

1. Q: When was the new brand launched?

A: We revealed the new brand at the 4-H Canada Annual General Meeting on June 11, 2015 in Fredericton, NB. The event was webcast live.

2. Q: How does the launch of new brand impact my club?

A: This is a soft launch, meaning there is neither requirement nor expectation that existing branded materials be discarded. Continue using those items until they are all gone. Please use the new brand when producing new materials from now on. This way, we will phase in the new brand without incurring unnecessary costs.

4-H Canada will be making funds available to clubs, districts and regions to help offset costs associated with rebranding. Details of this program can be found [here](#).

3. Q: Why are we changing the logo?

A: This is about more than just a logo—we are building a stronger brand for 4-H all across the country. The fact that so many different logos have been in use is an indicator that our brand architecture is not inclusive. This results in a fragmented public image. The new clover allows provinces and clubs to add their own identifiers to the logo which will foster a consistent, cohesive brand.

Strengthening and aligning the 4-H brand across Canada will help us more clearly articulate our role as leaders in positive youth development in Canada. More importantly, it will support us in maintaining relevance with today's youth. It will also help build the organization's profile and clarify to stakeholders and the public that we are one, united movement.

4. Q: Isn't there a risk we will actually hurt our brand?

A: Honouring 4-H's core values, respecting our heritage and evolving the logo to match our youth audience were key considerations in the decision-making process. The logo embraces the past while re-energizing the look and feel in a way that it is unmistakably recognizable as 4-H. In other words, this is a brand evolution, not a revolution.

5. Q: What are the benefits to rebranding for 4-H?

A: There are many benefits that will positively impact our members, our ability to raise funds and our public image, including:

- communicate the vibrancy and energy of the organization,
- attracting new members,
- engaging youth ,

- building the public perception of the organization and the value it brings to Canadian youth, and
- reinforcing 4-H Canada as a leader, driver and custodian of the 4-H brand.

6. Q: Why are we changing our logo now?

A: The 4-H community has been discussing the need for a cohesive brand for decades. In fact, our stakeholders have asked us to take a strong leadership role in adopting a single logo. In May 2014, 4-H Canada released its strategic plan and established **Identity** as one of four strategic priorities:

“Strengthen and align the 4-H brand across Canada. Define our role in Canada as leaders in positive youth development and maintain a relevant voice with today’s youth.”

- 4-H Canada Directional Overview, May 2014 <http://www.4-h-canada.ca/sites/default/files/directionaloverviewenglish.pdf>

This rebranding is an important step in addressing that priority.

7. Q: Are there rules around how to use the new logo? If so, why now after all of these years?

A: Any brand worth having is worth protecting. Until now there have been no clear guidelines available to our stakeholders on how to use the brand properly. 4-H Canada is addressing this with the launch of the new 4-H clover. This is a best practice for well-regarded not-for-profits.

8. Who owns the logo? Is it trademarked?

4-H Canada owns the original and logo. The new logo is formally being trademarked, which means it will be legally registered. To learn more about the protection of Canadian trademarks, please visit <http://laws-lois.justice.gc.ca/eng/acts/T-13/index.html>.

9. Q: Who can use the logo? Can I give this logo to fair boards or sponsors who want to give my club money?

A: Provincial members are granted use of the logo by 4-H Canada. As a club in good standing with your province you can access the logo and use it. Corporate sponsors need to seek permission to use it.

10. Q: Who authorized this change in logo?

A: The 4-H Canada Board of Directors authorized this re-energized logo. A task force was formed in May 2014 which consisted of provincial leaders. The group was asked to provide recommendations on re-energizing 4-H’s visual identity in Canada. Following a thorough consultation process, the Board of Directors approved a refreshed 4-H Canada logo.

11. Q: Were the 4-H grassroots consulted about changing the logo?

A: 4-H Canada consulted extensively on this rebranding. 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.

In addition, 4-H Canada’s CEO and the Chair of the logo task force met with the leadership of each and every provincial Council and Foundation to present the task force’s recommendations and the proposed new logo. This was an opportunity for unprecedented coast-to-coast dialogue, resulting in widespread support and ultimately Board approval.

12. Q: Why is branding important?

A: Branding is an effective way to develop recognition of who we are and what we do with those who matter to the organization. Consistent experiences build trust and reputation which translates into more members, engaged stakeholders and increased ability to raise funds to run great programs.

13. What is “brand architecture?”

A: In the case of 4-H, brand architecture ensures that all levels of the organization (National, Provincial and Club) are represented and that there is a consistent way to express this. Our new [brand usage guideline](#), clearly defines how this works so all levels of the organization are able to link their local identities to the new logo.