



Using the 4-H Name and Emblem

Policy Guide for 4-H Entities

The 4-H Youth Development Program

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.

This document outlines the guidelines for chartered 4-H entities on the correct use of the 4-H name and emblem.

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

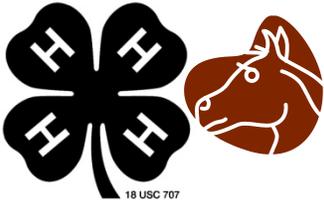
The official 4-H Emblem is a four-leaf clover with a letter “H” in each leaf and the stem turned to the right. The Emblem may be two-dimensional (flat) or three dimensional (with shadows that show depth and perspective). Authorized users of the 4-H Emblem must ensure the following:

- ✓ 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.

Appropriate Use	Inappropriate Use
	

- **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.

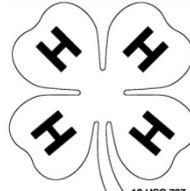
Appropriate Use	Inappropriate Use
	

- **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.

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.

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.

Source: Name and Emblem Policy Guide 4-H Professionals, Published by:
United States Department of Agriculture, National Institute of Food and Agriculture, Division of Youth & 4-H

