

UTAH STATE UNIVERSITY
EXTENSION
VISUAL IDENTITY GUIDE

July, 2014



STRATEGY

PERSONALITY

DESIGN

EXECUTION

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BRAND OVERVIEW

UTAH STATE UNIVERSITY VISUAL IDENTITY POLICY

All university entities are permitted and encouraged to use and pair their names with the Utah State University logo. Official university entities are no longer permitted to create their own logos and marks to be used in place of the university logo. The purpose behind the identity program is to create a more unified image for the university. Exception to this rule involves entities that need to market and brand themselves to remain financially solvent. Entities with special funding and brand identity must get an exemption through the USU main campus office of Public Relations & Marketing.

OVERVIEW OF BRAND PERSONALITY

Utah State University Extension creates a wide range of print publications, websites, electronic newsletters, signage, and other materials to communicate with a variety of audiences. To foster a professional and more consistent visual identity for USU Extension, design guidelines have been developed for Extension employees on the proper use of the USU Extension logos and the design of print and electronic communications.

The brand personality describes the individuality and character of the Utah State University Extension identity. It describes how the organization would like to be perceived by target audiences, and outlines the characteristics that should be expressed through the design elements, tone, and style of the brand presentation. Extension's brand personality consists of a clean, fresh, and simplistic design. It focuses on open, white space to avoid complications and to keep the design focused on the subject matter. Throughout this visual identity guide, there are examples of how we have used this design on several collateral materials. Our goal is to give USU Extension a consistent and distinct personality that will complement Utah State University main campus marketing strategies.

EQUAL EMPLOYMENT OPPORTUNITY (EEO) STATEMENT

For letterhead, newsletters, job announcements, flyers, and most brochures, the following statement must be used:

Utah State University is an affirmative action/equal opportunity institution.

For publications, fact sheets, and other numbered publications, the following statement must be used:

Utah State University is committed to providing an environment free from harassment and other forms of illegal discrimination based on race, color, religion, sex, national origin, age (40 and older), disability, and veteran's status. USU's policy also prohibits discrimination on the basis of sexual orientation in employment and academic related practices and decisions. Utah State University employees and students cannot, because of race, color, religion, sex, national origin, age, disability, or veteran's status, refuse to hire; discharge; promote; demote; terminate; discriminate in compensation; or discriminate regarding terms, privileges, or conditions of employment, against any person otherwise qualified. Employees and students also cannot discriminate in the classroom, residence halls, or in on/off campus, USU-sponsored events and activities. This publication is issued in furtherance of Cooperative Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, Kenneth L. White, Vice President for Extension and Agriculture, Utah State University.

DESIGN ELEMENTS

Blue triangle design element is pointing forward.

Primary image is friendly and inviting and portrays confidence.

Title should be bold and noticeable with a smaller subtitle below. A line such as the one shown can be used as a divider.

TITLE ENTERED RIGHT HERE
SUB TITLE ENTERED RIGHT HERE

DATE: March 16, 2013 **TIME:** 7 to 8 pm **COST:** Free
LOCATION: Morgan Courthouse Auditorium, Utah State, Room 26

Wednesday, Jan 16th
Lorem ipsum dolor Ed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Wednesday, Jan 16th
Lorem ipsum dolor consectetur adipiscing elit, sed do eiusmod.

Wednesday, Jan 16th
Lorem ipsum dolor consectetur adipiscing. eiusmod tempor incididunt.

Wednesday, Jan 16th
Lorem ipsum dolor Ed do eiusmod tempor incididunt ut labore et dolore.

For more information or to register call: 435-797-1000

EXTENSION 
UtahStateUniversity

Utah State University is an affirmative action/equal opportunity institution.

extension.usu.edu

An opaque gradient blue line, such as the one shown here, can be used along the edge of images.

Text boxes are organized and separated from the others.

The USU Extension logo is always prominently placed and consistently displayed on the front cover along with the EEO statement.

Opposite blue triangle design element is pointing forward.

White space should be left on the materials to keep the design clean and simple.

4-H DESIGN ELEMENTS

Blue triangle design element is pointing forward.

Primary image is friendly and inviting and portrays confidence.

Title can include 4-H clover on the left. Title should be bold and noticeable with a smaller subtitle below. A line such as the one shown can be used as a divider.

An opaque gradient blue line, such as the one shown here, can be used along the edge of images.

Green text may be used in titles and headers if used sparsely.

Text boxes are organized and separated from the others.

The USU Extension logo is always prominently placed and consistently displayed on the front cover along with the EEO statement.

Opposite blue triangle design element is pointing forward.

White space should be left on the materials to keep the design clean and simple.

4-H **TITLE ENTERED RIGHT HERE**
SUB TITLE ENTERED RIGHT HERE

DATE: March 16, 2013 **TIME:** 7 to 8 pm **COST:** Free
LOCATION: Morgan Courthouse Auditorium, Utah State, Room 26

Wednesday, Jan 16th
Lorem ipsum dolor Ed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Wednesday, Jan 16th
Lorem ipsum dolor consectetur adipisicing. eiusmod tempor incididunt ut labore et.

Wednesday, Jan 16th
Lorem ipsum dolor Sit amet, consectetur adipisicing elit, sed do eiusmod.

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For more information or to register call: 435-797-1000

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COLOR PALETTE

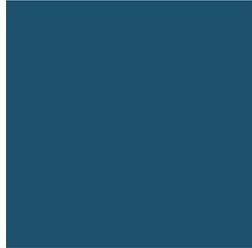
EXTENSION COLOR PALETTE

Color is an integral part of the Utah State University Extension identity. To maintain recognition of the identity, use the color palette specified below. In addition to Utah State University's dominant color of Aggie Blue, the following shades of blue, black, and gray may be used to properly identify Utah State University Extension. Accent colors are acceptable but cannot dominate a page. Large amounts of white space will often be used on Extension's collateral material. In rare cases, other colors are appropriate but must be approved prior to use.

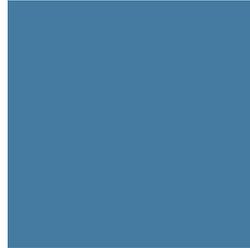


Aggie Blue

HEX: #003366



HEX: #1d516d



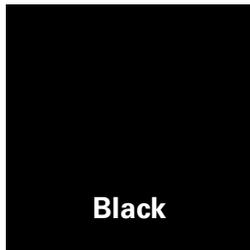
HEX: #447ba0



HEX: #4e6e7f



HEX: #7cb3c8



Black

HEX: #000000



HEX: #404041



HEX: #6d6e70



HEX: #bbbdcc

TYPOGRAPHY

To create a more uniform look and feel for Extension, you are encouraged to use one of the following five fonts for day-to-day business publications: Univers, Helvetica, Arial, Garamond, or Times. There are no restrictions, however, on use of any typefaces in Extension publications.

Selecting appropriate typefaces for publications is essential, depending on the purpose of the publication and the audience it targets. When producing communications materials, various weights of fonts should be used for headlines, body copy, captions, etc. The examples shown below are a small selection of the many variations available in Univers.

Key in the use of fonts is consistency and limiting their uses. For example, it is not recommended that all five fonts be used at once. You are encouraged to limit your selection to two contrasting fonts in combination, such as Helvetica with Garamond or Arial with Times. By choosing certain fonts and staying with them, you help to create a “fresh” and “clean” look for your publication. In rare cases, other fonts are appropriate but must be approved prior to use. The preferred colors for text are black or Aggie Blue. You may also use 4-H clover green on 4-H materials.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ~ ! ? " ' \$ ¢ @ # % & * () []

**Univers LT Std
45 Light**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ~ ! ? " ' \$ ¢ @ # % & * () []

**Univers LT Std
45 Light Oblique**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ~ ! ? " ' \$ ¢ @ # % & * () []

**Univers LT Std
55 Roman**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ~ ! ? " ' \$ ¢ @ # % & * () []

**Univers LT Std
65 Bold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ~ ! ? " ' \$ ¢ @ # % & * () []

**Univers LT Std
65 Bold Oblique**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ~ ! ? " ' \$ ¢ @ # % & * () []

**Univers Condensed
Regular**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ~ ! ? " ' \$ ¢ @ # % & * () []

**Univers Condensed
Bold**

TITLE ENTERED RIGHT HERE
SUB TITLE ENTERED RIGHT HERE



DATE: March 16, 2013 **TIME:** 7 to 8 pm **COST:** Free
LOCATION: Morgan Courthouse Auditorium, Utah State, Room 26

Wednesday, Jan 16th Lorem ipsum dolor Sit amet, consectetur adipiscing elit, sed do eiusmod tempor.	Thursday, Jan 17th Lorem ipsum dolor Sit amet, consectetur adipiscing elit, sed do eiusmod tempo.	Friday, Jan 18th Lorem ipsum dolor Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.	Saturday, Jan 19th Lorem ipsum dolor Sit amet, consectetur adipiscing elit, sed do eiusmod.
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For more information or to register call: 435-797-1000

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Flyer 1

 **TITLE ENTERED RIGHT HERE**
SUB TITLE ENTERED RIGHT HERE



DATE: March 16, 2013 **TIME:** 7 to 8 pm **COST:** Free
LOCATION: Morgan Courthouse Auditorium, Room 26

Lorem ipsum dolor Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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Flyer 2



 **TITLE ENTERED RIGHT HERE**
SUB TITLE ENTERED RIGHT HERE

DATE: March 16, 2013 **TIME:** 7 to 8 pm **COST:** Free
LOCATION: Morgan Courthouse Auditorium, Utah State, Room 26

Wednesday, Jan 16th Lorem ipsum dolor Ed do eiusmod tempor incididunt ut labore et dolore magna aliqua.	Wednesday, Jan 16th Lorem ipsum dolor consectetur adipiscing, eiusmod tempor incididunt ut labore et.
Wednesday, Jan 16th Lorem ipsum dolor Sit amet, consectetur adipiscing elit, sed do eiusmod.	Wednesday, Jan 16th Lorem ipsum dolor consectetur adipiscing, eiusmod tempor incididunt.
Wednesday, Jan 16th Lorem ipsum dolor consectetur adipiscing. eiusmod tempor incididunt.	Wednesday, Jan 16th Lorem ipsum dolor Ed do eiusmod tempor incididunt ut labore et dolore.

For more information or to register call: 435-797-1000

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Flyer 3

TITLE ENTERED HERE
SUB TITLE ENTERED RIGHT HERE

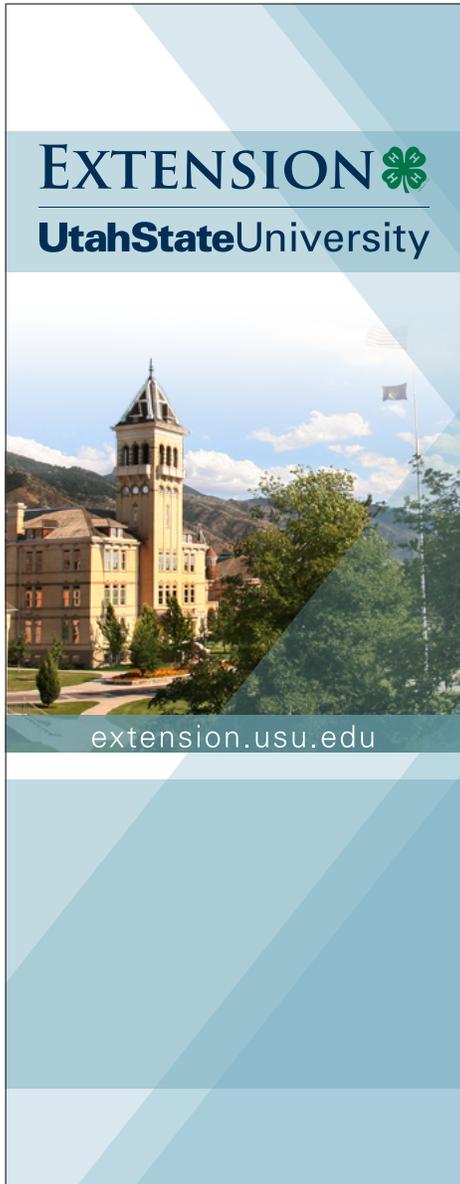


MORE INFORMATION ENTERED HERE
Lorem ipsum dolor consectetur aipisi endis
sloum dolor consectetur adipisi

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Flyer 4



Vertical Banner 1



Vertical Banner 2



Horizontal Banner

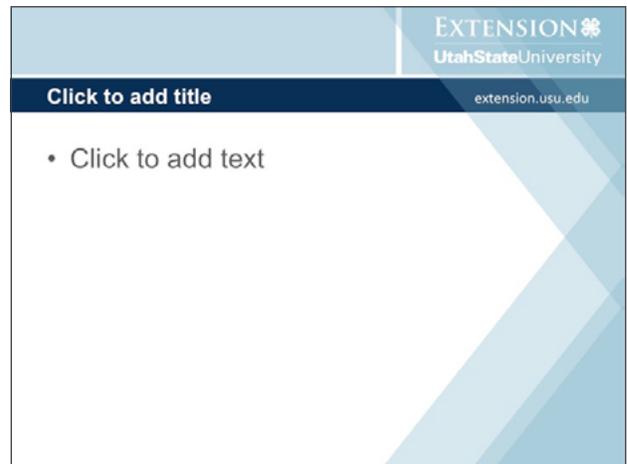
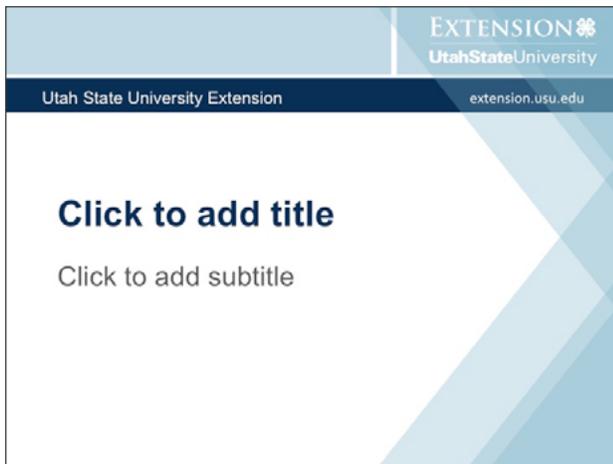
Title Slide

Content Slide

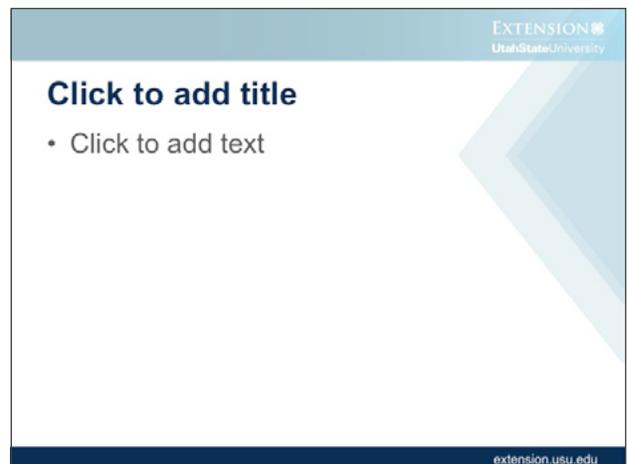
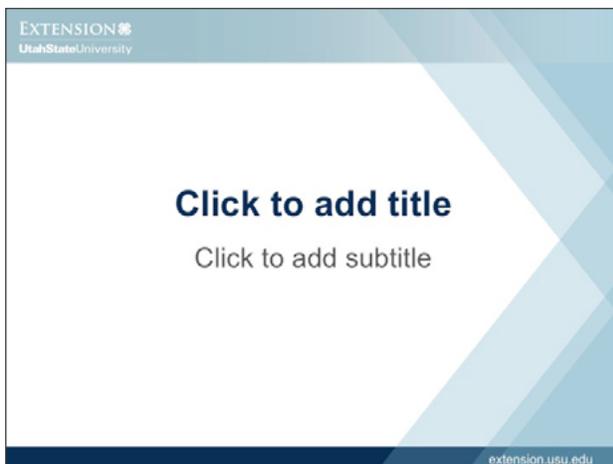
PowerPoint Presentation 1



PowerPoint Presentation 2



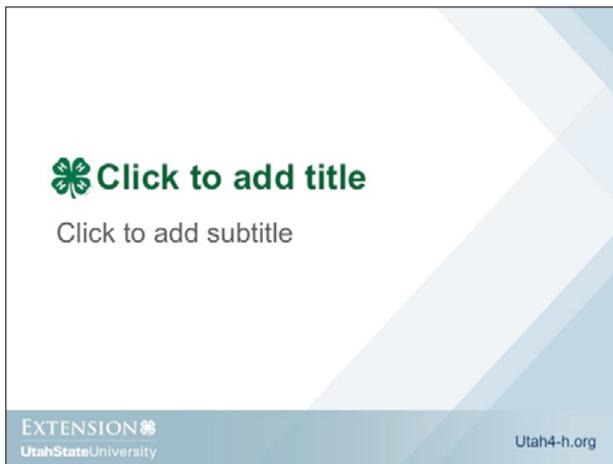
PowerPoint Presentation 3



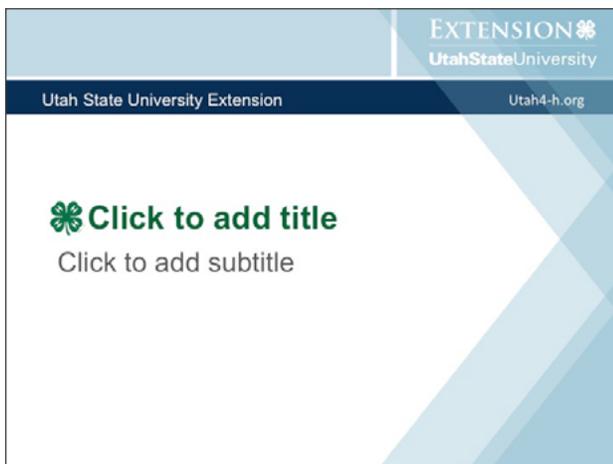
Title Slide

Content Slide

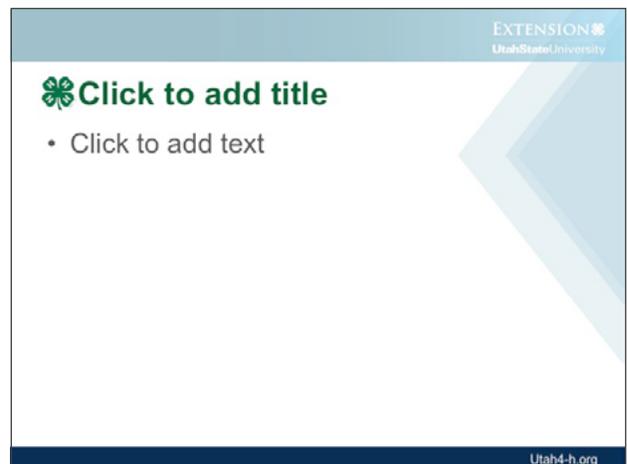
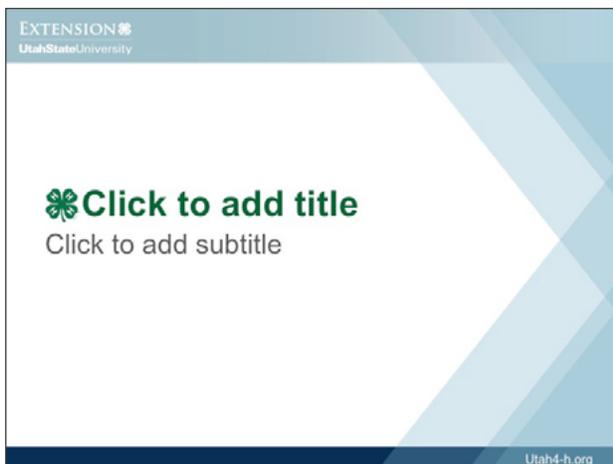
PowerPoint Presentation 1

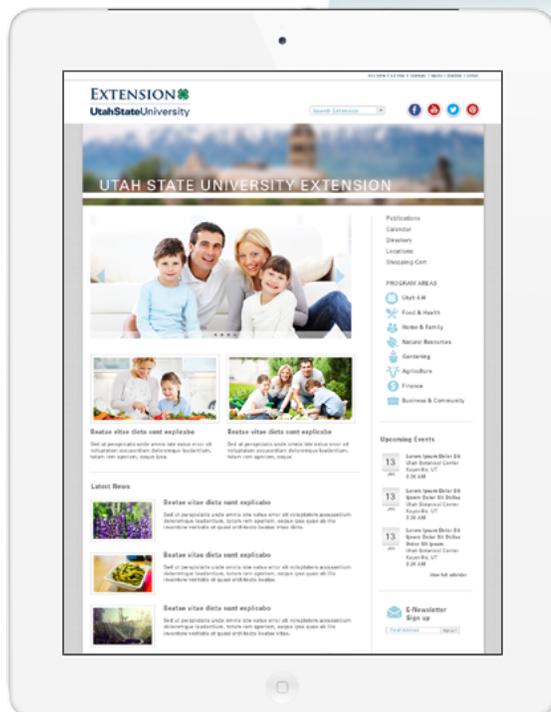
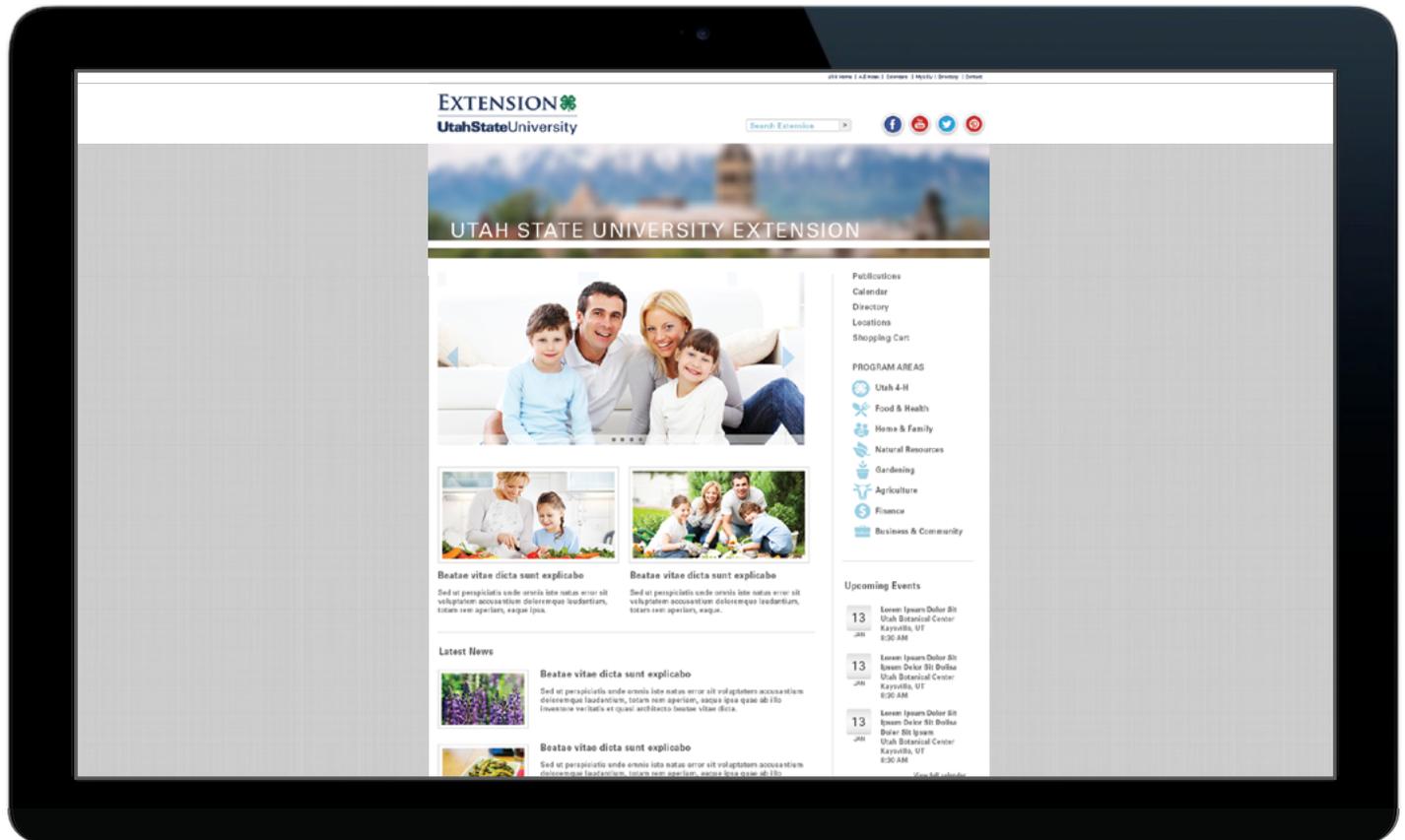


PowerPoint Presentation 2



PowerPoint Presentation 3







Extension Offices

Beaver	435-438-6450
Box Elder	435-695-2542
Cannonville	435-762-6283
Carbon	435-656-3333
Davis	801-451-3412
Duchesne	435-798-1140
Emery	435-281-2281
Garfield	435-676-1113
Grand	435-259-7558
Iron	435-868-8132
Juab	435-623-3450
Kane	435-644-4901
Kane (Delta)	435-864-1480
Millard (Fillmore)	435-743-5412
Morgan	801-829-3472
Ogden Botanical Gardens	801-399-8080
Plute	435-577-2901
Rich	435-733-2435
Salt Lake	385-468-4820
San Juan	435-587-3239
Saratoga	435-283-7557
Sevier	435-893-0470
Summit	435-896-3217
Sweaver EcoCenter	435-649-1787
Thanksgiving Point	801-768-7443
Tooele	435-277-2400
Utah	435-771-5452
Utah	801-851-8460
Utah Botanical Center	801-544-3889
Wasatch	435-647-3235
Washington	435-634-5706
Wayne	435-856-1312
Weber	801-399-8200

extension.usu.edu/offices

UTAH STATE UNIVERSITY
Extension



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Greetings! Utah State University Extension is dedicated to solving problems at work, home and in your communities with reliable, relevant, research-based information. Because of its partnership with federal, state and local governments and its network of county offices and state universities, Extension efficiently delivers educational programs at the grassroots level throughout each state in the nation. In the digital world, extension.org helps pool the knowledge of landgrant universities across the country.

Extension has a wealth of expertise on topics ranging from money management to farm safety, from food preparation to pruning, and from sewing to building robots. Extension faculty work in your communities keeping in touch with the issues that matter to you.

Please visit us online at extension.usu.edu.



Brochure





extension.usu.edu

Notepad

USU Extension Program Highlights

FINANCE AND CONSUMER LIFE HIGHLIGHTS

- Savings/Investment Education
- Debt Reduction
- Energy Conservation
- Farm and Ranch Finances
- Home Buyer Education
- Personal Finances
- Real Estate
- Retirement Planning
- Smart Shopping
- Sustainable Living
- Utah Saves
- Volunteer Income Tax Assistance (VITA)

FOOD, NUTRITION AND HEALTH HIGHLIGHTS

- Canning
- Diabetes Management
- Expanded Food and Nutrition Education Program (EFNEP)
- Food Service/Supplemental Nutritional Assistance Program – Education
- Food Allergies and Dietary Needs
- Food and Nutrition Education
- Food Preparation
- Food Preservation
- Food Safety
- Food Security
- Food Storage and Use
- Healthy Lifestyles
- Obesity Prevention
- Sports Nutrition

GARDENING HIGHLIGHTS

- Center for Water-Efficient Landscaping
- Gardening Basics
- Insect and Plant Management
- Landscaping
- Master Gardener Program
- Ogden Botanical Gardens
- Ornamental Horticulture
- Remanufacture
- Plant Diseases and Pathology
- Pruning
- Soils and Soil Testing
- Turf, Landscape and Garden Irrigation
- Turfgrass Management
- Utah Botanical Center
- Utah Plant Pest Diagnostic Lab
- Water-wise Plants

HOME AND FAMILY HIGHLIGHTS

- Building Strong Families
- Child Care
- Dating and Marriage Preparation
- Divorce Orientation
- Emergency Preparedness
- Family and Human Development
- Family Finances
- Gardening
- Healthy Living
- Hispanic Programs
- Marriage and Couples Enrichment
- Military Families
- Parenting
- Retirement Planning
- Sewing, Clothing and Textiles
- Spelling Education
- Sustainable Living

4-H AND YOUTH HIGHLIGHTS

- 4-H After-school
- 4-H Youth Mentoring
- 4-H Adventures for Kids
- Citizenship and Life Skills
- Clothing and Textiles
- County and State Fairs
- Earth, Physical and Biological Sciences
- Farm Field Days
- Food and Nutrition
- GPS and GIS
- Healthy Living and Relationships
- Junior Master Gardener Program
- Livestock Program
- Operation Midway Kids
- Outdoor Education and Safety
- Robotics
- Service and Leadership
- Shooting Sports and Firearm Safety
- Technology and Engineering
- Visual and Performing Arts
- Youth Camps and Activities

NATURAL RESOURCES HIGHLIGHTS

- Forestry Management
- Master Naturalist Program
- Outdoor Recreation and Tourism
- Rangeland Management
- Streamside Science
- Sustainability
- Swearer EcoCenter
- Tree Steward
- Urban Forestry
- Utah Biomass Resources Group
- Utah House
- Utah Water Watch
- Utah Community-Based Conservation Program
- Water Conservation
- Water Quality
- Wildlife Management and Resources

AGRICULTURE HIGHLIGHTS

- AgAbility of Utah
- AgBusiness
- Agricultural Economics and Marketing
- Agricultural Engineering and Irrigation
- Agriculture in the Classroom
- Animal Health and Nutrition
- Crop Management
- Diversified Agriculture
- Equine Science
- Farm Safety
- High Tunnel
- Insect and Pest Management
- Livestock Management
- Master Seed Program
- New Technologies
- No-till Applicator Training
- Range Management
- Risk Management
- Soil Research and Testing
- Spanish Language
- Sustainable Agriculture
- Urban Agriculture
- Water Management
- Weed Control and Management

BUSINESS AND ECONOMICS HIGHLIGHTS

- AgBusiness
- Business Outreach Support Service (BOSS)
- Community Leadership Training
- Community Needs Assessment
- Economic Development
- Home-based Business Training
- Land Use and Community Planning
- Manufacturing Enterprise Partnership (MEEP)
- Small Business Management Course (SBSC)
- Small Business Development Center
- Western Rural Development Center



Folder

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Utah State University Extension | Visual Identity Guide July 2014

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Newsletter
Paper

This is a template for a newsletter paper. It features a dark blue header with the URL 'extension.usu.edu' on the right. The main content area is white with a large blue arrow graphic on the left side. The Utah State University Extension logo is placed in the top left and top right corners. A small disclaimer is located in the lower left of the main content area. Below the main content area, there is a dark blue footer with the text 'Newsletter Paper' on the left.

Enter Title Right Here Short subtitle or introduction goes here

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This is a template for a scientific research poster. It has a light blue header with a dark blue arrow graphic on the left. The header contains the text 'Enter Title Right Here' followed by 'Short subtitle or introduction goes here'. The Utah State University Extension logo is in the top right corner. The main body of the poster is divided into three vertical white panels with thin blue borders. At the bottom, there is a dark blue footer with the text 'Utah State University is an affirmative action/equal opportunity institution.' on the left and 'extension.usu.edu' on the right.

Scientific Research Poster

BUSINESS CARDS

USU Extension faculty and staff business cards should feature the Extension wordmark at the top. If an additional logo or graphic is desired, it may be placed below the title line and between the contact information columns. The following is an example of an acceptable business card design:



NAME BADGES

The following is an example of an acceptable Extension name badge.



COUNTY OFFICE SIGNAGE

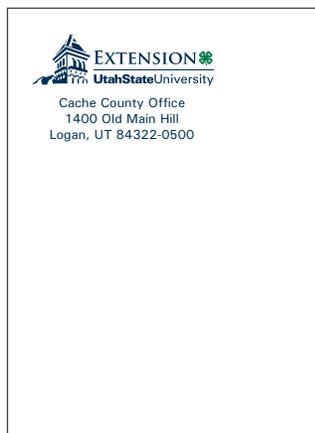


LETTERHEAD AND ENVELOPES

The following is an example of an acceptable letterhead design. The Extension wordmark should always be featured at the top left-hand corner of the document. The specific department or county may then be listed to the right if desired. Contact information should generally be shown at the bottom of the document. Margins on both sides and at the bottom should be 1 inch while the top margin should be 2 inches.

The following is an example of an acceptable envelope design. The Extension wordmark should always be featured at the top left-hand corner. Contact information should be shown directly below the wordmark, flush left. It may be printed in Aggie Blue or black, Univers 8 pt. font.

Letterhead



Envelope

CLOTHING

Examples of the Extension secondary wordmark used on clothing are shown below. The Extension secondary wordmark should generally be featured on most clothing and promotional items rather than the primary wordmark.



White Polo Shirt



Blue Polo Shirt



Navy Blue Cap

VEHICLE MAGNET



EXTENSION WORDMARKS

PRIMARY EXTENSION WORDMARK

USU Extension provides several wordmark styles to allow for design flexibility, printing purposes and electronic reproductions. These wordmarks are subject to area of isolation and size guidelines found on page 17. The following wordmark styles and color variations are available for use throughout USU Extension.

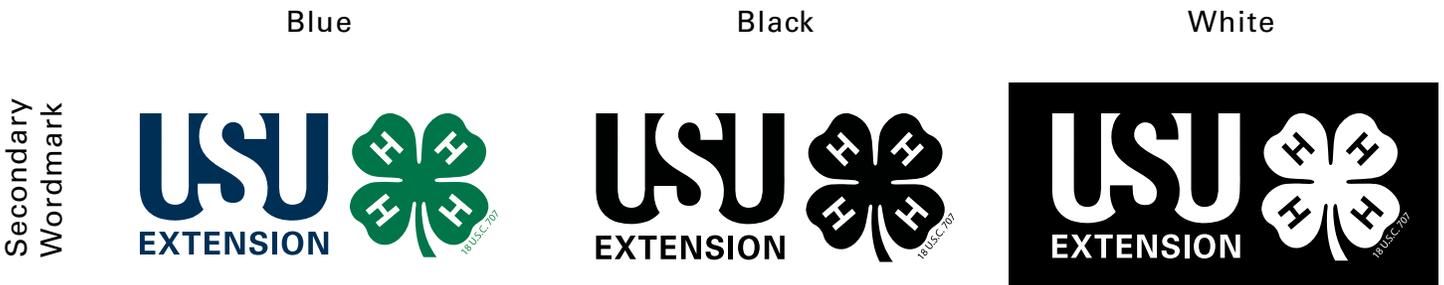
The following primary wordmark styles including the tower are only to be used on letterhead and business cards.



SECONDARY EXTENSION WORDMARK

USU Extension provides a secondary wordmark that was developed to provide communicators with an option that is bold and immediately recognizable. The secondary wordmark is subject to area of isolation and size guidelines found on page 17. This wordmark is most suited for clothing and promotional items.

The following secondary wordmark styles are available for use within USU Extension:



WORDMARK GUIDELINES

AREA OF ISOLATION

To maintain the integrity of the Utah State University Cooperative Extension visual identity, a certain amount of space around the wordmark must be kept clear of competing visual elements. The space is based upon the size of the “U” of Utah State. This area of isolation also applies to the Extension 4-H wordmark and county wordmarks.



PLACEMENT AND SIZE OF THE EXTENSION WORDMARK

The Utah State University Cooperative Extension wordmark is required to be placed on the front cover of all printed and electronic communications, both internal and external, for quick university identification. The Extension wordmark, except in electronic publications, may be placed anywhere on the page. The Extension wordmark should have proportionally weighted role. The minimum size allowed for a postcard or similarly sized publication is 5/8-inch tall for the vertical tower wordmark, 1/2-inch tall for the horizontal tower wordmark, and 1/4-inch tall for the horizontal wordmark. As the publication size increases, the minimum size of the wordmark should increase proportionally. For example, it would be inappropriate for the wordmark to be reproduced at 1/2-inch on a 4-foot banner. These guidelines also apply to the Extension 4-H wordmark and county wordmarks.



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.

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.

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.

4-H EMBLEM GUIDELINES

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. The one exception to the below 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. Below are the official guidelines for each color clover:

Green



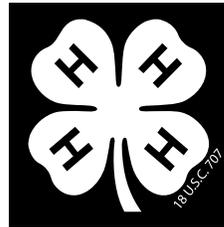
The "H's" on the green clover can be white, black, or metallic gold.

Black



The H's on the black clover should be white.

White



The H's on the white clover can be black or green.

Gold



The H's on the white clover can be black or green.

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.