**4-H BRAND BASICS**
A ready reference to help you tell your 4-H Story, and build the 4-H Brand.

**LOGOS**

**NAME & EMBLEM**

**4-H GROWS HERE**

**BRAND PROMISE**

**4-H EMPowers Kids With the Skills to Lead For a Lifetime**

Overarching Benefit

**TAGLINE**

**4-H GROWS HERE**

Encapsulates Brand: Succinct, Memorable, Descriptive

**BRAND MESSAGE PLATFORM**

**WHO**

4-H is America’s largest youth development organization.

**WHAT**

We empower young people with the skills to lead for a lifetime.

**HOW**

Youth collaborate with caring adult mentors to lead hands-on projects in areas like science, health, agriculture and citizenship. Mentors provide a positive environment where youth learn by doing. This 4-H experience is delivered by a community of more than 100 public universities across the nation.

**IMPACT**

This experience grows leaders with life skills like confidence, independence, resilience and compassion. This produces 4-H’ers who are 4X more likely to give back to their communities, 2X more likely to make healthy decisions and 2X more likely to pursue STEM opportunities.

**PHOTOGRAPHY**

A picture helps set the tone for the creative piece. For the maximum impact, choose photos that are both emotionally compelling and content-specific. Prioritize images of actual 4-H’ers in action over stock photography whenever possible.

**Marketing Online Resource Center**

The 4-H Marketing Online Resource Center is the go-to resource for 4-H professionals and volunteers for all of their 4-H marketing materials including photos, templates, ads and logos. Simply log onto: 4-H.org/morc
ABOUT 4-H

In 4-H, we believe in the power of young people. We see that every child has valuable strengths and real influence to improve the world around us. We are America’s largest youth development organization—empowering nearly six million young people across the U.S. with the skills to lead for a lifetime.

IMPACT

4-H’ERS ARE ACTIVE CITIZENS
4X more likely to actively contribute to their communities
2X more likely to be civically active

4-H’ERS ARE HEALTHIER
2X more likely to make healthier choices

4-H’ERS EXCEL IN SCHOOL
2X more likely to participate in STEM activities in out-of-school time

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