

# 4-H in CANADA

Strengthening the Movement



# Background

The 4-H community has been discussing the need for a cohesive brand for decades. The concern stems from the fact that many variations of the 4-H logo are currently in use. This is an indicator that our brand architecture is not inclusive, resulting in a fragmented public image. In fact, it was a multi-year “Embrace the Future” consultation with 4-H stakeholders and the provinces which concluded in 2011 that resulted in feedback that 4-H needed a more cohesive brand.

In response, a logo task force was formed to address the identified issue of 4-H’s inconsistent branding. This task force was comprised of provincial and youth representatives from across the country and went on to put forward a recommendations to the National board of Directors that 4-H change its logo to be more inclusive of provinces and clubs.





# Key Priority: Impact on Youth

Increase our impact on youth by supporting the advancement and implementation of world-class 4-H positive youth development programs that have measureable impact.



# Key Priority: Identity

Strengthen and align the 4-H brand  
across Canada.

# Challenge: Brand Cohesion



Here's what we have now.



4-H  
Alberta



Saskatchewan



today's  
**4H**  
happy - healthy  
handy & hot!

# 4-H's Branding Challenge

- Need to **protect** the brand: no clear guidelines on how to ensure the right people are using the brand in the right way
- No **consistent visual identity**: logo, colours, graphic elements, style of photography, fonts
- Lack of **common language**: key messages, our narrative, boilerplate

# A Decade Plus Initiative

**Discussed by Councils, provinces and AGMs for years**

## **“Embrace the Future”**

Recognition that 4-H Canada is custodian of the 4-H brand and plea by Provinces for 4-H Canada to take strong leadership on brand alignment

## **“100<sup>th</sup> Anniversary”**

Brand alignment deemed paramount in 2<sup>nd</sup> century revitalization

## **2014 4-H Canada Strategic Plan**

Based on input from provinces and stakeholders

Initiate a consultative process to gauge appetite to refresh logo and build brand alignment

## **2014 AGM in Abbotsford**

Endorsement to proceed

Logo Task Force committee struck





# Logo Task Force

## Mandate & Expectations

Approval to create a proposal to refresh the 4-H Canada logo was given by Council to complement the brand alignment initiative.

### Logo Task Force Committee:

- Chair: **Randy Mowat** – VP Marketing MNP and Vice-Chair Canadian 4-H Foundation
- **Breanne Durie** – 4-H member, former 4-H Canada Board Member and YAC representative
- **Debra Brown** – Executive Director 4-H Ontario
- **Leanne Sprung** – Senior 4-H & Youth Specialist, Manitoba Agriculture, Food & Rural Development
- **Linda Porter** – 4-H Canada Board Member and Executive Director 4-H New Brunswick
- **Lorelei Muller** – Executive Director of 4-H Quebec
- **Susann Stone** – Executive Director of the 4-H Council of Alberta

**Timeline:** 6 months

**Collaboration:** National, youth, leaders, staff

**Endorsement:** unanimous by Task Force Committee



# MANDATE AND EXPECTATIONS FROM CANADIAN 4-H COUNCIL

1. **Recommendations:** bring forward recommendations to 4-H Canada no later than the November board meeting.
2. **Schedule:** determine timelines and launch if a new logo is recommended.
3. **Brand Standards:** make recommendations for what needs to be in the brand standards guide.
4. **Recommended Resources:** determine what support will be needed to implement.
5. **Communications:** plan to communicate to the provinces and clubs.
6. **Messaging:** determine the key messages provincial leaders need to deliver to their stakeholders.



# Task Force Conclusions

After discussions with stakeholders across Canada, there was:

- ✓ a strong appetite for updating the 4-H Canada logo;
- ✓ a general comprehension of what aligning and strengthening the brand can do for the 4-H movement; and
- ✓ agreement on the new logo and the roll-out process.

# CONSIDERATIONS

- Honour 4-H's **core values**
- Respect the **heritage** of the organization
- **Evolve** the visual identity, not revolutionize
- Institute a 'soft launch' of new brand identity, being **mindful** of fiscal resources in the rollout of the new brand Identity
- Communicate to all stakeholders that materials with their current logo can be phased out, but any new material will need the new logo as of June 2015.

# BRAND ARCHITECTURE

## ALIGNMENT OF THE BRAND

- Establish a strong brand architecture
- All stakeholders to be represented
  - National logo with standards
  - Provincial logo with standards
  - Club logo with standards
- Ease of use for all stakeholders
- Consistent alignment and usage across the country and at all organizational levels

# BENEFITS

- **For membership**
  - Communicate the vibrancy and energy of the organization
  - Attract new members
  - Engage youth in a relevant voice
- **For fund development**
  - Communicate progression of the organization
- **For 4-H as a whole**
  - Strong 4-H in Canada identity across all components of the organization
- Reinforce 4-H Canada as leader, driver and custodian of the 4-H Canada brand



# Timeline

	2014						2015					
Activity	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Provincial Consultation												
Report back to Provinces												
Board Approval												
Formal Announcement												
Implementation Planning												
Unveiling/Launch at AGM												

# Consultation

## November 2014

- Presented recommendation for the evolution of the new 4-H logo in Canada to Canadian 4-H Council

## December 2014

- Discussion with provinces, as part of larger update and alignment discussion

## January 2015

- 4-H Canada Board of Directors approved new logo (January 28)
- 4-H Canada newsletter announced the decision to proceed with a new logo and key messages, as notification to provinces and clubs that the logo is changing





# Pre-launch

## February 2015

- Presentation at the Leadership Summit on strengthening and aligning the brand, and provincial accountabilities

## February to April 2015

- Stakeholder communications across Canada

## April 2015

- Brand standards guide and criteria finalized

## May 2015

- Provincial toolbox, including USB with brand standards and artwork

# Launch

## June 2015

- Logo and brand standards unveiled at AGM
- Brand standards guideline and Club Logo Generator application will be available on the 4-H Canada website
- Social media campaign and national news release to announce new logo
- **Any production of new materials post-June 2015 will use new logo**



# Post-Launch

## July – Sept 2015

- National Office to provide support to Provinces and Clubs on the implementation of the new logo and standards.
- National Office to provide awareness and outreach such as factsheets, social media promotion, articles in newsletters and magazine.



CANADA



**CANADA**



**CANADA**



**CANADA**



**CANADA**  
AJRQ



**CANADA**  
4-H Alberta



**CANADA**  
4-H British Columbia



**CANADA**  
4-H Manitoba



**CANADA**  
4-H New Brunswick



**CANADA**  
4-H Newfoundland  
and Labrador



**CANADA**  
4-H Nouveau-Brunswick



**CANADA**  
4-H Nova Scotia



**CANADA**  
4-H Ontario



**CANADA**  
4-H PEI



**CANADA**  
4-H Quebec



**CANADA**  
4-H Saskatchewan

Full Club Name



CANADA  
4-H Province



McConnell 4-H Beef Club



CANADA  
4-H Manitoba

## BRAND STANDARDS

- Full club name above the clover. Town/City is included here if it appears in club name.
- Town/City not included if absent from club name.
- Some club names are very long and must be stacked to two (or three) lines.
- “Canada” always below the clover.
- Province will appear below “Canada”
- “4-H” is optional in club names.
- Pantone P 149-8C
- Font is Gotham Bold for “Canada” and Gotham for Province and Club names



# Evolving Brands



1952



1959



1982



2015



JOHN DEERE



(1955)



(1961)



(1971)



(1995)



Current Logo



1970s



1980s



Current



(1927)



(1957)



(1976)



Current Logo  
(Since 2003)



1909/10



1910/11



1911/22



1912/13 - 1916/17



1917/18 - 1918/19



1919/20 - 1920/21



1922/23 - 1924/25



1925/26 - 1934/35



1935/36 - 1946/47



1947/48 - 1955/56



1956/57 - Present



(1976)



(1976 - 1998)



(1998)



Current Logo



# Questions?