



CO-BRANDING WISCONSIN 4-H AND THE UNIVERSITY OF WISCONSIN-EXTENSION

Below are University of Wisconsin-Extension guidelines for branding and logo use, including guidelines for co-branding the UW-Extension logo and the 4-H Clover.

Our logo is the most powerful and visible symbol of our organization, and UW-Extension 4-H volunteers and families play a big role in using the logo and presenting 4-H Youth Development around the state.

Proper logo use is an opportunity to strengthen and reinforce the relationship between Wisconsin 4-H Youth Development and UW-Extension. Strong, consistent logo use will help:

- Raise awareness of 4-H Youth Development programs and the connection to UW-Extension
- Maintain public support for Wisconsin 4-H Youth Development
- Identify 4-H clubs and groups as part of UW-Extension

UW-Extension co-branding guidelines require that the 4-H Clover always appear with the UW-Extension logo on printed materials, such as:

- T-shirts
- Pens and pencils
- Banners
- Yard signs
- Posters
- Newsletters
- And more

There are two versions (vertical and horizontal) of the co-branded logo available here in EPS (high-res/vector) JPG, PNG and embroidery-ready formats here: <http://bit.ly/2A3QaEG>. These versions are great for posters, newsletters, banners and other printed material.

- For items like t-shirts, pens and pencils, it's OK to use the 4-H Clover by itself as long as the UW-Extension logo or the words "University of Wisconsin-Extension" appear somewhere else on the item (for example, on a t-shirt the Clover may appear on the back, and the UW-Extension logo on the sleeve or chest, if that works better for your design).
- Volunteers who are printing t-shirts or products should double-check with their county-based educator to ensure they are using the logo correctly.

The 4-H Name and Emblem policy is available from the United States Department of Agriculture's National Institute of Food and Agriculture here:

<https://nifa.usda.gov/sites/default/files/asset/document/4-H%20Name%20and%20Emblem%20Policy%20Guide%204-H%20Professionals%202014.pdf>

EEO/AA Statements - Equal Opportunity Employer/Affirmative Action Statements

The University of Wisconsin **EEO/AA Statement** must be placed on the first or last page of all public documents. They are available in English and Spanish, along with the situations to use various statements, for example, position vacancies, brochures, etc., at this link

https://drive.google.com/file/d/0B4zV60bx_F27MIVxcGpkXy1Id0E/view?usp=sharing

If the publication is in regards to an event, an **Accommodation Statement** must be communicated to participants in your program on marketing and program enrollment materials, website, etc. so that they know how to request if needed. Accommodation statements are also available at the link above.