



CANADA
4-H Saskatchewan

4-H Saskatchewan Logo Guidelines

Logo Guidelines

Remember, the 4-H logo is a copyrighted brand identity, so be sure to always follow the branding guidelines. It's the same as using other companies logos. Would you change the McDonald's logo for your own purposes?

Clubs, districts and regions should be creating their own logo, using the 4-H Canada Logo Generator, which can be found at <https://4-h-canada.ca/brand-app>

This generator will provide people with a green, black and white logo in a variety of different formats. The 4-H logo should be reproduced in green whenever possible. Do not change the colour of the logo – it can only be produced in 4-H green, white or black. The 4-H logo must also be surrounded by a minimum clear space, with no text or graphics entering into the space. This space should be about the size of the H in the logo around the outside.

Your localized logo must be used on all publications and information that relate to your event, such as programs, letters, placemats, medals, trophies and press releases. It is important to showcase your specific club so that it is clear what part of 4-H Saskatchewan you represent.

For example, if your club or district is fundraising, you would want the funds to come to your club or district not to the 4-H Provincial office. As such your specific district logo and contact information should be on the information you send out. Your Regional 4-H Specialist can assist you with any further inquiries you may have.

Logo Examples

When putting on a 4-H event, you must use the proper logo. If you are putting the event on as part of your club or district, use the logo generator to create what you need.

You cannot use the 4-H Canada or 4-H Saskatchewan logos without permission from the national or provincial office. Also, make sure you are not using the American 4-H logo. It is a clover with a stem and no words with it. These are only for those organizations to use.



Using The Logo For Events and Posters

There are also guidelines to follow when making posters, brochures, programs and other printed material. The logo must be separate from clipart and images.



Only 4-H clubs and districts can create their own logo. There should not be logos created for specific events, such as Regional Shows. If you are running a 4-H Saskatchewan event, such as a Regional Show, contact the Provincial 4-H Office to learn about event sanctioning! If you get your event sanctioned by the office, you will be provided with a logo to use for your event.



XYZ Regional Show

July 5, 2018
XYZ Fair Grounds
9 a.m. to 5 p.m.



DO NOT change the colour, stretch, rotate, change proportions, rearrange or remove elements of the logo or use effects on the logo, such as glow and shadow. Also, make sure the logo is large enough so you can easily read the font.



Using The 4-H Name

It is also important to note that the the 4-H wordmark (4-H) is protected under the Trademarks Act. You must always put a dash in between the 4 and H. Also, sponsors cannot use the 4-H wordmark without permission for the provincial or national 4-H offices. Sponsors of your club cannot advertise themselves as “Proud 4-H Supporter” but could say “Proud to support the XYZ 4-H Club.”

Still have questions?

The 4-H Saskatchewan staff can help answer any logo questions you may have, from working with a designer to create your 4-H club clothes, to whether or not a sponsor can use your 4-H logo. Call the 4-H office at 306-933-7727 or email at communications@4-h.sk.ca

For more details about how to use the logo, colours and fonts, check out 4-H Canada’s Visual Identity Guide at <https://bit.ly/2sHaU2M>. The 4-H Canada’s Club Logo Generator is for the use of 4-H entities: clubs, districts, regions, councils and foundations. The identifier line above the logo is for the names of those entities, and is not to be used for any other purposes.