

Name and Emblem Criteria Checklist with Definitions and Decision Examples

Disclaimer: The examples provided are designed to demonstrate how the definition might be applied. These examples are in no way inclusive of all possible scenarios. Decisions regarding the use of the 4-H Name and Emblem must take into account all criteria; therefore, the examples provided would not constitute automatic approval based on the single criteria they represent.

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.** USDA or CES has the ability to provide, deny and revoke 4-H Name and Emblem authorization to a third party entity. The applicant must provide examples of how the 4-H Name and Emblem will be used and within what context it will be used. Any authorization will be limited to the scope of use applied for and approved.
 - Allowable: A reference book that outlines the history of 4-H.
 - Unallowable: Reality type television shows where the use and context of the use of the 4-H Name and Emblem is not available for review prior to authorization.

- **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 contributes to the appropriate learning and positive development of the youth and adults involved in 4-H.
 - Allowable: A recognition company using the 4-H Name and Emblem on t-shirts and hats.
 - Unallowable: A recognition company that wants to use the 4-H Name and Emblem on beer mugs and shot glasses.
 - NOTE: All educational materials must be produced or co-produced by a land-grant university.
 - NOTE: Products / Services must not be on the “unallowable” list. (See handbook)

- **The use of the 4-H Name and Emblem benefits the 4-H Program.** The product or opportunity supports 4-H educational programming and/or is something that 4-H is not able to provide on their own. The use provides a sense belonging to the 4-H community. The benefit to 4-H should be greater than the benefit to the entity providing the product or opportunity.
 - Allowable: A company offering free media promotion of a 4-H educational effort.
 - Unallowable: A company offering to promote a partnership with 4-H through a media campaign in an effort to improve their own company image or to increase the company’s sales.

- **The use of the 4-H Name and Emblem upholds the dignity of the 4-H Program.** This includes alignment with the principles of 4-H and positive youth development and/or refraining from anything that contradicts positive youth development. This criteria requires a review of the applicant website (if any) as well as an internet search for indications of overall positive youth development compliance and publically accessible consumer and industry reviews of the applicant.
 - Allowable: A television show that is recognizing the positive educational or youth development achievements of 4-H.
 - Unallowable: Using the 4-H Name or Emblem in a television show that utilizes a “Robin Hood” approach (stealing from the rich to give to the poor) as it promotes crime.

- **The use of the 4-H Name and Emblem does not exploit the 4-H Program, its employees, volunteers, or participants.** Taking unfair advantage of the 4-H name, emblem, its employees, volunteers or youth for the purposes of benefiting a product, person, organization, etc. is an exploitation of the 4-H name and emblem.
 - Allowable: Having a written partnership agreement with a 4-H entity that demonstrates the mutual benefits.
 - Unallowable: An individual or company using the 4-H name or emblem, or identifying themselves as having a relationship with 4-H for the purposes of personal or corporate profit.

- **The use of the 4-H Name and Emblem does not provide any direct or implied endorsement of any person, company, product, or organization.** A statement or action – direct or implied – of support for a specific product, person, organization, etc. constitutes endorsement. Endorsement by 4-H is prohibited.
 - Allowable: Identifying a list of companies (not products) that provide discounts or support to 4-H.
 - Unallowable: Sales, promotion or testimonials of commercially branded products by 4-H implies that 4-H supports the use of those brands over other brands.

- **The use of the 4-H Name and Emblem does not provide or imply an exclusive relationship with any person, company, product, or organization.** When the availability of 4-H name and emblem is restricted to a single or select group of people, product, business, etc. an exclusive relationship is established. Exclusive use of the 4-H name and emblem is prohibited.
 - Allowable: Recognition of sponsors that is clearly separated from the 4-H Program.
 - Unallowable: An event with an official sponsor, a company identified as the sole provider of a product, or any private or commercial item or entity that is co-branded would constitute an exclusive relationship.

- **The use of the 4-H Name and Emblem is limited to a specific period of time.** For new authorizations time is limited to one year; for renewal authorizations the time allowance is up to three years. The exception is for certain types of authorized media (i.e. book, movies) which may be classified with an indefinite time frame.

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 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. <ul style="list-style-type: none"> • Example: A national printing company would be responsible for proper use of the 4-H Name and Emblem for any customers using the 4-H Name and Emblem on self-designed business cards.
			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. <ul style="list-style-type: none"> • Example: A slip of paper with the insignia information and a non-endorsement statement is included in or on the wrapper in which the jewelry is sold.
			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. <ul style="list-style-type: none"> • Example: A business that collect funds on behalf of 4-H (ex. donation jar at a cash register) must explain how the funds are being managed and provided to the appropriate 4-H entity/entities.
			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.