



GRAPHIC
STANDARDS
MANUAL

UNIVERSITY OF MASSACHUSETTS AMHERST

This document illustrates the identity system for the UMass Extension 4-H Youth Development and 4-H Impact! programs. This system has been developed to correctly represent these programs on all forms of print and electronic media. In order to ensure that the Program images always appears in a consistent manner it is important that all users of the program graphics follow the instructions in this document exactly.

Please use this manual and pass it along to your art and design providers. This will help avoid misrepresentations of the programs and ensure uniform images statewide.

For your convenience, downloadable files of these graphics are available on the Massachusetts 4-H Foundation website at www.mass4hfoundation.org/logos/ext.



GRAPHIC STANDARDS MANUAL

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TWO COLOR 4-H YOUTH DEVELOPMENT IDENTIFIER
GREEN & BLUE - ALWAYS THE PREFERRED USAGE



GREEN

BLUE

	PANTONE (PMS)	4-COLOR PROCESS (CMYK)
Green	Pantone 347	100% C + 90% Y
Blue	Pantone 286	100% C + 60% M

These are the only permitted formats for use of the two color (green & blue) 4-H Youth Development identifier.

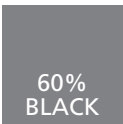
The elements may not be arranged in any other manner.

The complete identifier must be used, no part or parts of the identifier may be used separately.

No other color(s) may be used.

The identifier must always appear on a WHITE background.

TWO COLOR 4-H YOUTH DEVELOPMENT IDENTIFIER
GREEN & BLACK - ACCEPTABLE USAGE ONLY WHEN BLUE IS NOT AVAILABLE



	PANTONE (PMS)
Green	Pantone 347
60% Black	60% Pantone Black

These are the only permitted formats for use of the two color (green & black) 4-H Youth Development identifier.

The elements may not be arranged in any other manner.

The complete identifier must be used, no part or parts of the identifier may be used separately.

No other color(s) may be used.

The identifier must always appear on a WHITE background.

ONE COLOR 4-H YOUTH DEVELOPMENT IDENTIFIER
GREEN - PREFERRED USAGE ONLY WHEN TWO COLORS ARE NOT AVAILABLE



GREEN

	PANTONE (PMS)
Green	Pantone 347
60% Green	60% Pantone 347

60% GREEN

These are the only permitted formats for use of the one color (green) 4-H Youth Development identifier.

- The elements may not be arranged in any other manner.
- The complete identifier must be used, no part or parts of the identifier may be used separately.
- No other color(s) may be used.
- The identifier must always appear on a WHITE background.

ONE COLOR 4-H YOUTH DEVELOPMENT IDENTIFIER
 BLACK - ACCEPTABLE USAGE ONLY WHEN TWO COLORS ARE NOT AVAILABLE



BLACK

	PANTONE (PMS)
Black	Pantone Black
60% Black	60% Pantone Black

60%
BLACK

These are the only permitted formats for use of the one color (black) 4-H Youth Development identifier.

The elements may not be arranged in any other manner.

The complete identifier must be used, no part or parts of the identifier may be used separately.

No other color(s) may be used.

The identifier must always appear on a WHITE background.

**TWO COLOR 4-H IMPACT IDENTIFIER
GREEN & PURPLE - ALWAYS THE PREFERRED USAGE**



	PANTONE (PMS)	4-COLOR PROCESS (CMYK)
Green	Pantone 347	100% C + 90% Y
Purple	Pantone 513	60% C + 100% M

These are the only permitted formats for use of the two color (green & purple) Massachusetts 4-H Impact identifier.

The elements may not be arranged in any other manner.

The complete identifier must be used, no part or parts of the identifier may be used separately.

No other color(s) may be used.

The identifier must always appear on a WHITE background.

TWO COLOR 4-H IMPACT IDENTIFIER
 GREEN & BLACK ACCEPTABLE USAGE ONLY WHEN PURPLE IS NOT AVAILABLE



	PANTONE (PMS)
Green	Pantone 347
Black	Pantone Black

These are the only permitted formats for use of the two color (green & black) Massachusetts 4-H Impact identifier.

The elements may not be arranged in any other manner.

The complete identifier must be used, no part or parts of the identifier may be used separately.

No other color(s) may be used.

The identifier must always appear on a WHITE background.

ONE COLOR 4-H IMPACT IDENTIFIER
GREEN - PREFERRED USAGE ONLY WHEN TWO COLORS ARE NOT AVAILABLE



GREEN

	PANTONE (PMS)
Green	Pantone 347
60% Green	60% Pantone 347

60% GREEN

These are the only permitted formats for use of the one color (green) Massachusetts 4-H Impact identifier.

- The elements may not be arranged in any other manner.
- The complete identifier must be used, no part or parts of the identifier may be used separately.
- No other color(s) may be used.
- The identifier must always appear on a WHITE background.

ONECOLOR 4-H IMPACT IDENTIFIER
 BLACK - ACCEPTABLE USAGE ONLY WHEN TWO COLORS ARE NOT AVAILABLE



BLACK

	PANTONE (PMS)
Black	Pantone Black
60% Black	60% Pantone Black

60%
BLACK

These are the only permitted formats for use of the one color (black) Massachusetts 4-H Impact identifier.

- The elements may not be arranged in any other manner.
- The complete identifier must be used, no part or parts of the identifier may be used separately.
- No other color(s) may be used.
- The identifier must always appear on a WHITE background.

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ALIGN TOP OF TITLE HERE - CENTER LEFT TO RIGHT

ALIGN TEXT HERE

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Leave a minimum of 0.25" space between the title and the text.

Photographs, illustrations, charts, etc. can be placed as desired within the margins.

The one-column format recommended only for documents with a limited amount of text and larger type is appropriate.

1.5"



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UNIVERSITY OF MASSACHUSETTS AMHERST

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START TEXT HERE

Leave a minimum of 0.25" space between the title and the text.

There is 0.25" space between the columns.

Photographs, illustrations, charts, etc. can be placed as desired within the page margins, they need not be restricted to the column width.

As near as possible, the columns should be the same length.

Do not carry a single line from the end of a paragraph onto the second column, move at least two lines over.

Do not end a column with only the first line of a new paragraph, move the entire paragraph over.

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