



United States Department of Agriculture  
National Institute of Food and Agriculture  
4-H National Headquarters

# **4-H Name and Emblem Use Handbook (2019)**

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## Introduction

The 4-H Emblem is the national symbol of Cooperative Extension's 4-H program supported by the United States Department of Agriculture (USDA). This program is defined as the youth education and outreach component of Cooperative Extension Services (CES) at land-grant institutions, and is implemented by CES as a means for land-grant institutions to carry out responsibilities funded under the [Smith-Lever Act, 7 United States Code 341](#).

The 4-H Name and Emblem is a federal mark, protected by Public Law 18 U.S.C. 707, and is entrusted by Congress to the Secretary of Agriculture, with authorized use by 4-H clubs across the nation, the representatives of USDA, land-grant institutions, and persons authorized by the Secretary of Agriculture. Within the 4-H Name and Emblem rules and regulations, its use also extends to the National 4-H Council, which supports national and state 4-H programs through cause-marketing, fundraising, brand management, communications, and legal and fiduciary services.

These guidelines were created to ensure that the authorization and use of the 4-H Name and Emblem remains consistent and appropriate. Ultimately, these guidelines were developed to protect the treasured 4-H Name and Emblem, and to ensure that authorized use benefits and supports the 4-H Youth Development Program, aligns with the principles of 4-H positive youth development, and does not in any way hurt the image of 4-H by association.

For additional information, questions about these guidelines, or information about the use of the 4-H Name and Emblem, please contact:

Caroline E. Crocoll, Ph.D.  
National Science Liaison  
Institute of Youth, Family &  
Community, NIFA, USDA  
202-445-5375  
ccrocoll@usda.gov

## General Information on the 4-H Name and Emblem Use

The Director of USDA National Institute of Food and Agriculture (NIFA) is responsible for authorizing use of the 4-H Name and Emblem that crosses state geographic borders. Authorization within a specific state is delegated to the CES office at each land-grant institution. State 4-H offices (through delegation by their land-grant institution's Cooperative Extension office) are responsible for any 4-H Name and Emblem authorizations that cross local jurisdictions, but are contained within the state's geographical boundaries. The term "state" can be interchanged with "land-grant institution" (1862, 1890, and 1994) and is inclusive of U.S. Territories and the District of Columbia.

Local 4-H offices (through delegation by their State 4-H office) are responsible for any 4-H Name and Emblem authorization limited to their local area of jurisdiction. "Local" may refer to a county, parish, borough, region, district, or other term depending upon the structure of the 4-H program within an individual state.

It is the responsibility of CES and USDA to insure the consistent and correct use of the 4-H Name and Emblem by all levels of salaried and volunteer Extension staff, 4-H participants, and authorized non-Extension entities. Equally important is the responsibility to communicate the significance of the 4-H Name and Emblem as a federal mark that is protected by federal statute.

Authorizing others to use the 4-H Name and Emblem is a means to further 4-H's mission, vision, and reach. Shaping and preserving 4-H's reputation as a trusted source for positive youth development and youth education requires attention to the details of authorization criteria, policies, and federal regulations. Each authorization opportunity is evaluated according to the educational and character building mission of 4-H.

## Overview of Review Criteria and Expectations

When reviewing an authorization request, there are some general expectations that frame the decision-making process. The applicant requesting authorization must:

- ✓ Enhance 4-H's outreach and educational platforms, programs, or activities.
- ✓ Preserve or promote trust in the 4-H brand.
- ✓ Be appropriate for association with the 4-H program, based on reasonable judgement as evaluated by 4-H USDA or 4-H Extension staff.
- ✓ Require no endorsement or implied endorsement by 4-H.
- ✓ Comply with all applicable federal, state, and local laws and regulations.
- ✓ Allow 4-H to independently determine how to acknowledge the authorized user, which will be in a value-neutral manner that will not endorse or promote the authorized user.
- ✓ Not expect an exclusive association with 4-H or restrict 4-H from participating in similar arrangements with others.
- ✓ Have no associations with products or services that are not in the public interest or that could harm the health of the American public, or that are in any way inconsistent with

- positive youth development or any of the guiding principles of 4-H.
- ✓ No royalties can be charged or retained.

## Foundational Criteria for using the 4-H Name or Emblem

### DESCRIPTION

There are several foundational criteria that must be adhered to regardless of the intended use of the 4-H Name and Emblem. Additional criteria also apply, depending upon the specific intended use. In all situations, USDA and/or CES retains the right to control use of the 4-H Name and Emblem through its ability to provide, deny, or revoke domestic authorizations.

All usage of the 4-H Name and Emblem must be for educational or character building purposes, uphold the dignity of the 4-H Name, and provide a documented benefit to the 4-H Program. All uses of the 4-H Name and Emblem must contribute to the appropriate learning and positive development of the youth and adults involved in the 4-H Program, align with the principles of 4-H and positive youth development, and/or refrain from anything that contradicts positive youth development. The use must support 4-H programming, and the benefit to 4-H must be equal to or greater than the benefit received by the authorized entity.

Authorization will be denied if there is any direct or implied endorsement, exclusivity, or other exploitation of the 4-H Program or those involved with the 4-H Program. No unfair advantage can be taken of the 4-H name, emblem, its employees, volunteers, or youth for the purposes of benefiting a product, person, organization, etc.

### REMINDER

The 4-H Name and Emblem is a federal mark. Authorization for use is guided by federal regulations and has stricter criteria than most trademarks and copyrights.

Individual franchisees or consultants will not be authorized. Applications requesting the use of the 4-H Name and Emblem must come from the company headquarters.

### DECISION CHECKLIST

- ✓ USDA and/or CES may properly control the use of the 4-H Name and Emblem
- ✓ The use of the 4-H Name and Emblem is educational and/or character building in nature
- ✓ The use of the 4-H Name and Emblem benefits the 4-H Program
- ✓ The use of the 4-H Name and Emblem upholds the dignity of the 4-H Program
- ✓ The use of the 4-H Name and Emblem does not exploit the 4-H Program, its employees, volunteers, or participants
- ✓ The use of the 4-H Name and Emblem does not provide any direct or implied endorsement of any person, company, product, or organization
- ✓ The use of the 4-H Name and Emblem is limited to a specified timeframe.

## Using the 4-H Name

### DESCRIPTION

The official 4-H Name includes 4-H, 4-H Youth Development, and 4-H Youth Development Program. When using the term “4-H,” it is to be written as numeral “4,” separated from a capital “H” with a hyphen (not a dash, slash, or space). It is well documented in English usage, as well as in the most familiar style manuals, that you should never begin a sentence with a numeral. To comply with this rule, it is best to re-word the sentence slightly so it does not begin with 4-H. However, as 4-H is a proper noun, “4-H” may be used to begin a sentence or headline if re-wording is not feasible.

Avoid separation of any of the elements of the 4-H Name at the end of sentences. This can sometimes be difficult because some software programs override user commands. Often, these overrides do not become visible until after printing or posting to a Web page: careful scrutiny of text after trial printing or posting is advised. The 4-H Emblem may not be used in place of the word “4-H” in a title or text, or to replace an individual letter within a word.

### DECISION CHECKLIST

- ✓ The text is written as *numeral hyphen capital letter*
- ✓ The emblem is not being used as a replacement for text
- ✓ The context of the use is accurate with correct content

4-H

## Using the 4-H Emblem

### DESCRIPTION

The official 4-H Emblem is a green four-leaf clover with a white letter “H” in each leaf and the stem turned to the right. The Emblem may be two-dimensional (flat) or three dimensional (with shadows that show depth and perspective). The 4-H Emblem may not be altered in any way.

Use of the emblem includes the responsibility to communicate the significance of the 4-H Name and Emblem as a government-owned emblem that is protected by federal statute. The insignia “18 U.S.C. 707” provides the legal obligation to correctly inform the public of the federal protections and consequences of potential misuse.

The 4-H Emblem may be used for artistic materials such as jewelry or fine art and may be made of metal (e.g., copper, bronze, gold, or silver), glass, leather, or wood without conflicting with the color specifications for the 4-H Emblem. Ceramic, plaster, paper, fabric, or any materials that are colored or painted must comply with the color specifications and all other guidelines. Use of the emblem on fabric must accurately represent the 4-H Emblem in authorized colors. The 4-H Emblem is not open to reinterpretation or reconfiguration, regardless of its intended use, including the development of materials such as jewelry, sculpture, signage, crafts, or other fine art.

Animation of the 4-H Name and Emblem is allowable, provided that the animation is in keeping with the guidelines in this document and that at the end point of the animation (where the animated loop stops or begins to repeat if an ongoing loop), the 4-H Emblem appears in a manner that meets all guidelines for its use.

### APPLICATION TIP

- Make sure you contact [4HNE@nifa.usda.gov](mailto:4HNE@nifa.usda.gov) to obtain the **official** 4-H Emblem rather than taking a potentially unofficial (incorrect) emblem from a general web search.

### DECISION CHECKLIST

- ✓ The official emblem with legal insignia is being used in its entirety
- ✓ The emblem has not been altered (including tilting, flipping, distorting, or color adaptation)
- ✓ No portion of the emblem has been covered by text or another image
- ✓ The emblem is not integrated into another’s logo or image





## Products and/or Services Using the 4-H Name or Emblem

### DESCRIPTION

Authorization is required for the manufacturing, promoting (cross reference section on marketing/media criteria), selling (cross reference section on fundraising criteria if appropriate), and/or distribution of products or services using the 4-H Name and Emblem. This includes sales or re-sale of 4-H products and other paraphernalia by individuals. Products and services must be those that the Cooperative Extension Service is not able to provide for itself and are needed to support the educational, character building, or recognition efforts of the 4-H Program.

- ✓ Educational Examples: Notebooks, pens, flags, and other meeting supplies
- ✓ Character Building Examples: Clothing, bags, hats, jewelry, and other items that help create a sense of identity and belonging
- ✓ Recognition Examples: Trophies, ribbons, pins, certificates, and related items

### REMINDER

A non-endorsement statement must accompany the use of the 4-H Name and Emblem on or in connection to products and services.

*Example: "No endorsement of this product or service is granted or implied by 4-H, the US government, or any of its organizational units or employees."*

### APPLICATION TIPS

- In stating the purpose of your request, be sure to include how this product or service supports 4-H.
- If custom designs are part of the request, be sure to include a statement of how 4-H Emblem criteria will be ensured in these designs.
- If it is not possible to include the insignia ("18 U.S.C. 707") on the product (i.e., jewelry, metal work, etc.), be sure to include the packaging insert that includes this information as part of your sample.

### DECISION CHECKLIST

- ✓ CES does not have the capacity to provide this product or service
- ✓ Product or service supports the educational, character building, and/or recognition efforts of 4-H
- ✓ Product or service does not in any way hurt the image of 4-H

## Marketing and/or Media using the 4-H Name or Emblem

### DESCRIPTION

Any use of the 4-H Name and Emblem in promotional materials or in the production of books, publications, films, audio-visual materials, websites, apps, social media platforms, and other technologies is subject to review in both initial proposals and final drafts. The 4-H Name and Emblem must be clear, distinct, and set apart from any commercial product message or reference when the media is part of or relates to promotional materials. The 4-H Name and Emblem cannot be integrated into or joined with other company name or logos/images to create a larger design. The materials cannot include any commercial product or service testimonials or preferences by anyone associated with the 4-H program.

Authorization is not required to use the 4-H Name and Emblem in exhibits, displays, etc. that are designed primarily to pay tribute to the 4-H Program. Authorization is not required to use the 4-H Name and Emblem in print and non-print media such as newspapers and periodicals **when such use is primarily for educational or informational purposes**. All 4-H Name and Emblem standards for proper use must still be followed.

### REMINDER

A disclaimer must be used when the 4-H Name and Emblem is used to link to an official 4-H website in keeping with the policies and guidelines in this document.

*Example: "No endorsement of this website is granted or implied by 4-H, the U.S. government, or any of its organizational units or employees. This site contains advertisement links to third party sites. 4-H is not responsible for the information found through these links, nor does it endorse the sites or their content."*

### APPLICATION TIP

- Along with providing all the text and graphics relating to 4-H in the sample, provide the context in which this information will be used. This may be the overall synopsis of a movie or book where 4-H is referenced, or the purpose of a website where information about 4-H is being shared. Initial proposals through final drafts are all subject to review.

### DECISION CHECKLIST

- ✓ Use of 4-H is separate from product or service messaging
- ✓ Testimonials about the product or service are not stated or implied by 4-H

## Cause-Marketing and Fundraising With the 4-H Name or Emblem

### DESCRIPTION

Cause-marketing, fundraising activities, and sponsorships, using the 4-H Name and Emblem may be carried out for educational purposes, but these activities must have the approval of the appropriate authorizing entity (local, state or national). All monies received from 4-H cause-marketing and fundraising programs, except those necessary to pay reasonable expenses, must be used to support the 4-H educational program. All fund development efforts must follow federal and state laws, and any related policies of the land-grant institution connected with the effort.

Donor or sponsor identification (cross reference section on partnership criteria) and involvement with a 4-H contest, awards program, or event will be considered only when a written agreement between the Cooperative Extension office receiving the support and the donor or sponsor is in place. The agreement must define the type of award, purpose of the award, criteria on which the award will be given, and/or the rules and regulations under which a contest or awards program shall be conducted. Donors of 4-H awards or sponsors of a 4-H contest cannot require the use of or refer to specific brand name products or services as criteria for an award or in conducting a contest. **Donors or sponsors should not be referred to as the “official” donor or sponsor of 4-H as it implies both endorsement and exclusivity.**

The monies received and the expenses paid at auctions or similar fundraising sales events connected to 4-H are subject to federal tax laws and Internal Revenue Service (IRS) regulations. Due to the complexity of IRS regulations, all 4-H members, organizations, and contributors involved in these sales and events are strongly encouraged to seek guidance from their tax advisors regarding their specific accountability and situation.

### REMINDER

In connection with 4-H cause-marketing and fundraising purposes, a disclaimer statement must be used on promotional materials for products or services offered for sale.

*Example: “No endorsement of the product or service by 4-H, the U.S. government, or any of its organizational units or employees is implied or intended. Profit from this effort will be used to support 4-H educational programs.”*

A disclaimer statement is also needed in connection to sponsorships and/or donations.

Example: “.... is a sponsor/donor of the [The name of a specific club, county, or state may be inserted here to identify the 4-H program being supported.] 4-H Youth Development program and has provided funding, goods, or services in support of 4-H programming. Acceptance of this sponsorship/donation does not imply endorsement by 4-H, the U.S. government, or any of its organizational units or employees of any firm, product, or service.”

### APPLICATION TIP

- When uploading the examples for your request, be sure to include all promotional items that will be used in the fundraiser.
- As appropriate, be sure to indicate the 4-H or CES entity with whom the written agreement is in place

### DECISION CHECKLIST

- ✓ All funds raised further 4-H programming
- ✓ Distribution of funds is clear
- ✓ Written agreement is in place (as appropriate)

## Partnerships with 4-H

The 4-H Name and Emblem may be used in conjunction with the names, emblems, and word marks of other organizations and programs when 4-H is a partner, co-author, or in some other official relationship that includes a written agreement. Since the 4-H Program itself is a partnership, the written agreement and materials related to the partnership must indicate the specific 4-H partner (USDA/NIFA, National 4-H Council, or land-grant institution) this partnership is based. The nature of the relationship among the entities must be clearly defined and include a non-endorsement statement. The 4-H Emblem is to be given prominence consistent with its role in the relationship.

To avoid the appearance of endorsement, the 4-H Emblem may not be incorporated into a larger design of a program, product, or service that is protected by trademark, service mark, copyright, or other similar laws. The 4-H Emblem may not be incorporated into any other organization's logo or emblem. The 4-H Emblem may not be used or integrated into a larger design in such a manner that it becomes difficult to recognize or distinguish, or that is not consistent with the graphic guidelines for use of the 4-H Emblem.

## Revoking Authorization and Reporting Violations

### Revoking Authorization

The authorizing entity (local, state, or national) retains the right to revoke 4-H Name and Emblem authorization at any time prior to the expiration of any authorization it provided. When the 4-H Name and Emblem is used on unauthorized goods or services, the public is misled into believing such items are affiliated with the 4-H program. CES and USDA have a legal and ethical responsibility to revoke authorization for misuse to ensure the public trust in the 4-H program is maintained.

### Reporting Violations

Accompanying the authority to grant authorization for use of the 4-H Name and Emblem is the

responsibility to see that the regulations are followed. Any alleged violation should be identified in writing to the authorizing entity. If, after review, it appears that there is cause, the authorizing entity is responsible for sending a written request to desist to the person or company in question, citing the appearance of violations as the cause.

If such notification does not result in satisfactory action, turn over the matter to 4-H National Headquarters who will work with the Office of General Counsel at USDA, if appropriate. Report violations to [4HNE@nifa.usda.gov](mailto:4HNE@nifa.usda.gov).

## Terms and Definitions

**Cooperative Extension Service (CES)** -- Housed at the land-grant institutions; provides 4-H Name and Emblem authorization at the local and state level.

**Character Building** – That which promotes a pattern of behavior, thoughts, and feelings based on universal principles, moral strength, and integrity.

**Developmentally Appropriate** – Ensuring that goals and experiences are suited to learning and development, challenging enough to promote progress and interest, and based on the research of how youth learn and develop.

**Insignia** – The phrase “18 U.S.C. 707”.

**NIFA**-National Institute of Food and Agriculture, an agency within USDA; provides management and authorization for the 4-H Name and Emblem.

**Positive Youth Development** – An intentional, pro-social approach that engages youth within their communities, schools, organizations, peer groups, and families in a manner that is productive and constructive; recognizes, utilizes, and enhances youths’ strengths; and promotes positive outcomes for young people by providing opportunities, fostering positive relationships, and furnishing the support needed to build on their leadership strengths.

**USDA** – U.S. Department of Agriculture; legislated by Congress to manage the 4-H Name and Emblem.

# 4-H Graphics Visual Aid

## Description

The official 4-H Emblem is a green four-leaf clover with a letter “H” in each leaf and the stem turned to the right. The Emblem may be two-dimensional (flat) or three dimensional (with shadows that show depth and perspective). All users of the 4-H Emblem must be authorized and ensure the following:

## Graphic Criteria

They have obtained the **official** 4-H Emblem and are using it in its entirety.

They do not “flip” the image to create a framed look. The stem on the 4-H Emblem **must** point to the right as you look at the image.



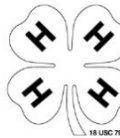
They are familiar with resizing graphics through the software application being used, and do not distort or warp the dimensions of the Emblem.

The 4-H Emblem is never used to imply endorsement.

## Color

The 4-H Emblem should **never** be screened, shaded, gradated, or appear in a multi-colored hue.

**Graphic Designers: The official color is 100% PMS 347 green.**

Image	Description
	The “H’s” on the green clover can be white, black, or metallic gold.
	The H’s on the black clover should be white.
	The H's on the white clover can be black or green.

The one exception to the above descriptions of the color of the H’s is when only one-color printing is being used. With one-color printing the H’s can be reversed out to the color of the paper (or medium) on which the emblem is printed.

**One-color printing** requires either PMS 347 green or black. For commercial applications, the "18 U.S.C. 707" notice should be the same color as the clover leaves. Black or white are the only acceptable alternatives to green for one-color printing.

**Two-color printing** – Only PMS 347 green may be used for the leaves and “18 U.S.C. 707” insignia.

**Four-color process (full color printing)** – In four-color process printing, PMS colors are approximated using a particular combination of the standard four-color process printing inks. The four-color process percentages required to match 4-H’s PMS 347 green are: cyan 100%, magenta 0%, yellow 90%, and black 0%.

**Video and Computer Screen Colors (Electronic Media)** – The colors transmitted by electronic media are created using precise combinations of RGB (red, green, blue). The correct RGB values for the 4-H green are: R=51, G=153, B=102. No other colors are acceptable.

For exceptions to the guidance provided regarding color, please contact the appropriate authorizing entity.

#### Artistic

The 4-H Emblem can be used for materials such as jewelry or fine art and may be made of metal (e.g. copper, bronze, gold, or silver), glass, leather, or wood without conflicting with the color specifications for the 4-H Emblem. Ceramic, plaster, paper, fabric, or any materials that are colored or painted must comply with the color specifications and all other guidelines.

Use of the emblem on fabric, whether painted, screen printed, embroidered, appliquéd, or some other technique, must accurately represent the 4-H Emblem in authorized colors and adhere to all other use guidelines.












The 4-H Emblem is not open to reinterpretation or reconfiguration, regardless of its intended use, including the development of materials such as jewelry, sculpture, signage, crafts, or other fine art.

#### Animation

Animation of the 4-H Name and Emblem is allowable provided that the animation is in keeping with the guidelines in this document, and that at the end point of the animation (where the animated loop stops or begins to repeat if an ongoing loop), the 4-H Emblem appears in a manner that meets all guidelines for its use.

Animation may also show the 4-H Emblem on a waving flag, on a float that is partially hidden by crowds watching a parade, being placed in a box or behind a curtain, twirling as it “dances,” “separating” as it forms the doors opening to welcome you to the 4-H program, be partially hidden as it forms the backdrop for a youth speaking about 4-H, slowly come into focus or formation as the 4-H Emblem from an amorphous or other background, or completing itself as the clover leaves are added one by one to form the 4-H Emblem and each H is explained. In each of these cases, the 4-H Emblem may be temporarily blocked, in whole or in part, or have its shape altered. The end point of the animation must still comply with the guidelines.

Graphic Use Examples

Description	Appropriate Use	Inappropriate Use
<p><b>Use the whole Emblem.</b> The 4-H Emblem should always appear in its entirety—meaning it should always appear as a whole and complete image.</p>		
<p><b>Do not remove any leaves.</b> The leaves cannot be removed or have another image superimposed over the top of any of the leaves. Other images should be moved and appear completely separate from the 4-H Emblem. This also means you should not “cut off” a leaf by running it off the edge of the paper in print media</p>	 	
<p><b>Do not place text or other images over or on top of the 4-H Emblem.</b> The 4-H Emblem should not appear screened or watermarked under words or graphics. No photo, drawing, symbol, word, or other figure or object may be placed on or obscure the 4-H Emblem.</p>	<p>4-H Kid's Club</p> 	
<p><b>Keep it upright.</b> The 4-H Emblem should not be rotated or turned on its side. There are some exceptions, such as on fabric where the emblem is scattered randomly across the fabric or in other random designs. Any exceptions must be approved by the authorizing entity.</p>		
<p><b>Distortion and Proportion.</b> The appearance, shape, and proportion of the 4-H Emblem should never be distorted to fit in an imprint space. Do not make the 4-H Emblem longer, taller, wider, angled, or squarer. Do not alter the shape in any way. The overall size of the 4-H Emblem may be changed, but the proportions must remain intact.</p>		



## Sample Wording for Letters

### Authorization Approval Text (Example)

This is to advise you that the <Authorizing Entity> has extended authorization to <Company> to use the 4-H Name and/or Emblem on <Specific Items> for a period of <Time> from the date of this letter. Conditions of this authorization are based on the information submitted by you on the application for authorization received by our office. We reserve the right to review, inspect, or withdraw authorization at any time for violations in the use of the 4-H Name and/or Emblem or variances to the information submitted in the application.

All uses of the 4-H Name and/or Emblem must serve the educational needs and interests of 4-H youth. The 4-H Name and Emblem are protected by federal statute. For all print materials and other items where it is feasible, the words "18 U.S.C. 707" must be used as an integral part of the 4-H Emblem. For additional information about use of the 4-H Name and Emblem, visit [USDA's 4-H Name and Emblem webpage](#).

### Authorization Denial Text (Example)

This letter is in response to your request for use of the 4-H Name and Emblem on "<item name>." The 4-H Name and/or Emblem are federally protected by the provisions of 18 U.S.C. 707, and are entrusted by Congress to the Secretary of Agriculture for the educational purposes of the 4-H program. The 4-H Name and Emblem is a highly valued mark that has been granted unique and special status, in the same category as the Presidential Seal. This federal protection makes it a mark into and of itself with protection that exceeds the limited authorities of trademark and copyright.

The Secretary of Agriculture has delegated responsibility for the proper use of the 4-H Name and/or Emblem to <Authorizing Entity> as part of a partnership between Cooperative Extension Service and the U.S. Department of Agriculture. This U.S. Code states that whoever, without proper authorization, uses the "emblem or any sign, insignia, or symbol in colorable imitation thereof" is subject to criminal penalties.

We have reviewed your request in light of federal legislation and regulations regarding authorization and use of the 4-H Name and Emblem (18 U.S.C. 707 and 7 CFR 8), which, primarily, are for the 4-H Youth Development Program and for which can be properly controlled by the Cooperative Extension Service. We have determined your request cannot be approved for the following reason:  
<Explanation>

While we appreciate your interest in the 4-H Youth Development Program, we will not be able to approve this request for authorization.

### Authorization Revocation Text (Example)

It has come to our attention that your company is [STATE USE OR ACTION]. That use of the 4-H Name

and Emblem violates federal legislation and regulations and the conditions upon which we had provided you authorization.

The 4-H Name and Emblem is a federal mark, protected by Public Law 18 U.S.C. 707, and is entrusted by Congress to the Secretary of Agriculture. The Secretary of Agriculture has delegated proper use of the 4-H Name and/or Emblem to the U.S. Department of Agriculture's National Institute of Food and Agriculture (NIFA). The 4-H Name and Emblem is a highly valued mark that has been granted special and unique status, in the same category as the Presidential Seal. This federal protection makes it a mark into and of itself with protection that exceeds the limited authorities of trademark or copyright. This U.S. Code states that whoever, without proper authorization, uses the "name or emblem or any sign, insignia, or symbol in colorable imitation thereof" is subject to criminal penalties.

NIFA delegates authorization for use of the 4-H Name and Emblem to the Cooperative Extension Service, including the land-grant institutions for their 4-H youth development programs, including chartered 4-H clubs. That authorization does not extend to parents, volunteers, vendors, or other individuals or organizations. Further, authorization to use the 4-H Name and Emblem, when granted, are for uses that NIFA determines are in the best interests of the 4-H program and can be properly controlled by the Cooperative Extension Service. Regulations indicate that use of the 4-H Name or Emblem shall never be used in association with products and services when such use endorses, or appears to endorse, a firm, product, or service.

Based on the protection afforded the 4-H Name and Emblem by 18 U.S.C. 707 and the related federal regulations, **we are revoking your authorization and you must IMMEDIATELY CEASE AND DESIST** from using the 4-H Name in any manner that includes, but is not limited to, the marketing and/or sales of products, services, or programs displaying the 4-H Name or Emblem.

#### Violation of Use Text (Example)

You may not be aware but the 4-H Name and/or Emblem is a federally protected mark, protected by the provisions of 18 U.S.C. 707, and is entrusted by Congress to the Secretary of Agriculture. The 4-H Name and Emblem is a highly valued mark that has been granted unique and special status, in the same category as the Presidential Seal. This federal protection makes it a mark into and of itself with protection that exceeds the limited authorities of trademark and copyright.

The Secretary of Agriculture has delegated responsibility for the proper use of the 4-H Name and/or Emblem to the National Institute of Food and Agriculture in the Department of Agriculture with rights and oversight granted to the Cooperative Extension Service for in-state use. This U.S. Code states that whoever, without proper authorization, uses the "4-H name or emblem or any sign, insignia, or symbol in colorable imitation thereof" is subject to criminal penalties.

Based on the protection afforded the 4-H Name and/or Emblem by 18 U.S.C. 707 and the related federal regulations, we are officially informing you that using the 4-H Name and/or Emblem in any manner which includes, but is not limited to, the prohibition of marketing and/or sales of products, services, or programs displaying the 4-H Name and/or Emblem. Please apply for authorization to

use the 4-H Name and Emblem or remove the 4-H items from your product promotion.

For additional information about use of the 4-H Name and Emblem or to apply for authorization, visit [USDA's 4-H Name and Emblem webpage](#). Thank you for your cooperation.

## 4-H Name and Emblem Use Criteria Checklist

### **Foundational Criteria.** For authorization to be considered, all of these criteria must be met.

- ✓ USDA and/or CES can properly control the use of the 4-H Name and Emblem.
- ✓ The use of the 4-H Name and Emblem is or supports the educational and/or character building efforts of 4-H, or provides recognition for educational or character achievements.
- ✓ The use of the 4-H Name and Emblem benefits the 4-H Program.
- ✓ The use of the 4-H Name and Emblem upholds the dignity of the 4-H Program.
- ✓ The use of the 4-H Name and Emblem does not exploit the 4-H Program, its employees, volunteers, or participants.
- ✓ The use of the 4-H Name and Emblem does not provide any direct or implied endorsement of any person, company, product, or organization.
- ✓ The use of the 4-H Name and Emblem does not provide or imply an exclusive relationship with any person, company, product, or organization.
- ✓ The use of the 4-H Name and Emblem is limited to a specific period of time.

### **Text Criteria.** For 4-H Name use, all of these criteria must be met for authorization to be considered.

- ✓ The text is written as *numeral hyphen capital letter*. (4-H)
- ✓ The emblem is not being used as a replacement for text. This includes replacing the word 4-H or replacing a letter within word.
- ✓ The context of the use is accurate with correct content. Statements about 4-H are factual.

### **Graphic Criteria.** For 4-H Emblem use, all of these criteria must be met for authorization to be considered.

- ✓ The official emblem with legal insignia is being used in its entirety. This means that the whole emblem is visible and is properly identified as a federal mark.
- ✓ The emblem has not been altered. This includes no tilting, flipping, color adaptation, or other artistic interpretation.
- ✓ No portion of the emblem has been covered by text or another image. There is a clear view of the entire emblem.
- ✓ The emblem is not integrated into another's logo or image. The emblem stands alone as a separate and identifiable image. If other logs are present, the 4-H emblem is in a position of prominence or a position representative of the relationship to the other images.

**Situational Use Criteria.** These criteria may or may not apply based on the specific use requested. All applicable criteria must be met for authorization to be considered. (NA = not applicable to request.)

Criteria Met	Criteria Not Met	Criteria NA	Criteria Statement
			<b>Products/Services</b>
			If custom designs are allowed by applicant, applicant retains responsibility for proper use. Applicant needs to state this in their application.
			If insignia cannot be on the product (i.e. jewelry), insignia information is included in the product packaging. Applicant must state how this will be done and provide an example of the insignia information.
			<b>Cause Marketing/Fundraising / Sponsorships</b>
			All funds raised in the name of 4-H are used to further 4-H programming. Funds cannot be raised by 4-H to support another entity. Collections of goods to support an approved service project is allowable.
			If funds are raised by a non-Extension entity, information is provided on fund distribution to 4-H.
			Written agreements are in place with the appropriate 4-H or CES entity for any partnerships or sponsorships. This information is cited in the application and can be confirmed with the 4-H or CES entity.