Logo Guidelines

Logo Colour Variations

The 4-H Canada logo should be reproduced in colour whenever possible, using Pantone® 7739 C. White is the most effective background for the colour logo because it provides a clean, crisp contrast for the logo’s colour and elements.

If colour reproduction is not possible, please refer to the alternative one-colour versions below. When the 4-H Canada logo is placed on a photo, the image behind the logo must be light enough to provide contrast for the positive logo or dark enough to provide contrast for the reverse logo. The photo should also not have too many distractions behind the logo that would interfere with its clarity.

Colour Version
Note: If contrast with the background is not great enough, use the white logo.

Black Version
For when colour reproduction is not possible.

Reverse Version
For when the logo needs to sit on a green or other dark-coloured background.

On Photographic Background
Choose which colour version of the logo to use based on the contrast provided by the image background.

Logo Elements & Clear Space

To create the greatest visual impact, the 4-H Canada logo must be surrounded by a minimum clear space. No text or graphics are to enter into that protected area.

A space equivalent to the height of the “H” must be maintained around the logo, on all four sides.

4-H Provinces and Clubs

• Full club name appears above the clover, in the same colour as the clover.
• “4-H” is optional in club names.
• The Canada and Province lines are the “organization identifier” and may not be changed.
• Town/City not included if absent from club name.
• Club names should appear in Gotham Book font.
• Some club names are very long and must be stacked to two (or three) lines. Club width should not be wider than the clover plus the height of the “H” on either side.
• “Canada” always appears below the clover.
• Province will appear below “Canada”.

Logo Fonts

The “club names” and “provinces” use Gotham Book, and “Canada” uses Gotham bold.

Gotham Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Gotham Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
Brand Colours

4-H Canada’s colour palette emphasizes fun and youthful colours, with Pantone® 7739 C as its primary colour. A complementary colour palette has been developed to enhance our brand and logo when used in other applications, such as brochures or websites.

White is also an important colour for the 4-H brand, providing a clear backdrop, and enhancing the brightness and playfulness of the colour palette.

<table>
<thead>
<tr>
<th>Colour</th>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-H Canada Green</td>
<td>7739 C</td>
<td>85/10/100/10</td>
<td>11/148/68</td>
<td>#0b9444</td>
</tr>
<tr>
<td>Light Green</td>
<td>360C</td>
<td>58/0/80/0</td>
<td>97/194/80</td>
<td>#61c250</td>
</tr>
<tr>
<td>Dark Blue</td>
<td>285C</td>
<td>89/43/0/0</td>
<td>0/115/207</td>
<td>#073cf</td>
</tr>
<tr>
<td>Cyan</td>
<td>ProcessCyan</td>
<td>100/0/0/0</td>
<td>0/199/231</td>
<td>#09fda</td>
</tr>
<tr>
<td>Light Blue</td>
<td>297C</td>
<td>49/1/0/0</td>
<td>114/199/231</td>
<td>#72c767</td>
</tr>
</tbody>
</table>

Note: The colours shown are not intended to match the Pantone® Colour Standards. Please consult current Pantone® publications for accurate colour swatch references.

Typography

Main fonts

In print applications, the 4-H visual identity uses two typefaces: Clarendon and Whitney. Clarendon Bold is used for some display copy such as headlines and branding elements such as the 4-H Canada tagline; please refrain from using it for body copy. Whitney is the preferred typeface for body copy.

**Clarendon Bold** (For display copy, such as headlines.)

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**Whitney** (For body copy)

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**Whitney Light**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**Whitney Book**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**Whitney Medium**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**Whitney Semibold**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

Alternatives

These fonts can be used as alternatives if the main brand fonts are not available.

**Century Schoolbook** (For display copy, such as headlines.)

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**Calibri Regular** (For body copy)

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**Calibri Bold** (For sub heads)

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```