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UF/IFAS Extension

branding

4-H Youth Development Program

UF | IFAS Extension
UNIVERSITY of FLORIDA



Introduction

This guide is a supplement to the UF/IFAS Branding Guide released in August 2013. The Florida 4-H Youth Development Program is a vital part of UF/IFAS Extension, and these identity standards are designed to help the program strengthen ties with the University of Florida and UF/IFAS Extension.

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General Usage Guidelines

As a part of the UF/IFAS Extension 4-H Youth Development Program, you are a representative of the University of Florida, the national 4-H program, as well as your county's UF/IFAS Extension office. It's important that you remember this in all forms of communication, including written, electronic and interpersonal. Here are a few guidelines for you to remember about the Florida 4-H identity standards.

- Florida 4-H is a program of the University of Florida and must be identified as such.
- Florida 4-H programs are operated through UF/IFAS Extension offices and should be identified as such.
- The full name of the program is the UF/IFAS Extension 4-H Youth Development Program, and this name should be used on first reference. On subsequent references shortening the program to either Florida 4-H Youth Development Program or Florida 4-H is acceptable.
- The national program name is 4-H, and should be written as "4-H." Do not write it as 4H, 4 – H, or any other variation.

Use of the Florida 4-H Youth Development Program

Official Policy Statement

The name "Florida 4-H Youth Development Program" is to be used only and exclusively to promote the UF/IFAS Extension 4-H Youth Development Program. Those in Florida 4-H should use the title when doing volunteer educational work on behalf of UF/IFAS Extension. Those in Florida 4-H should not use the title in any advertisements or activities not related to the University of Florida and the 4-H program. The Florida 4-H program represents a UF/IFAS Extension public education program, which is part of a national program, and one should avoid associating the program with commercial products or implying UF/IFAS Extension or 4-H endorses any product or place of business.

Identifying Yourself with the UF/IFAS Extension 4-H Youth Development Program

You should identify yourself as a part of the UF/IFAS Extension 4-H Youth Development Program with your county's Extension office. For example:

John Smith
4-H Youth Development Program
UF/IFAS Extension Alachua County

This provides recognition to the county Extension office while still maintaining the connection to UF/IFAS and the 4-H program.

OR

If you are a state staff member without direct county affiliation:

John Smith
UF/IFAS Extension 4-H Youth Development Program

UF/IFAS EXTENSION 4-H BRANDING

Use of the 4-H Emblem with the UF/IFAS Extension Logo

The 4-H emblem is available for use through the UF/IFAS Extension 4-H Youth Development Program. The 4-H emblem is nationally protected, and you can find more information and rules regarding its use at <http://florida4h.org/about1/files/nameandemblem.pdf>.

The following guidelines govern the use of the 4-H emblem and UF/IFAS Extension logo in all forms of communication, including but not limited to print and electronic media.

- The 4-H emblem and UF/IFAS Extension logo must be used as prominent graphic elements in all Florida 4-H publications—print and electronic—affiliated with the UF/IFAS Extension 4-H Youth Development Program.
- The 4-H emblem and UF/IFAS Extension logo cannot be modified in any manner.
- The 4-H emblem must be used in conjunction with the UF/IFAS Extension signature (see examples below). Please see the UF/IFAS Branding Guide (<http://ics.ifas.ufl.edu/branding.shtml>) as well as UF's Brand Center (<http://identity.ufl.edu>) for specific requirements and usage.
- The 4-H emblem must always be used with the UF/IFAS Extension signature. The UF/IFAS Extension signature should always be positioned above or to the left of the 4-H emblem (see the following examples).
- If promoting a county 4-H program, use the UF/IFAS Extension logo, along with the 4-H emblem and the county logo (see the following examples). The UF/IFAS Extension signature and the 4-H emblem will come before the county logo. For example, the UF/IFAS Extension logo will be farthest to the left, with the 4-H emblem on the right, and then the county logo to the right of the 4-H emblem.
- The UF/IFAS Extension logo and the 4-H emblem should always be the most prominent logos used on Florida 4-H printed and electronic materials.
- Apparel and branded products must use the UF/IFAS Extension signature and the 4-H emblem prominently. County logos can also be used and should be equal in size to the other two logos.

Variations of Logo Use

Approved Uses of the Logos and Emblems

The examples on the right provide the correct use of the UF/IFAS Extension signature along with the 4-H emblem and county logo.

Always use original digital art downloaded from <http://ics.ifas.ufl.edu/branding.shtml> and <http://florida4h.org/about/emblem/clip-art/4-h-emblems/>. These logos and emblems cannot be redrawn, re-proportioned or modified in any way.

Clothing Guidelines

There are also opportunities to promote the UF/IFAS Extension 4-H Youth Development Program using clothing and other branded items. All clothes (e.g., T-shirts, long-sleeve shirts, sweatshirts) must include the UF/IFAS Extension logo along with the 4-H emblem.



Use the following general guidelines for clothing to promote the program:

- The UF/IFAS Extension logo should always be positioned over the left chest area. The 4-H emblem can be positioned underneath the UF/IFAS Extension logo, over the right chest area, on the sleeve, or the back of the shirt.
- County logos can be placed underneath the UF/IFAS Extension logo and 4-H emblem, over the right chest area, on the sleeve, or on the back.
- Any sponsors for the clothing must be placed on the sleeve or on back of the shirt.
- 4-H blazers worn by council officers and ambassadors are subject to approval by Florida 4-H Youth Development Program State Headquarters.

If you have any questions, contact UF/IFAS Communications at 352-392-2411.

UF/IFAS Educational Programs Involving Minor Youth Must Be Labeled as 4-H Youth Development

All youth programs supervised by UF/IFAS must be promoted and reported as 4-H Youth Development.

The sponsoring unit will continue to receive credit for what it is doing for youth, but listing educational programs as part of the UF/IFAS 4-H Youth Development Program can more accurately capture the youth educational activities being offered across the state and help to meet state statutes and UF requirements put forth by OYCS (Office of Youth Conference Services).

When programs are not led by an Extension faculty member with a 4-H Youth Development appointment, 4-H programs offered by UF/IFAS faculty can be identified and promoted in one of the following ways:

- A UF/IFAS 4-H Youth Development Program sponsored/offered/presented by the [Department of XX, the XX Research and Education Center, the XX grant]

This improved linkage aims to foster stronger partnerships across research, teaching, and Extension. UF/IFAS gains the expertise in youth development, experiential learning, and age appropriateness that 4-H Youth Development faculty can provide. 4-H gains broader technical expertise in STEM fields (Science, Technology, Engineering and Math) from many technical subject matter experts. In the process, UF/IFAS broadens its base to reflect the current needs of Florida youth and families and remain relevant to diverse audiences.

See the UF/IFAS Branding Guide (<http://ics.ifas.ufl.edu/branding.shtml>) for proper use of logos and graphic elements. More information on using the 4-H name and emblem is available at <http://florida4h.org>.

For more information on this policy, see http://florida4h.org/volunteers/risk_management/files/Youth_Protection.pdf.

More Information

If you have any questions about the information in this guide, contact either the Florida 4-H Youth Development Program (<http://florida4h.org/directory/>) or UF/IFAS Communications (<http://ics.ifas.ufl.edu/branding.shtml>).

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