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# Using the 4-H Name and Emblem

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## The 4-H Name and Emblem

The 4-H Youth Development Program is the youth outreach from the Land Grant Universities, Cooperative Extension Services and the United States Department of Agriculture. The 4-H Name & Emblem is intended to represent the ideals of the program with its focus on **Head, Heart, Hands and Health**. Today, it is one of the best-known and most valued images emblematic of a century of 4-H achievement. The 4-H Name & Emblem is very important to us as an organization because it represents who we are.

### What is the 4-H Name & Emblem?

The official 4-H Emblem is a clover with four leaves and an “H” on each leaf. The clover’s stem must point to the right as you look at the image. The 4-H Emblem is *not* a plain four-leaf clover. The 4-H Emblem should appear in specific colors and in its entirety. The 4-H Name & Emblem belongs to the 4-H Youth Development Program, under the authority of USDA. Anyone wishing to use it must obtain permission to use it ahead of time.

### How Do I Get Permission to Use the 4-H Name & Emblem?

If you are a 4-H member or volunteer, you are permitted to use the 4-H Name & Emblem for 4-H activities, once your group is chartered with the official 4-H Charter from National 4-H Headquarters at the Cooperative State Research, Education and Extension Service (CSREES), within the United States Department of Agriculture (USDA). The official 4-H Charter certificate is issued by local Extension Offices to any group that offers programs and/or raises or manages funds on behalf of the 4-H Program. Clubs and groups apply for a 4-H Charter through their local Extension Office.

### How Can I Use the 4-H Name & Emblem?

The 4-H Name & Emblem can only be used in conjunction with marketing and fundraising efforts designed to benefit the 4-H Youth Development Program. Within Michigan, approval is given to local 4-H clubs and groups by the county MSU Extension Office. The State 4-H Office at Michigan State University grants permission for statewide organizations and groups. This permission allows groups to use the 4-H Name & Emblem in support of local and statewide programming efforts. Anyone wishing to use the 4-H Name & Emblem in a way that does not specify a local or state program must seek authorization to use the 4-H Name & Emblem from the National 4-H Headquarters at USDA. It is never appropriate for a private individual or business to use the 4-H Name & Emblem on business cards, stationary or in advertising.

### Using the 4-H Name and Emblem

There are specific standards governing the use of the 4-H Name & Emblem in print and electronic media. A complete listing of the standards that must be followed can be obtained from the National 4-H web site at <http://www.national4-hheadquarters.gov>. Please review these standards for information on color requirements, placement and style. The official 4-H Emblem and versions for print and the web are also available for download at this site.