

Name and Emblem 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
			Products/Services
			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.
			Fundraising / Sponsorships
			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.