



4-H Logo and Wordmark



Protection and Usage Guidelines

An organization's identity - which is invaluable in terms of branding, awareness, and goodwill - is represented by its logo and its wordmark. It is crucial for our long-term success that we all work together to maintain the integrity of both the 4-H clover logo, the '4-H' wordmark, the Motto and the Pledge. The Canadian 4-H Council is obliged to monitor and protect its registered trademarks by enforcing all infringements through the Canadian Trademarks Office. Failure to do so can result in the loss of our registration. We all have a responsibility to maintain and protect our logo and wordmark. Please report any infringements to the Canadian 4-H Council.

The 4-H Logo

The 4-H logo is registered to the Canadian 4-H Council under the official Trademarks Act. The following are granted full permission to correctly use and/or distribute the 4-H logo without prior written consent: 1) Media when used in conjunction with a 4-H story; 2) All provincial 4-H agencies which are members in good standing of the Canadian 4-H Council; 3) registered 4-H regions/districts/counties in good standing with their provincial agency; 4) registered 4-H Clubs, registered 4-H Members, and registered 4-H Leaders in good standing with their provincial agency; 5) Corporate, association and individual Members in good standing of the Canadian 4-H Council; 6) Sponsor of 4-H at local, provincial, or national level. This includes but is not limited to use of the logo on clothing, printed materials, and websites. Note: Authorization to use the logo by third parties where the sole purpose of the intended usage is the sale/promotion/marketing of a product or service requires a signed agreement with Canadian 4-H council (or its member provincial agency).

The 4-H Logo May Be Used In One Of The Following Formats



Black and White



Colour (PMS#347)



Reversed



Proud 4-H Supporter
Supporter

Values For Colour Reproduction

CMYK values for the official green are C 100% M 0% Y 86% K 3%

RGB values for the official green are R 0% G 50.3% B 20.4%

Hex Key# 009E60

Do Not place any other object or piece of art work directly next to the logo. Leave a 1/4" circle of white space. **Do Not** make any changes/additions/deletions to the logo (i.e. removing the word 'Canada' to insert a Club name). **Do Not** use the U.S. clover logo in place of the Canadian 4-H logo. When in doubt, find out!

The 4-H Wordmark: '4-H'

The 4-H wordmark (4-H) is protected under the official Trademarks Act. Correct usage is as follows: a numeral '4' followed by a clearly defined dash (-), followed by a capital 'H'.

Do not, under any circumstance, remove or otherwise alter the dash (-).

The 4-H Motto: 'Learn To Do By Doing'

The 4-H Motto, Learn To Do By Doing, is protected under the official Copyrights Act.

Do not, under any circumstances, alter this copyrighted motto.

The 4-H Pledge

The 4-H Pledge, which is protected under the official *Copyrights Act*, is as follows:

I pledge

My Head to clearer thinking,

My Heart to greater loyalty,

My Hands to larger service,

My Health to better living,

for my Club, my community, and my country'

Do not, under any circumstances, alter this Copyrighted Pledge.



Electronic Uses

The registered Logo, Wordmark, Motto and Pledge may be scanned for electronic use.

Output resolution should ensure high-quality reproduction when printed or displayed on-screen. When resizing the logo, you must maintain the aspect ratio between the width and the height to prevent a skewed or 'squashed' appearance.

Legal Attribution Line

An attribution line is required in all instances where the logo is used. The attribution line should read: *'Registered trademark of the Canadian 4-H Council'*

When brought to its attention, the Canadian 4-H Council will notify the Canadian Trademarks Office of all trademark violations; violators will be notified in writing to cease use of the registered wordmark and/or logo. Failure to comply may result in legal action.