



CANADA
4-H Manitoba

4-H Manitoba Logo Rules

Logo Guidelines

Remember, the 4-H logo is a copyrighted brand identity so be sure to always follow the branding guidelines. It's the same as using other companies' logos. Would you change the McDonald's logo for your own purposes?

Clubs, Zones and Areas should create their logo, using the 4-H Canada Logo Generator, which can be found at <https://4-h-canada.ca/resources-education/club-logo-generator/>.

This generator will provide people with a green, black and white logo in a variety of different formats. The 4-H logo should be reproduced in green whenever possible. Do not change the colour of the logo – it can only be produced in 4-H green, white or black. The 4-H logo must also be surrounded by a minimum clear space, with no text or graphics entering into the space. This space should be about the size of the H in the logo around the outside.

Your localized logo must be used on all publications and information that relates to your event, such as programs, letters, placemats, medals, trophies, social media and press releases. It is important to showcase your specific club so that it is clear what part of 4-H Manitoba you represent.

For example, if your club or Area is fundraising, you would want the funds to come to your club or Area, not to the 4-H Provincial office. As such your specific Area or club logo and contact information should be on the information you send out. Your Club Support Coordinator can assist you with any further inquiries you may have.

Logo Examples

When putting on a 4-H event, you must use the proper logo. If you put the event on as part of your club or Area, use the logo generator to create what you need.

You cannot use the 4-H Canada or 4-H Manitoba logos without permission from the national or provincial office. Also, make sure you are not using the American 4-H logo. It is a clover with a stem and no words with it. Here are example rules:

South Brandon Carroll
4-H Beef Club



CANADA
4-H Manitoba

North Interlake
Area Council



CANADA
4-H Manitoba



~~CANADA
4-H Manitoba~~
Only to be used by
Provincial Office



~~CANADA~~
Only to be used by
National Office



~~Only to be used by
United States~~

DO NOT change the colour, stretch, rotate, change proportions, rearrange or remove elements of the logo or use effects on the logo, such as glow and shadow.

Also, ensure the logo is large enough to easily read the font.



When creating club or Area shirts, banners, programs, gifts etc., please send your proof to your Club Support Coordinator or the Manitoba 4-H Council office at learns@4h.mb.ca for approval.

Using Canva – Use font Droid serif for all written correspondence.

Using The 4-H Name

It is also important to note that the 4-H word mark (4-H) is protected under the Trademarks Act. You must always put a dash in between the 4 and H. Also, sponsors cannot use the 4-H word mark without permission from the provincial or national 4-H offices. Sponsors of your club cannot advertise themselves as “Proud 4-H Supporter” but could say “Proud to support the ABC 4-H Club”.

Still have questions?

The 4-H Manitoba staff can help answer any logo questions you may have, from working with a designer to create your 4-H club clothes, to whether or not a sponsor can use your 4-H logo. Call the 4-H office at 204-726-1914 or email at learns@4h.mb.ca

For more details about how to use the logo, colours and fonts, check out 4-H Canada’s Brand Standards Manual at <https://bit.ly/3x7k7G6>.

The 4-H Canada’s Club Logo Generator is for the use of 4-H entities: clubs, Zones, Areas, councils and foundations. The identifier line above the logo is for the names of those entities and is not to be used for any other purposes.