

K-State Research and Extension/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 Meg Drake, KSRE Marketing Officer at mdrake@ksu.edu.



The following policy went into effect on 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. Trophies, belt buckles, etc. are exempt as long as a co-branded sticker is placed on the item. Examples include, but are not limited to:

Print

Newsletters
Event flyers
Posters
Event registrations

Digital

Social Media ads
Cover photos
Profile pictures
Web banners

Apparel

T-shirts
Bags
Jackets
Hats

Merchandise

Pens/pencils
Stickers
Cups/Coasters
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. As of July 1, 2020, Kansas State University began working with a new licensing agency called Affinity Licensing. To begin the process, small companies working with 4-H groups will need to register and apply for the license. For more information, refer to the [Vendor Licensing with Affinity Overview](#).

Once licensed, please have vendors contact Meg Drake, mdrake@ksu.edu, for access to the correct wordmark files. Vendors will most likely need a vector file.

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 Meg Drake at mdrake@ksu.edu.

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