



**NATIONAL 4-H**  
COUNCIL

# GRAPHIC STANDARDS & STYLEGUIDE

MARCH 2016

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# Our Logo

The National 4-H Council logo is our organization's official identifying mark. The logo consists of the 4-H Emblem and the Council name in a clean and simple typeface.



VERTICAL



HORIZONTAL

# Logo Formats

The 4-H Emblem and National 4-H Council logo are available in the industry standard formats for both print and digital application.

## Print

The formats below are intended for print applications only. **These formats are not to be used for Microsoft applications, web, video or other digital applications.** The following are available in PMS, CMYK, and black and white colors spaces.



[DOWNLOAD 4-H EMBLEMS \(.jpg, .eps\)](#)



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[DOWNLOAD COUNCIL LOGOS \(.jpg, .eps\)](#)

## Digital

The formats below are for **Microsoft applications, web, video or other digital applications.** The following are available in RGB color space only.



[DOWNLOAD 4-H EMBLEMS \(.jpg, .eps\)](#)

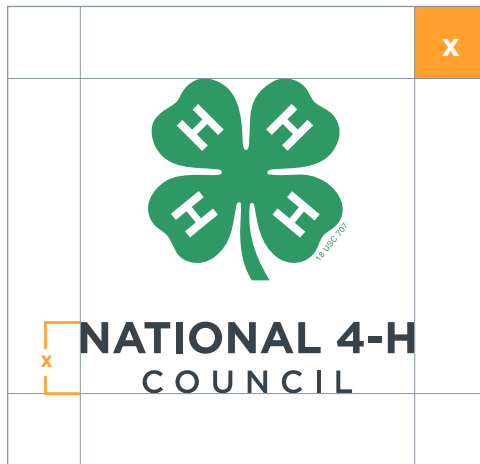


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[DOWNLOAD COUNCIL LOGOS \(.jpg, .png, .eps\)](#)



# Logo Clearspace & Usages



The minimum amount of clearspace suggested around the logo can be defined by “x”—the height of the typography—in proportion to the size of the logo used.

PREFERRED FULL COLOR



BLACK & WHITE



Solid Color



Dark Photography



Light Photography

BACKGROUNDS

# What Not To Do

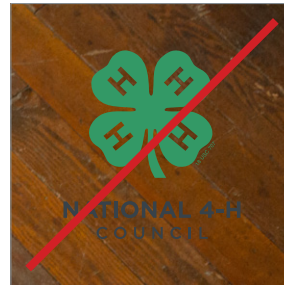
Inappropriate treatment of the National 4-H Council logo degrades its value and weakens brand integrity. The examples below illustrate an array of unacceptable logo treatments. Do not modify the original layout of the logo, separate or add elements, or use the logo as a background.



Don't place the color logo on dark backgrounds.



Don't place the reversed logo on light backgrounds.



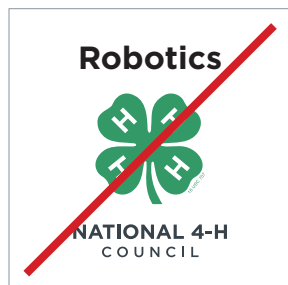
Don't place the color logo on dark or busy images.



Don't fade or screen the logo.



Don't stretch or condense the logo.



Don't add additional elements to the logo.



Don't change or separate the elements of the logo.



Don't change any of the elements' colors.

# Typography | **Print & Web**

## Gotham

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

*abcdefghijklmnopqrstuvwxyz*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

*abcdefghijklmnopqrstuvwxyz*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

***abcdefghijklmnopqrstuvwxyz***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

***abcdefghijklmnopqrstuvwxyz***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

## 4-H is America's largest youth development organization.

4-H works through a community of more than 100 public universities across the nation. Adult mentors provide experiences to help kids learn by doing. Youth select from a local menu of hands-on projects in areas like science, health, agriculture and citizenship.

4-H is America's largest youth development organization.

We empower young people with the skills to lead for a lifetime.

This experience grows leaders with life skills like confidence, resilience and curiosity. This produces 4-H'ers who are 2X more likely to make healthy decisions, 2X more likely to pursue STEM opportunities and 4X more like to give back to their communities.

Learn more at [www.4-H.org](http://www.4-H.org).

# Typography | Microsoft Office

## Arial

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

*abcdefghijklmnopqrstuvwxyz*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

***abcdefghijklmnopqrstuvwxyz***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

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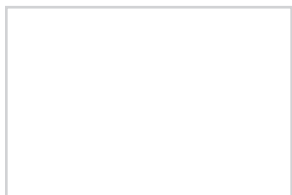
# Color Palette

Adherence to a specified color palette is essential to effective branding because color provides an immediate and powerful way to express meaning and message without words. When designing National 4-H Council branded collateral, choose colors from the palette below. Secondary colors are useful to draw attention, but should be used more sparingly. Tints of the secondary colors may be used in increments of 10%.

## Primary Colors



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



**White**  
C0 M0 Y0 K0  
R255 G255 B255  
#ffffff

## Secondary Colors



**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



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



**Lemon**  
PMS 1225  
C0 M17 Y68 K0  
R255 G203 B79  
#FFCB4F



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



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



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

\*Can be used as a secondary color.



**4-H Metallic Gold**  
PMS 7544  
**PMS Print Only!**

# Photography

A picture helps set the tone for the creative piece, here's how to make yours a powerful image.

- Images should be well-lit, clear, and high-resolution.
- For the maximum impact, choose photos that are both emotionally compelling and content-specific.
- Prioritize professional, authentic photography with actual 4-H'ers over stock photography whenever possible.







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