4-H
GROWS HERE

BRAND GUIDELINES - Quick Start Guide

4-H GROWS HERE LOGO

If there is a need to reduce size of the logo, please be sure that all words remain legible.

Do not place logo over subject of photo, as logo will be unreadable and obstruct photo.

LOGO LOCKUP

When locking up the 4-H logo with another logo, make sure that they both rest on the same baseline. There is a vertical rule line to provide structure to the lockup. This rule is the height of the 4-H GROWS HERE type portion of the logo. It should be centered horizontally between the 4-H logo + partner logo. Logo sizes should feel balanced between the two.

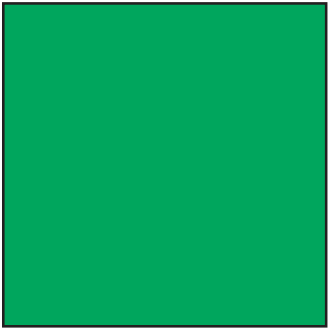# CONFIDENCE GROWS HERE.

HEADLINES

Headlines are set in **Knockout HTF5l Middleweight**. All caps. The layout is stacked and the leading has been tightened. Kerning is set to 0.

4-H programs across the country help kids grow into confident, capable and caring adults.
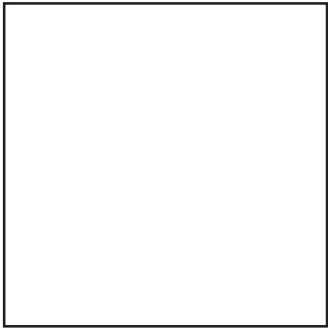**Visit 4-H.org to find out more.**

BODY COPY

Body copy is set in **Knockout HTFN3l JuniorMiddlewt**, sentence case, with the exception of the call to action to visit the website. That is set in the bolder version of the font - **Knockout HTF5l Middleweight.** Leading is set to auto + kerning is set to 0.

4-H GROWS HERE - COLOR PALETTE

GREEN
(CMYK = 100, 0, 90, 0)

WHITE

COLORS

Colors of type should be applied based on overall background tone of photo to maximize contrast and legibility. Generally, photography with light tones or solid backgrounds should use GREEN type, and photography with dark tones should use WHITE type as shown in Ad examples below.