

4-H BRAND BASICS

A ready reference to help you tell your 4-H Story, and build the 4-H Brand.

LOGOS



NAME & EMBLEM



4-H GROWS HERE



BRAND MESSAGE PLATFORM

WHO

4-H is America's largest youth development organization.

WHAT

We empower young people with the skills to lead for a lifetime.

HOW

Youth collaborate with caring adult mentors to lead hands-on projects in areas like science, health, agriculture and citizenship. Mentors provide a positive environment where youth learn by doing. This 4-H experience is delivered by a community of more than 100 public universities across the nation.

IMPACT

This experience grows leaders with life skills like confidence, independence, resilience and compassion. This produces 4-H'ers who are 4X more likely to give back to their communities, 2X more likely to make healthy decisions and 2X more likely to pursue STEM opportunities.



BRAND PROMISE

4-H EMPOWERS KIDS WITH THE SKILLS TO LEAD FOR A LIFETIME

Overarching Benefit



TAGLINE

4-H GROWS HERE

Encapsulates Brand: Succinct, Memorable, Descriptive



PHOTOGRAPHY



A picture helps set the tone for the creative piece. For the maximum impact, choose photos that are both emotionally compelling and content-specific. Prioritize images of actual 4-H'ers in action over stock photography whenever possible.

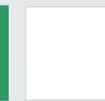


BRAND COLOR PALETTE

PRIMARY COLORS



4-H Green
PMS 347
C100 M0 Y90 KO
R51 G153 B102
#339966



White
CO M0 YO KO
#ffffff

SECONDARY COLORS



Light Green
PMS 360
C62 M0 Y78 KO
R97 G194 B80
#61C250



Lime
PMS 382
C28 M0 Y92 KO
R190 G214 B0
#BED600



Teal
PMS 3252
C54 M0 Y24 KO
R71 G213 B205
#47D5CD



Sky
PMS 7457
C17 M0 Y2 KO
R202 G227 B233
#CAE3E9



Slate
PMS 7544
C33 M4 Y11 K31
R137 G150 B160
#8996A0



Lemon
PMS 1225
CO M17 Y68 KO
R255 G203 B79
#FFCB4F



Orange
PMS 1375
CO M45 Y95 KO
R255 G160 B47
#FFA02F



Wheat
PMS Warm Gray 1
C2 M5 Y4 K5
R224 G222 B216
#E0DED8



4-H Text*
PMS 432
C67 M45 Y27 K70
R55 G66 B74
#37424A



4-H Metallic Gold
PMS 7544
PMS Print Only!

*Can be used as a secondary color.



ABOUT 4-H

In 4-H, we believe in the power of young people. We see that every child has valuable strengths and real influence to improve the world around us. We are America's largest youth development organization—**empowering nearly six million young people across the U.S. with the skills to lead for a lifetime.**



IMPACT



4X

THE IMPACT

4-H'ERS ARE ACTIVE CITIZENS

4X more likely to actively contribute to their communities

2X more likely to be civically active



2X

THE IMPACT

4-H'ERS ARE HEALTHIER

2X more likely to make healthier choices

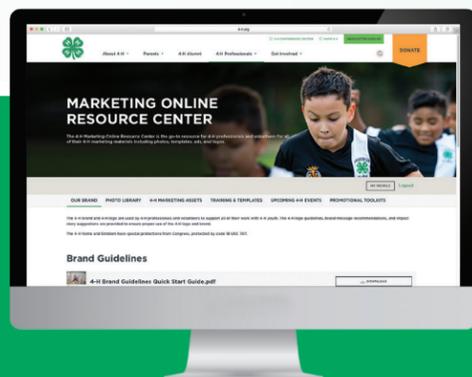


2X

THE IMPACT

4-H'ERS EXCEL IN SCHOOL

2X more likely to participate in STEM activities in out-of-school time



Marketing Online Resource Center

The 4-H Marketing Online Resource Center is the go-to resource for 4-H professionals and volunteers for all of their 4-H marketing materials including photos, templates, ads and logos.

Simply log onto: 4-H.org/morc

Video Assets



Print Advertisements



Templates

