OUR VISUAL BRAND ID

18 USC 707

LOGO

In order to create consistency throughout the brand, our primary, green logo should be used whenever possible on branded materials (with certain exceptions such as social media posts).

Always include "18 U.S.C. 707" on the primary logo.

On green or dark backgrounds, logo may be inverted to white. Take care to avoid alternating between green and white logos on sets of similar assets.
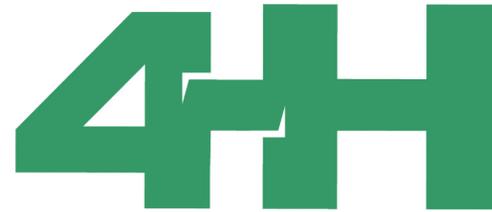
Secondary logo interpretations can never be used in place of a primary logo, but instead can be used as a supporting graphic element in materials such as backdrops, apparel, patches, pins, etc.

NATIONAL 4-H COUNCIL   4-H IS THE YOUTH DEVELOPMENT ORGANIZATION OF OUR NATION'S COOPERATIVE EXTENSION SYSTEM AND USDA.

TYPOGRAPHY & COLOR PALETTE

FONTS

BERTHOLD AKZIDENZ GROTESK BOLD EXTENDED FOR BOLD HEADLINES

ABCDEFGHIJKLMNOPQSTUVWXYZ
abcdefghijklmnopqstuvwxyz
0123456789$%& (.,;:#!?)

GILROY MEDIUM FOR BODY COPY
Use Medium-weight for primary body copy, but other faces in the family such as italic or bold may be used for emphasis if necessary.

ABCDEFGHIJKLMNOPQSTUVWXYZ
abcdefghijklmnopqstuvwxyz
0123456789$%& (.,;:#!?)

COLORS

4-H GREEN
PMS 347
339966
R:51 G:153 B:102
C:100 M:0 Y:90 K:0

WHITE
ffffff
R:255 G:255 B:255
C:0 M:0 Y:0 K:0
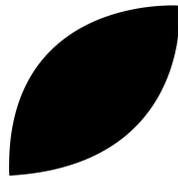
BLACK
Pantone Pro Black
000000
R:0 G:0 B:0
C:0 M:0 Y:0 K:100

SUNFLOWER
PMS 123
FDC82F
R:253 G:200 B:47
C:0 M:21 Y:88 K:0

SKY
PMS 566
C9E3DC
R:201 G:227 B:220
C:17 M:0 Y:8 K:0
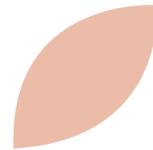
CHERRY BLOSSOM
PMS 488
EBBDA9
R:235 G:189 B:169
C:0 M:28 Y:24 K:0

KALE
PMS 3308
004438
R:0 G:68 B:56
C:100 M:20 Y:59 K:74

TOMATO
PMS 1785
F54359
R:245 G:67 B:89
C:0 M:79 Y:50 K:0

STONE
Pantone Warm Gray 1
E0DED8
R:224 G:222 B:216
C:2 M:3 Y:4 K:5

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CORE SYSTEM BREAKDOWN

Use shapes for unique image containers.

Overlay iconography to create depth and variation.

Pattern On White

Pattern On 4-H Green

These are our core shapes. They can be flipped 90, 180 or 270 degrees, but columns must exist on a grid.

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4-H PILLAR BRAND VARIATIONS

AGRICULTURE

KEY ART / POSTERS

GROW

AGRICULTURE
4-H.ORG
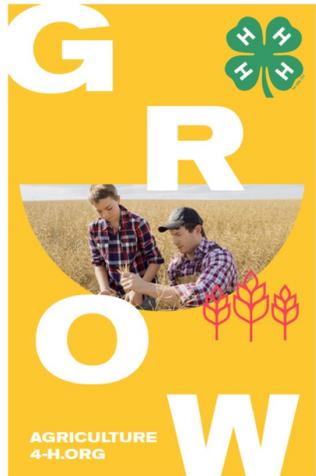
ICON   **PRIMARY COLOR**
Sunflower

SECONDARY COLORS
Tomato   4-H Green

SUPPLEMENTARY PATTERNS

CIVIC ENGAGEMENT

SERVE

CIVIC ENGAGEMENT
4-H.ORG

ICON   **PRIMARY COLOR**
Sky

SECONDARY COLORS
Tomato   4-H Green

HEALTHY LIVING

THRIVE

HEALTHY LIVING
4-H.ORG

ICON   **PRIMARY COLOR**
Kale

SECONDARY COLORS
Tomato   4-H Green

STEM

MAKE

STEM
4-H.ORG

ICON   **PRIMARY COLOR**
Cherry Blossom

SECONDARY COLORS
4-H Green   Tomato

Prominent green logo. Add a white keyline when displayed on red. Image cut from simple, representative shape

Photography showcases individual or community in action relative to the pillar

Large white type playfully bouncing around page conveying an ACTION word

Always include the icon pertinent to the pillar

Whenever possible, include pillar name and website

Supplementary patterns and the icons contained within can be used on any supporting pillar assets, but should never go behind type or our logo

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ICONOGRAPHY

CIVIC ENGAGEMENT

Heart Hands	Sprout in Hand	Mic	Globe	Ribbon	Media

HEALTHY LIVING

Heart	Fish	Apple	Shoe	Skateboard	Lettuce	Bike

STEM

Gear	Controller	Microscope	Mollecule	Astronaut	Robot

AGRICULTURE

| Wheat	Farmer	Tractor	Windmill	Sprout	Watering Can	Horse

- For usage and further icon creation, please consider the following:

- Icon should be minimal and keyline

- Use discretion on line weight relative to composition, but when multiple icons are placed in same composition, all must be same line weight regardless of icon scaling.

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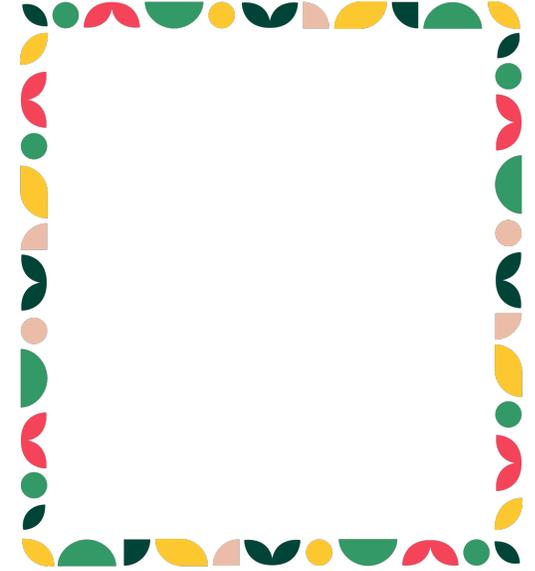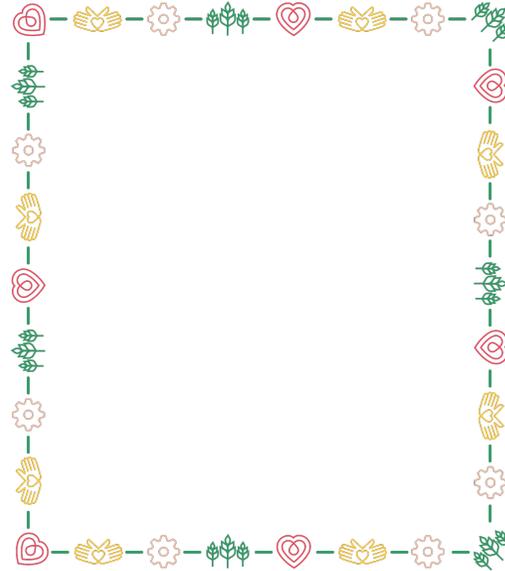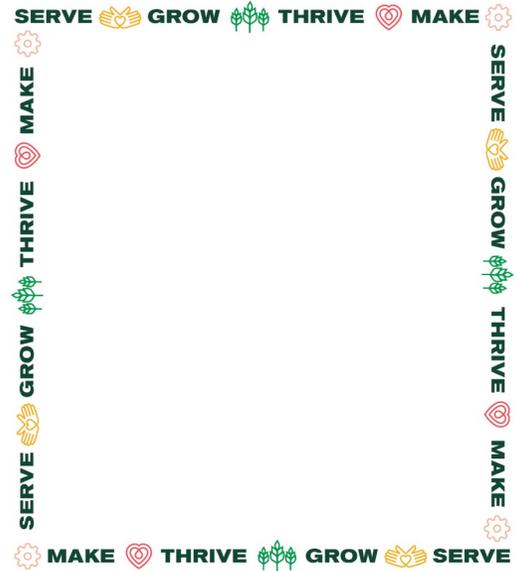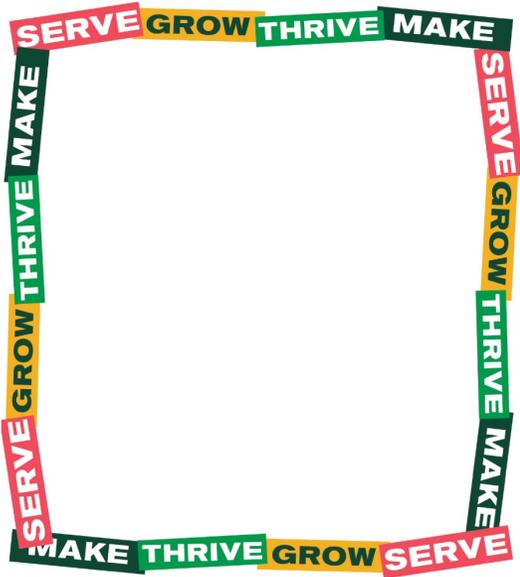
BORDERS

Borders can be used for certificates, stationary, cards, etc.

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A collection of supporting elements and style to pull from selectively for pops of youthful energy—buttons, banners, patches, titles, etc.

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SOCIAL MEDIA INSPIRATION

Whenever possible, social media posts should focus around inspiring and/or relatable images of 4-H youth.

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PRODUCT INSPIRATION

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ASSET LIBRARY

Primary Brand

Secondary Brand

4-H

Iconography

Borders

Core Patterns

Posters

GROW
AGRICULTURE
4-H.ORG

SERVE
CIVIC ENGAGEMENT
4-H.ORG

THRIVE
HEALTHY LIVING
4-H.ORG

MAKE
STEM
4-H.ORG

Social Media

GROW MAKE SERVE THRIVE

GROW

4 THE WIN

4 THE WONDER

Supporting Styles

THRIVE SERVE HI GROW MAKE THRIVE HE

Products

GROW

GROW GROW GROW GROW GROW

4-H

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POWERPOINT TEMPLATE

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ADVERTISING

TALENT IS EVERYWHERE

OPPORTUNITY IS NOT

Every kid deserves the chance to thrive.
Together, we can inspire kids everywhere.

GIVE AT **4-H.ORG/OPPORTUNITY4ALL**

Make Something!
Explore rural STEM activities here.

Aidan
OKLAHOMA 4-H

HughesNet.
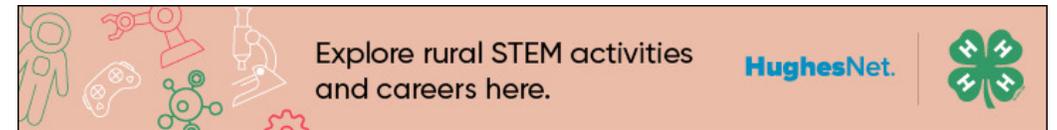
Explore rural STEM activities and careers here.

HughesNet.

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EVENT SIGNAGE

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DIGITAL ACTIVATIONS

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Thank You.

Chris Root
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