



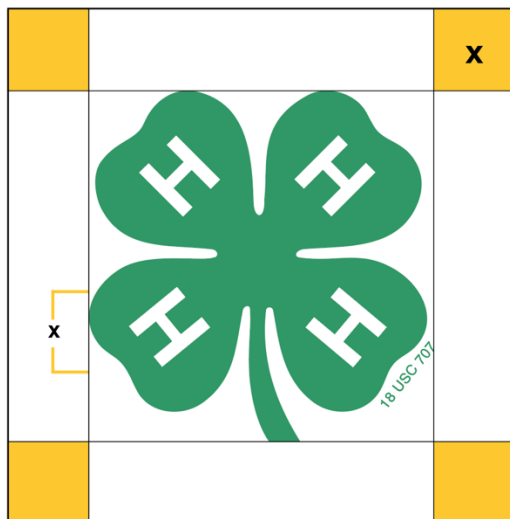
Beyond
Ready

Visual Brand Identity

FEBRUARY 2025

4-H is the youth development program of our nation's Cooperative Extension System.

Name and Emblem



The minimum amount of clear space suggested around the logo can be defined by "x"—the height of the typography—in proportion to the size of the logo used.

The 4-H Name and Emblem is a federal mark, with protections and standards that exceed those of trademarks and copyrights. It remains the enduring mark for 4-H and is the consistent visual symbol of our brand. It has earned the public's trust, which is why we manage it with great care and attention.

Upon executing a partnership agreement, National 4-H Council will work with United States Department of Agriculture on your behalf to secure Name and Emblem approval. Approval is granted through USDA and is required to use the Name and Emblem.

Non-endorsement Requirements

In all printed and digital communications, include the following non-endorsement statement when using the Name and Emblem: No endorsement by 4-H is implied or intended. Use of the 4-H Name and Emblem is authorized by USDA. 4-H is the youth development program of our nation's Cooperative Extension System.

Agreements

Prior to using Name and Emblem in connection with the sale of any product or other promotion, a written cause marketing agreement must be entered into between the company and National 4-H Council. Until the fully executed contract is in place, the use of Name and Emblem or other Council marks and reference to any partnership venture is strictly prohibited.

Using Name and Emblem in Marketing

Images using Name and Emblem should not suggest an implied endorsement by 4-H. Doing so, would go against USDA guidelines. For example, we would not approve use of any images showing 4-H youth wearing 4-H t-shirts and holding or using specific partner products. Please consult National 4-H Council marketing team for use of any image or promotional material that includes Name and Emblem.



Name and Emblem



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.

Color Palette



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

Kale

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

Mint

PMS 570
#82C4B7
R:130 G:196 B:183
C:56 M:0 Y:35 K:0

Sky

PMS 566
#C9E3DC
R:201 G:277 B:220
C:17 M:21 Y:8 K:0

Tomato

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

Cherry Blossom

PMS 488
#EBBDA9
R:0 G:68 B:169
C:0 M:28 Y:24 K:0

Stone

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

Color Hierarchy



PRIMARY

SECONDARY

ACCENT



Color Legibility Pairings



Sky Sunflower Kale Black	4-H Green Kale Black	White Sky Mint Sunflower	4-H Green Kale Black	4-H Green Kale Black
White Sky Mint Sunflower	White Kale Black	4-H Green Kale Black	White Sunflower Black	Tomato Black



Gilroy

BOLD

For headlines and emphasis

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

MEDIUM

For body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Typography Hierarchy



HEADLINE

Gilroy, Bold
74pt
-20 tracking
Leading is equal to type size
Optical Spacing

**4-H gives youth the tools
to be ready for anything.**

BODY

Gilroy, Medium
34pt
-20 tracking
Optical Spacing

We equip youth with the skills for the future while meeting them where they are today. Through 4-H, we offer opportunities and experiences that shape youth into their full, authentic selves, enabling them to shine both now and in the future.

CTA

Gilroy, Bold
24pt
-20 tracking
Optical Spacing

More Youth. More Community. More Ready.



Akzidenz-Grotesk

BOLD EXTENDED

For headlines and emphasis

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

4-H Pillar Brand Variations



AGRICULTURE

KEY ART / POSTERS

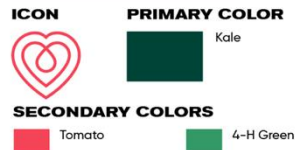


SUPPLEMENTARY PATTERNS

CIVIC ENGAGEMENT



HEALTHY LIVING



STEM



- 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.

Photography



We feature the youth we serve and their experiences through immersive, contemporary, diverse and inclusive imagery that captures a story or a moment that informs and piques interest. Our photography conveys youth essence, their aspirations, hopes and passions, allowing viewers to be in the moment. We reflect America through our images and ensure that all of America is featured and represented.

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



Molecule



Astronaut



Robot

AGRICULTURE



Wheat



Farmer



Tractor



Windmill



Sprout



Watering Can



Horse

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

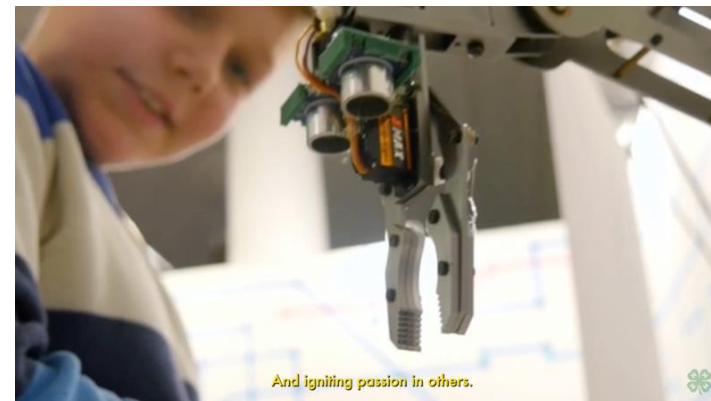
- Icon should be minimal and keyline.
- Use discretion regarding line weight relative to composition, but when multiple icons are placed in same composition, all must be same line weight regardless of icon scaling.



Beyond
Ready

Beyond Ready

Engaging Creative (Video :60 :30 :15)



[LINK TO VIDEO](#)

Engaging Creative (Print Ads & Fliers)



**Beyond Ready**



We equip youth with skills for the future while meeting them where they are today. Through 4-H, we offer opportunities and experiences that shape youth into their full, authentic selves, enabling them to shine both now and in the future.

**Donate today so more kids can take on the world.**
4-H.org | #4HBeyondReady



**Beyond Ready**



We equip youth with skills for the future while meeting them where they are today. Through 4-H, we offer opportunities and experiences that shape youth into their full, authentic selves, enabling them to shine both now and in the future.

**Donate today so more kids can take on the world.**
4-H.org | #4HBeyondReady







Beyond Ready

**Volunteer today so more kids can take on the world.**
4-H.org | #4HBeyondReady







Beyond Ready

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**Donate today so more kids can take on the world.**
4-H.org | #4HBeyondReady



Engaging Creative (Social Media)



Engaging Creative (Social Media)







Beyond Ready

**Ready then.
Ready now.
Ready for anything.**

Donate today so more kids can take on the world.





Beyond Ready

**Ready then.
Ready now.
Ready for anything.**

Donate today so more kids can take on the world.





Beyond Ready

4x

more likely to make a positive contribution to their communities





Beyond Ready

**More Youth.
More Community.
More Ready.**







Beyond Ready

2x

more likely to report feeling competent

"You don't know Amiyah without 4-H"

-Amiyah Elam, Georgia 4-H





Beyond Ready



Donate Today so more kids can take on the world.

4-H has given me the perspective of you deserve happiness and you deserve to be who you are.

-Katie Collins, Tennessee 4-H





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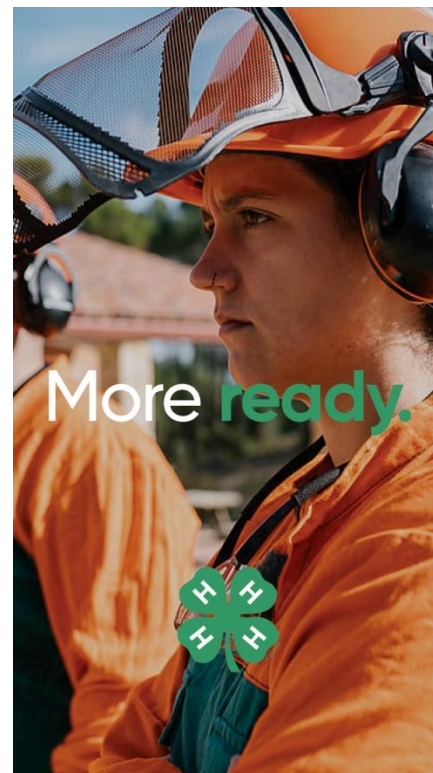
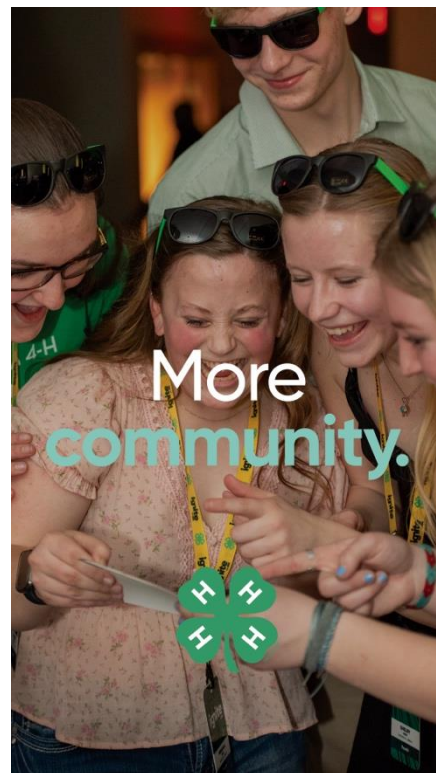
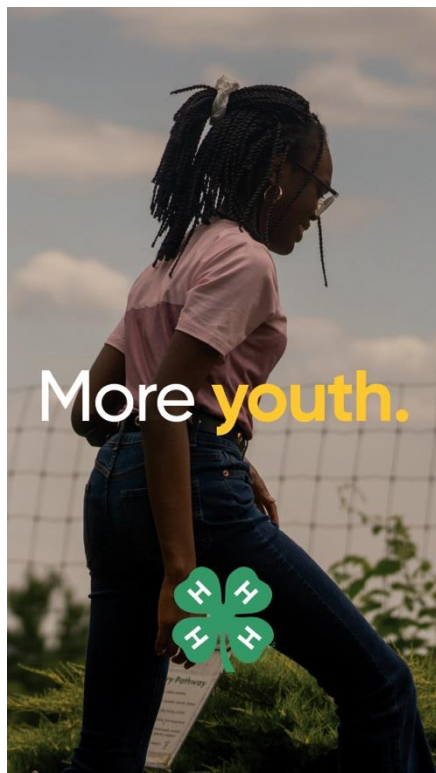
"

If you better yourself, by bettering others, it will end a lot better in the long run. That's the big thing 4-H taught me.

-Reed Marcum, Oklahoma 4-H



Engaging Creative (Social Media)



Engaging Creative




 **Beyond Ready**

Ready to ask questions about the world.

#4HBeyond Ready
More Youth. More Community. More Ready.

 **Extension**
University of Missouri



 **Beyond Ready**

Ready to open our arms to every opportunity.

#4HBeyond Ready
More Youth. More Community. More Ready.

 **Extension**
University of Missouri



 **Beyond Ready**

Ready to push the power of youth forward.

#4HBeyond Ready
More Youth. More Community. More Ready.

 **Extension**
University of Missouri



 **Beyond Ready**

Building a Ready Generation in a World of Change.

We equip youth with skills for the future while meeting them where they are today. Through 4-H, we offer opportunities and experiences that shape youth into their full, authentic selves, enabling them to shine both now and in the future.

 **Beyond Ready**

More Youth.
More Community.
More Ready.

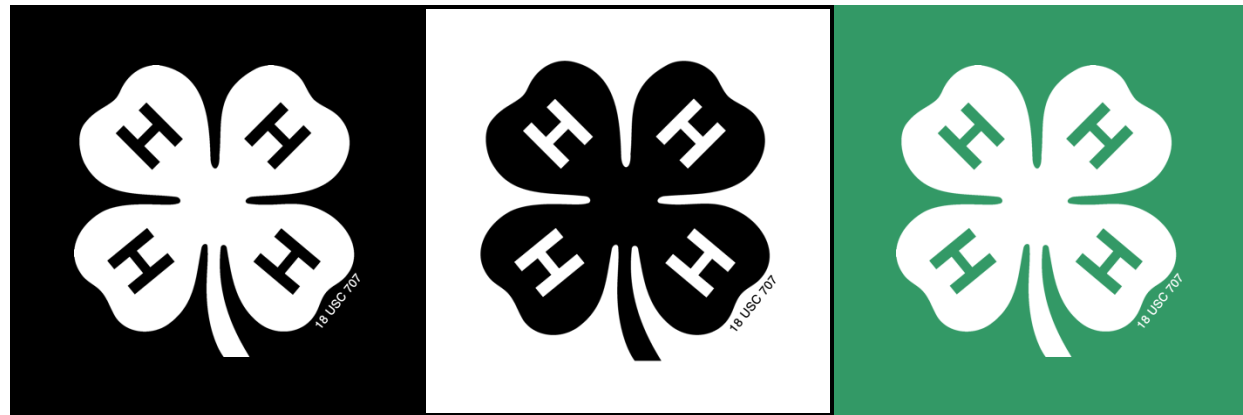
 **Donate today** so more kids can take on the world.



Beyond
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Logos

Name and Emblem



Beyond Ready Logo



National 4-H Council Logo



Radiating Clover



4-H Text Mark

