

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

“100th Anniversary”

Brand alignment deemed paramount in 2nd 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



1911/12



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?