

# Show Your 4-H Colours

## Campaign Brand Guide

VERSION 1.0 • 2019



What is the  
difference  
between the two  
types of?

### Inquiry Card Squishy Circuits

Instructions:  
Cut the two ends of the 9V battery and  
insert them into two separate  
holes in the dough.  
Build your circuit, adding  
components to make  
different shapes, and



CANADA

# About 4-H

For more than 100 years, 4-H has been one of the most well-respected youth-service organizations in Canada. 4-H has given youth opportunities to “Learn To Do By Doing” through a dedicated group of volunteer leaders and mentors who deliver world-class positive youth development programming in the areas relevant to today’s youth.

In Canada, 4-H has more than 24,000 members and 7,600 volunteers. 4-H nurtures responsible, caring, and contributing youth leaders who are committed to positively impacting their communities.

## Our Mission

To empower youth to be responsible, caring and contributing leaders that effect positive change in the world around them.

## Our Vision

Thriving communities in partnership with youth leaders.

## Show Your 4-H Colours

Show Your 4-H Colours is 4-H Canada’s annual campaign to celebrate the 4-H movement across Canada. Every November, 4-H members, leaders, alumni, and supporters alike don their 4-H colours and come together to spread the awareness of the positive impact the 4-H program is making in Canada and abroad.

This campaign highlights the incredible things 4-H youth are doing in their communities and how the 4-H program is empowering youth to be responsible, caring, and contributing young leaders.

**One of the world’s largest youth organizations, 4-H has close to 7 million members and can be found in more than 70 countries across the globe.**

# The 4-H Brand

At its core, the 4-H brand in Canada communicates the vibrancy and energy of our organization. The current brand was refreshed and launched in 2015 to build a clear and cohesive brand for the 4-H movement in Canada that visually incorporates 4-H at all levels — local, provincial, and national.

This unified brand clearly positions 4-H Canada as a leader in positive youth development but more importantly, supports us in maintaining relevance with today's youth.

## The Show Your 4-H Colours Brand

The brand that has been developed for our annual Show Your 4-H Colours campaign is an extension of our current brand, relying on the fundamental elements that are the 4-H brand in Canada. This campaign brand aligns with the parameters set out in the 4-H Canada Brand Standards Manual.

## 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 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.

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, and appropriate variations. This brand usage guide will make the production of communications materials simpler, faster, and more effective — and, in turn, will help to make our brand stronger.

More information on our brand and its guidelines is available at [4-h-canada.ca/brand](http://4-h-canada.ca/brand).

# Identifier Guidelines

The Show Your 4-H Colours identifier should be reproduced in colour whenever possible. These colours should not be changed. White is the most effective background for the colour identifier because it provides a clean, crisp contrast for its colour and elements.

## Clear Space

To create the greatest visual impact, the Show Your 4-H Colours identifier must be surrounded by a minimum clear space, where no text or graphics are to enter this protected area. A space equivalent to the height of one “S” from the word “Show” must be maintained around the identifier, on all four sides.



## Minimum Size

To maintain readability of the elements, the Show Your 4-H Colours identifier should not be used smaller than 0.5" tall.



MINIMUM SIZE

## NOTE: ELECTRONIC FILES

The vector EPS versions of the logo should be used for most electronic files. JPG 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, the aspect ratio between the width and the height must be maintained to prevent a skewed or “squashed” appearance.

## Font

### Clarendon Bold

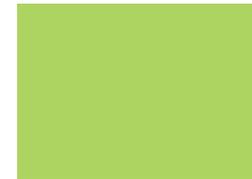
## Colour Palette



PANTONE 7739



PANTONE 360



PANTONE 367



PANTONE 7489

# Colour Variations

If colour reproduction of the Show Your 4-H Colours identifier is not possible, please refer to the alternative one-colour versions below. When the identifier is placed on a photo, the image behind the identifier must be light enough to provide contrast for the positive identifier or dark enough to provide contrast for the reverse identifier. The photo used in the background should not have too many distractions that would interfere with the clarity of the identifier in the foreground.

## Angled Version



### FULL COLOR

For primary use wherever possible.



### BLACK

For use when colour reproduction is not possible.



### REVERSE

For use on green or dark-coloured backgrounds.

## Straight Version



### FULL COLOR

For primary use wherever possible.



### BLACK

For use when colour reproduction is not possible.



### REVERSE

For use on green or dark-coloured backgrounds.

# Language Variations

When producing campaign materials in French, the French version of the identifier should be used. When producing bilingual campaign materials, the bilingual identifier should be used.

## Angled Version



**FRENCH**

Also available in black and reverse.



**BILINGUAL**

Also available in black and reverse.

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## Straight Version



**FRENCH**

Also available in black and reverse.



**BILINGUAL**

Also available in black and reverse.

# Using the 4-H Logo

Where possible, the 4-H logo should appear on all Show Your 4-H Colours communication pieces. This allows for brand recognition and association for 4-H, and identifies that this is an official campaign operated by 4-H Canada. The 4-H logo does not necessarily have to be placed beside the Show Your 4-H Colours identifier, but both should be on the same communications piece.

## Size & Spacing

The Show Your 4-H Colours identifier and 4-H logo should always maintain a prominent position on any communication piece. However, neither should be too large in relation to the rest of the piece. Whenever possible, do not make the identifier or logo so small that their details or lettering are no longer legible.



### PROPORTIONS 2:1

To maintain proper hierarchy, scale the 4-H logo to at least half the height of the identifier.



### MINIMUM SIZE

To maintain readability, do not use the 4-H logo smaller than 0.5" tall.



### CLEARSPACE

Adhere to previously outlined clearspace guidelines to hold integrity of the graphics when used in close proximity (page 4).

# Restrictions

Incorrect use of the Show Your 4-H Colours identifier or the 4-H logo compromises its integrity and effectiveness. To ensure accurate and consistent reproduction of the identifier and logo, never alter, add to, or attempt to recreate it. Always use the approved digital artwork, provided by 4-H Canada.



✘ Do not alter colours.



✘ Do not stretch or skew.



✘ Do not rotate outside of established guidelines (page 5).



✘ Do not rearrange elements.



✘ Do not exclude elements.



✘ Do not change proportions of the elements.

# Brand Colours

## Primary Colours

The Show Your 4-H Colours colour palette reflects the youthful energy of the 4-H movement that is embodied in this campaign. The primary colour for Show Your 4-H Colours is 4-H Canada Green. Three additional colours have been combined with 4-H Canada Green to comprise the Show Your 4-H Colours identifier.



**4-H CANADA GREEN**

<b>PANTONE</b>	7739
<b>CMYK</b>	85/10/100/10
<b>RGB</b>	11/148/68
<b>HEX</b>	#0B9444



**GREEN 2**

<b>PANTONE</b>	360
<b>CMYK</b>	58/0/80/0
<b>RGB</b>	97/194/80
<b>HEX</b>	#61C250



**GREEN 3**

<b>PANTONE</b>	367
<b>CMYK</b>	41/0/68/0
<b>RGB</b>	171/204/109
<b>HEX</b>	#ABCC6D



**GREEN 4**

<b>PANTONE</b>	7489
<b>CMYK</b>	56/2/78/5
<b>RGB</b>	127/175/92
<b>HEX</b>	#7FAF5C

## Complimentary Colours

Four complimentary colours have been developed to enhance our brand and are to be used to create variety, yet cohesiveness, across communications pieces.



**GREEN 5**

<b>PANTONE</b>	7483
<b>CMYK</b>	84/38/89/34
<b>RGB</b>	36/93/56
<b>HEX</b>	#245D38



**GREEN 6**

<b>PANTONE</b>	363
<b>CMYK</b>	80/24/100/9
<b>RGB</b>	58/137/65
<b>HEX</b>	#3A8941



**GREEN 7**

<b>PANTONE</b>	376
<b>CMYK</b>	60/4/100/0
<b>RGB</b>	119/184/0
<b>HEX</b>	#77B800

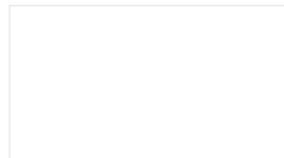


**GREEN 8**

<b>PANTONE</b>	348
<b>CMYK</b>	100/15/100/20
<b>RGB</b>	0/125/64
<b>HEX</b>	#007D40

In most cases, Pantone inks are not applicable, in which case the CMYK values should be used for four-colour processing printing. RGB/HEX values should be used for on-screen and web applications (e.g., social media, websites, video, and PowerPoint).

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



**WHITE**

White is an important colour for the Show Your 4-H Colours brand, providing a clear backdrop, and enhancing the brightness and vibrancy of the colour palette.

# Typography

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## Clarendon Bold

Clarendon Bold is the brand font for display copy such as headlines and branding elements. It is used in the Show Your 4-H Colours identifier and the 4-H Canada tagline. Please refrain from using it for body copy.

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789 !?  
@#%\$^&\*+\  
/<>(){}[]**

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## Whitney

Whitney is the preferred typeface for body copy; its various weights can be used in varying applications.

### WHITNEY LIGHT

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789 !?  
@#%\$^&\*+\  
/<>(){}[]

### WHITNEY BOOK

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789 !?  
@#%\$^&\*+\  
/<>(){}[]

### WHITNEY MEDIUM

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789 !?  
@#%\$^&\*+\  
/<>(){}[]

### WHITNEY SEMIBOLD

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789 !?  
@#%\$^&\*+\  
/<>(){}[]

### WHITNEY BOLD

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789 !?  
@#%\$^&\*+\  
/<>(){}[]

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# Design Element: The Angle

Used to create visual interest, the Angle is an important graphic element that helps to give Show Your 4-H Colours and 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 5 degrees, travelling upwards from left to right or travelling downwards from left to right. Consistency in its measurement is key.



# Design Element: Tagline

The Show Your 4-H Colours campaign tagline should always appear as a unit, either stacked or in a line. Colour, size and position can vary across applications, but it should always be set in Clarendon typestyle using Sentence case (only the first word capitalized).

Single line

**Wear green. Celebrate. Give back.**

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Stacked

**Wear green.  
Celebrate.  
Give back.**

# Design Element: Icons

For 2019, 4-H'ers can get involved with the Show Your 4-H Colours campaign through seven key initiatives. These initiatives are represented by their own.



# 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 circumstances, remove or otherwise alter the dash (-).

## Ownership

The 4-H logo is a registered trademark of 4-H Canada.

The Show Your 4-H Colours identifier is owned by 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 logo. Failure to comply may result in legal action.



# Contact

To access 4-H Canada's Show Your 4-H Colours campaign brand elements, request more information, or ask questions about using these guidelines, please contact us.

## 4-H Canada

### Marketing and Communications Department

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[4-h-canada.ca](http://4-h-canada.ca)

CANADA

**Learn To Do By Doing**