

Proper Use of the KSRE/4-H Co-Wordmark Policy

The use of the K-State Research and Extension/Kansas 4-H co-wordmark is the basis of good marketing and a strong, consistent brand image, for both K-State Research and Extension and the Kansas 4-H program.

The co-wordmark is available in both a vertical and horizontal format, as well as in color and black and white. These files can be found on the [4-H Promotional Resources](#) page and within the Canvas system (available only to KSRE Staff). To have access to Canvas personalized wordmarks and various templates, please submit your eID to Megan Macy at mn Macy@ksu.edu.



Beginning October 1, 2017, the co-wordmark is required on ALL 4-H print, digital, apparel and merchandise. This requirement applies to all designs created at the local, county, district, area and state levels. Examples include, but are not limited to:

Print	Digital	Apparel	Merchandise
Newsletters	Social Media ads	T-shirts	Pens/pencils
Event flyers	Cover photos	Bags	Stickers
Posters	Profile pictures	Jackets	Cups/Coasters
Event registrations	Web banners	Hats	Banners

Local vendors need to be a K-State licensed vendor, and that process may add additional length to your production timeline; allow two weeks to a month. Please encourage your local vendors to call Tami Brey Meyer, Director of K-State Trademark Licensing at 785-532-6269 to begin the process. The process of becoming a licensed vendor can be found [here](#). Please share this information with your local vendor.

We understand that designs may feature a 4-H clover as part of the creative design. This is permissible, as long as the K-State Research and Extension/4-H co-wordmark is included somewhere on the item as well. Please do not use true blue or red apparel, as those colors create brand confusion and do not comply with the K-State Style Guide. Be aware that there are many “illegal” clipart clovers floating around the internet- to ensure you are using a correct one, we ask that you use the ones provided [here](#).

To successfully market our services and programs, we must be consistent with the use of our co-wordmark on all items that we design and create. If you are unsure of your design or use of the co-wordmark, please email Amy Sollock at asollock@ksu.edu.

Thank you for your assistance in promoting a strong brand image for K-State Research and Extension and Kansas 4-H.

9/20/17