



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”.

Full Club Name



McConnell 4-H Beef Club



Logo Fonts

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

Gotham Book

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

Gotham Bold

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

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)

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

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.

					
4-H CANADA GREEN	LIGHT GREEN	DARK BLUE	CYAN	LIGHT BLUE	WHITE
PANTONE 7739 C	PANTONE 360C	PANTONE 285C	PANTONE ProcessCyan	PANTONE 297C	
CMYK 85/10/100/10	CMYK 58/0/80/0	CMYK 89/43/0/0	CMYK 100/0/0/0	CMYK 49/1/0/0	
RGB 11/148/68	RGB 97/194/80	RGB 0/115/207	RGB 0/159/218	RGB 114/199/231	
HEX #0b9444	HEX #61c250	HEX #0073cf	HEX #009fda	HEX #72c7e7	

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