

4-H Canada

# Brand Standards Manual

Version 2.0



CANADA



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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



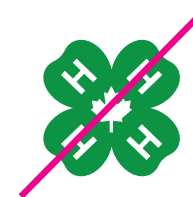
Don't change the proportions of the logo elements



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



**CANADA**  
4-H Province



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

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNPQRSTUVWXYZ  
0123456789

### Gotham Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNPQRSTUVWXYZ  
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






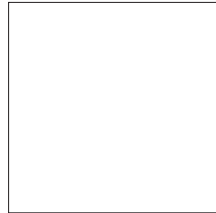


# Brand Colours

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.

					
<b>4-H CANADA GREEN</b>	<b>LIGHT GREEN</b>	<b>DARK BLUE</b>	<b>CYAN</b>	<b>LIGHT BLUE</b>	<b>WHITE</b>
<b>PANTONE</b> 7739	<b>PANTONE</b> 360	<b>PANTONE</b> 285	<b>PANTONE</b> Process Cyan	<b>PANTONE</b> 297	
<b>CMYK</b> 85/10/100/10	<b>CMYK</b> 58/0/80/0	<b>CMYK</b> 89/43/0/0	<b>CMYK</b> 100/0/0/0	<b>CMYK</b> 49/1/0/0	
<b>RGB</b> 11/148/68	<b>RGB</b> 97/194/80	<b>RGB</b> 0/115/207	<b>RGB</b> 0/159/218	<b>RGB</b> 114/199/231	
<b>HEX</b> #0b9444	<b>HEX</b> #61c250	<b>HEX</b> #0073cf	<b>HEX</b> #009fda	<b>HEX</b> #72c7e7	

**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

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
0123456789

**Whitney** (For body copy)

#### Whitney Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
0123456789

#### Whitney Book

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
0123456789

#### Whitney Medium

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
0123456789

#### Whitney Semibold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
0123456789

### Alternatives

**Century Schoolbook** (For display copy, such as headlines.)

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
0123456789

**Calibri Regular** (For body copy)

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
0123456789

**Calibri Bold** (For sub heads)

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
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.

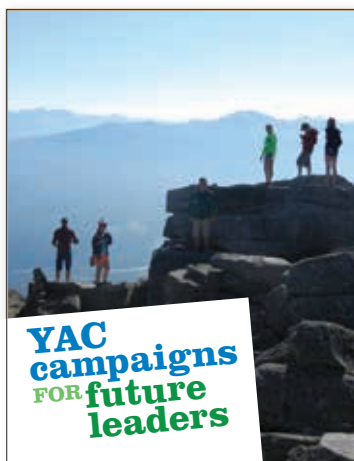
## How is it created?

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

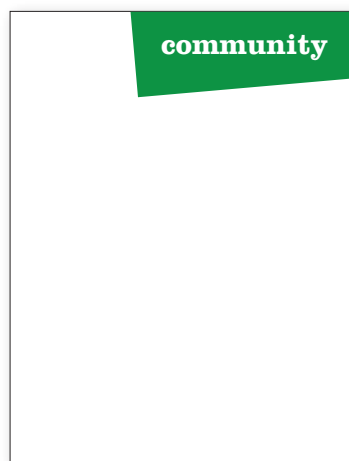
### Examples:



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)



# 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.



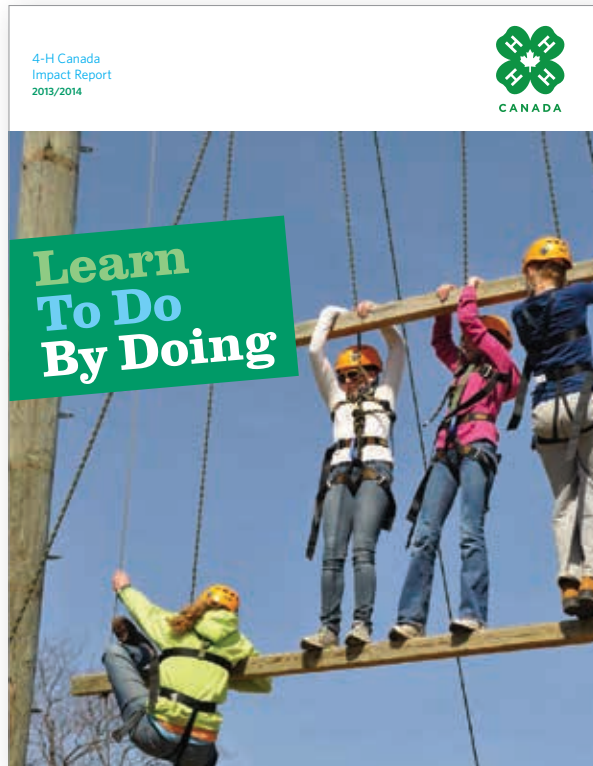
Historical images with ‘4-H Canada Sepia Tone’ effect applied

# 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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Iciminis hic tendandit	1,088
Que re volestit rem aditis doluptatur	7,150
Comniatis nis ent	2,444

**EXPLABO RROVID**  
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**ABORE VOLUPTIUR**



Tota alit atque sistam enim, cum, quodi labi piatur moloro quide, ique nosam, volorep eligniet. Catus aut quamus utatus quam, experum aliberum las azis et pe atioqis spenensque dolupta volute sciddi cissimisa ex ex et assin nulluptae postorest eius.



CANADA

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



**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

The diagram illustrates the layout for a letterhead and an envelope. The letterhead (left) features a logo with the text 'CANADA' and '960 Carling Avenue, Building 106 Ottawa, ON K1A 0C6'. The envelope (right) features the same logo and address, along with the text 'Whitney Book' and 'Learn To Do By Doing'. Callouts specify font types and sizes for various elements.

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**

Clarendon Bold  
14 point

Clarendon Bold  
14 point

Whitney Book  
10 point, 15 point leading

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

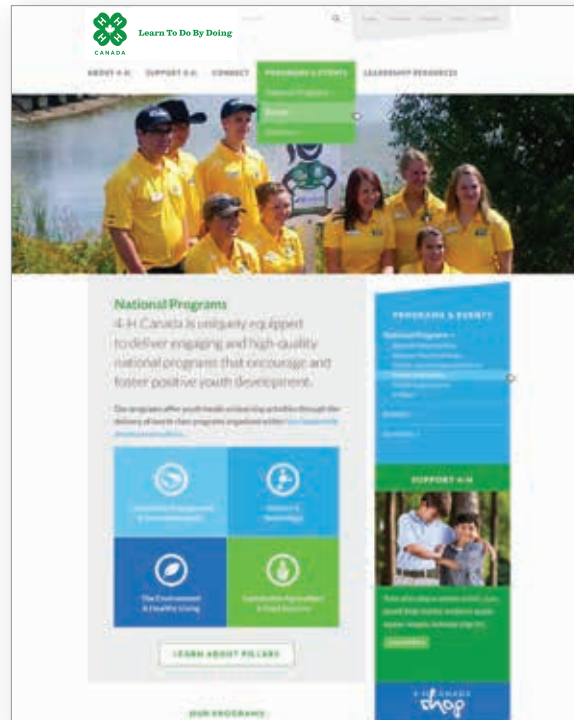
**Standard Letterhead** (at 50% actual size)  
Printed size: 8.5x11 inches

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



**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.

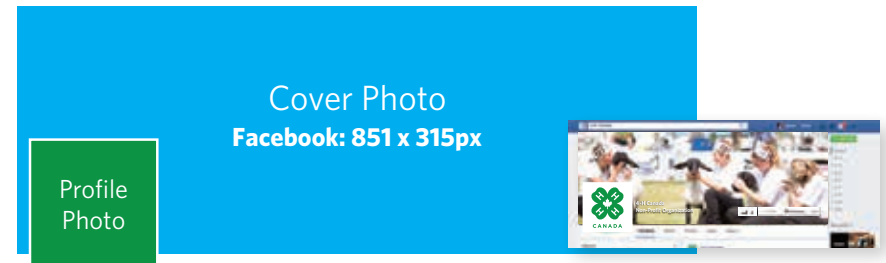
**Don't:** Stretch photos to fit cover/header photos. Either crop to proper dimensions or choose a higher resolution photo. This prevents blurring, strange crops or other distortions.

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

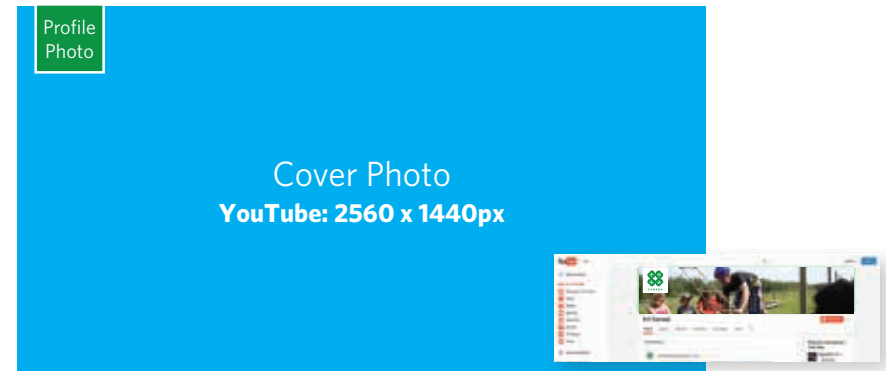
**Don't:** Pack cover images with copy, multiple images.

## Cover/Header Photos

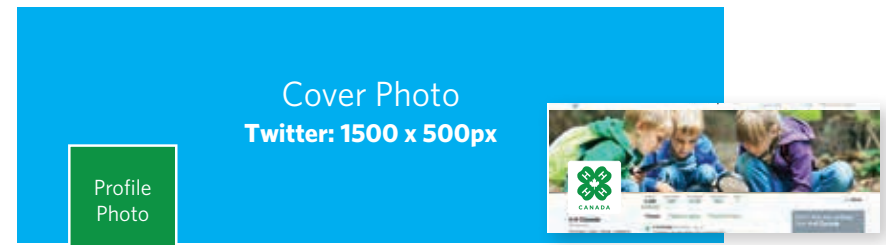
Imagery used in cover/header photos for the various platforms should reflect the theme of "learn to do by doing" by demonstrating 4-H members engaged in and enjoying 4-H activities. Providing photos at the correct dimensions prevents any blurriness, accidental cropping or other distortions



Cover Photo  
**Facebook: 851 x 315px**



Cover Photo  
**YouTube: 2560 x 1440px**



Cover Photo  
**Twitter: 1500 x 500px**

# 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 reproduction when 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:

## **4-H Canada**

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