

Embroidery Standards

Use of the emblem on fabric, whether painted, screen printed, embroidered, appliquéd, or some other technique, must accurately represent the 4-H logo in authorized colours and adhere to all other brand usage guidelines.

Embroidery standards are as follows:

- The 4-H clover should be the 4-H green, Pantone 7739 (or as close a match to Pantone 7739 as possible). In this case, the maple leaf and four H's should be white.
- If the logo will be embroidered onto something that is dark in colour, or the exact same or similar green as the 4-H green, the white reverse logo can be used. However, the maple leaf and four H's should be embroidered as the 4-H green (Pantone 7739 or closest match possible).
- While the green logo is preferable, the black version of the logo can be used if it is being embroidered onto an item that is light in colour. If the black version of the logo is used the maple leaf and four H's are embroidered as white.
- The typical size for 4-H left chest embroidery is 3.2" tall/wide. Based on this size, the letters in CANADA would be 0.3" tall, and provincial letters should be at minimum 0.01" smaller.
- For embroidery only the minimum size the logo can be is 2.875" high. Based on this size, the letters in CANADA will be .272" and the provincial letters will be at minimum 0.01" smaller.
- The 4-H's/clover/maple leaf/club and provincial ratios must be maintained when embroidering.



Embroidery example

Three colour options



Green version
on light background



White version
on dark background



Black version
on light background