

Proper Use of the 4-H Clover Policy

The use of the K-State Research and Extension/Kansas 4-H co-wordmark is the basis of good marketing and a strong, consistent brand image, for both K-State Research and Extension and the Kansas 4-H program. This policy is being implemented by K-State Research and Extension and Kansas 4-H.

The co-wordmark is required on ALL 4-H print, digital, apparel and merchandise. **This requirement applies to all designs created by 4-H clubs and groups.** Examples include, but are not limited to:

Print	Digital	Apparel	Merchandise
Newsletters	Social Media ads	T-shirts	Pens/pencils
Event flyers	Cover photos	Bags	Stickers
Posters	Profile pictures	Jackets	Cups/Coasters
Event registrations	Web banners	Hats	Banners

The co-wordmark is available in both a vertical and horizontal format, as well as in color and black and white. These files can be found on the 4-H Promotional Resources page located at <http://www.kansas4-h.org/resources/marketing/>. Localized Geary County files are also available by contacting the Extension Office.



Vendors need to be K-State licensed, and that process may add additional length to your production timeline; allow two weeks to a month. The process of becoming a licensed vendor can be found at <https://www.kansas4-h.org/resources/marketing/index.html>. Please share this information with your vendor(s).

We understand that designs may feature a 4-H clover as part of the creative design. This is permissible, as long as the K-State Research and Extension/4-H co-wordmark is included somewhere on the item as well. Please do not use true blue or red apparel, as those colors create brand confusion and do not comply with the K-State Style Guide. Be aware that there are many “illegal” clipart clovers floating around the internet- to ensure you are using a correct one, we ask that you use the ones provided at <http://www.kansas4-h.org/resources/marketing/>.

To successfully market our services and programs, we must be consistent with the use of our co-wordmark on all items that we design and create. If you are unsure of your design or use of the co-wordmark, please contact the Extension Office.

Thank you for your assistance in promoting a strong brand image for K-State Research and Extension and Kansas 4-H.

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