

T-Shirt Design Guidelines



University of California

Agriculture and Natural Resources

4-H Youth Development Program

You may want to create a 4-H T-shirt for your club or event. It is important to make sure you include the proper [brand elements](#) of the 4-H emblem and University of California, Agriculture and Natural Resources logo. Follow the below guidelines for creating a properly branded T-shirt design:

1. The UC ANR 4-H logo must be included on your T-shirt. It is permissible to add unique artwork for your club, event, project, etc., but the UC ANR 4-H logo must be featured on either the front, back, or sleeve of your T-shirt. Below are some examples of how you can incorporate the UC ANR logo into your T-shirt design:

Download these designs from [Section 5](#) of the branding toolkit.



- If including an additional 4-H emblem to your design it must adhere to the [guidelines](#) set by the USDA. Do not modify or distort the 4-H emblem in any way. For all print materials and other items where it is feasible, the words "18 U.S.C. 707" must be used as an integral part of the 4-H Emblem. Use of the emblem on fabric, whether painted, screen printed, embroidered, appliquéd, or some other technique, must accurately represent the 4-H Emblem in authorized colors and adhere to all other use guidelines.
- It is recommended that the file format used for your design be AI or EPS (these are called vector files, usually made in Adobe Illustrator or CorelDraw). Vector files, like AI and EPS files, can be resized without losing any quality to the design. Raster files (like JPEG, PNG, GIF, etc.) when resized can cause a design to become pixelated and degraded. Download [UC ANR 4-H logos](#) in vector files or see [Section 2](#) of the branding toolkit.
- Appropriate color combinations for the 4-H emblem and UC ANR logo on T-shirts:



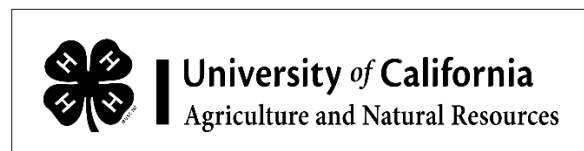
White logo on 4-H green.



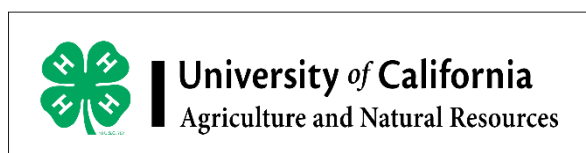
Full color logo on white or another color (H's must stay white).



Black and white logo on 4-H green or another color (H's must stay white).



Black logo on white.



Green clover and black UC ANR logo on white or another color (H's must stay white).



Green clover and white UC ANR logo on black or another color (H's must stay white).