



Logo Size and Proportions

The logo with tagline is the preferred version, but it should not be used smaller than 2.5" wide.

The version without the tagline can be used smaller, but should not be less than 1.5" wide.

You may not alter the proportions of the logo or its components. You may not move elements within the logo. Please be careful to scale the logo proportionally and be sure to keep it intact.

Logo Color Options

BLUE AND GREEN WITH SHADED DOTS

This is the preferred color format. The 4-H Afterschool Pantone colors are PMS 347 (green) and PMS 289 (blue). The approved CMYK formulas are 100c80y (green) and 100c60m75k (blue).

BLUE AND GREEN WITH SOLID DOTS

This variation may be needed for screen-printing or other specialty applications.

BLACK WITH GRAY DOTS

Though it is not permissible to print the 4-H Afterschool logo entirely in blue or green, a one-color version in black is allowed.

BLACK WITH SOLID DOTS

Again, this version may be needed for screen-printing or other specialty applications.

WHITE

This option should be used when it is necessary to place the logo on a dark background, including screen-printing or other specialty applications. Please note that this is not the preferred application of the logo, but may be used occasionally.

It is recommended that the logo appear on white or very light background colors (unless using the white version). **Regardless of background color, the H's in the 4-H Clover must be white** (except when using the white logo, in which case the H's may assume the background color).

These are the only acceptable color variations.



The 4-H Afterschool Logo is available for download at www.4hafterschool.org. Go to the Marketing Tools section and click the link for additional tools. If you are not a registered user, you must register in order to access these files.

Color Formats

The logo is provided in Pantone and CMYK formats. You may convert to RGB format, if desired, for web or multimedia applications. The Pantone colors are the same for both coated and uncoated paper, and may also be used for some specialty processes. You may want to contact your printer or vendor to determine which format to use.

Depending on your software and/or printing method, the white logo may be achieved by using the BLACK WITH SOLID DOTS version printed in white ink.

File Formats and Resolution

Files are provided in both JPEG and EPS formats. Although you may not be able to open these files directly, most programs that allow you to import or place graphics should be compatible with these formats.

The EPS files can be scaled to any size. The JPEG files are 300dpi (suitable for printing at 100% size or smaller) and may need to be reduced in size and/or resolution depending on the usage.

Please note that it is not possible to provide the PMS or white version as JPEG files; they are only available in the EPS file format.

An attempt has been made to provide the logo in the most convenient and widely applicable formats, but a certain familiarity with your individual software applications, resolution, and color issues may be required. Please consult the user manual for your software for more information.

Logo Files Available Online

Please see page one for size requirements and color options.

LOGO WITH TAGLINE = 4HAS1

LOGO WITHOUT TAGLINE = 4HAS2

BLUE AND GREEN WITH SHADED DOTS

4HAS1-CMYK.JPG

4HAS2-CMYK.JPG

4HAS1-CMYK.EPS

4HAS2-CMYK.EPS

4HAS1-PMS.EPS

4HAS2-PMS.EPS

BLUE AND GREEN WITH SOLID DOTS

4HAS1-SOLID-CMYK.JPG

4HAS2-SOLID-CMYK.JPG

4HAS1-SOLID-CMYK.EPS

4HAS2-SOLID-CMYK.EPS

4HAS1-SOLID-PMS.EPS

4HAS2-SOLID-PMS.EPS

BLACK WITH GRAY DOTS

4HAS1-GRAY.JPG

4HAS2-GRAY.JPG

4HAS1-GRAY.EPS

4HAS2-GRAY.EPS

BLACK WITH SOLID DOTS

4HAS1-BLACK.JPG

4HAS2-BLACK.JPG

4HAS1-BLACK.EPS

4HAS2-BLACK.EPS

WHITE

4HAS1-WHITE.EPS

4HAS2-WHITE.EPS

This font is Spumoni.

THIS FONT IS AVENIR.

This font is AGaramond, which is used for body text in the 4-H Afterschool materials.

Brief reminders for proper use:

- Use only an official logo obtained from www.4HAfterschool.org or other authorized source.
- Maintain the proper height and width proportions of the image. See page 1.
- The official 4-H Afterschool colors are PMS 347 and PMS 289. Regardless of background color, the H's in the 4-H Clover must be white (except when using the white version of the logo). See page 1.
- Text or graphics should never cross the clover emblem or 4-H Afterschool logo. Use as a desktop wallpaper or web page background is inappropriate.

Font Usage

The type in the logo files has all been converted to outlines, so you will not need the font files to use the logo.

However, if you would like to match the fonts used in the logo, they are: **Spumoni** and **Avenir**. Also, **AGaramond** is used for body text in the 4-H Afterschool materials.

You may not change the type in the logo itself. The fonts are listed here for situations in which you would like to match other elements of your project to the 4-H Afterschool identity. (For example: ads, posters, sidebars, etc.)

Spumoni is unique and we recommend that you do not use any other decorative font with the logo. Do not use Spumoni for body text; it is suitable for small amounts of type such as headlines.

If Avenir is not available to you, substitute a sans serif font such as Futura, Avant Garde, or Arial. **HINTS FOR SUBSTITUTE FONTS:** look for line thickness consistent within each letter, and letters like o, c, b and p that are very round.

Using another text font in place of AGaramond is fine, though we recommend a fairly standard serif typeface.

Authorization for Logo Usage

The 4-H Name and Emblem are protected under federal statute, and the 4-H Afterschool logo has the same protection. Fraudulent use is punishable by fines up to \$10,000 and imprisonment up to six months, or both. For more information, please go to http://www.national4-hheadquarters.gov/4h_name.htm.

At this website you may download the 4-H Name and Emblem Guidelines, application forms to request authorization, the official 4-H Emblem graphics, and more.

Authorization for all uses of the 4-H Afterschool logo must be granted by the following:

Interstate (two or more states): U.S. Department of Agriculture

Intrastate (within one state boundary): Cooperative Extension System Directors and Administrators at the state land-grant universities located in the state in which the logo is to be used.

Within one county: Cooperative Extension System staff located in the county in which the logo is to be used.

SAMPLE STATE UNIVERSITY
EXAMPLE COUNTY EXTENSION



SAMPLE STATE UNIVERSITY
LONGER EXAMPLE COUNTY EXTENSION



UNIVERSITY OF EXAMPLE STATE
SAMPLE COUNTY



UNIVERSITY OF LONGER EXAMPLE STATE
SAMPLE COUNTY EXTENSION



SHORT EXAMPLE EXTENSION



Add Your Extension Program

At left, please see examples of how extension program names may be formatted. Use these samples as a reference.

First, select a font for the program name. Ideally you would use Avenir, which is used in the logo. Other options are Futura or Avant Garde. Arial is a widely-available typeface that will work. HINTS: use a sans serif font, look for line thickness consistent within each letter and letters like o, c, b and p that are very round.

The size of the type for the program name should be about the same as the words "extraordinary learning opportunities."

Type your program name in all caps. Insert a space between each letter and use three spaces between words. (You may be able to adjust letter spacing more efficiently in certain programs, but this method is available to anyone!)

Create guides as shown below; a vertical line between the leaves of the clover and a horizontal line touching the top dot. Position the text as indicated; aligned with the vertical guide on the left and with the baseline of the bottom text on the horizontal guide.

If the bottom line of text touches or is too close to the dot, create another horizontal guide above the first. The space between them should be the same as the height of the top dot (see diagram at bottom of page). Move the text up to the top guideline as shown.

SAMPLE STATE UNIVERSITY
EXAMPLE COUNTY EXTENSION



SAMPLE STATE UNIVERSITY
LONGER EXAMPLE COUNTY EXTENSION

