



# Using the 4-H Name and Emblem

The 4-H Youth Development Program is the youth outreach from the land-grant universities, Cooperative Extension Services and the U.S. Department of Agriculture. The 4-H name and emblem are intended to represent the ideals of the program, with its focus on Head, Heart, Hands and Health. Today they are among the best-known and most valued images emblematic of a century of 4-H achievement. The 4-H name and emblem are very important to us as an organization because they represent who we are.

## What is the 4-H Name and Emblem?

The official 4-H emblem is a clover with four leaves and an “H” on each leaf. The clover’s stem must point to the right as you look at the image. The 4-H emblem is not a plain four-leaf clover. The 4-H emblem should appear in specific colors and in its entirety. The 4-H name and emblem belong to the 4-H Youth Development Program under the authority of the USDA, and anyone wishing to use it must obtain permission ahead of time.

If you are a 4-H member or volunteer, you are permitted to use the 4-H name and emblem once your program is chartered with the official 4-H charter from National 4-H Headquarters at the Cooperative State Research, Education and Extension Service (CSREES), which is within the USDA.

## The Official 4-H Emblem

The official 4-H emblem is a four-leaf clover with an “H” on each leaf, with its stem turned to the right. The emblem may be two-dimensional (flat) or three-dimensional (with shadows that show depth and perspective). Authorized users of the 4-H emblem should ensure that when they use it, they:

1. Obtain the official 4-H emblem and use it in its entirety.
2. Do not “flip” the image to create a framed look. Under no circumstances should the stem be changed to point to the left.
3. Are familiar with resizing graphics through the software application being used, and do not distort or warp the dimensions of the emblem.
4. Never use the emblem to imply endorsement of any product or material.
5. Follow the graphic use guidelines outlined in this document, or for additional information, contact National 4-H Headquarters.



✓ Appropriate Use



Inappropriate Use

## Did You Know?

The 4-H name and emblem are highly valued marks in our country’s history. As such, they were granted a unique status. They are in a category similar to the presidential seal and Olympic emblem. This federal protection makes them marks with protection that supercedes the limited authority of both a trademark and copyright. As a result, responsibility and stewardship for the 4-H name and emblem were not given to the U.S. Patent Office, but to a higher level of federal government — a member of the Cabinet, the secretary of agriculture. The secretary has such responsibility at the direct request of Congress. The section of the U.S. Code that outlines the protection of the 4-H name and emblem is 18 USC 707.

## Using the Whole Emblem

The 4-H emblem always should appear in its entirety — meaning it always should appear as a whole and complete image — the image recognized by millions of people. This means:

- Don't remove any leaves. If you are using a clover image that has an "H" on each leaf, the leaves cannot be removed or have another image superimposed over the top of one of the leaves. Other images should be moved and appear completely separate from the 4-H emblem. This also means you shouldn't "cut off" a leaf by running it off the edge of the paper in print media or other designs.
- Don't place text or other images on top of the 4-H emblem. The 4-H emblem should not appear screened under words or graphics. No photo, drawing, symbol, word, figure or object may be placed on or obscure the 4-H emblem. This includes placement on Web pages, where it should not appear as a "watermark" behind other information.



✓ Appropriate Use



Inappropriate Use

## Distortion and Proportion

The appearance, shape and proportion of the 4-H emblem never should be distorted to fit in an imprint space. Do not make the 4-H emblem longer, taller, wider, angled or squarer. Do not alter the shape in any way. Do not make the 4-H emblem so small that the "H's" no longer are clearly legible. The overall size of the 4-H emblem may be changed, but the proportions must remain intact. All standard word processing software applications allow you to scale an image while maintaining its original proportions. Before rescaling the 4-H emblem, please consult your software manual for proper instructions.

## Keep it Upright

In general, the 4-H emblem should not be rotated or turned on its side. There are some exceptions, such as on fabric where the emblem is scattered across the material or in other random designs. If you are considering an exception, please contact National 4-H Headquarters.

## Color

The 4-H emblem never should be screened, shaded, gradated or appear in a multicolored hue. The official and preferred color of the 4-H emblem is green (the "H's" reversed out to the color of the paper on which the emblem is printed). The clover also can be white, black or metallic gold. The "H's" on the clover can be white, metallic gold (only on a green clover), green (only on a white clover) or black. The clover can be outlined in green (for white clover) or white (for green clover) to add prominence to the image and make the emblem stand out from the background.



✓ Preferred



✓ Preferred



Accepted



Accepted

*If you need more information or clarification,  
contact the Center for 4-H Youth Development at (701) 231-7251.*