### Name

**Correct**

4-H

**Incorrect**

4/H 4 H 4–H 4-h 4-

### Emblem

**Correct**

[Correct Emblem Image]

**Incorrect**

[Incorrect Emblem Images]

The 18 U.S.C. 707 statement must be to the right of the clover stem or under the bottom right clover leaf (see correct Emblems).

### Approved 4-H Fonts

- Univers LT Std
- ITC Berkeley Oldstyle
- PUNKS NOT DEAD

### Approved 4-H Print Colors

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>80-0-45-0</td>
<td>0-167-157</td>
<td>3135</td>
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<tr>
<td>93-0-100-0</td>
<td>0-154-68</td>
<td>347</td>
</tr>
<tr>
<td>50-0-100-0</td>
<td>140-198-63</td>
<td>369</td>
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<tr>
<td>0-24-78-0</td>
<td>254-197-83</td>
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<tr>
<td>2-100-85-6</td>
<td>218-26-50</td>
<td>186</td>
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<tr>
<td>75-100-0-0</td>
<td>102-45-145</td>
<td>2607</td>
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<tr>
<td>4-68-97-0</td>
<td>243-114-40</td>
<td>158</td>
</tr>
</tbody>
</table>

For questions regarding guidelines contact your ISU Extension and Outreach Advancement Specialist.
Extension and Outreach Marketing Guidelines

Correct

![Iowa State University Extension and Outreach logo](image)

The minimum length of the primary woodmark is 2.25 inches. On an 8.5 x 11 inch page, the red bar should be at least .75 inch high. The minimum amount of space required around the woodmark is half the height of the large capital letters, I,S, and U.

Incorrect

![Iowa State University Extension and Outreach logo](image)

Do not place items, words, photos, etc. over any part of the ISU Extension and Outreach red bar.

*When working with partnering universities please add the following statement when the Iowa State University/ISU Extension and Outreach wordmark is absent. Minimum font size required is 8 pt.

“4-H is the nation’s largest youth development organization. Iowa State University Extension and Outreach proudly supports the Iowa 4-H Youth Development program.”

Approved Justice and Cooperating Statements

Use the full justice statement in at least 6 point type on ISU Extension and Outreach printed documents. The shortened justice statements may be used on items such as large banners or small ads where space is an issue.

**Full justice statement:**
The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at 202-720-2600 (voice and TDD). To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue SW, Washington, DC 20250-9410, or call 800-795-3272 (voice) or 202-720-6382 (TDD). USDA is an equal opportunity provider and employer.

**Shortened justice statement version one:**
Iowa State University Extension and Outreach programs are available to all without regard to race, color, national origin, religion, sex, age, or disability.

**Shortened justice statement version two:**
Iowa State University Extension and Outreach programs are available to all without regard to race, color, age, religion, national origin, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. veteran. Inquiries can be directed to the Director of Equal Opportunity and Compliance, 3280 Beardshear Hall, (515) 294-7612.

**Cooperating Statement - Field Version**
Cooperative Extension Service, Iowa State University of Science and Technology, and the United States Department of Agriculture cooperating.

**Cooperating Statement - Campus Version**

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