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

4-H Marketing Guidelines

Correct

4-H

Incorrect

4/H  4 H  4–H  4-h  4–

Emblem

Correct

Incorrect

Approved 4-H Fonts

Univers LT Std  ITC Berkeley Oldstyle

Approved 4-H Print Colors

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>93-0-100-0</td>
<td>0-154-68</td>
<td>347</td>
</tr>
<tr>
<td>0-24-78-0</td>
<td>254-197-83</td>
<td>142</td>
</tr>
<tr>
<td>2-100-85-6</td>
<td>218-26-50</td>
<td>186</td>
</tr>
</tbody>
</table>

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**

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.

*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.

**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**


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