

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.



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. 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 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 \$100 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.

A complete FAQ to the licensing policy and a step-by-step guide to completing the application can be found [here](#). A list of licensed vendors in Kansas can be found [here](#). *Updated February 2018.

Once licensed, please have vendors contact Megan Macy, mn Macy@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 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.