

# 4-H Brand Launch: Club Communications Kit



With the launch of 4-H's new clover logo, you may wish to share this news with your members. You can find information in a variety of forms (e.g. video, PowerPoint, FAQ, etc.) at [www.4-h-canada.ca/brand](http://www.4-h-canada.ca/brand). The following are some additional materials that are intended to assist in your communications efforts.

## Key messages

- Our 4-H club has a new logo!
- This rebranding is part of a Canada-wide 4-H initiative to communicate the vibrancy and energy of our organization.
- All levels of the organization (National, Provincial and Club) now have their own special place within the logo.

## Content for Email to Members

Our 4-H Club has a new logo! This is part of a Canada-wide 4-H initiative to communicate the vibrancy and energy of our organization. The new 4-H clover was launched at the 4-H Canada Annual General Meeting on June 11. Please take a few minutes to watch this 4-H video to understand how the new logo is more inclusive of our province and club:

<https://www.youtube.com/watch?v=Wlx-jbl8xNE>

To learn more, please visit [www.4-h-canada.ca/brand](http://www.4-h-canada.ca/brand).

## Content for Club Website

Our Club has a new logo! This is part of a Canada-wide 4-H initiative to communicate the vibrancy and energy of our organization while also ensuring that all levels of the organization (National, Provincial and Club) have their own special place within the logo. To learn more, please visit [www.4-h-canada.ca/brand](http://www.4-h-canada.ca/brand).

## Content for Club Newsletter

Our Club has a new logo! This is part of a Canada-wide 4-H initiative to communicate the vibrancy and energy of our organization while also ensuring that all levels of the organization (National, Provincial and Club) have their own special place within the logo. The new 4-H clover was launched at the 4-H Canada Annual General Meeting on June 11. To learn more, please visit [www.4-h-canada.ca/brand](http://www.4-h-canada.ca/brand).

## Social Media Posts

- [CLUB NAME] has a new #4HClover logo! Check it out [LINK TO PHOTO OR WEBSITE CONTAINING CLUB LOGO]
- We are getting our #4HClover on: [LINK TO PHOTO OR WEBSITE CONTAINING CLUB LOGO] How about you? #4HCanada
- Learn more about the new #4HClover: [www.4-h-canada.ca/brand](http://www.4-h-canada.ca/brand) #4HCanada

For further assistance, please contact [communications@4-h-canada.ca](mailto:communications@4-h-canada.ca).

