

## 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 [mnmac@ksu.edu](mailto:mnmac@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:

<b>Print</b>	<b>Digital</b>	<b>Apparel</b>	<b>Merchandise</b>
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](mailto:asollock@ksu.edu) at [asollock@ksu.edu](mailto: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