

# 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 Megan Macy at [mnmacy@ksu.edu](mailto:mnmacy@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:

<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 download the unique Kansas small business application [here](#). This application was created specifically for Kansas small businesses fulfilling orders for 4-H clubs. The application specifically notes that Kansas small businesses only pay the \$200 application fee (verses \$1,000), waives the advanced royalty fee, and waives the FLA requirements. Learfield Licensing Partners is the third-party company that handles the application and the licenses. Learfield's contact information is: (317) 669-0808.

We created a [step-by-step guide](#) to completing the application and a [licensing FAQ](#). A list of [licensed vendors](#) in Kansas is updated quarterly. Updated February 2018.

Once licensed, please have vendors contact Megan Macy, [mnmacy@ksu.edu](mailto:mnmacy@ksu.edu), for access to the correct wordmark files. Vendors will most likely need a vector file and Megan will provide the appropriate files.

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.**