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## About 4-H Canada

## About 4-H

For over 100 years, 4-H has been one of the most highly respected youth organizations in Canada. Since 1913, 4-H has given youth opportunities to "Learn To Do By Doing" through a dedicated group of volunteer leaders and mentors. 4-H empowers youth as skilled, engaged, and responsible leaders who are passionate about making meaningful contributions to the world around them. We give today's youth a safe, fun, and inclusive environment that prepares them to make a positive impact on their community, country, and around the world.

In Canada, 4-H counts more than 24,500 members and 7,600 volunteers. Locally, 4-H gives back to the community and creates community leaders. Provincially, there are opportunities for conferences, camps, and scholarships. And nationally, 4-H members have the opportunity to see different parts of Canada and the world, apply for scholarships, and participate in some of the country's longest-running youth conferences.

About 4-H Canada
4-H Canada is the national governing body for 4-H in Canada. National staff handle the planning, implementation, and management of national programs, events, campaigns, scholarships, grants, and more. Staff are governed by the Board of Directors, a national volunteer board. The Canadian 4-H Foundation is responsible for overseeing the funding of 4-H Canada as a national not-for-profit organization.

## Communicating Our Brand Effectively

All 4-H products should embody the distinct messages and values that we stand for. The key to effective brand communication is to represent this focus and this identity as firmly as possible in all media. Designs should be clear and should focus attention on our key messages. With these goals in mind, a set of components-logo, typeface, colours, and design standards—have been created to represent a strong 4-H identity. In addition, we have defined a systematic approach for using these components in all communications.

This guide is to be used in order to achieve and maintain a unified look to all communications, both internal and external. It covers each component of the design system, how and when to use them, appropriate variations, and unacceptable uses. The 4-H identity standards and style guide will make the production of communications materials simpler, faster, and more effective-and, in turn, will help to make our brand stronger.

## Logo Guidelines

4-H has created a new logo that honours the past 100 years of the organizations successes and positions the organization for the next 100 years. The $4-\mathrm{H}$ logo represents the core values of $4-\mathrm{H}$-as symbolized by the iconic clover. A maple leaf at the very heart of the logo in celebration of our deep commitment to patriotism. The four H's represent Head, Heart, Hands and Health. The new logo creates an inclusive home for country, province and local club. The newly energized logo will help position 4-H Canada as it enters the next century of its long and proud history.

## Logo Elements \& Clear Space

To create the greatest visual impact, the 4-H Canada logo must be surrounded by a minimum amount of clear space. No text or graphics are to enter into that protected area. A space equivalent to the height of the " H " must be maintained around the logo, on all four sides.


CANADA


## Logo Restrictions

Incorrect use of the 4-H Canada logo compromises its integrity and effectiveness. The examples of logo misuse below are not comprehensive; they are only a small sample of possible misuses. To ensure accurate, consistent reproduction of the 4-H Canada logo, never alter, add to, or attempt to recreate it. Always use the approved digital artwork, available from 4-H Canada.


Don't change the colour of the logo


Don't stretch, condense or distort the logo


Don't change the proportions of the logo elements


Don't rearrange elements of the logo


Don't rotate the logo


Don't remove "Canada" from logo

## Logo Minimum \& Maximum Size

The 4-H Canada logo should always maintain a prominent position on any communication piece. However, it should not be too large in relation to the rest of the piece. Whenever possible, do not make the logo so small that the lettering is no longer legible.

See pages 15-20 for samples of the logo used on various collateral.

## Logo Colour Variations

The 4-H Canada logo should be reproduced in colour whenever possible, using Pantone ${ }^{\circledR} 7739$. White is the most effective background for the colour logo because it provides a clean, crisp contrast for the logo's colour and elements.

If colour reproduction is not possible, please refer to the alternative one-colour versions below. When the 4-H Canada logo is placed on a photo, the image behind the logo must be light enough to provide contrast for the positive logo or dark enough to provide contrast for the reverse logo. The photo should also not have too many distractions behind the logo that would interfere with its clarity.


CANADA

Colour Version
Note: If contrast with the background is not great enough, use the white logo.


CANADA

Black Version
For when colour reproduction is not possible.


Choose which colour version of the logo to use based on the contrast provided by the image background.

## 4-H Provinces and Clubs

- Full club name appears above the clover, in the same colour as the clover.
- " $4-\mathrm{H}$ " is optional in club names.
- The Canada and Province lines are the "organization identifier" and may not be changed.
- Provinces may not be abbreviated.
- Town/City not included if absent from club name.
- Club names should appear in Gotham Book font.
- Some club names are very long and must be stacked to two (or three) lines. Club width should not be wider than the clover plus the height of the " H " on either side.
- Provincial identifier and club names should be $25 \%$ smaller than the word Canada.

Full Club Name


CANADA
4-H Province

- "Canada" always appears below the clover.
- Province will appear below "Canada" and the club names will appear above the clover.
- The identifier line above the logo is for the following official 4-H entities: clubs, districts, regions, council (only in the case of Alberta), and foundations. Other content is not permitted in this line but can be placed near the logo with the space equivalent of an H in between.
- Events, projects and other 4-H activities should not appear in the club identifier line but rather can be placed to the right of the logo, provided there is the space equivalent of an H on all four sides of the logo.


## McConnell 4-H Beef Club



CANADA
4-H Manitoba

## Logo Fonts

The "club names" and "provinces" use Gotham Book, and "Canada" uses Gotham bold.

Gotham Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Gotham Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

## Collateral Standards

4-H logo collateral materials such as jewellery or fine art may be made of metal (e.g. copper, bronze, gold or silver), glass, leather, or wood even though it doesn't conform with the colour specifications for the 4-H logo. Ceramic, plaster, paper, fabric or any materials that are coloured or painted must comply with the colour specifications and all other guidelines. The 4-H logo should not be used or integrated into a larger design in such a manner that it becomes difficult to recognize or distinguish, or that is not consistent with the graphic guidelines for use of the 4-H Logo.

## Horizontal Collateral Items

In some instances, specifically for long and narrow horizontal items such as rulers, pencils, pens, picture frames and name tags, the 4-H logo with provincial and/or club identifier may not fit onto the item.

- For all narrow horizontal items, the 4-H Canada logo should ALWAYS be used.
- "Canada" must always appear below the clover.
- All provincial or club identifiers would be centered to the right of the 4-H Canada logo, and would not be a part of the logo. Therefore, proper spacing must be maintained around the 4-H Canada logo.
- For all horizontal collateral items, the height of identifiers placed to the right of the logo cannot be taller than the $4-\mathrm{H}$ logo.



Pencils

## Embroidery Standards

Use of the emblem on fabric, whether painted, screen printed, embroidered, appliquéd, or some other technique, must accurately represent the 4-H logo in authorized colours and adhere to all other brand usage guidelines.

Embroidery standards are as follows:

- The 4-H clover should be the 4-H green, Pantone 7739 (or as close a match to Pantone 7739 as possible). In this case, the maple leaf and four H's should be white.
- If the logo will be embroidered onto something that is dark in colour, or the exact same or similar green as the 4-H green, the white reverse logo can be used. However, the maple leaf and four H's should be embroidered as the 4-H green (Pantone 7739 or closest match possible)
- While the green logo is preferable, the black version of the logo can be used if it is being embroidered onto an item that is light in colour. If the black version of the logo is used the maple leaf and four H's are embroidered as white.
- The typical size for 4-H left chest embroidery is $3.2^{\prime \prime}$ tall/wide. Based on this size, the letters in CANADA would be $0.3^{\prime \prime}$ tall, and provincial letters should be at minimum 0.01 " smaller.
- For embroidery only the minimum size the logo can be is $2.875^{\prime \prime}$ high. Based on this size, the letters in CANADA will be .272" and the provincial letters will be at minimum 0.01" smaller.
- The 4-H's/clover/maple leaf/club and provincial ratios must be maintained when embroidering.


Three colour options


Green version on light background


White version on dark background


CANADA
Black version on light background

## Brand Colours

4-H Canada's colour palette emphasizes fun and youthful colours, with Pantone ${ }^{\circledR} 7739 \mathrm{C}$ as its primary colour. A complementary colour palette has been developed to enhance our brand and logo when used in other applications, such as brochures or websites. This complementary palette consists of:

## Pantone ${ }^{\circledR}$ 360, Pantone ${ }^{\circledR}$ 285, Pantone ${ }^{\circledR}$ Process Cyan, and Pantone ${ }^{\circledR} 297$.

In most cases Pantone ${ }^{\circledR}$ inks are not applicable, in which case the following breakdowns should be used: For four-colour process printing, refer to the CMYK values shown here. For on-screen and web applications (e.g. PowerPoint ${ }^{\circledR}$, websites, video, and intranets), refer to the RGB/HEX values specified.

White is also an important colour for the 4-H brand, providing a clear backdrop, and enhancing the brightness and playfulness of the colour palette.


4-H CANADA GREEN

| PANTONE | 7739 |
| :--- | :--- |
| CMYK | $85 / 10 / 100 / 10$ |
| RGB | $11 / 148 / 68$ |
| HEX | $\# 0 b 9444$ |



LIGHT GREEN | PANTONE 360 |  |
| :--- | :--- |
| CMYK | $58 / 0 / 80 / 0$ |

CMYK 58/0/80/0



DARK BLUE

| PANTONE | 285 |
| :--- | :--- |
| CMYK | $89 / 43 / 0 / 0$ |
| RGB | $0 / 115 / 207$ |
| HEX | $\# 0073 \mathrm{cf}$ |



CYAN



LIGHT BLUE

| PANTONE | 297 |
| :--- | :--- |
| CMYK | $49 / 1 / 0 / 0$ |
| RGB | $114 / 199 / 231$ |
| HEX | $\# 72 \mathrm{c} 7 \mathrm{e} 7$ |

Note: The colours shown are not intended to match the Pantone ${ }^{\circledR}$ Colour Standards. Please consult current Pantone ${ }^{\circledR}$ publications for accurate colour swatch references.

## Typography

## Main fonts

In print applications, the 4-H visual identity uses two typefaces: Clarendon and Whitney. Clarendon Bold is used for some display copy such as headlines and branding elements such as the 4-H Canada tagline; please refrain from using it for body copy. Clarendon Bold is the recommended weight for these applications; please refrain from using it for body copy. Whitney Book is the preferred typeface for body copy

## Alternatives

These fonts can be used as alternatives if the main brand fonts are not available.

Print Typefaces

Clarendon (For display copy, such as headlines. Bold is the preferred version.)
Clarendon Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Whitney (For body copy)
Whitney Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
Whitney Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Whitney Medium
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Whitney Semibold abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

## Alternatives

Century Schoolbook (For display copy, such as headlines.) abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Calibri Regular (For body copy)
abcdefghijkImnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Calibri Bold (For sub heads)
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

## Design Element: The Angle

## What is it?

Used to create visual interest, the Angle is an important graphic element that helps to give 4-H Canada its dynamic, unique, and memorable look.

## When is it used?

The Angle can be applied to lettering, shapes, or images. It can take a prominent position, such as a box behind a title to draw focus on the page, or it can take a smaller, supportive position. Whatever the application, it should be used sparingly so as not to overpower the design.

## How is it created?

The Angle is always set to five degrees, travelling upwards from left to right. Consistency in its measurement is key.

$5^{\circ}$ upwards angle applied to lettering within a banner box

$5^{\circ}$ upwards angle applied to lettering within a box

$5^{\circ}$ upwards angle applied to shape only

$5^{\circ}$ upwards angle applied to image

$5^{\circ}$ upwards angle applied to shapes

## Design Element: Tagline

The 4-H Canada tagline-"Learn To Do By Doing"-is trademarked, along with the 4-H logo. The tagline appears as a unit, either flush left or flush right, on a green or white background. Having the tagline set on an angle, in its prescribed boxes, flush to the edge of the page or box is the preferred application. If this arrangement isn't possible, it can also be set as text only. Tagline files are provided by 4-H Canada and shouldn't be altered. Be sure to incorporate bleed, if necessary. Note that the tagline should always appear with both upper and lowercase lettering, where each word has an initial capital.

See pages 15-17 for samples of tagline usage on various collateral.

Boxed Tagline (Preferred Version)

```
Learn To Do By Doing
```

Flush Left


Flush Right

## Design Element: Colourful Text

## What is it?

Colourful display text that draws the reader into the communication, contributing to 4-H Canada's playful spirit.

When is it used?
Headlines, the 4-H Canada tagline, and any other important display text can be set in this style.

How is it created?
Using the 4-H Canada brand colours, it should be applied to entire words within the text. Avoid switching colours for each letter within a word.

## YAC <br> campaigns FOR future leaders

[^0]
## Photography

Imagery plays an important role in the graphic style of 4-H Canada's brand, showcasing the people involved in its community. The images are usually of young people of all ages being active and enjoying 4-H's activities outdoors. They should demonstrate:

- 4-H values such as: relationships, teamwork, accomplishments, positive youth development
- Diversity
- 4-H leadership pillars-all reflecting the idea of building strong leaders.

The emphasis is on photography of real people, looking natural and spontaneous. 4-H Canada has a complete library of images available for use. To access these images, please contact 4-H Canada. If using stock imagery becomes necessary, use the same criteria when making your selections. See examples below.

When placing your images, keep in mind that one image is usually better than many. They are also usually shown full-frame for impact, though clipped imagery can be used on occasion to support the full-frame images, without competing with them.


## Historical Photography

4-H Canada also has a large bank of grayscale historical photography. When using these images, a common sepia tone should be applied. To achieve this effect, use the following steps. There is also a Photoshop action set available for these steps-see note below.

Changing RGB Images to Sepia in Adobe Photoshop CC

1. Open image in Adobe Photoshop. Image should be set to "RGB".
2. Choose Layer > New Adjustment Layer, and choose Channel Mixer. Click OK. In the Properties Panel, check 'Monochrome' box. Set Red to 55\%, Green to $7 \%$, and Blue to $38 \%$.
3. Choose Layer > New Adjustment Layer, and choose Curves. Click OK. In the Properties Panel, click anywhere on the curve line to create a new point, then enter values directly into the Input and Output text boxes. Be sure your panel is large enough to access these boxes. Set your first point to Input: 60 and Output: 46. Click directly on the curve line again to create a second point, then enter its new values: Input: 174 and Output: 205.
4. Choose Layer > New Adjustment Layer, and choose Hue/Saturation. Click OK. In the Properties Panel, check 'Colourize' box. Set Hue to 30 and Saturation to 8. Lightness should remain at 0 .
5. If you feel the contrast of the image needs to be adjusted, in your Layers Palette, select the Curves Adjustment Layer. Then, with your Properties Panel open, adjust the curve points if necessary.

NOTE: For simplicity, the steps above are also available as a Photoshop action set, provided by 4-H Canada. To open on a Mac, double-click the .atn file and it will automatically load into Photoshop. In Photoshop, in the Actions Palette, locate the '4-H Canada Sepia Tone' folder and select the '4-H Canada Sepia Tone Action Set' inside that folder. Click the 'Play Selection' button at the bottom. If you feel the contrast of the image needs to be adjusted, in your Layers Palette, select the Curves Adjustment Layer. Then, with your Properties Panel open, adjust the curve points if necessary.


Historial images with '4-H Canada Sepia Tone' effect applied

## Applications

## Bringing the Elements Together

When applied consistently, the elements of the visual identity reinforce 4-H Canada's brand and personality. The following pages show how these design elements come together and should be used as a reference for designing any communication products for 4-H Canada.

Annual Report

community

Inside Spread (at 35\% actual size)


Fact Sheet (at 40\% actual size)


Folder (at 37\% actual size)


Learn To Do By Doing
4-h-canada.ca

Pull-Up Banner (at 7\% actual size)

## Business Card

| Whitney Semibold $\qquad$ <br> 10 point, 10 point leading <br> Pantone ${ }^{\circledR} 7739$ | Firstname Lastname <br> Chief Executive Officer | Whitney Semibold <br> 7 point, 10 point leading <br> Pantone ${ }^{\circledR} 7739$ |
| :---: | :---: | :---: |
| Whitney Semibold $\qquad$ <br> 7 point, 10 point leading Pantone ${ }^{\circledR} 7739$ | 4-H Canada <br> 960 Carling Avenue, Building 106 Ottawa, Ontario K1A OC6 | Whitney Book <br> 7 point, 10 point leading <br> Pantone ${ }^{\circledR}$ Black |
| Whitney Semibold $\qquad$ <br> 6 point, 10 point leading <br> All Caps <br> Pantone ${ }^{\circledR}$ Black | T.F. 1-844-759-1013 <br> CELL 613-818-6618 <br> FAX 613-759-1016 <br> firstnamelastname@4-H-Canada.ca <br> 4-h-canada.ca |  |
| Logo |  |  |
|  | CANADA |  |

## Standard Business Card, Front

Printed size: $2 \times 3.5$ inches
hitney Semibold 7 point, 10 point leading

Whitney Book
7 point, 10 point leading Pantone ${ }^{\circledR}$ Black

Standard Business Card, Back (at 65\% actual size) Multiple options printed for variety


Learn To Do By Doing


Learn To Do By Doing


Learn To Do By Doing

Learn To Do By Doing



Clarendon Bold
14 point
Whitney Book


Standard Env. (at 50\% actual size)
Printed size: $9.5 \times 4.125$ inches

Standard Letterhead (at 50\% actual size)
Printed size: $8.5 \times 11$ inches

## Website





Programs and Events Page

Home Page

## Social Media Page Standards

Maintaining a consistent brand identity across social media platforms will further the 4-H brand personality and visual identity among our online audiences.

## Profile Pictures

Social media profile pictures should reflect your individual Provincial Logo in the full colour version. Ensuring each logo is sized to the specific platform will prevent logos from being cut off, blurred or otherwise distorted.

Dimensions:

|  | Facebook: $180 \times 180$ pixels <br> Youtube: $800 \times 800$ pixels |
| :--- | :--- |
| Profile Photo | Twitter: $400 \times 400$ pixels <br> Pinterest: $165 \times 165$ pixels |

## Social Media Do's and Don'ts

Do: Update your social media platforms frequently. Post photos from recent events, engage with members and respond in a timely fashion

Do: Ensure as much information is filled out in your "About" section as possible. This makes it easier for people to find needed information or discover where to find out more.

Do: Provide links to your social media platforms on your website. This makes them easier to find and will help to attract a larger audience.

Don't: Stretch photos to fit cover/header photos. Either crop to proper dimensions or choose a higher resolution photo. This prevents blurring, strange crops or other distortions.

Don't: Stretch, alter colour or layout of the logo for profile images or elsewhere.
Don't: Pack cover images with copy, multiple images.

## The Pillars

4-H programs are organized within four leadership pillars. The four pillars are represented by their own symbol and colour, which are as follows.

Community Engagement \& Communications — Light Blue (Pantone 297) Science \& Technology - Cyan (Process Cyan)
Environment \& Healthy Living - Dark Blue (Pantone 285)
Sustainable Agriculture \& Food Security — Light Green (Pantone 360)

When placing the pillar text with the pillar symbol the " $\&$ " should be used instead of the word "and." If the pillar text will be on multiple lines, the " $\&$ " should stay with the shortest line.

When designing materials the pillar colour should be used as the primary design element for The Angle. If, the pillar colour is not aesthetically pleasing, then white should be used as the primary colour for the Angle, and the pillar colour should be used as the primary colour for the display text.


## Trademarks and Copyright

## 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 number '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 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 <br> My Head to clearer thinking, <br> My Heart to greater loyalty, <br> My Hands to larger service, <br> My Health to better living, <br> for my Club, my community, and my country'

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

## Electronic Files

The vector eps versions of the registered Logo, Wordmark, Motto and Pledge should be used for most electronic files. (Jpgs or png versions can be used for web displays.) Output resolution should ensure high-quality reproductionwhen 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.

## Ownership

The 4-H Logo, Wordmark, Motto and Pledge are registered trade marks and copyrights of 4-H Canada.

When brought to its attention, 4-H Canada 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.


CANADA

## For More Information

If you would like access to 4-H Canada's brand elements, need more information or have questions about using these guidelines, please contact:

## 4-H Canada

Marketing and Communications Department
960 Carling Avenue, Building 106
Ottawa, ON K1A OC6
EMAIL: communications@4-h-canada.ca
TEL: 613-759-1013
TOLL FREE: 844-759-1013

CANADA

FAX: 613-759-1016



[^0]:    Colourful text used as design element

