**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 MESSAGE PLATFORM**

**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 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/marc

**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

**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.