

# 4-H Afterschool / JCPenney Afterschool Fund Style Sheet

These guidelines are designed for those who wish to produce programs, products or services that utilize the 4-H Emblem and/or 4-H Afterschool logo with the JCPenney Afterschool Fund logo. Links to downloadable images are at the bottom of this information.

When referencing J.C. Penney's contributions to 4-H Afterschool, please refer to "The JCPenney Afterschool Fund," not the "J.C. Penney Company, Inc." Please use this exact spelling and punctuation. The only exception to this is when a local J.C. Penney store provides donations and contributions to a 4-H Afterschool program or event. In this case, examples of wording include:

The (name of local J.C. Penney store) has contributed to the development and success of (the name of the local 4-H Afterschool program).

Contributions to the (name of the local 4-H Afterschool program) were graciously provided by (name of local J.C. Penney store)

When utilizing the logos the following guidelines must be followed:

1. Neither the 4-H Emblem, the 4-H Afterschool logo, nor the JCPenney Afterschool Fund logo-- can be altered in any way. Each time the logos are used, they should be downloaded from respective web sites so the quality is not compromised. For print materials high resolution images must be used. For web or other electronic mediums low resolution should be used.

- a) If budgets allow for color printing the following guidelines must be used:
- b) If one color ink is used, the 4-H Afterschool logo must be printed in PMS-347 green for coated paper and PMS-355 green for uncoated paper.
- c) If two colors of ink are used, the 4-H Afterschool logo must be printed as specified above, and the JCPenney Afterschool Fund logo must be printed in PMS-186.
- d) If multiple colors of ink are used, the 4-H Emblem must be printed in green as specified above, the "4-H Afterschool and "Extraordinary Learning Opportunities" words in blue, PMS-288, and the JCPenneyAfterschool Fund in PMS-186.
- e) If budgets do not allow for colored ink, black and white is acceptable as long as all logos and elements are black and white.

2. The graphic standards that apply to the use of the 4-H Emblem also apply to the use of the 4-H Afterschool logo. More detailed information on graphic standards must be followed and can be found at the following web sites:

- a) The 4-H Emblem standards  
<http://www.national4-Hheadquarters.gov>
- b) 4-H Afterschool standards:  
[http://www.4hafterschool.org/Staff/Public\\_Relations\\_Tools/Download.asp](http://www.4hafterschool.org/Staff/Public_Relations_Tools/Download.asp)

3. The 4-H Afterschool logo shall be the prominent design on all materials, programs, products, and services. It is important to remember 4-H Afterschool is the brand image that is being marketed and that no endorsement of other programs, products, or services are implied or intended. The 4-H Afterschool logo shall be visually separated from sponsoring agencies and organizations.
4. The only time the 4-H Emblem or 4-H Afterschool logo can be the same size and/or on the same line with other entities is when the following criteria are met:
  - a) All of the organizations are equally participating or collaborating in a program
  - b) The name of the program or event is something broader than 4-H, e.g. The Marion County Youth Collaboration
  - c) The other entities must be youth serving organizations or government agencies
5. The JCPenney Afterschool logo, as well as other sponsors of 4-H Afterschool, shall be placed at the bottom, inside cover, back cover, or other appropriate visible place on a product, program, or service. The placement shall avoid the visual perception of endorsement by 4-H, but should give visual recognition to the sponsoring entity.
6. When used in conjunction with the 4-H Afterschool logo, the JCPenney Afterschool Fund name and logo should always be followed by the words “National Presenting Sponsor.”

To download the JCPenney Afterschool Fund logo in Adobe Acrobat Format (EPS):  
[http://www.4hafterschool.org/Staff/Public\\_Relations\\_Tools/JCP\\_Afterschool\\_logo.jpg](http://www.4hafterschool.org/Staff/Public_Relations_Tools/JCP_Afterschool_logo.jpg)

To download the JCPenney Afterschool Fund logo in JPEG Format (JPG):  
[http://www.4hafterschool.org/Staff/Public\\_Relations\\_Tools/JCP\\_Afterschool\\_logo.jpg](http://www.4hafterschool.org/Staff/Public_Relations_Tools/JCP_Afterschool_logo.jpg)

For more specific information on the use of the 4-H Emblem and/or 4-H Afterschool logo, contact Nancy Valentine, National 4-H Headquarters, 202-720-5347.

For more specific information on the use of the JCPenney Afterschool Fund logo, contact Janice Howell, JCPenney Afterschool Head Coach, 972-431-5682.