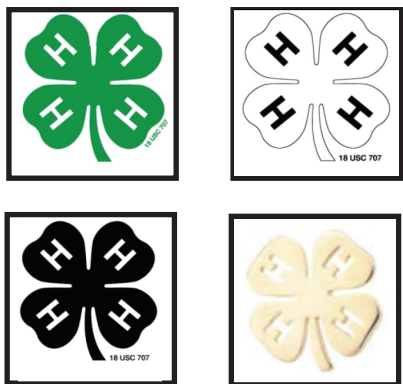


Texas 4-H Brand Guide

Our Logos

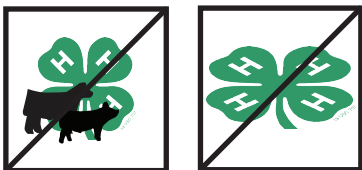
Examples of What To Do

- The clover can be green, white, black, or metallic gold
- The H's should be white or black
- Allow 0.25 inch of space around logo



Examples of What Not To Do

- Distort, modify or remove elements from the official logo
- Create your own logo, use incorrect colors or add elements to the official logo
- 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



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.

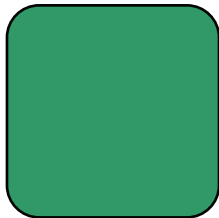
- Arial
- Bodoni 72 | Bodoni FLF
- Lucida Handwriting



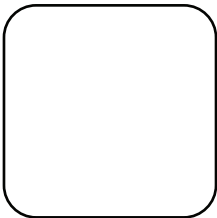
Color Palette

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. Please reference the Texas 4-H Brand Guide for secondary colors.

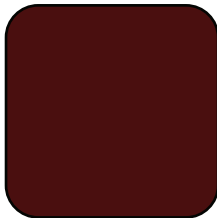
4-H Green
C100 M0 Y90 K0
R51 G153 B102
#339966



White
C0 M0 Y0 K0
R255 G255 B255
#ffffff



Aggie Maroon
C15 M100 Y39 K69
R80 G0 B0
#500000



Please reference the Texas 4-H Brand Guide for additional information or contact Callie Henly Cline at Callie.Henly@ag.tamu.edu or (979) 458-0210.