4-H Canada

Brand
Standards
Manual

Version 2.0

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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-H logo represents the core values of 4-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.

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® 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.

Colour Version

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

Reverse Version

For when the logo needs to sit on a green or other dark-coloured background.

Black Version

For when colour reproduction is not possible.

On Photographic Background

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-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.

- "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.

Full Club Name

McConnell 4-H Beef Club

CANADA
4-H Province

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-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" tall/wide. Based on this size, the letters in CANADA would be 0.3" tall, and provincial letters should be at minimum 0.01" smaller.
- For embroidery only the minimum size the logo can be is 2.875" 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.

Embroidery example

Three colour options

Green version
on light background

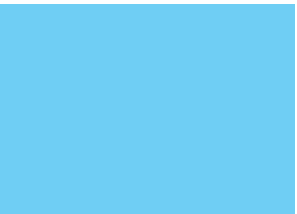White version
on dark background

Black version
on light background

Brand Colours

4-H Canada's colour palette emphasizes fun and youthful colours, with **Pantone® 7739 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® 360**, **Pantone® 285**, **Pantone® Process Cyan**, and **Pantone® 297**.

In most cases Pantone® 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®, 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	#0b9444

LIGHT GREEN

PANTONE	360
CMYK	58/0/80/0
RGB	97/194/80
HEX	#61c250

DARK BLUE

PANTONE	285
CMYK	89/43/0/0
RGB	0/115/207
HEX	#0073cf

CYAN

PANTONE	Process Cyan
CMYK	100/0/0/0
RGB	0/159/218
HEX	#009fda

LIGHT BLUE

PANTONE	297
CMYK	49/1/0/0
RGB	114/199/231
HEX	#72c7e7

WHITE

Note: The colours shown are not intended to match the Pantone® Colour Standards. Please consult current Pantone® 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 Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Whitney Book
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)
abcdefghijklmnopqrstuvwxyz
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.
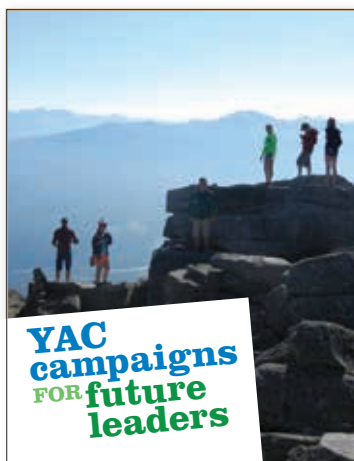
How is it created?

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

Examples:

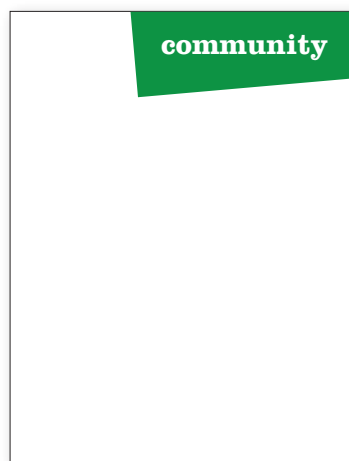|				
5˚ upwards angle applied to **lettering** within a banner box	5˚ upwards angle applied to **lettering** within a box	5˚ upwards angle applied to **shape** only	5˚ upwards angle applied to **image**	5˚ upwards angle applied to **shapes**

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)

Flush Left

Flush Right

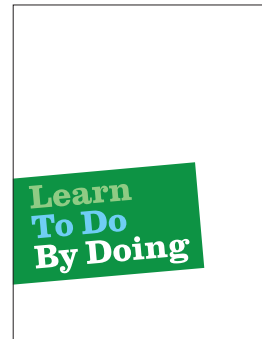## Text Only Tagline (Alternative Version)

Use only when 'boxed tagline' isn't possible. When logo is shown with the tagline, the tagline should be centered to the clover.
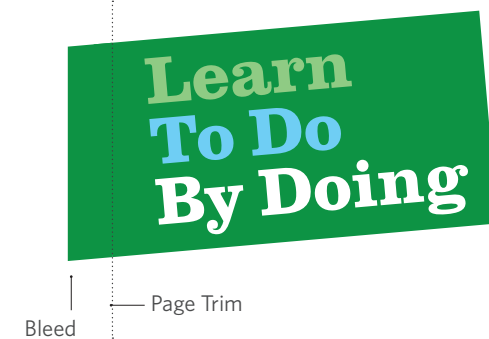
Learn To Do By Doing
Learn To Do By Doing

Tagline Layout

Placement: Line up edge of tagline with edge of page or box

Bleed: Incorporate bleed if logo reaches page trim (files with bleed are available)

Bleed — Page Trim

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 campaigns FOR future leaders

Colourful text used as design element

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
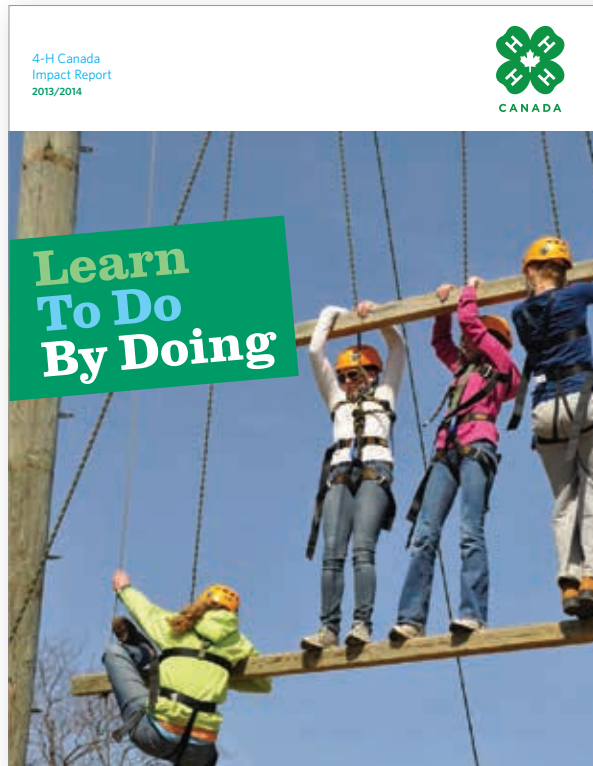
Cover (at 35% actual size)

Inside Spread (at 35% actual size)

Please note that all examples shown are concept only. They have been developed to demonstrate how the 4-H Canada brand is brought to life across different formats and applications.

Fact Sheet, Folder and Pull-Up Banner

FACTSHEET

Pelmol **Ux** Teratur

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Que re volessit rem aditis doluptatur	7,150
Comniatiis nis ent	2,444

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ABORE VOLUPTIUR

Tota alist alique eatem enimi, cum, quodi blab inietur molorro quide equae nosam, volorep eligniet. Catus aut quamus utatus quam, experum aliberum ius audis et pe esequia sperionseque dolupta vellace scideli ciisimusa ex ex et assin nulluptae postorest eius.

Fact Sheet (at 40% actual size)

Learn To Do By Doing

Folder (at 37% actual size)

CANADA

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

Pull-Up Banner (at 7% actual size)

Please note that some examples shown are concept only. They have been developed to demonstrate how the 4-H Canada brand is brought to life across different formats and applications.

Business Card

Whitney Semibold
10 point, 10 point leading
Pantone® 7739

Whitney Semibold
7 point, 10 point leading
Pantone® 7739

Whitney Semibold
6 point, 10 point leading
All Caps
Pantone® Black

Logo

Firstname Lastname
Chief Executive Officer

4-H Canada
960 Carling Avenue, Building 106
Ottawa, Ontario K1A 0C6
TEL   613-759-1013 x22
T.F.   1-844-759-1013
CELL 613-818-6618
FAX   613-759-1016
firstnamelastname@4-H-Canada.ca
4-h-canada.ca

Standard Business Card, Front
Printed size: 2 x 3.5 inches

Whitney Semibold
7 point, 10 point leading
Pantone® 7739

Whitney Book
7 point, 10 point leading
Pantone® Black

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

Letterhead

Envelope

Logo

960 Carling Avenue, Building 106
Ottawa, ON K1A 0C6

Whitney Book
10 point, 15 point leading

Logo

960 Carling Avenue, Building 106
Ottawa, ON K1A 0C6

Whitney Book
8 point, 12 point leading

Clarendon Bold
14 point

Learn To Do **By Doing**

Standard Env. (at 50% actual size)
Printed size: 9.5x4.125 inches

Clarendon Bold
14 point

Learn To Do **By Doing**

Whitney Book
10 point, 15 point leading

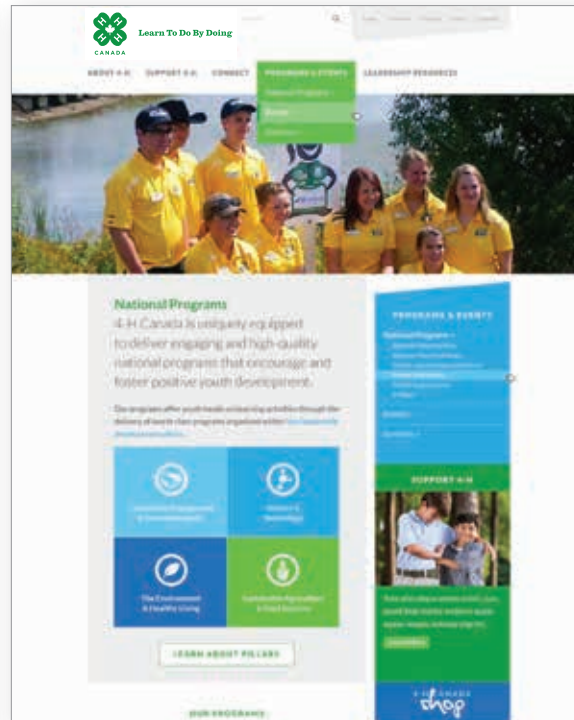Phone: 613-759-1013   Toll Free: 844-759-1013   www.4-h-canada.ca

Standard Letterhead (at 50% actual size)
Printed size: 8.5x11 inches

Website

Home Page

National Programs Page

Programs and Events Page

Please note that all examples shown are concept only. They have been developed to demonstrate how the 4-H Canada brand is brought to life across different formats and applications.

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:

Profile Photo

Facebook: 180x180 pixels
Youtube: 800x800 pixels
Twitter: 400x400 pixels
Pinterest: 165x165 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.
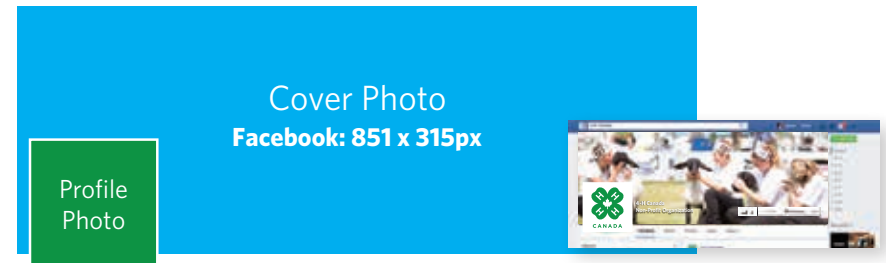
Don't: Stretch photos to fit cover/header photos. Either crop to proper dimensions or choose a higher resolution photo. This prevents blurring, strange crops or other distortions.

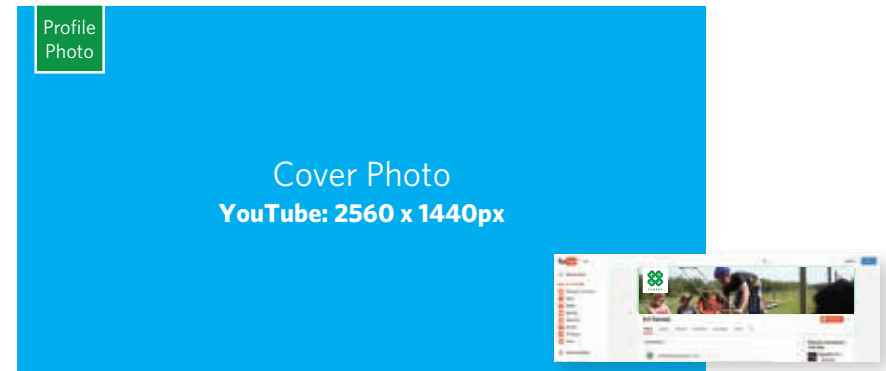**Don't:** Stretch, alter colour or layout of the logo for profile images or elsewhere.

Don't: Pack cover images with copy, multiple images.
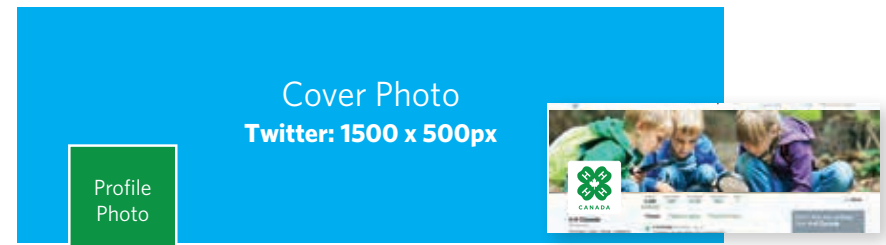
Cover/Header Photos

Imagery used in cover/header photos for the various platforms should reflect the theme of "learn to do by doing" by demonstrating 4-H members engaged in and enjoying 4-H activities. Providing photos at the correct dimensions prevents any blurriness, accidental cropping or other distortions

Cover Photo
Facebook: 851 x 315px

Profile Photo

Cover Photo
YouTube: 2560 x 1440px

Profile Photo

Cover Photo
Twitter: 1500 x 500px

Profile Photo

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**
> **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 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.

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:

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