



CO-BRANDING WISCONSIN 4-H AND THE UNIVERSITY OF WISCONSIN-EXTENSION

The University of Wisconsin-Extension recently released new guidelines for branding and logo use, including new guidelines for co-branding the UW-Extension logo and the 4-H Clover.

Our logo is the most powerful and visible symbol of our organization, and UW-Extension 4-H volunteers and families play a big role in using the logo and presenting 4-H Youth Development around the state.

Proper logo use is an opportunity to strengthen and reinforce the relationship between Wisconsin 4-H Youth Development and UW-Extension. Strong, consistent logo use will help:

- Raise awareness of 4-H Youth Development programs and the connection to UW-Extension
- Maintain public support for Wisconsin 4-H Youth Development
- Identify 4-H clubs and groups as part of UW-Extension

The new UW-Extension co-branding guidelines require that the 4-H Clover always appear with the UW-Extension logo on printed materials, such as:

- T-shirts
- Pens and pencils
- Banners
- Yard signs
- Posters
- Newsletters
- And more

There are two versions of co-branded logo available here: <http://blogs.ces.uwex.edu/4hmarketing/>

These versions are great for posters, newsletters, banners and other printed material.

- For things like t-shirts, pens and pencils, it's OK to use the 4-H Clover by itself as long as the UW-Extension logo or the words "University of Wisconsin-Extension" appear somewhere else on the item (for example, on a t-shirt the Clover may appear on the back, and the UW-Extension logo on the sleeve or breast, if that works better for your design).
- If you are printing t-shirts or products double check with your county-based educator to ensure you are using the logo correctly.

The 4-H Name and Emblem rules are available from the United States Department of Agriculture here: http://www.csrees.usda.gov/nea/family/res/pdfs/using_the_4h_name.pdf