



COLLEGIATE 4-H AT THE OHIO STATE UNIVERSITY

HEAD 🍀 HEART 🍀 HANDS 🍀 HEALTH

COLLEGIATE 4-H AT THE OHIO STATE UNIVERSITY BRAND GUIDE

EMMA NEWELL
FALL 2018

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COLLEGIATE 4-H AT THE OHIO STATE UNIVERSITY

CLIENT ANALYSIS

My client is The Ohio State University Collegiate 4-H Club. This club's goal is to support Ohio 4-H programming and agents as well as conduct service. Members educate youth that are currently in the 4-H program, which are ages 8-18, about various topics that come at the request of state professionals and extension agents. They also host events such as Carving New Ideas Camp (leadership camp) for older youth and fundraisers, such as Plowboy Prom, which is a dance held after the Ohio 4-H Conference to benefit camp.

This club embodies all students at that are of college age. Members do not necessarily have to have previously been in the 4-H program, nor do they have to be current students at The Ohio State University. Members are required to pay \$10 a semester in dues. However, if a student is unable to pay, there have been funds set aside for those situations. They must simply talk to an officer of the club. This club does not discriminate against any demographic. Additionally, it does not take stances with or against beliefs, political views, religious affiliations, etc. All members are asked to respect one another.

The average member is between 18-22 years old, Caucasian, and members of the College of Food Agricultural and Environmental Science within The Ohio State University.

This club is in need of fliers, a website, and other marketing tools. There are 7 million 4-Hers worldwide. Numerous alumni continue their education at Ohio State. Additionally, there are many people that hold the same values of service and creating community that are of the college age. However, at the first meeting there were only 35 people in attendance. These numbers can grow immensely using a strategic marketing plan.

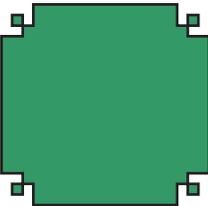
I envision staying with a green themed color pallet. This will show continuity from the initial program, of which we work to support. More information can be found within the Adobe Illustrator document.

TYPOGRAPHY & COLOR PALLET

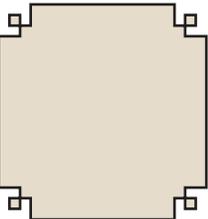
PRINCELLA SANS (LOGO, TITLE, HEADLINES)

Rockwell Bold (Headlines, Subheadings, Pull Quotes, Bylines)

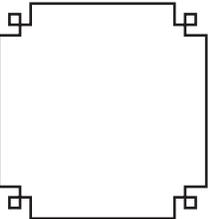
Athelas (Body Text)



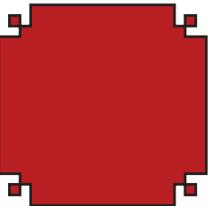
C: 79 M: 17 Y: 77 K: 3



C: 9 M: 11 Y: 18 K:0



C: 0 M: 0 Y: 0 K:0



C: 18 M: 100 Y: 100 K: 11



There are three different typography options. Princella Sans, which is a sans serif text, is used within the logo, titles, and various headlines. Rockwell Bold is a serif text that can also be used for headlines, subheadings, pulled quotes, and bylines. Athelas, another serif text, can be used for body text.

LOGO



COLLEGIATE 4-H AT THE OHIO STATE UNIVERSITY

HEAD ❁ HEART ❁ HANDS ❁ HEALTH



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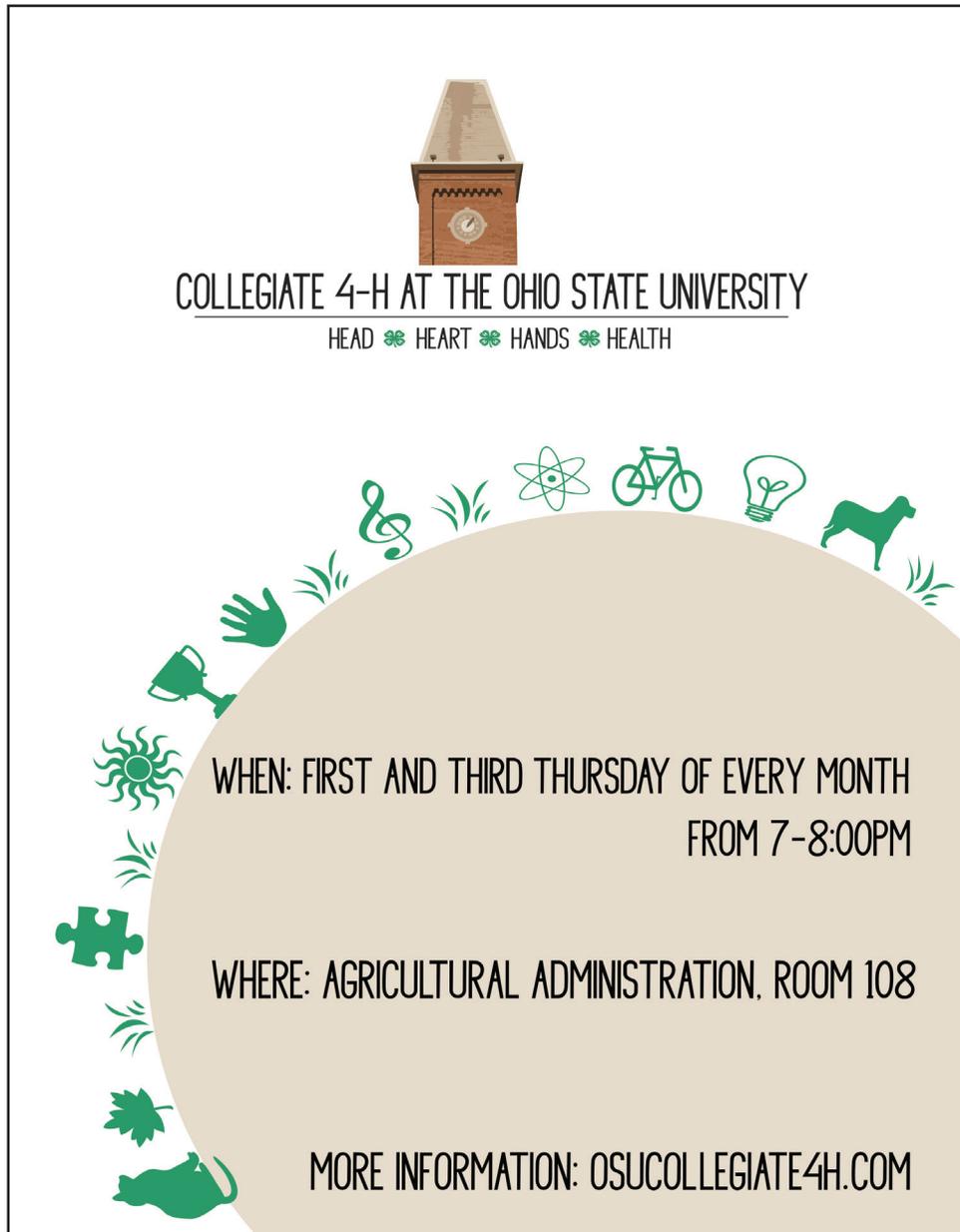
For my Collegiate 4-H logo my goal was to keep it simple, relevant, incorporate tradition of the clover, be distinctive, and easily committed to memory. Throughout this developing process, I wanted to keep the mission of the club in my mind.

I used a font that was easy to read and gave an academic, yet engaging and fun edge. I kept it black due to already having other elements present within the logo. I felt that this font had a good tracking distance, so it will be legible and readable from a far distance.

I then placed University Hall, a building on Ohio State's campus on top of the script in order to bring home the fact that this is a club at Ohio State Columbus campus. I only utilized the top of this building because that is the most notable piece and I did not want to overpower the text. I didn't want it to be of bad proportion. I wanted this to be an additive, or the attention grabber, that would allow for information to be conveyed without words, but would inevitably lead to the club name. I believe that this also conveys that this is a collegiate club for all on and off campus, not only 4-H alumni. It is a simple way to unite with main campus and more specifically college students. I also chose to make it into a more animated and few color type logo, as to not make it appear too busy.

I also placed the four "H's" below the club name, with a fair amount of leading space, to offset the logo and to reiterate our core values of head, heart, hands, and health. Also featured within this space is the traditional 4-H logo. I did this in hopes to be recognizable to alumni from the program and to play off of their already recognizable and notable brand and name.

SAMPLE ADVERTISEMENT



There was many different decisions that needed to be made to create a design for my advertisement for Collegiate 4-H at The Ohio State University.

I chose to place my logo at the top for the advertisement. This is because of the creativity and graphics that are associate with it. It is also a horizontal logo, and therefore, allows for the viewer to follow the graphic down the page in a “Z” like fashion.

I then created a circle in the bottom right corner. This is to border the important information for the club. In addition, I chose to make this a tan color so that it would match University Hall above in the logo. It also allowed for the main focal point to be the words.

I then chose to surround the circle with various symbols. These symbols represent the different project areas that 4-H is associated with. It promotes the diversity of the program. I also filled in

the extra space and provided continuity with the grass design. I made all of these designs green to also connect back to the logo, where the 4-H logo is present.

I then placed information about the club within the circle. I wanted it to be short and concise so that the reader does not have to think when viewing it. It allowed for the questions “When?,” “Where?,” and “What?” to be answered. It also offers a link to our website where they can learn more about current projects, contact an officer, and see what activities we are involved in. I also connected it back to the logo by using the same text that is present. This, again, provides continuity.

SAMPLE BROCHURE

I chose to do a six panel brochure due to the amount of information and the variety that was needed in the brochure. Therefore, I broke up the information in a similar way to mirror the website by using similar headings, similar wording, and style. I also used the club logo to portray continuity and to build the brand, but also the 4-H logo to draw in a larger crowd. I also chose to use a picture from campus that, again, connects students to the University.

I chose to have the sections show our overall goals, what we do to give back to the community through the educational committee and the programs offered, events that we host and information as to what they are, when they are, and other important information for that event, social media handles to gain a following, as well as a call to action to join the club and next steps to do that.



2020 National Collegiate 4-H Conference

This conference will bring together 4-H alumni from across the nation for a weekend of leadership, personal and professional development. The event will feature inspirational speakers, networking with professionals in various fields, workshops, entertainment by current 4-Hers, service learning, a tour of the The Ohio State University, and much more.



Mark your calendars for Fall 2020! See you in Columbus, Ohio.

Join Us!

Our meetings are held the first and third Thursday of every month in the Agricultural Administration building, room 108, from 7:00-8:00pm.

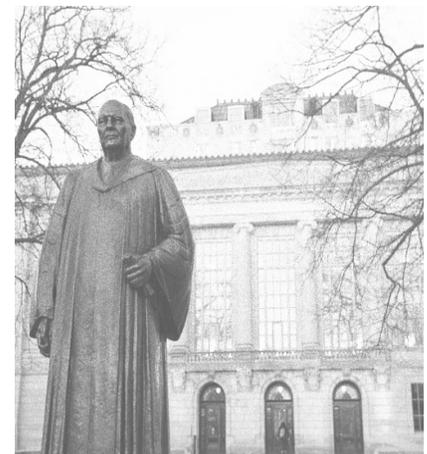


If you have questions, please feel free to contact our 2018-19 President, Missy Kelleher (kelleher.77@osu.edu) or our advisor, Sally McClaskey (mcclaskey.12@osu.edu).

Follow Us

 Collegiate 4-H at The Ohio State University

 @collegiate_4h_osu



SAMPLE BROCHURE CONTINUED

I used colors that are similar to The Ohio State University to again emphasize that this chapter is hosted through the university; scarlet and grey. I also used colors that reflect the traditional 4-H colors; green and white. This allows for the club to play off of both groups in hope to increase participation.

I also chose images that reflected the group and the activities that we participate in. This gives a visual representation that adds to the informational text.

I tried to format information in a variety of ways to give the brochure more depth (bullet points, paragraphs, bolding, italics, etc.).



Goals

The club's goal is to support Ohio 4-H programming and professionals, as well as engage in community service projects.

Members educate youth who are currently in the 4-H program about various topics that come at the request of state professionals and extension educators.

They also host events including Carving New Ideas Teen Workshop and Plowboy Prom.



Visit our Website

osucollegiate4h.com



Education

Each year Collegiate 4-H works with counties across Ohio to provide educational programs.

Examples of programs and events we can coordinate and assist with include:

- 4-H Officer Trainings (President, Vice-President, Secretary, Treasurer, etc.)
- Camp Counselor Training
- Completing County and State Award Forms
- How to Write Thank You Letters
- Judging
- Showmanship and Non-Livestock Clinics
- Interviewing for Camp Counselors and Junior Fair Board
- Learn more about OSU and the college experience

***We are open to tailoring educational opportunities that fit the needs of your county. We kindly ask for a gas card at \$0.50 per mile and a donation to the club. Suggested donations are \$30 for Heart of Ohio counties; \$60 for Top of Ohio, Miami Valley, Ohio Valley, Buckeye Hills and Crossroads Regions; \$85 for counties in the Western Reserve, Erie Basin, Maumee Valley.*

Plowboy Prom

This is an annual event hosted by Collegiate 4-H at The Ohio State University after Ohio 4-H Conference at the Ohio Farm Bureau 4-H Center located at 2201 Fred Taylor Drive, Columbus, OH 43210. It is an evening for all ages full of dancing, refreshments, games, prizes, and much more.



Carving New Ideas Teen Workshop

Carving New Ideas (CNI) is a camping opportunity concentrating on the principles of critical thinking and program facilitation. CNI is open to all 4-H members currently in eighth to twelfth grades. Campers develop leadership and citizenship skills while making new friends from across Ohio!

- **Location:** 4-H Camp Ohio, 11461 Camp Ohio Rd., St. Louisville, OH 43071
- **Camp Date:** Mid November
- **Camp fee:** \$65.00 (includes t-shirt)

WEBSITE

OSUCOLLEGIATE4H.COM



COLLEGIATE 4-H AT THE OHIO STATE UNIVERSITY

HEAD ✿ HEART ✿ HANDS ✿ HEALTH

HOME

CALENDAR

PROJECTS

EDUCATION

OFFICERS

CONTACT

WELCOME

The club's goal is to support Ohio 4-H programming and agents as well as conduct community service.

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