

# 4-H Marketing Guidelines

## Name

Correct

4-H

Incorrect

4/H

4 H

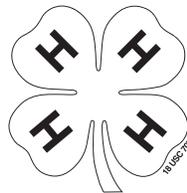
4-H

4-h

4-  
H

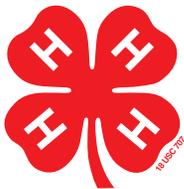
## Emblem

Correct



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)

Incorrect



## Approved 4-H Fonts

Univers LT Std

ITC Berkeley Oldstyle

## Approved 4-H Print Colors

CMYK 93-0-100-0  
RGB 0-154-68  
PMS 347



CMYK 0-24-78-0  
RGB 254-197-83  
PMS 142



CMYK 2-100-85-6  
RGB 218-26-50  
PMS 186



For additional color options, see the Visual Identity Guide for ISU Extension and Outreach:

<https://my.extension.iastate.edu/content/visual-identity>

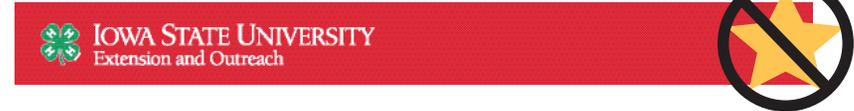
# Extension and Outreach Marketing Guidelines

## Correct



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 wordmark is half the height of the large capital letters, I,S, and U.

## Incorrect



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:

Iowa State University Extension and Outreach does not discriminate on the basis of age, disability, ethnicity, gender identity, genetic information, marital status, national origin, pregnancy, race, religion, sex, sexual orientation, socioeconomic status, or status as a U.S. veteran. (Not all prohibited bases apply to all programs.) Inquiries regarding non-discrimination policies may be directed to Ross Wilburn, Diversity Officer, 2150 Beardshear Hall, 515 Morrill Road, Ames, Iowa 50011, 515-294-1482, wilburn@iastate.edu.

### Shortened Justice Statement:

Iowa State University Extension and Outreach does not discriminate on the basis of age, disability, ethnicity, gender identity, genetic information, marital status, national origin, pregnancy, race, religion, sex, sexual orientation, socioeconomic status, or status as a U.S. veteran. Direct inquiries to Ross Wilburn, 515-294-1482, wilburn@iastate.edu.

### 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

Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Cathann A. Kress, director, Cooperative Extension Service, Iowa State University of Science and Technology, Ames, Iowa.

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