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About 4-H Canada

About 4-H

For over 100 years, 4-H has been one of the most highly respected youth organizations in Canada. Since 1913, 4-H has given youth opportunities to “Learn To Do By Doing” through a dedicated group of volunteer leaders and mentors. 4-H empowers youth as skilled, engaged, and responsible leaders who are passionate about making meaningful contributions to the world around them. We give today’s youth a safe, fun, and inclusive environment that prepares them to make a positive impact on their community, country, and around the world.

In Canada, 4-H counts more than 24,500 members and 7,600 volunteers. Locally, 4-H gives back to the community and creates community leaders. Provincially, there are opportunities for conferences, camps, and scholarships. And nationally, 4-H members have the opportunity to see different parts of Canada and the world, apply for scholarships, and participate in some of the country’s longest-running youth conferences.

About 4-H Canada

4-H Canada is the national governing body for 4-H in Canada. National staff handle the planning, implementation, and management of national programs, events, campaigns, scholarships, grants, and more. Staff are governed by the Board of Directors, a national volunteer board. The Canadian 4-H Foundation is responsible for overseeing the funding of 4-H Canada as a national not-for-profit organization.

Communicating Our Brand Effectively

All 4-H products should embody the distinct messages and values that we stand for. The key to effective brand communication is to represent this focus and this identity as firmly as possible in all media. Designs should be clear and should focus attention on our key messages. With these goals in mind, a set of components—logo, typeface, colours, and design standards—have been created to represent a strong 4-H identity. In addition, we have defined a systematic approach for using these components in all communications.

This guide is to be used in order to achieve and maintain a unified look to all communications, both internal and external. It covers each component of the design system, how and when to use them, appropriate variations, and unacceptable uses. The 4-H identity standards and style guide will make the production of communications materials simpler, faster, and more effective—and, in turn, will help to make our brand stronger.
Logo Guidelines

4-H has created a new logo that honours the past 100 years of the organization’s successes and positions the organization for the next 100 years. The 4-H logo represents the core values of 4-H—as symbolized by the iconic clover. A maple leaf at the very heart of the logo in celebration of our deep commitment to patriotism. The four H’s represent Head, Heart, Hands and Health. The new logo creates an inclusive home for country, province and local club. The newly energized logo will help position 4-H Canada as it enters the next century of its long and proud history.

Logo Elements & Clear Space

To create the greatest visual impact, the 4-H Canada logo must be surrounded by a minimum amount of 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.

Logo Restrictions

Incorrect use of the 4-H Canada logo compromises its integrity and effectiveness. The examples of logo misuse below are not comprehensive; they are only a small sample of possible misuses. To ensure accurate, consistent reproduction of the 4-H Canada logo, never alter, add to, or attempt to recreate it. Always use the approved digital artwork, available from 4-H Canada.

Don’t change the colour of the logo
Don’t stretch, condense or distort the logo
Don’t change the proportions of the logo elements
Don’t rearrange elements of the logo
Don’t rotate the logo
Don’t remove “Canada” from logo
Logo Minimum & Maximum Size

The 4-H Canada logo should always maintain a prominent position on any communication piece. However, it should not be too large in relation to the rest of the piece. Whenever possible, do not make the logo so small that the lettering is no longer legible.

See pages 15-20 for samples of the logo used on various collateral.

Logo Colour Variations

The 4-H Canada logo should be reproduced in colour whenever possible, using Pantone® 7739. 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**: Use when contrast with the background is not great enough, use the white logo.
- **Reverse Version**: For when the logo needs to sit on a green or other dark-colored background.
- **Black Version**: For when colour reproduction is not possible.
- **On Photographic Background**: Choose which colour version of the logo to use based on the contrast provided by the image background.
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.
- Provinces may not be abbreviated.
- 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.
- Provincial identifier and club names should be 25% smaller than the word Canada.

- “Canada” always appears below the clover.
- Province will appear below “Canada” and the club names will appear above the clover.
- The identifier line above the logo is for the following official 4-H entities: clubs, districts, regions, council (only in the case of Alberta), and foundations. Other content is not permitted in this line but can be placed near the logo with the space equivalent of an H in between.
- Events, projects and other 4-H activities should not appear in the club identifier line but rather can be placed to the right of the logo, provided there is the space equivalent of an H on all four sides of the logo.

![Full Club Name](image1)

McConnell 4-H Beef Club

Full Club Name

Logo Fonts

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

<table>
<thead>
<tr>
<th>Gotham Book</th>
<th>Gotham Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>0123456789</td>
<td>0123456789</td>
</tr>
</tbody>
</table>
Collateral Standards

4-H logo collateral materials such as jewellery or fine art may be made of metal (e.g. copper, bronze, gold or silver), glass, leather, or wood even though it doesn’t conform with the colour specifications for the 4-H logo. Ceramic, plaster, paper, fabric or any materials that are coloured or painted must comply with the colour specifications and all other guidelines. The 4-H logo should not be used or integrated into a larger design in such a manner that it becomes difficult to recognize or distinguish, or that is not consistent with the graphic guidelines for use of the 4-H Logo.

Horizontal Collateral Items

In some instances, specifically for long and narrow horizontal items such as rulers, pencils, pens, picture frames and name tags, the 4-H logo with provincial and/or club identifier may not fit onto the item.

• For all narrow horizontal items, the 4-H Canada logo should ALWAYS be used.
• “Canada” must always appear below the clover.
• All provincial or club identifiers would be centered to the right of the 4-H Canada logo, and would not be a part of the logo. Therefore, proper spacing must be maintained around the 4-H Canada logo.
• For all horizontal collateral items, the height of identifiers placed to the right of the logo cannot be taller than the 4-H logo.

Pencils
Embroidery Standards

Use of the emblem on fabric, whether painted, screen printed, embroidered, appliquéd, or some other technique, must accurately represent the 4-H logo in authorized colours and adhere to all other brand usage guidelines.

Embroidery standards are as follows:

• The 4-H clover should be the 4-H green, Pantone 7739 (or as close a match to Pantone 7739 as possible). In this case, the maple leaf and four H's should be white.
• If the logo will be embroidered onto something that is dark in colour, or the exact same or similar green as the 4-H green, the white reverse logo can be used. However, the maple leaf and four H's should be embroidered as the 4-H green (Pantone 7739 or closest match possible).
• While the green logo is preferable, the black version of the logo can be used if it is being embroidered onto an item that is light in colour. If the black version of the logo is used the maple leaf and four H's are embroidered as white.
• The typical size for 4-H left chest embroidery is 3.2” tall/wide. Based on this size, the letters in CANADA would be 0.3” tall, and provincial letters should be at minimum 0.01” smaller.
• For embroidery only the minimum size the logo can be is 2.875” high. Based on this size, the letters in CANADA will be .272” and the provincial letters will be at minimum 0.01” smaller.
• The 4-H's/clover/maple leaf/club and provincial ratios must be maintained when embroidering.
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. This complementary palette consists of: Pantone® 360, Pantone® 285, Pantone® Process Cyan, and Pantone® 297.

In most cases Pantone® inks are not applicable, in which case the following breakdowns should be used: For four-colour process printing, refer to the CMYK values shown here. For on-screen and web applications (e.g. PowerPoint®, websites, video, and intranets), refer to the RGB/HEX values specified.

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.

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. Clarendon Bold is the recommended weight for these applications; please refrain from using it for body copy. Whitney Book is the preferred typeface for body copy.

Alternatives

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

Print Typefaces

Clarendon (For display copy, such as headlines. Bold is the preferred version.)

Clarendon Bold

<table>
<thead>
<tr>
<th>Character Set</th>
<th>Font Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Clarendon Bold</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>0123456789</td>
<td></td>
</tr>
</tbody>
</table>

Whitney (For body copy)

Whitney Light

<table>
<thead>
<tr>
<th>Character Set</th>
<th>Font Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>Whitney Light</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>0123456789</td>
<td></td>
</tr>
</tbody>
</table>

Whitney Book

<table>
<thead>
<tr>
<th>Character Set</th>
<th>Font Name</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
</tr>
<tr>
<td>0123456789</td>
<td></td>
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</tbody>
</table>

Whitney Medium

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<thead>
<tr>
<th>Character Set</th>
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</tr>
</thead>
<tbody>
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<td>Whitney Medium</td>
</tr>
<tr>
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<td></td>
</tr>
<tr>
<td>0123456789</td>
<td></td>
</tr>
</tbody>
</table>

Whitney Semibold

<table>
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<th>Character Set</th>
<th>Font Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>Whitney Semibold</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>0123456789</td>
<td></td>
</tr>
</tbody>
</table>

Alternatives

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

<table>
<thead>
<tr>
<th>Character Set</th>
<th>Font Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>Century Schoolbook</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>0123456789</td>
<td></td>
</tr>
</tbody>
</table>

Calibri Regular (For body copy)

<table>
<thead>
<tr>
<th>Character Set</th>
<th>Font Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>Calibri Regular</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>0123456789</td>
<td></td>
</tr>
</tbody>
</table>

Calibri Bold (For sub heads)

<table>
<thead>
<tr>
<th>Character Set</th>
<th>Font Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>Calibri Bold</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>0123456789</td>
<td></td>
</tr>
</tbody>
</table>
Design Element: The Angle

What is it?

Used to create visual interest, the Angle is an important graphic element that helps to give 4-H Canada its dynamic, unique, and memorable look.

When is it used?

The Angle can be applied to lettering, shapes, or images. It can take a prominent position, such as a box behind a title to draw focus on the page, or it can take a smaller, supportive position. Whatever the application, it should be used sparingly so as not to overpower the design.

How is it created?

The Angle is always set to five degrees, travelling upwards from left to right. Consistency in its measurement is key.

Examples:

- 5° upwards angle applied to lettering within a box
- 5° upwards angle applied to lettering within a banner box
- 5° upwards angle applied to shape only
- 5° upwards angle applied to image
- 5° upwards angle applied to shapes
Design Element: Tagline

The 4-H Canada tagline—“Learn To Do By Doing”—is trademarked, along with the 4-H logo. The tagline appears as a unit, either flush left or flush right, on a green or white background. Having the tagline set on an angle, in its prescribed boxes, flush to the edge of the page or box is the preferred application. If this arrangement isn’t possible, it can also be set as text only. Tagline files are provided by 4-H Canada and shouldn’t be altered. Be sure to incorporate bleed, if necessary. Note that the tagline should always appear with both upper and lowercase lettering, where each word has an initial capital.

See pages 15-17 for samples of tagline usage on various collateral.
Design Element: Colourful Text

What is it?
Colourful display text that draws the reader into the communication, contributing to 4-H Canada's playful spirit.

When is it used?
Headlines, the 4-H Canada tagline, and any other important display text can be set in this style.

How is it created?
Using the 4-H Canada brand colours, it should be applied to entire words within the text. Avoid switching colours for each letter within a word.
Photography

Imagery plays an important role in the graphic style of 4-H Canada’s brand, showcasing the people involved in its community. The images are usually of young people of all ages being active and enjoying 4-H’s activities outdoors. They should demonstrate:

- **4-H values** such as: relationships, teamwork, accomplishments, positive youth development
- **Diversity**
- **4-H leadership pillars**—all reflecting the idea of building strong leaders.

The emphasis is on photography of real people, looking natural and spontaneous. 4-H Canada has a complete library of images available for use. To access these images, please contact 4-H Canada. If using stock imagery becomes necessary, use the same criteria when making your selections. See examples below.

When placing your images, keep in mind that one image is usually better than many. They are also usually shown full-frame for impact, though clipped imagery can be used on occasion to support the full-frame images, without competing with them.
Historical Photography

4-H Canada also has a large bank of grayscale historical photography. When using these images, a common sepia tone should be applied. To achieve this effect, use the following steps. There is also a **Photoshop action set** available for these steps—see note below.

**Changing RGB Images to Sepia in Adobe Photoshop CC**

1. Open image in Adobe Photoshop. Image should be set to “RGB”.
2. Choose Layer > New Adjustment Layer, and choose Channel Mixer. Click OK. In the Properties Panel, check ‘Monochrome’ box. Set Red to 55%, Green to 7%, and Blue to 38%.
3. Choose Layer > New Adjustment Layer, and choose Curves. Click OK. In the Properties Panel, click anywhere on the curve line to create a new point, then enter values directly into the Input and Output text boxes. Be sure your panel is large enough to access these boxes. Set your first point to Input: 60 and Output: 46. Click directly on the curve line again to create a second point, then enter its new values: Input: 174 and Output: 205.
4. Choose Layer > New Adjustment Layer, and choose Hue/Saturation. Click OK. In the Properties Panel, check ‘Colourize’ box. Set Hue to 30 and Saturation to 8. Lightness should remain at 0.
5. If you feel the contrast of the image needs to be adjusted, in your Layers Palette, select the Curves Adjustment Layer. Then, with your Properties Panel open, adjust the curve points if necessary.

**NOTE:** For simplicity, the steps above are also available as a **Photoshop action set**, provided by 4-H Canada. To open on a Mac, double-click the .atn file and it will automatically load into Photoshop. In Photoshop, in the Actions Palette, locate the ‘4-H Canada Sepia Tone’ folder and select the ‘4-H Canada Sepia Tone Action Set’ inside that folder. Click the ‘Play Selection’ button at the bottom. If you feel the contrast of the image needs to be adjusted, in your Layers Palette, select the Curves Adjustment Layer. Then, with your Properties Panel open, adjust the curve points if necessary.

Historical images with ‘4-H Canada Sepia Tone’ effect applied
Applications

Bringing the Elements Together

When applied consistently, the elements of the visual identity reinforce 4-H Canada's brand and personality. The following pages show how these design elements come together and should be used as a reference for designing any communication products for 4-H Canada.

Annual Report

2012 proved to be yet another exciting year for the Youth Advisory Committee. At the 2012 Annual General Meeting, the YAC team presented its ideas on the proposed “Future Leaders Program” for 4-H members, ages 18 to 25. The feedback on the team’s recommendations was positive and the members shared these ideas again at their respective provincial council meetings.

One of the highlights of the year for YAC was attending Canada’s Outdoor Farm Show in Woodstock, Ontario where committee members helped launch the $100 for 100 Years campaign and raise more than $30,000. They visited various vendors and spread the word about the campaign, attended networking events, staffed the $100 for 100 Years information booth, and assisted teachers from Ontario Agri-Food Education Inc. with touring students around the farm show.

Currently the YAC team is working on developing a provincial job description for its members to help improve the flow of information between youth at the provincial and the national levels. The team has also created a standardized selection process and will present it to the Canadian 4-H community.

Please note that all examples shown are concept only. They have been developed to demonstrate how the 4-H Canada brand is brought to life across different formats and applications.
Fact Sheet, Folder and Pull-Up Banner

Please note that some examples shown are concept only. They have been developed to demonstrate how the 4-H Canada brand is brought to life across different formats and applications.
Business Card

Firstname Lastname
Chief Executive Officer

4-H Canada
960 Carling Avenue, Building 106
Ottawa, Ontario K1A 0C6
TEL 613-759-1013 x22
T.F. 1-844-759-1013
CELL 613-818-6618
FAX 613-759-1016
firstname.lastname@4-H-Canada.ca
4-h-canada.ca

Standard Business Card, Front
Printed size: 2 x 3.5 inches

Whitney Semibold
10 point, 10 point leading
Pantone® 7739

Whitney Semibold
7 point, 10 point leading
Pantone® 7739

Whitney Book
7 point, 10 point leading
Pantone® Black

Logo

Standard Business Card, Back (at 65% actual size)
Multiple options printed for variety

Learn To Do By Doing

Learn To Do By Doing
Letterhead

Envelope

Logo

Whitney Book
10 point, 15 point leading

Logos

Whitney Book
8 point, 12 point leading

Clarendon Bold
14 point

Learn To Do By Doing

Clarendon Bold
14 point

Whitney Book
10 point, 15 point leading

Learn To Do By Doing

Standard Env. (at 50% actual size)
Printed size: 9.5x4.125 inches

Standard Letterhead (at 50% actual size)
Printed size: 8.5x11 inches

Phone: 613-759-1013  Toll Free: 844-759-1013  www.4-h-canada.ca
Website

Home Page

National Programs Page

Programs and Events Page

Please note that all examples shown are concept only. They have been developed to demonstrate how the 4-H Canada brand is brought to life across different formats and applications.
Social Media Page Standards

Maintaining a consistent brand identity across social media platforms will further the 4-H brand personality and visual identity among our online audiences.

Profile Pictures

Social media profile pictures should reflect your individual Provincial Logo in the full colour version. Ensuring each logo is sized to the specific platform will prevent logos from being cut off, blurred or otherwise distorted.

Dimensions:

- **Facebook:** 180x180 pixels
- **Youtube:** 800x800 pixels
- **Twitter:** 400x400 pixels
- **Pinterest:** 165x165 pixels

Cover/Header Photos

Imagery used in cover/header photos for the various platforms should reflect the theme of “learn to do by doing” by demonstrating 4-H members engaged in and enjoying 4-H activities. Providing photos at the correct dimensions prevents any blurriness, accidental cropping or other distortions.

Social Media Do's and Don’ts

**Do:** Update your social media platforms frequently. Post photos from recent events, engage with members and respond in a timely fashion.

**Do:** Ensure as much information is filled out in your “About” section as possible. This makes it easier for people to find needed information or discover where to find out more.

**Do:** Provide links to your social media platforms on your website. This makes them easier to find and will help to attract a larger audience.

**Don’t:** Stretch photos to fit cover/header photos. Either crop to proper dimensions or choose a higher resolution photo. This prevents blurring, strange crops or other distortions.

**Don’t:** Stretch, alter colour or layout of the logo for profile images or elsewhere.

**Don’t:** Pack cover images with copy, multiple images.
The Pillars

4-H programs are organized within four leadership pillars. The four pillars are represented by their own symbol and colour, which are as follows.

**Community Engagement & Communications** — Light Blue (Pantone 297)
**Science & Technology** — Cyan (Process Cyan)
**Environment & Healthy Living** — Dark Blue (Pantone 285)
**Sustainable Agriculture & Food Security** — Light Green (Pantone 360)

When placing the pillar text with the pillar symbol the “&” should be used instead of the word “and.” If the pillar text will be on multiple lines, the “&” should stay with the shortest line.

When designing materials the pillar colour should be used as the primary design element for The Angle. If, the pillar colour is not aesthetically pleasing, then white should be used as the primary colour for the Angle, and the pillar colour should be used as the primary colour for the display text.
Trademarks and Copyright

The 4-H Wordmark: ‘4-H’
The 4-H wordmark (4-H) is protected under the official Trademarks Act. Correct usage is as follows: a number ‘4’ followed by a clearly defined dash (-), followed by a capital ‘H’.

Do not, under any circumstance, remove or otherwise alter the dash (-).

The 4-H Motto: ‘Learn To Do By Doing’
The 4-H Motto, Learn To Do By Doing, is protected under official Copyrights Act.

Do not, under any circumstances, alter this copyrighted motto.

The 4-H Pledge
The 4-H Pledge, which is protected under the official Copyrights Act, is as follows:

‘I pledge
My Head to clearer thinking,
My Heart to greater loyalty,
My Hands to larger service,
My Health to better living,
for my Club, my community, and my country’

Do not, under any circumstances, alter this Copyrighted Pledge.

Electronic Files
The vector eps versions of the registered Logo, Wordmark, Motto and Pledge should be used for most electronic files. (Jpgs or png versions can be used for web displays.) Output resolution should ensure high-quality reproduction when printed or displayed on-screen. When resizing the logo, you must maintain the aspect ratio between the width and the height to prevent a skewed or ‘squashed’ appearance.

Ownership
The 4-H Logo, Wordmark, Motto and Pledge are registered trade marks and copyrights of 4-H Canada.

When brought to its attention, 4-H Canada will notify the Canadian Trademarks Office of all trademark violations; violators will be notified in writing to cease use of the registered wordmark and/or logo. Failure to comply may result in legal action.
For More Information

If you would like access to 4-H Canada’s brand elements, need more information or have questions about using these guidelines, please contact:

4-H Canada
Marketing and Communications Department
960 Carling Avenue, Building 106
Ottawa, ON K1A 0C6

EMAIL: communications@4-h-canada.ca
TEL: 613-759-1013
TOLL FREE: 844-759-1013
FAX: 613-759-1016