



## NYS 4-H Policy on 4-H Name & Emblem

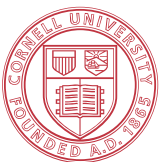
Our office adheres to the National 4-H “Policy Guide for 4-H Professionals” for use of its Emblem and Name:

### 4-H Name Guidelines

- 4-H
- Do **not use** 4H, 4\_H, 4/H, or 4 H
- Try to reword sentences that begin with 4-H, and do not use Four-H. Proper English usage requires that sentences not begin with a numeral.
- Avoid separation of the 4-H name at the end of a sentence.
- Do not use the 4-H Emblem in place of the word, “4-H” in title or text.

### 4-H Emblem Guidelines

- The 4-H Emblem is a four-leaf clover with the 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 must ensure that they:
  - Are using the official 4-H Emblem, using it in its entirety
  - Are not flipping the image; the stem must point to the right as you view the image
  - Are not distorting or warping the image dimensions while resizing
  - Are not using the 4-H Emblem to imply endorsement
  - Are following the graphic use guidelines outlined in this document. For clarification questions contact: [4HNE@nifa.usda.gov](mailto:4HNE@nifa.usda.gov)
- Use the whole 4-H Emblem
- Do not remove any of the leaves on the image or cut off leaves at margins. [Page 12](#)
- Do not place text or other images over or on top of the Emblem, not to be used as watermark. Read [Page 13](#) of the Policy Guide for examples.



Cornell University



### **4-H Emblem Guidelines**

- Keep it upright
- Do not distort the Emblem to fit a space, by making it longer, taller, wider, angled or squarer
- The 4-H Emblem should never be screened, shaded, gradated, or appear in a multi-colored hue. Official color is 100% PMS 347 green.
  - The clover green, white, black or metallic gold with specific guidelines for each color clover which can be found on [Page 14](#) of the Policy Guide, as well as information on one-color, two-color and four-color printing processes, and video and computer screen colors for electronic media

### **4-H Emblem Usage**

- The 4-H Emblem may be used on jewelry or fine art made of metals, glass, leather, or wood without conflicting with color specifications for the Emblem. Ceramic, plaster, paper, fabric or other materials that are colored or painted must comply with Emblem color specifications
- Use of the Emblem on fabric (painted, screen-printed, embroidered, appliqued, etc.) must adhere to the 4-H Emblem authorized colors and other guidelines above.

### **Animation of 4-H Emblem**

- Animation is allowable provided the animation is in keeping with the guidelines above.
- At the end point of the animation, the 4-H Emblem must appear in a manner that adheres to all guidelines for its use (upright, not distorted, etc.)
- Animation may show 4-H Emblem on a waving flag, on a float partially hidden by crowds watching a parade, being placed in a box or behind a curtain, twirling as it dances , etc. Further examples of ways it can be used in animation can be found here on [Page 15](#) of the Policy Guide.





### **Authorization Criteria—How to Apply for Authorization**

- Applying to Become an Authorized User on [Page 6](#)
- Basis for Approval to use the 4-H Emblem:
  - Usage is for educational and character-building purposes of 4-H Program
  - Educational and informational uses are in the best interest of the 4-H Program
  - Usage is consistent with dignity of 4-H Program
  - Usage can be properly controlled by Extension office
  - Usage is for specific time period
  - Usage follows graphic use guidelines mentioned in this document
- The 4-H Emblem is forbidden to be used to exploit the 4-H Program; it cannot be used to imply endorsement of commercial firms, products, or services.
- Products & Services: Approval for materials and merchandise should fall into one of the following categories:
  - Educational/Informational (meeting supplies, flags, curricula, etc.)
  - Recognition (ribbons, trophies, plaques, etc.)
  - Character-building/belonging (clothing, jewelry, bags, magnets, etc.)
- Authorization required for manufacturing, selling, distribution of products/services using the 4-H Emblem or Name...a non-endorsement statement must accompany usage ([Page 7](#))
- The following types of products will NOT receive authorization: animal feed, beauty products, beverages, food, insurance, luxury items, pesticides, solvents, and weapons.
- For Media, Fundraising, Sponsorships and Partnerships please see [Pages 8-10](#) of the Policy Guide

