

Texas 4-H Brand Guide

TEXAS A&M
AGRI LIFE
EXTENSION



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This Texas 4-H Brand Guide was created to generate a consistent brand for Texas 4-H. The next ten pages will explain how to properly use the Texas A&M AgriLife Extension and 4-H logos, typography, and color palette.

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What is 4-H?

4-H is America's largest youth development organization—empowering nearly six million young people with the skills to lead for a lifetime.

4-H is a community of young people across America who are learning leadership, citizenship, and life skills. Our mission in 4-H is to provide meaningful opportunities for all youth to have fun, learn, explore, and discover. While participating in 4-H, young people make new friends, develop new skills, become leaders, and form positive attitudes helping them to be capable, responsible, and compassionate members of society.

What is Texas A&M AgriLife Extension?

Texas A&M AgriLife Extension Service works daily to make Texas better by providing innovative solutions at the intersection of agriculture, natural resources, youth and health, thereby improving the well-being of individuals, families, businesses and communities through education and service.

The following language is required on all Texas A&M AgriLife Extension Service marketing materials created for external audiences as per our Texas A&M System, federal, and funding partners' requirements.

“Texas A&M AgriLife Extension Service is an equal opportunity employer and program provider. Texas A&M AgriLife Extension Service provides equal opportunities in its programs and employment to all persons, regardless of race, color, sex, religion, national origin, disability, age, genetic information, veteran status, sexual orientation, or gender identity. The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating”

View the EEO Statement at:

<https://agnettamu0.sharepoint.com/sites/AgriLifeMarketingandCommunications/SitePages/>

Our Logos



These logos are the distinctive symbols of our brand. These are designed to be the face of our organization and our identity.

When downloading the 4-H Clover or the AgriLife logo, be sure to use the exact logo you've downloaded. Please *do not*:

- Distort, modify or remove elements from the official logo
- Create your own logo, use incorrect colors or add elements to the official logos
- Separate, reposition or delete parts of the logo
- Rotate the logo
- Use colors other than those approved
- Stretch or distort the proportions of a logo
- Allow the logo to extend past the edge of the page
- Make the logo transparent

Download the Texas A&M AgriLife Logo Package:

<https://communications.agrilife.org/agrilife-branding/branding-agrilife/>

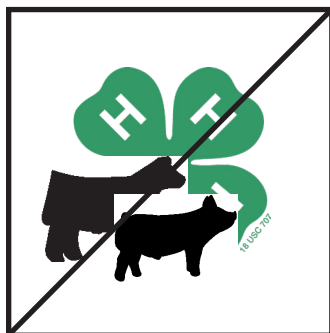
Download the additional 4-H clover options:

<https://4-h.org/professionals/marketing-resources/>

Our Logos

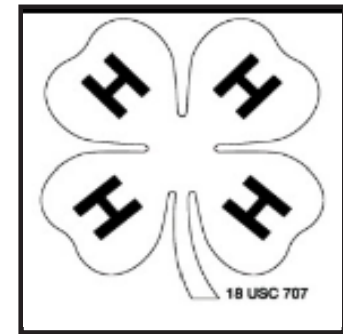
Examples of What Not To Do

The Texas A&M AgriLife Extension Logo and 4-H Clover should **never** be placed under another logo or outline. The logos should also **never** be stretched, distorted, or modified to be other colors or shapes.



Examples of What To Do

The clover can be green, white, black, or metallic gold. The “H’s” on the green clover can be white, black, or metallic gold. The H’s on the black clover should be white. The H’s on the white clover can be black or green. The H’s on the metallic gold clover can be white, black, or metallic gold (when embossed).



Our Logos



Minimum
White Space
0.25 inch



Minimum
White Space
0.25 inch



Minimum Size
0.75 inch



Minimum Size
0.75 inch

Typography

The following fonts are not required but rather suggestions for use on your graphics. Using the fonts suggested will help create a more unified look to your 4-H graphics. If you use a program that does not have these fonts available, use a font that looks as similar as possible.

Arial

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

*Note: On Canva, “Arial” is “Arialle”

4-H is America’s largest youth development organization.

4-H works through a community of more than 100 public universities across the nation. Adult mentors provide experiences to help kids learn by doing. Youth select from a local menu of hands-on projects in areas like science, health, agriculture and citizenship.

4-H is America’s largest youth development organization.

We empower young people with the skills to lead for a lifetime.

This experience grows leaders with life skills like confidence resilience and curiosity. This produces 4-H’ers who are 2X more likely to make healthy decisions, 2X more likely to pursue STEM opportunities and 4X more like to give back to their communities.

Learn more at www.4-H.org.

Typography

Bodoni 72 | Bodoni FLF

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**

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Learn more at www.4-H.org.

Typography

Lucida Handwriting

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Color Palette

Primary colors are the most prominent in our color palette and should be used first. Secondary colors should be utilized only to compliment the primary colors for accents and designs. Once again, the secondary colors are not mandatory colors, but suggested colors to use *with* the primary colors. These colors work well together and when paired with the typography give a very unified look to your flyers, graphics, posters, etc. Secondary colors may NOT be used as clover colors, and the clover should never be recreated.

Primary Colors

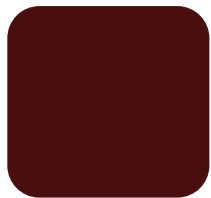
Secondary Colors



4-H Green
PMS 347
C100 M0 Y90 K0
R51 G153 B102
#339966



White
C0 M0 Y0 K0
R255 G255 B255
#ffffff



Aggie Maroon
C15 M100 Y39 K69
R80 G0 B0
#500000



Light Green
PMS 360
C62 M0 Y78 K0
R97 G194 B80
#61C250



Lime
PMS 382
C28 M0 Y92 K0
R190 G214 B0
#BED600



Teal
PMS 3252
C54 M0 Y24 K0
R71 G213 B205
#47D5CD



Sky
PMS 7457
C17 M0 Y2 K0
R202 G227 B233
#CAE3E9



Slate
PMS 7544
C33 M14 Y11 K31
R137 G150 B160
#8996A0



Lemon
PMS 1225
C0 M17 Y68 K0
R255 G203 B79
#FFCB4F



Orange
PMS 1375
C0 M45 Y95 K0
R255 G160 B47
#FFA02F



Wheat
PMS Warm Gray
C2 M3 Y4 K5
R224 G222 B216
#E0DED8



4-H Text
PMS 432
C67 M45 Y27 K70
R55 G66 B74
#37424A



4-H Metallic Gold
PMS 7544
PMS Print Only!

Questions?

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