



General Usage of the 4-H Trademark, Logo, Pledge & Motto

Correctly reproduced versions of the 4-H trademark, logo, pledge, and motto may be used, without prior written permission by non-commercial news media, such as newspapers, periodicals and radio and television programs, when such use is primarily for an educational or informational purpose.

If, however, the distribution of the article is intended to go beyond the geographic borders of anyone province, permission must be obtained from the Canadian 4-H Council.

Usage of the 4-H trademark, logo, pledge or motto by any organization, agency or individual for any other purpose than that noted above, without prior written permission from the Canadian 4-H Council, is expressly forbidden.

Permission will usually be granted if the following conditions are met:

- A. The proposed advertising or promotional copy promotes the prestige and educational value of the 4-H program. Such copy should in no way, however, be construed as an endorsement on the part of the Canadian 4-H Council of either the selling agent, the commercial message or product.
- B. An attribution line (set in 6pt. type) is advisable and should read as follows: 'Registered trademark of the Canadian 4-H Council'.

Permission for the use of the 4-H trademark, logo, pledge or motto will not be granted where the sole purpose of the intended usage is the sale, promotion, or advertisement of the products and/or services of any organization, agency or individual.



Guidelines for Usage of the 4-H Trademark, Logo, Pledge & Motto

4-H Trademark:

The 4-H trademark is written as follows: the numeral "4" followed by a dash (-) which is clearly distinguishable from the preceding numeral and the following capital letter "H"; that is: 4-H . No marks may appear within the border area of the mark or be attached to the numeral or letter.

4-H Logo:

The 4-H logo is a four-leaf clover with a capital "H" inscribed on each leaf in reverse type. The word "CANADA" is printed in reverse colour on the banner.

In most print applications, the logo should be depicted in one colour on white. The preferable colour is green (Pantone 347), however, other colours may be used in the interest of design. In some cases the logo may be reproduced in three colours, provided that the third colour is used to define each letter "H", and the word "Canada" on the banner. This is primarily intended for items such as jewellery (using gold or silver as the third colour) or other materials where the one colour standard is not feasible for reproduction or where the image could be enhanced .

4-H Pledge:

The collected phrases of the pledge should be recited and reproduced only as follows:

I pledge
My HEAD to clearer thinking,
My HEART to greater loyalty,
My HANDS to larger service,
My HEALTH to better living,
For my club, my community, and my country.

4-H Motto:

"Learn To Do By Doing."

4-H 500 Club:

4-H 500 Club - This is the name of a Canadian 4-H Foundation individual recognition category. The trademark is registered in the name of the Canadian 4-H Council and the Canadian 4-H Foundation is the sole registered user.

The 4-H trademark, logo, motto, and the term 4-H 500 Club are protected by law as trademarks and the pledge is protected as a copyright. All are registered with the federal department of Consumer and Corporate Affairs in the name of the Canadian 4-H Council. For information on French versions of the above described trademarks please contact the Canadian 4-H Council national office.

In order to preserve the continuity of meaning, to engender public awareness, and to ensure our registrations retain their good legal standing, any alterations, additions, or deletions to the 4-H trademark, logo, pledge, motto, and the term 4-H 500 Club are expressly forbidden.

