAGE

The 4-H name and emblem are protected under federal statute Title 18, U.S. Code 707. This statute protects other federal emblems, like the seal of the president of the United States.

Please visit https://nifa.usda.gov/sites/default/files/resource/Professionals-Handbook-2017.pdf for a complete and extensive guide pertaining to the 4-H name and emblem.

OUR LOGO

Designed and regulated by The University of Arizona

When to use the logo:

The primary advantage to using the lock up logo is how it visually links the University of Arizona, Cooperative Extension, and 4-H. That is a powerful visual representation and, in most settings, it is advantageous to use this logo.

OUR GRAPHICS

Designed and regulated by Arizona 4-H

When to use the graphics:

In some cases, such as social media, merchandise orders, etc. there is a need for graphic structure variance. As a result, we created a horizontal and a vertical graphic. Although neither graphic is our official logo, we will protect their structural integrity with the same fervor. (Please see the next page for further explanation.)

CORRECT

INCORRECT

Absolutely Do Not:
- distort the logo/graphic in any manner;
- change the height or width individually;
- change the color;
- make the logo/graphic illegible;
- place additional art in an overlapping or overly close manner;
- create a different logo or graphic to represent state level 4-H;
- use multiple 4-H/U of A logos/graphics on one page.

COLORS

PRIMARY COLORS

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

White
C0 M0 Y0 K0
R255 G255 B255
#ffffff

UArizona Blue
C100 M71 Y0 K58
R12 G35 B75
#0C234B

UArizona Red
PMS 200
C18 M100 Y83 K8
R171 G5 B32
#AB0520

WHAT'S THE BIG DEAL?

Color unification helps stakeholders to associate the brand in a visual way.

Whether you are using an online platform such as Canva or a creating a Microsoft Word document, please reflect proper branding in color choice. On all platforms, there should be the capability to create a "custom" color. Simply input the appropriate color key info and apply to your content.

SECONDARY COLORS

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

Orange
PMS 1375
C0 M45 Y95 K0
R255 G160 B47
#FFA02F

Sample of appropriate color pairings:

THE UNIVERSITY OF ARIZONA
Cooperative Extension

MEDIA

*Whether a stakeholder sees a social media post or is scrolling through the website,
the content they are presented with needs to have a thread of consistency.*

WEBSITE

extension.arizona.edu/4h

Local and state level websites follow the University of Arizona Cooperative Extension's template, which should eliminate most potential branding issues.

   Please be aware of the following potential issues:
- ◆ Forms with incorrect logos/graphics.
- ◆ Misbranded images/graphics.

Purpose: **To be the primary receptacle of information that all other medias link back to.**

FACEBOOK

@arizona4h

All County, Tribal Community, and State Facebook pages are asked to have the Block A as the photo icon and the Arizona Horizontal graphic as their banner image. This creates a sense of credibility on all affiliated accounts of Arizona 4-H.

Purpose: **To be the initial draw to further information and engage diverse stakeholders regularly.**

WHAT'S THE DEAL WITH HASHTAGS?

Purpose: By placing a hashtag in the image caption, that image is added to a collection of all posts that use the same hashtag.
- ◆ It is a measure to track engagement.
- ◆ It helps all people who use a certain hashtag to connect.

TRY IT...
on Instagram, Twitter, or Facebook! Search #4HGrowsHere to see 4-H engagement from around the nation!

*All posts should use **#AZ4H** and other timely hashtags. View the unified brand calendar on the website for more info.*
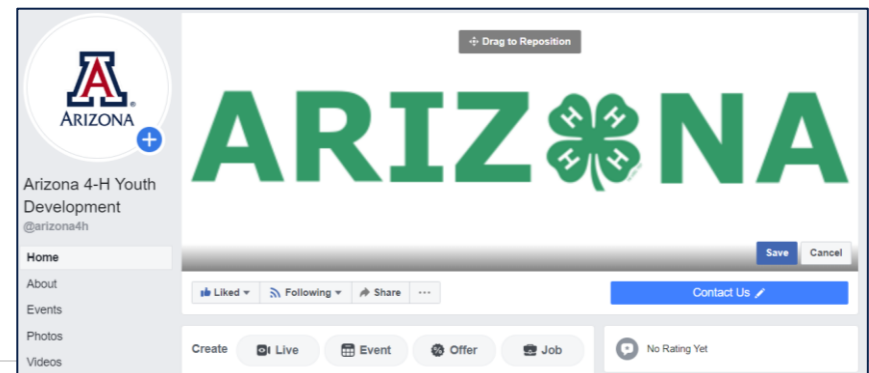
INSTAGRAM

@arizona4hyouth

The image icon for Instagram should be the 4-H clover, sized properly so that it is not cut off. Utilize Instagram to share brief information about current events and info.

Purpose: **To succinctly share content and relate to 4-H members.**

MERCHANDISE

If there is UArizona branding on merchandise, then it should follow UArizona brand regulations. Please visit https://licensing.arizona.edu/licensed-vendors for a complete list of recommended vendors for UArizona.

Purpose: **To create tangible materials with excellent branding that can be shared widely.**

YOUTUBE

@Arizona 4-H Youth Development

Local programs are welcome to submit relevant videos to the Arizona 4-H state office to have them posted on AZ 4-H's YouTube Channel. The icon and banner for YouTube should match that of Facebook yet be proportionate to the varied banner and icon size regulations.

Purpose: **To share a repository of educated and inspirational digital communications.**
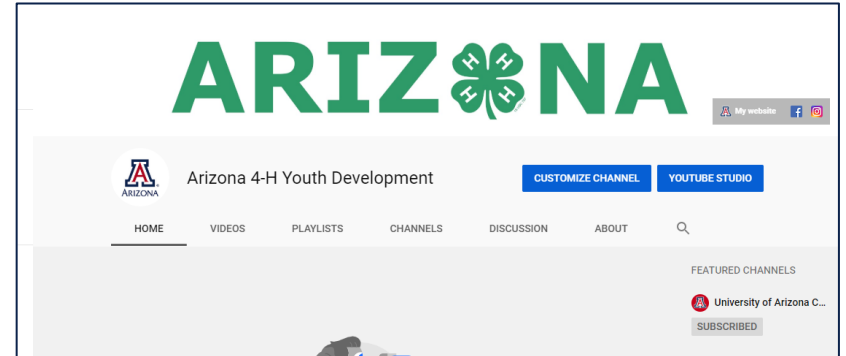
All county 4-H social media posts should tag The University of Arizona, Arizona 4-H Youth Development, and Arizona 4-H Youth Foundation.

PHOTOGRAPHY

NATIONAL 4-H

Through the online marketing resource center and the investor portal, National 4-H has professional photos for us to use. Their professional photos are excellent for creating marketing resources, website photos, and in a variety of other areas.

STATE/LOCAL 4-H

Through the online marketing resource center and the investor portal, National 4-H has professional photos for us to use. Their professional photos are excellent for creating marketing resources, website photos, and in a variety of other areas.

Youth engage in STEM activities.

Youth engage with Healthy Living.

Fun activities for AZ 4-H Youth at National 4-H Conference (2019).

AZ 4-H… Youth, Director, and Board Member in Washington D.C. (2019).

It is important to find a balance between original content and national content. The key is to identify who the stakeholders are in a specific instance and whether they would respond better to local content or polished national photography.

THE UNIVERSITY OF ARIZONA
Cooperative Extension

POLICY MESSAGING

The University of Arizona Nondiscrimination and Anti-Harassment Policy

http://policy.arizona.edu/human-resources/nondiscrimination-and-anti-harassment-policy

The University of Arizona Cooperative Extension and Arizona 4-H will not discriminate. Specific situations will be addressed with guidance from the nondiscrimination policy on a case-by-case basis. Additional resources and materials can be accessed through the University of Arizona Office of Institutional Equity https://equity.arizona.edu and a list of University resources is also provided at https://equity.arizona.edu/resources-materials.

Issued in furtherance of Cooperative Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, Jeffrey C. Silvertooth, Associate Dean & Director, Extension & Economic Development, The University of Arizona. The following affirmative action statement shall be placed on all 4-H correspondence, materials, and publications:

The University of Arizona is an equal opportunity, affirmative action institution. The University does not discriminate on the basis of race, color, religion, sex, national origin, age, disability, veteran status, sexual orientation, gender identity, or genetic information in its programs and activities.

RESOURCES

ADOBE SPARK

Available to University employees and students with the Adobe Creative Cloud. Spark is a user-friendly branded content creation platform.

For convenient use, set up the 4-H brand in Adobe Spark including primary colors and logo. Spark will help to automatically generate sample materials based on the brand info you input.

CANVA

Canva is quite similar to Spark, however it is available in a free version. It is user-friendly and allows you to input custom color keys.

For online trainings related to these two digital content creation resources, check out these links:

Adobe Spark: https://www.youtube.com/watch?v=va42cWFZzOs
Canva: https://www.youtube.com/user/canvadesign

SUMMARY

In a world where impressions are made within seconds, attracting the viewers' attention is more important than ever. Everything that we produce on behalf of Arizona 4-H should effectively communicate two things at the first glance.

◆ AZ 4-H is a Youth Development Organization
◆ We are a part of The University of Arizona Cooperative Extension

Overall Tips:

1. Utilize the **primary color palate** to merge 4-H colors and UArizona colors.

2. Be aware of **typography choices**.

3. Understand that every item shared is a singular entity **representing Arizona 4-H**.

4. When producing content, ask yourself "**What message** is my audience receiving from this content"?

5. Know the **different uses for logos and graphics**.

THE UNIVERSITY OF ARIZONA
Cooperative Extension