



Using the 4-H Name and Emblem

The 4-H Youth Development Program is the youth outreach service from the land-grant universities, the Cooperative Extension Services, and the United States Department of Agriculture (USDA). The 4-H Name and Emblem are intended to represent the ideals of the program with a focus on Head, Heart, Hands, and Health. Today, the 4-H Emblem is one of the best-known and most valued images, representing a century of 4-H achievement. The 4-H Name and Emblem are very important to 4-H as an organization, because they represent what 4-H is.

What are the 4-H Name and Emblem?



The official 4-H Emblem is a clover with four leaves and an “H” on each leaf. The clover’s stem must point to the right as you look at the image. The 4-H Emblem is not a plain four-leaf clover. The emblem should appear in specific colors and in its entirety. The 4-H Name and Emblem belong to the 4-H Youth Development Program. The name and emblem are under the authority of USDA, and anyone wishing to use them must obtain permission to do so ahead of time.

If you are a 4-H member or volunteer, you are permitted to use the 4-H Name and Emblem once your program is chartered with the official 4-H Charter from National 4-H Headquarters at the Cooperative State Research, Education and Extension Service (CSREES) within the USDA.

Did You Know? The 4-H Name and Emblem comprise a highly valued mark within our country’s history. As such, it was granted a very unique and special status; it is in a category similar to the Presidential Seal and the Olympic Emblem. This status makes it a mark into and of itself with federal protection that supercedes the limited authorities of both a trademark and a copyright. As a result, responsibility and stewardship for the 4-H Name and Emblem were not given to the U.S. Patent Office, but to a higher level of federal government, a member of the Cabinet: the Secretary of Agriculture. The Secretary has responsibility for the 4-H Name and Emblem at the direct request of Congress. The statute “ 18 USC 707” in the United States Code outlines the protection of the 4-H Name and Emblem.

Using the 4-H Name and Emblem: Graphics Basics

The Official 4-H Emblem

The official 4-H Emblem is a four-leaf clover with an “H” on 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 should take care to ensure that when they use the emblem, the following guidelines are followed:

- Obtain the official 4-H Emblem and use it in its entirety.
- Do not “flip” the image to create a framed look. The stem on the clover must point to the right as you look at the image. Under no circumstances should the stem be changed to point to the left.
- Make sure you are familiar with resizing graphics through the software application being used. Do not distort or warp the dimensions of the emblem.
- Never use the 4-H Emblem to imply endorsement of any product or material.
- Follow the graphic use guidelines outlined in this document. For additional information, contact National 4-H Headquarters.



Appropriate Use



Inappropriate Use

Use the Whole Emblem

The 4-H Emblem should always appear in its entirety. That means it should always appear as a whole and complete image - the image recognized by millions of people. This means:

Don't remove any leaves. If you are using a clover image that has an "H" on each leaf, the leaves cannot be removed or have another image superimposed over the top of the leaves. Other images should be moved and appear completely separately from the 4-H Emblem. This also means you shouldn't "cut off" a leaf by running it off the edge of the paper in print media or other designs.

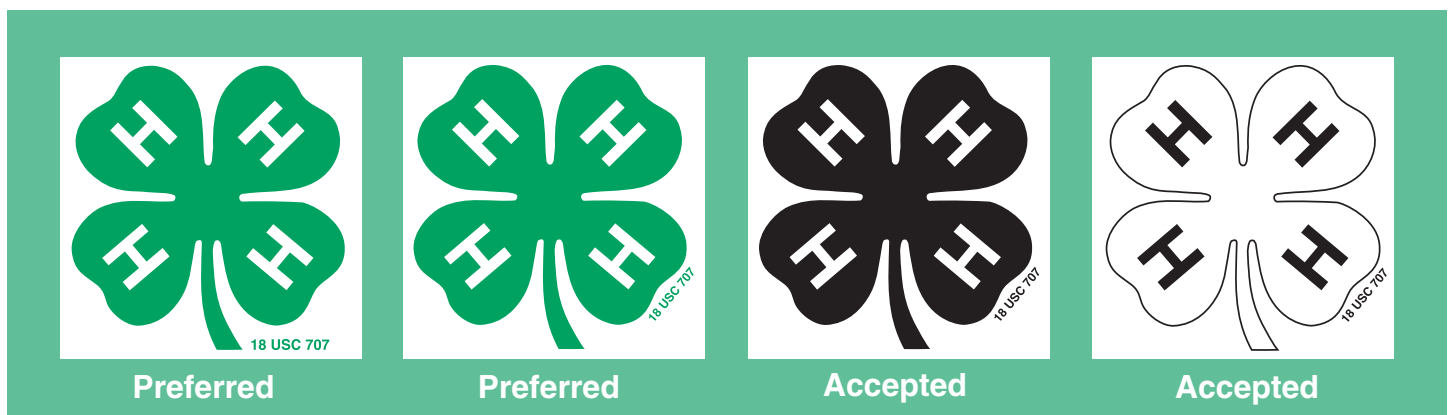
Don't place text or other images over or on top of the 4-H Emblem. The 4-H Emblem should not appear screened under words or graphics. No photo, drawing, symbol, word, or other figure or object may be placed on or obscure the 4-H Emblem. This includes placement on web pages, where it should not appear as a "watermark" behind other information.

Keep it Upright

In general, 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. If you are considering an exception, please contact the National 4-H Headquarters.

Color

The 4-H Emblem should never be screened, shaded, graded, or appear in a multi-colored hue. The official and preferred color of the 4-H Emblem is green (the "H's" reversed out to the color of the paper on which the emblem is printed). The clover can also be white, black, or metallic gold. The "H's" on the clover can be white, metallic gold (only on a green clover), green (only on a white clover), or black. The clover can be outlined in green (for white clover) or white (for green clover) to add prominence to the image and make the emblem stand out from the background.



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. Do not make the 4-H Emblem so small that the "H's" are no longer clearly legible. The overall size of the 4-H Emblem may be changed, but the proportions must remain intact. All standard word processing software applications allow you to scale an image while maintaining its original proportions. Before rescaling the 4-H Emblem, please consult your software manual for proper instructions.

If your questions are not answered here, please call the South Dakota 4-H office at (605) 688-4167, or go to the National 4-H Headquarters Web site at: http://www.national4-hheadquarters.gov/emblem/4h_name.htm



South Dakota State University • College of Agriculture and Biological Sciences • Cooperative Extension Service

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