



United States
Department of
Agriculture

National Institute
of Food and
Agriculture



4-H Name and Emblem User Guide for non-Extension Entities

(Revised February 2014)



Table of Contents

Overview	
Legislative Authority	03
Applying to be an Authorized User	04
Authorization Criteria	
Basics	04
Products / Services	05
Media	06
Fundraising	06
Sponsorships	07
Partnerships	08
4-H Name Guidelines	09
4-H Emblem Guidelines	
Basics	10
Artistic	13
Animation	13

Overview

Legislative Authority

The 4-H Youth Development Program is defined as the education and outreach component of the Cooperative Extension Services at land-grant institutions, and the U.S. Department of Agriculture (USDA). 4-H youth development programs are created and implemented by Cooperative Extension Services as a means for the land-grant institutions to carry out responsibilities under the Smith-Lever Act, 7 U.S. Code (USC) 341. The U.S. Congress has legislated responsibility for the proper management of the 4-H Name and Emblem to the Secretary of Agriculture. The Secretary of Agriculture has delegated that authority to 4-H National Headquarters in the Division of Youth and 4-H, housed at USDA's National Institute of Food and Agriculture (NIFA). The use of the 4-H Name and Emblem is defined through 7 Code of Federal Regulations (CFR) 8. Based on 7 CFR 8, USDA does not provide authorization for use of the 4-H Name and/or Emblem outside the United States. The 4-H Name and Emblem are a Federal Mark, protected by 18 USC 707, and intended only for use within the United States.

Any questions as to the interpretation of the 7 CFR 8 are to be determined by USDA. Questions regarding the use of the 4-H Name and Emblem may be directed to 4HNE@nifa.usda.gov. Further information about the use of the 4-H Name and Emblem can be found at: http://www.csrees.usda.gov/nea/family/res/youthdev_res_emblem.html.



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Applying to Become an Authorized User

Commercial vendors, private organizations, or other entities need to contact either the local Cooperative Extension Service office or the state 4-H office to determine what steps they need to take to use the 4-H Name and Emblem. Anyone wishing to use the 4-H Name and Emblem in a way that extends beyond an individual state 4-H program must seek authorization from 4-H National Headquarters at USDA.

To apply for authorization from 4-H National Headquarters, the entity seeking authorization should go to the 4-H Name and Emblem Web page and click on the link to the Web-based application. (http://www.csrees.usda.gov/nea/family/res/youthdev_res_emblem.html) When completing the application, be sure to specify how and why you plan to use the 4-H Name and Emblem and upload the documents or images as you plan to use them.

Authorization Criteria

Basics

Regardless of whom the authorizing entity is, all federal regulations need to be followed. The following is a brief summary of the major sections in 7 CFR 8.

Primary basis for all approvals include:

- ✓ Usage is for the educational and character building purposes of the 4-H Program
- ✓ The educational or informational uses are in the best interest of the 4-H Program
- ✓ Usage is consistent with the dignity of the 4-H Program
- ✓ Usage can be properly controlled by the Extension office
- ✓ Usage is for a specific time period
- ✓ Usage follows graphic use guidelines

Any use of the 4-H Name and Emblem is forbidden if it exploits the 4-H Program. The 4-H Name and Emblem cannot be used to imply endorsement of commercial firms, products, or services. Granting authorization to an individual or organization for a specific use does not signify exclusive use and does not prevent the granting similar authorization to another individual or organization for the same or similar purpose.

Products and Services

Approval for materials and merchandise should fall into one of the following categories:

Educational / Informational

Examples:

- Meeting Supplies
(notebooks, pens, etc.)
- Flags
- Curricula

Recognition

Examples:

- Ribbons
- Trophies
- Plaques
- Certificates
- Pins

Character Building / Belonging

Examples:

- Clothing
- Bags
- Magnets
- Stickers
- Jewelry

Authorization is required for the manufacturing, selling, and 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. A non-endorsement statement must accompany the use of the 4-H Name and Emblem on products and services.

“No endorsement of this product or service is granted or implied by 4-H.”

The following types of products will NOT receive authorization to use the 4-H Name and Emblem.

Note: This list is subject to revision.

Animal Feed
Beauty Products
Beverages
Food
Insurance
Luxury Items
Pesticides
Solvents
Weapons

Media

Authorization is not required to use the 4-H Name and Emblem in exhibits, displays, etc. that are designed primarily to pay tribute to the 4-H Program. Authorization is not required to use the 4-H Name and Emblem in print and non-print media such as newspapers and periodicals **when such use is primarily for educational or informational purposes**. All 4-H Name and Emblem standards for proper use must still be followed.

All other uses of the 4-H Name and Emblem in any media format require authorization and a non-endorsement statement must be used. Any use of the 4-H Name and Emblem in the production of books, publications, films, audio-visual materials, websites and other technologies are subject to review in both initial proposals and final drafts.

Approval for PRINT and NON-PRINT media must meet the following criteria:

- ✓ The 4-H Name and Emblem **must be clear, distinct, and set apart** from any commercial product message or reference when the media is part of or relates to promotional materials (example: fundraising activities, special events, etc.).
- ✓ The 4-H Name and Emblem cannot be integrated into or joined with other company logos/images to create a larger design.
- ✓ The materials cannot include any commercial product or service testimonials or preferences by anyone associated with the 4-H program.

Permission to use the 4-H Name and Emblem is not required when the 4-H Name and Emblem is used to link to an official 4-H website in keeping with the policies and guidelines in this document. In those situations, the following disclaimer should be used:

“No endorsement of this website is granted or implied by 4-H. This site contains advertisement links to third party sites. 4-H is not responsible for the information found through these links, nor does it endorse the sites or their content.”

Fund Raising

In seeking private support for 4-H programs, state and local extension officials must insure that the funds are given and used in accordance with 7 CFR 8 and follow all 4-H Name and Emblem policies for use. The development of private support that uses the 4-H Name and Emblem may be carried out for specific educational purposes. Such activities, programs, and association of the 4-H Name and Emblem with products and services for such purposes must have the appropriate approval (local,


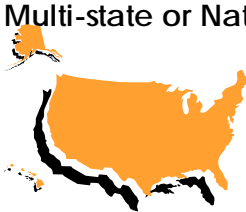
state, or national level). All fund development efforts must follow federal and state laws, and any related policies of the land-grant institution connected with the effort.

All profits must be used to further 4-H educational programs.

In connection with 4-H fundraising purposes, the following disclaimer statement must be used on promotional materials for products or services offered for sale:

“No endorsement of the product or service by 4-H is implied or intended. Profit from this fundraiser will be used to support 4-H educational programs.”

Fundraising activities using the 4-H Name and Emblem may be carried out for educational purposes, but these activities must have the approval of the appropriate authorizing entity. – Local activity requires local approval; statewide activities require state approval; multi-state or national activities require 4-H National Headquarters approval in partnership with National 4-H Council. All monies received from 4-H fundraising programs, except those necessary to pay reasonable expenses, must be used to support the 4-H educational program.

Approval for Fundraising (sales or non-sales) should fall into one of the following categories and actions:	
<p>Local or State</p>  <p>confer with the state 4-H leader</p>	<p>Multi-state or National</p>  <p>confer with National 4-H Council[^]</p>

[^]National 4-H Council partners with 4-H National Headquarters to provide fundraising support. 4-H Name and Emblem authorization must still be obtained from 4-H National Headquarters at USDA.

The monies received and the expenses paid at auctions or similar fundraising sales events connected to 4-H are subject to federal tax laws and Internal Revenue Service (IRS) regulations. Due to the complexity of IRS regulations, all 4-H members, organizations, and contributors involved in these sales and events are strongly encouraged to seek guidance from their tax advisors regarding their specific accountability and situation.

Sponsorships

Donor or sponsor identification and involvement with a 4-H contest, awards program, or event will be approved only as a result of an agreement between the Cooperative Extension office receiving the support and the donor or sponsor. The agreement needs to define the type of award, purpose of the United States Department of Agriculture, National Institute of Food and Agriculture, Division of Youth & 4-H

award, criteria on which the award will be given, and/or the rules and regulations under which a contest or awards program shall be conducted. Donors of 4-H awards or sponsors of a 4-H contest cannot require the use of or refer to specific brand name products or services as criteria for an award or in conducting a contest. Donors or sponsors should not be referred to as the “official” donor or sponsor of 4-H as it implies both endorsement and exclusivity.

Any sponsor, donor, organization, individual, or group wishing to partner with the Cooperative Extension Service in sponsoring an award or contest shall receive authorization to use the 4-H Name and Emblem from the appropriate extension office in their geographical area of responsibility prior to issuing any publicity or promotional materials related to the award or contest. A state organization that accepts donations and sponsorships using the 4-H Name and Emblem at the state level, should inform the donor that such authorization is for that state only and that multistate support requires authorization from NIFA’s Division of Youth and 4-H.

In connection with sponsorships or donations, the following disclaimer statement is to be used:

“ _____ is a sponsor/donor of the [The name of a specific club, county, or state may be inserted here to identify the 4-H program being supported.] 4-H Youth Development program and has provided funding, goods, or services in support of 4-H. Acceptance of this sponsorship/donation does not imply endorsement by 4-H of any firm, product, or service.”

Partnerships

The 4-H Name and Emblem may be used in conjunction with the names, emblems, and word marks of other organizations and programs when 4-H is a partner, co-author, or in some other official relationship that includes a written agreement. The nature of the relationship among the organizations or programs should be clearly defined and include a non-endorsement statement. The 4-H Emblem should be given prominence consistent with its role in the relationship.

To avoid the appearance of endorsement of a program, product, or service, the 4-H Emblem may not be incorporated into a larger design of a program, product, or service that is protected by trademark, service mark, copyright, or other similar laws. It is not acceptable to incorporate the 4-H Emblem into any other organization’s logo or emblem. The 4-H Emblem should not be used or integrated into a larger design in such a manner that it becomes difficult to recognize or distinguish, or that is not consistent with the graphic guidelines for use of the 4-H Emblem.

The authority for determining the proper display and use of the 4-H Emblem rests with the authorizing entity. The authorizing entity retains the right to revoke 4-H Name and Emblem authorization at any time prior to the expiration of the authorization.

Guidelines

Introduction:

On May 17, 1985, the Secretary of Agriculture approved newly revised regulations governing the use and authorization of the 4-H Name and Emblem, as published in the Federal Register on August 2, 1985. In addition, there was an amendment to these regulations published in the Federal Register on March 17, 1987. These regulations serve as USDA's policy statement on the use of the 4-H Name and Emblem and are outlined on the preceding pages.

To assist Cooperative Extension workers at all levels in interpreting these regulations, the following set of guidelines was developed by a national committee. The committee included members of USDA, Cooperative Extension Service, and National 4-H Council. These guidelines were formally approved by the Extension Committee on Organization and Policy in February 1986. The guidelines were reviewed and re-affirmed in September of 2000.

4-H Name Guidelines

The official 4-H Name includes 4-H, 4-H Youth Development, or 4-H Youth Development Program. When using the term "4-H" it must conform as follows:

- 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. To comply with this rule, you would need to begin a sentence using "Four-H." This language rule, however, is contrary to the regulations set down for use of the 4-H Name and Emblem; if such a situation arises in writings, it is far better to re-word the sentence slightly to avoid the language rule. An exception to this would be in writing news headlines where the 4-H name would be better served by using the familiar numeral-hyphen-letter combination to provide instant recognition.
- Avoid separation of any of the elements of the 4-H Name at the end of sentences. This can sometimes be difficult because some software programs override user commands. Often, these overrides do not become visible until after printing or posting to a Web page: careful scrutiny of text after trial printing or posting is advised.
- Do not use the 4-H Emblem in place of the word "4-H" in a title or text.

4-H Emblem Guidelines

Basics

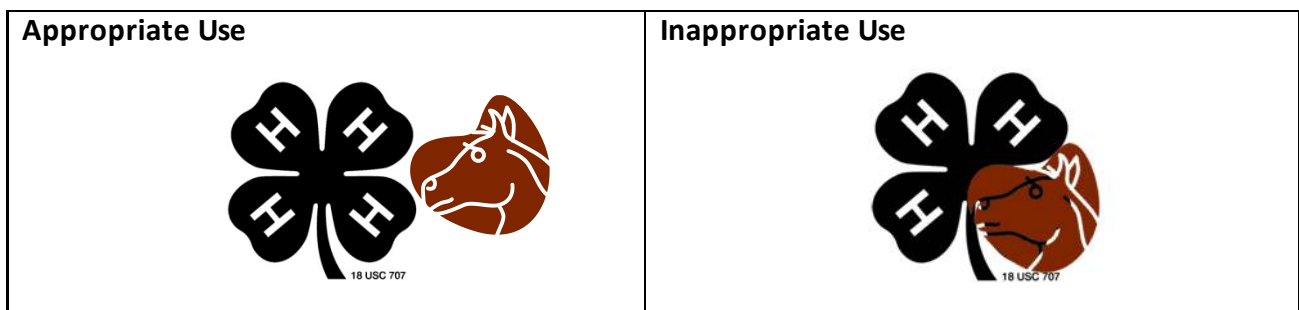
The official 4-H Emblem is a four-leaf clover with a letter “H” in each leaf and the stem turned to the right. The Emblem may be two-dimensional (flat) or three dimensional (with shadows that show depth and perspective). Authorized users of the 4-H Emblem must ensure the following:

- ✓ They have obtained the **official** 4-H Emblem and are using it in its entirety.
- ✓ They do not “flip” the image to create a framed look. 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.
- ✓ The 4-H Emblem is never used to imply endorsement.
- ✓ They follow the graphic use guidelines outlined in this document, or for questions or clarifications, contact 4HNE@nifa.usda.gov.



- ⦿ **Use the whole Emblem.** The 4-H Emblem should always appear in its entirety—meaning it should always appear as a whole and complete image.





- ⦿ **Do not remove any leaves.** The leaves cannot be removed or have another image superimposed over the top of any of the leaves. Other images should be moved and appear completely separate from the 4-H Emblem. This also means you should not “cut off” a leaf by running it off the edge of the paper in print media or other designs.





- Do not place text or other images over or on top of the 4-H Emblem. The 4-H Emblem should not appear screened or watermarked under words or graphics. No photo, drawing, symbol, word, or other figure or object may be placed on or obscure the 4-H Emblem.

Appropriate Use	Inappropriate Use
	

- Keep it upright. The 4-H Emblem should not be rotated or turned on its side. There are some exceptions, such as on fabric where the emblem is scattered randomly across the fabric or in other random designs. Any exceptions must be approved by the authorizing entity.



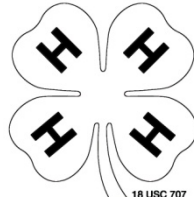

Appropriate Use	Inappropriate Use
	

- Distortion and Proportion. The appearance, shape, and proportion of the 4-H Emblem should never be distorted to fit in an imprint space. Do not make the 4-H Emblem longer, taller, wider, angled, or squarer. Do not alter the shape in any way. The overall size of the 4-H Emblem may be changed, but the proportions must remain intact.

Appropriate Use	Inappropriate Use
	

- Color. The 4-H Emblem should never be screened, shaded, gradated, or appear in a multi-colored hue. **Graphic Designers: The official color is 100% PMS 347 green.**

The clover can be green, white, black, or metallic gold. Below are the official guidelines for each color clover:

	<p>The "H's" on the green clover can be white, black, or metallic gold.</p>
	<p>The H's on the black clover should be white.</p>
	<p>The H's on the white clover can be black or green.</p>
	<p>The H's on the metallic gold clover can be white, black, or metallic gold (when embossed).</p>

The one exception to the above descriptions of the color of the H's is when only one-color printing is being used. With one-color printing the H's can be reversed out to the color of the paper (or medium) on which the emblem is printed.

One-color printing requires either PMS 347 green or black. For commercial applications, the "18 U.S.C. 707" notice should be the same color as the clover leaves. Black or white are the only acceptable alternatives to green for one-color printing.

Two-color printing - Only PMS 347 green may be used for the leaves and "18 U.S.C. 707" notice.

Four-color process (full color printing) - In four-color process printing, PMS colors are approximated using a particular combination of the standard four-color process printing inks. The four-color process percentages required to match 4-H's PMS 347 green are: cyan 100%, magenta 0%, yellow 90%, and black 0%. There is no PMS equivalent to PMS 873.

Video and Computer Screen Colors (Electronic Media) - The colors transmitted by electronic media are created using precise combinations of RGB (red, green, blue). The correct RGB values for the 4-H green are: R=51, G=153, B=102. No other colors are acceptable.

For exceptions to the guidance provided regarding color, please contact the appropriate authorizing entity.

Artistic

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.

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 is not open to reinterpretation or reconfiguration, regardless of its intended use, including the development of materials such as jewelry, sculpture, signage, crafts, or other fine art.

Animation

Animation of the 4-H Name and Emblem is allowable provided that the animation is in keeping with the guidelines in this document, 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.

Animation may also show the 4-H Emblem on a waving flag, on a float that is partially hidden by crowds watching a parade, being placed in a box or behind a curtain, twirling as it “dances”, “separating” as it forms the doors opening to welcome you to the 4-H Program, be partially hidden as it forms the backdrop for a youth speaking about 4-H, slowly come into focus or formation as the 4-H Emblem from an amorphous or other background, or completing itself as the clover leaves are added one by one to form the 4-H Emblem and each H is explained. In each of these cases, the 4-H Emblem may be temporarily blocked, in whole or in part, or have its shape altered. The end point of the animation must still comply with the guidelines.