FLORIDA 4-H
Branding Guidelines

18 USC 707

UF | IFAS Extension
UNIVERSITY of FLORIDA

BRAND OVERVIEW

4-H is the youth development program of the land-grant university system and Cooperative Extension System. 4-H provides hands-on educational programs and experiences for youth ages five to 18 with the objective of developing youth as individuals, and as responsible and productive citizens. In Florida, 4-H is administered by University of Florida/IFAS Extension and Florida A&M University.

The Florida 4-H brand identity is closely linked to the University of Florida's Institute of Food and Agricultural Sciences (UF/IFAS), which brings UF's research-based resources and opportunities to communities across the state. It is essential that every communication with our audience is done in a consistent, focused, and professional manner. The brand identity elements outlined in this manual are specific to both Florida 4-H, National 4-H, and UF/IFAS and they form the foundation for all marketing and communication efforts.

By following these guidelines, we ensure that the Florida 4-H and UF/IFAS brands are communicated clearly, efficiently, and consistently. The Florida 4-H name and UF/IFAS wordmark should always be presented together as one cohesive unit, visually expressing the strong connection between Florida 4-H and the University of Florida. This combined branding is a graphic element and must not be recreated using standard fonts. It is important to use the approved logo and wordmark versions as provided—do not attempt to recreate or alter them.

BRAND OVERVIEW

THE MISSION

The Florida 4-H Youth Development Program uses a learn-by-doing approach and caring adults to help youth gain the knowledge and life skills they need to be productive, responsible citizens. To achieve its mission, 4-H accesses the expertise and resources of the University of Florida and a nationwide network of Cooperative Extension Service faculty and staff.

THE VISION

Florida 4-H aspires to be the leading youth development program that creates positive change in youth, families, and communities.

THE MOTTO

To Make the Best Better

THE 4-H SLOGAN

Learn by Doing

THE 4-H PLEDGE

I pledge my head to clearer thinking, my heart to greater loyalty, my hands to larger service, and my health to better living. For my club, my community, my country and my world.
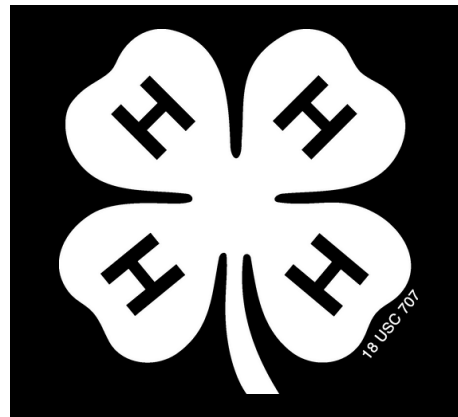
PRIMARY LOGO

The official 4-H Emblem is a four-leaf clover with a letter "H" in each leaf and the stem turned to the right. The 4-H Emblem may be two-dimensional (flat) or three dimensional (with shadows that show depth and perspective). Authorized users of the 4-H Emblem must ensure the following:

- The 4-H Emblem should always appear as a whole and complete image.
- The leaves cannot be removed or have another image superimposed over the top of any of the leaves. Other images should be moved and appear completely separate from the 4-H Emblem. This also means you should not "cut off" a leaf by running it off the edge of the paper.
- Do not place text or other images over or on top of the 4-H Emblem. • Keep it upright. The 4-H Emblem should not be rotated or turned on its side. • The appearance, shape, and proportion of the 4-H Emblem should never be distorted to fit in an imprint space.
- The 4-H Emblem should never be screened, shaded, gradated, or appear in a multicolored hue.
- The 4-H Emblem should be legible and have space around them.

PRIMARY LOGO

The 4-H clover can be displayed in black when a high-contrast, monochromatic design is needed, ensuring it remains bold and recognizable across various materials and backgrounds.

In order to create consistency throughout the brand, our primary, green logo should be used whenever possible on branded materials (with certain exceptions such as social media posts). Always include "18 U.S.C. 707" on the primary logo.

The 4-H clover may be outlined in white to enhance visibility and ensure clarity when placed on darker or contrasting backgrounds, maintaining its integrity and legibility.

On green or dark backgrounds, logo may be inverted to white. Take note to avoid alternating between green and white logos on sets of similar assets.

CO-BRANDING LOGO

The 4-H Emblem should be placed to the right of the UF/IFAS Extension wordmark.

The size relationship between the 4-H Emblem and the UF/IFAS Extension wordmark should remain consistent, ensuring a balanced and cohesive look. Alignment options for the primary wordmark are either left-aligned.

TYPOGRAPHY

IBM PLEX SANS

The primary workhorse font suitable for virtually any typographic application. Use it for titles, body text, captions, etc. IBM Plex Sans can be used in any type of media, including brochures, flyers, UF letterhead (see template here), and all other communications.

CLICK HERE TO DOWNLOAD FONT

SOURCE SERIF

Use as body copy for pieces that require a more classic, academic feeling.
Source Serif works best for article text in long documents
CLICK HERE TO DOWNLOAD FONT

ANYBODY

A display typeface appropriate for brief callouts, factoids, and numbers. It is also suitable for adding emphasis. Anybody can be used for titles and subheads on any communications piece.

CLICK HERE TO DOWNLOAD FONT

QUOTES:

An expressive display typeface that allows for creative flexibility in headlines and more expression within the brand. Use Quotes minimally to bring attention to a word or two. It is available in Adobe Fonts with an Adobe Creative Cloud license or you can Quotes Script in Canva.

CLICK HERE TO DOWNLOAD FONT

18 USC 707

TYPOGRAPHY

INSTRUCTIONS TO DOWNLOAD

Windows 10
1. Find and download the font file you want to install.
2. If the font file is in a ZIP folder, right-click it and select "Extract All" to unzip the files.
3. Open the Start menu (button to the left of the search bar with four windows), type "fonts" in the search bar, and press Enter.
4. In the Fonts settings window, drag and drop the font files from the static folder found in the unzipped files into the "Add fonts" area.
5. The font should automatically activate and be ready to use.

Windows 11
1. Find and download the font file you want to install.
2. If the font file is in a ZIP folder, right-click it and select "Extract All" to unzip the files.
3. Open the Start menu (button to the left of the search bar with four windows) and click on the Settings icon (gear icon).
4. Go to "Personalization" and then "Fonts".
5. Drag and drop the font files from the static folder found in the unzipped files into the "Add fonts" area.
6. The font should automatically activate and be ready to use.

macOS
1. If the font file is in a ZIP folder, double-click it to unzip the files.
2. Open the Font Book app (you can find it in the Applications folder or by searching for it using Spotlight).
3. Click on the "File" menu and select "Add Fonts".
4. Navigate to the location of the downloaded and unzipped font file, locate and select the static folder, and click "Open."
5. The font should automatically activate and be ready to use.
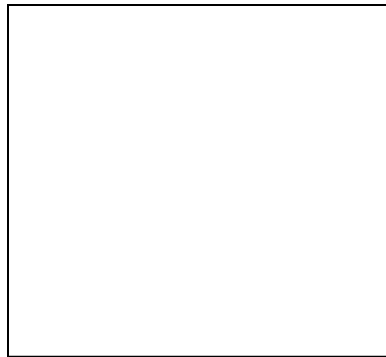
COLOR PALETTE

Florida 4-H utilizes a blend of the National 4-H color palette and UF/IFAS colors to create a unified and cohesive co-branding strategy. By incorporating National 4-H Green alongside UF Blue and UF Orange, Florida 4-H visually connects its strong affiliation with the national 4-H movement while emphasizing its partnership with the University of Florida. This combination ensures a consistent, recognizable brand identity that reflects both the rich heritage of National 4-H and UF's commitment to educational excellence and youth development.

PRIMARY COLORS

4-H Green
PMS 347
339966
R:51 G:153 B:102
C:100 M:0 Y:90 K:0

White
ffffff
R:255 G:255 B:255
C:0 M:0 Y:0 K:0
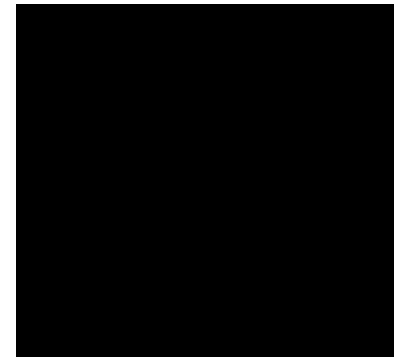
BLACK
000000
R:0 G:0 B:0
C:100 M:0 Y:90 K:100

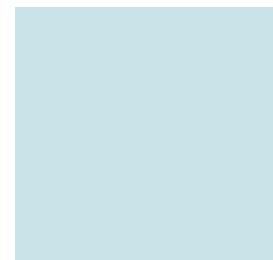# COLOR PALETTE

4-H SECONDARY COLORS
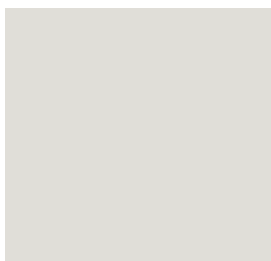
#61c250
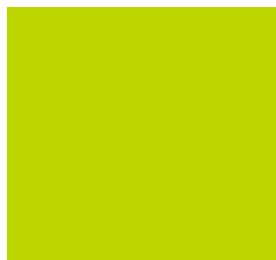
#bed600

#47d5cd

#cae3e9

#004438

#ffcb4f

#ffa02f

#e0ded8

#8996a0

#37424a

COLOR PALETTE

UF PRIMARY & SECONDARY COLORS

UF BLUE
#0021a5

UF ORANGE
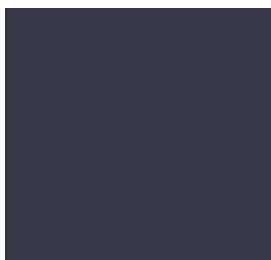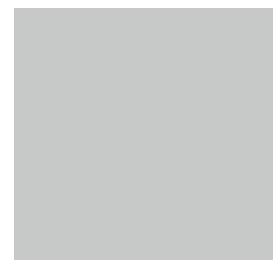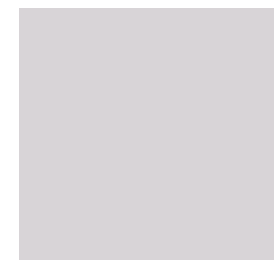#fa4616

#d32737

#cd8c00

#22884c

#002657

#6a2a60

#343741

#c7c9c8

#d8d4d7

ICONOGRAPHY

For usage and further icon creation, please consider the following:

- Icons should be minimal with a keyline design.
- Use discretion with line weight relative to the composition.
- When multiple icons are placed in the same composition, all icons must maintain the same line weight, regardless of icon scaling.

You may use additional icons, but please try to adhere to the guidelines above for consistency.

CIVIC ENGAGEMENT

Heart Hands   Sprout in Hand   Mic   Globe   Ribbon   Media

HEALTY LIVING

Heart   Fish   Apple   Shoe   Skateboard   Lettuce   Bike

STEM

Gear   Controller   Microscope   Mollecule   Astronaut   Robot

AGRICULTURE

Wheat   Farmer   Tractor   Windmill   Sprout   Watering Can   Horse