

# 4-H Emblem Guidelines

## Basics

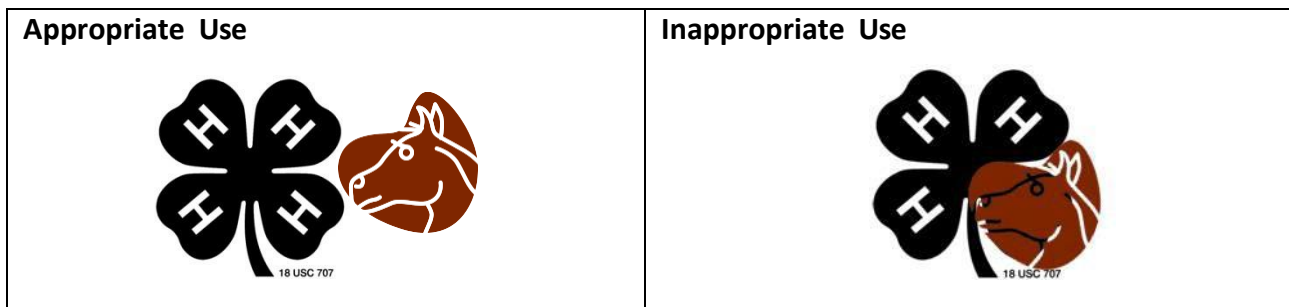
The official 4-H Emblem is a four-leaf clover with a letter “H” in each leaf and the stem turned to the right. The Emblem may be two-dimensional (flat) or three dimensional (with shadows that show depth and perspective). Authorized users of the 4-H Emblem must ensure the following:

- ✓ They have obtained the **official** 4-H Emblem and are using it in its entirety.
- ✓ They do not “flip” the image to create a framed look. The stem on the 4-H Emblem **must** point to the right as you look at the image.
- ✓ They are familiar with resizing graphics through the software application being used, and do not distort or warp the dimensions of the Emblem.
- ✓ The 4-H Emblem is never used to imply endorsement.
- ✓ They follow the graphic use guidelines outlined in this document, or for questions or clarifications, contact [4HNE@nifa.usda.gov](mailto:4HNE@nifa.usda.gov).



- ⊙ **Use the whole Emblem.** The 4-H Emblem should always appear in its entirety—meaning it should always appear as a whole and complete image.





- ⊙ **Do not remove any leaves.** The leaves cannot be removed or have another image superimposed over the top of any of the leaves. Other images should be moved and appear completely separate from the 4-H Emblem. This also means you should not “cut off” a leaf by running it off the edge of the paper in print media or other designs.




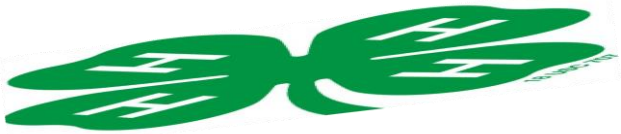
- Do not place text or other images over or on top of the 4-H Emblem. The 4-H Emblem should not appear screened or watermarked under words or graphics. No photo, drawing, symbol, word, or other figure or object may be placed on or obscure the 4-H Emblem.

Appropriate Use	Inappropriate Use
	

- Keep it upright. The 4-H Emblem should not be rotated or turned on its side. There are some exceptions, such as on fabric where the emblem is scattered randomly across the fabric or in other random designs. Any exceptions must be approved by the authorizing entity.



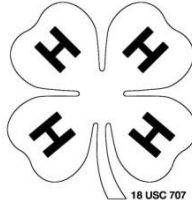

Appropriate Use	Inappropriate Use
	

- Distortion and Proportion. The appearance, shape, and proportion of the 4-H Emblem should never be distorted to fit in an imprint space. Do not make the 4-H Emblem longer, taller, wider, angled, or squarer. Do not alter the shape in any way. The overall size of the 4-H Emblem may be changed, but the proportions must remain intact.

Appropriate Use	Inappropriate Use
	

- Color. The 4-H Emblem should **never** be screened, shaded, gradated, or appear in a multi-colored hue. **Graphic Designers: The official color is 100% PMS 347 green.**

The clover can be green, white, black, or metallic gold. Below are the official guidelines for each color clover:

	<p>The "H's" on the green clover can be white, black, or metallic gold.</p>
	<p>The H's on the black clover should be white.</p>
	<p>The H's on the white clover can be black or green.</p>
	<p>The H's on the metallic gold clover can be white, black, or metallic gold (when embossed).</p>

The one exception to the above descriptions of the color of the H's is when only one-color printing is being used. With one-color printing the H's can be reversed out to the color of the paper (or medium) on which the emblem is printed.

**One-color printing** requires either PMS 347 green or black. For commercial applications, the "18 U.S.C. 707" notice should be the same color as the clover leaves. Black or white are the only acceptable alternatives to green for one-color printing.

**Two-color printing** - Only PMS 347 green may be used for the leaves and "18 U.S.C. 707" notice.

**Four-color process (full color printing)** - In four-color process printing, PMS colors are approximated using a particular combination of the standard four-color process printing inks. The four-color process percentages required to match 4-H's PMS 347 green are: cyan 100%, magenta 0%, yellow 90%, and black 0%. There is no PMS equivalent to PMS 873.

**Video and Computer Screen Colors (Electronic Media)** - The colors transmitted by electronic media are created using precise combinations of RGB (red, green, blue). The correct RGB values for the 4-H green are: R=51, G=153, B=102. No other colors are acceptable.