
GRAPHIC TERMS EXPLAINED

CMYK: four process color inks - Cyan, Magenta, Yellow and Black.

PMS: Pantone Matching System. A proprietary color system for selecting and matching specific spot and process colors for printing. The official 4-H PMS # is 347 (green).

Resolution: Images are made up of tiny dots; the finer the dot pattern, the higher the image resolution will be. The number of dots per inch (DPI) determines the quality of the final output. Printers range from 300 dpi to 2400 dpi. Choosing the right file format -JPEG, TIFF, GIF - will also affect the resolution of your image.

EPS FILE: Encapsulated Postscript File. A vector-based, computer graphics file format developed by Adobe Systems. EPS is the preferred format for most computer illustrations due to its efficient use of memory and high color control.

TIFF: Tagged Image File Format. TIFF files are ideal for high-quality photo and other images, but cannot be used for Web sites as they are generally too large. Supported by image editing software and publishing systems.

JPEG: Joint Photographic Experts Group. A popular compression option that provides relatively little loss in image quality. JPEG is used a for Web site graphics; emailing images; in PowerPoint presentations; and printing that does not require the highest resolution.

GIF: Graphics Interchange Format. GIFs are widely used for Web site graphics because they are small in size and load extremely fast. This format only uses 8-bit color as opposed to JPEG's 24-bit color capacity. As such, GIF is ideal for simple icons or artwork, whereas photos should be in JPEG or TIFF format.

WHEN IN DOUBT, CONTACT US!

If you are not 100% certain about the application of our logo in any instance,
contact us at: logo@4-h-canada.ca or (613) 234-4448

Original electronic files of the logo in TIF/JPEG/EPS format
are available at: www.4-h-canada.ca

4-H Logo & Wordmark Protection & Usage Guidelines



CANADIAN 4-H COUNCIL
930 CARLING AVE., BLDG. #26
OTTAWA ON. K1A 0C6

4-H Logo & Wordmark Protection & Usage Guidelines

An organization's identity - which is invaluable in terms of branding, awareness, and goodwill - is represented by its logo and its wordmark. It is crucial for our longterm success that we all work together to maintain the integrity of both the 4-H clover logo, the '4-H' wordmark, the Motto and the Pledge. The Canadian 4-H Council is obliged to monitor and protect its registered trademarks by enforcing all infringements through the Canadian Trademarks Office. Failure to do so can result in the loss of our registration. We all have a responsibility to maintain and protect our logo and wordmark. Please report any infringements to the contact provided below.

► THE 4-H LOGO

The 4-H logo is registered to the Canadian 4-H Council under the official *Trademarks Act*. The following are granted full permission to correctly use and/or distribute the 4-H logo without prior written consent: 1) All provincial 4-H agencies which are members in good standing of the Canadian 4-H Council; 2) registered 4-H regions/districts/counties in good standing with their provincial agency; 3) registered 4-H Clubs, registered 4-H Members, and registered 4-H Leaders in good standing with their provincial agency; 4) Members in good standing of the Canadian 4-H Council; 5) Sponsors of 4-H at local, provincial, or national level. This includes but is not limited to use of the logo on clothing, printed materials, and websites. *Note: Authorization to use the logo by third parties where the sole purpose of the intended usage is the sale / promotion / marketing of a product or service requires a signed agreement with Canadian 4-H Council (or its member provincial agency).*

THE MAY BE USED IN ONE OF THE FOLLOWING FORMATS:



Black and White



Colour (PMS#347)



Reversed



Proud 4-H Supporter

Supporter

Values for colour reproduction:

CMYK values for the official green are: **C** 100% **M** 0% **Y** 86% **K** 3%

RGB values for the official green are: **R** 0% **G** 50.3% **B** 20.4%

DO NOT place any other object or piece of artwork directly next to the logo. Leave a 1/4" circle of white space.

DO NOT make any changes/additions/deletions to the logo (ie. removing the word 'Canada' to insert a Club name).

DO NOT use the U.S. clover logo in place of the Canadian 4-H logo.

For special occasions (such as anniversaries) and for promotional purposes, gold or silver may be used in combination with, or substituted for, the official green PMS. Regardless, only one colour should be used.

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► THE 4-H WORDMARK: '4-H'

The 4-H wordmark, which is protected under the official *Trademarks Act*, is as follows: **4-H**
That is, a numeral '4' followed by a clearly defined dash (-), followed by a capital 'H'.

DO NOT, under any circumstances, remove or otherwise delete the dash (-) from this application, as this is incorrect use of our registered wordmark.

► THE 4-H MOTTO: 'LEARN TO DO BY DOING'

The 4-H Motto, which is protected under the official *Copyrights Act*, is as follows: **Learn To Do By Doing**
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 USES:

The registered Logo, Wordmark, Motto and Pledge may be scanned for electronic use. 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. Modern software programs and website design allow for a tremendous amount of options for creating unique and visually appealing promotional tools. As such, permission is granted to: implement the logo with an embossed or 3-D appearance, as long as the logo is clearly defined and not altered in any other significant way.

► LICENSING OF THE LOGO:

The licensing fee for the use of the Canadian 4-H logo by a for-profit organization shall be determined by the Board of Directors in a signed contractual agreement. The Canadian 4-H Council reserves the right to deny licensing of its logo for any reason; no third party may enter into a licensing agreement with respect to use of the logo for profit without the prior written consent of the Canadian 4-H Council.

**When brought to its attention, the Canadian 4-H Council 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.
Violators may be banned from using the registered and copyrighted marks, symbols, etc.,
belonging to the Canadian 4-H Council.**