









Beyond Ready

2026 Toolkit & Brand Guide


18 USC 707

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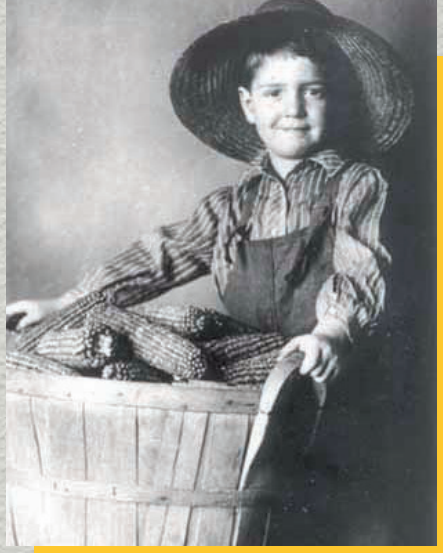
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120 YEARS AGO, WE WERE READY.

Ready to get our hands dirty,
Ready to learn by doing,
Ready to push the power of youth forward.
And as our inspiration grew, so did we. W
hen we expanded into every corner of the nation,
We were ready.
Ready to ask questions about the world,
To show up for our community,
To become the leaders we were always meant to be.
And when we evolved into the unstoppable force we are today,
We were ready.
Ready to open our arms to every opportunity,
Every path,
And every child–
Generation after generation.
Millions of us have been inspired by 4-H,
But we're far from finished.
It's time to inspire millions more.
We were ready then. We're beyond ready now.
After all, it's always been in our DNA.
Beyond ready for school.
Beyond ready for work.
Beyond ready for life–
And everything that comes with it.



Beyond Ready

Initiative Overview

Building a ready generation in a world of change.

The fact is young people need us now. Today's youth are the largest generation at risk, lacking foundational life skills and key abilities for the workplace.

We need to prepare young people with the skills to be ready for work and life—to be Beyond Ready. 4-H's programming and Beyond Ready initiative teaches youth skills the classroom doesn't always guarantee—resilience, adaptability and lifelong personal growth. The only organization with a scientifically proven approach to preparing youth, 4-H's collaborative network delivers best-in-class impact. The Beyond Ready initiative will extend this impact from 6M youth reached annually to 10M by 2030.



Beyond Ready

Brand & Message Architecture

The Beyond Ready brand and message architecture was created to engage and inspire youth, educators, volunteers and 4-H professionals. Instilling confidence and resiliency, the Beyond Ready initiative is dedicated to empowering youth in body and mind with programming and opportunities that shape youth into their full, authentic selves.

BEYOND READY RESOURCES

- Case for Support PowerPoint
- Print, Social, signage creative
- Sizzle video
- Live radio reads
- Virtual Backgrounds
- Beyond Ready One-pagers, and much more!



DOWNLOAD

Message Architecture

CREATIVE PLATFORM

Green = External Facing

INSPIRE

Beyond Ready

BRAND VALUES

EXPLAIN

ENGAGED	HEALTHY	PRODUCTIVE

MESSAGING PILLARS

EXPLAIN/DETAIL			
	We embrace unique people, careers and perspectives. Every child is valuable and deserves the support and freedom to choose their own path. We believe in the potential of all youth and strive to let their talents flourish.	4-H has proven to instill confidence and resiliency. Dedicated to empowering youth in both body and mind, we rely on scientifically backed studies and programming that drive youth forward so they can be prepared for anything.	We equip youth with skills for the future while meeting them where they are today. Through 4-H, we offer opportunities and experiences that shape youth into their full, authentic selves, enabling them to shine both now and in the future.

Umbrella Message Architecture

INSPIRE — Green = External Facing

Beyond Ready

EXPLAIN

Building a ready generation in a world of change.

CONNECT

#4HBeyondReady

Donation Call To Action Hierarchy

HEADLINE — Green = External Facing

Beyond Ready

ACTION

Option 1.
Donate Today

Option 2.
Donate Now

EXPLAIN

Option 1.
So more kids can lead the way.

Option 2.
So more kids can take on the world.

Option 3.
So more kids are ready for tomorrow.

SIGN OFF

Option 1.
More Youth.
More Community.
More Ready.

Option 2.
Ready Then.
Ready Now.
Ready for Anything.

Logo Guidelines

Logo Variations

Stacked

Primary

Horizontal

Radiating Clover

Green

Sunflower

Partnership Lockup

Partnership Lockup

Color Palette & Legibility Pairings

Primary Brand Colors

4-H Green
PMS 347
#339966
R:51 G:153 B:102
C:100 M:0 Y:90 K:0

Black
Pantone Pro Black
#000000
R:0 G:0 B:0
C:0 M:0 Y:0 K:100

White
#ffffff
R:255 G:255 B:255
C:0 M:0 Y:0 K:0

Sunflower
PMS 123
#FDC82F
R:253 G:200 B:47
C:0 M:21 Y:88 K:0

Tomato
PMS 1785
#F54359
R:245 G:67 B:89
C:0 M:79 Y:50 K:0

Kale
PMS 3308
#004438
R:0 G:68 B:56
C:100 M:20 Y:59 K:74

Mint
PMS 570
#82C4B7
R:130 G:196 B:183
C:56 M:0 Y:35 K:0

Sky
PMS 566
#C9E3DC
R:201 G:277 B:220
C:17 M:21 Y:8 K:0

Stone
Pantone Warm Gray 1
#E0DED8
R:224 G:222 B:216
C:2 M:3 Y:4 K:5

Cherry Blossom
PMS 488
#EBBDA9
R:0 G:68 B:169
C:0 M:28 Y:24 K:0

Color Pairings

Suggested color parings recommended for Beyond Ready branded designs, that ensure legibility of the content.



Typography

Primary Typeface — Gilroy

Recommended Tracking
Header: -25
Subheader: -15
Body Copy: -10

Gilroy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Heavy	**SemiBold**	UltraLight
Black	Medium	Thin
Extra Bold	Regular	
Bold	Light	

Secondary Typeface — Akzidenz-Grotesk Pro

Akzidenz-Grotesk Pro is used for big numbers and sticker treatments.

Recommended Tracking

Headers: -10 kerning

Sticker Treatment Example:



Akzidenz-Grotesk Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold Extended

Beyond Ready

Tentpole Moments Overview

The Tentpole Moments are designed to provide key points in time for 4-H to elevate its collective voice to share our Beyond Ready story and rally our supporters and stakeholders. These Tentpole Moments will be the same for the next several years and we'll build on the success each year.





Signing Season
Late March-June

A time to celebrate 4-H graduates, Signing Season is dedicated to recognizing a 4-H'ers chosen path forward. Work, Military service, college or apprenticeship, it's time to watch 4-H'ers take the knowledge and skills they've gained, step out into the world and succeed.

Learn more:
4-H.org/SigningSeason

Fair
June-September

Experience 4-H'ers in action at the ultimate job fair. Developing life skills like communication, financial management and a strong work ethic, 4-H'ers across the nation are learning, discovering and building resiliency at Fair.

Learn more:
4-H.org/Fair



National 4-H Week

October 4-10, 2026

A week that will rally, inspire and connect 6 million 4-H'ers, 3,500 educators, 500,000 volunteers and 35 million alumni. Events in every county and state celebrating and amplifying the 4-H mission: preparing youth to be Beyond Ready for life and career.

Learn more:
4-H.org/4-HWeek

How to Engage

Join National 4-H Council in celebrating the Beyond Ready Tentpole Moments by engaging in storytelling and the How It Started; How It's Going. theme across social media channels.

Social Media Guidance

Share your story on social media, then make sure you tag National 4-H Council and use the hashtags below.

TAGS/MENTIONS:

- **Facebook: @4-H**
- **Instagram: @national4H**
- **LinkedIn: National 4-H Council**
- **X (formerly Twitter): @4H**

HASHTAGS:

- **#4HBeyondReady**
- **#National4HWeek**

Tentpole Moments Resources

Tentpole Moments:
4-H.org/Tentpoles

Beyond Ready Initiative:
4-H.org/BRresources

Learn more on Page 24





Signing Season

Late March - June

In 2025, over 80 local Signing Season events were held across the country, highlighting how 4-H'ers are ready for what's next.

Purdue Signing Event Recap

Indiana 4-H'ers celebrated being Beyond Ready for the next chapter at Purdue University in 2025. A strong example of a Signing Season Event coming to life!











Plan Your Local Signing Season Event!



Beginning in early March, you can register and plan your own local 2026 4-H Signing Day event and share it on the national map below. The first 100 events registered will be eligible to receive a one-time use $100 Shop 4-H promo code, valid exclusively on the **Beyond Ready Event Collection**, for supplies to help bring your event to life and recognize your youth.

Register your event at:
4-H.org/SigningSeason



Class of 2026

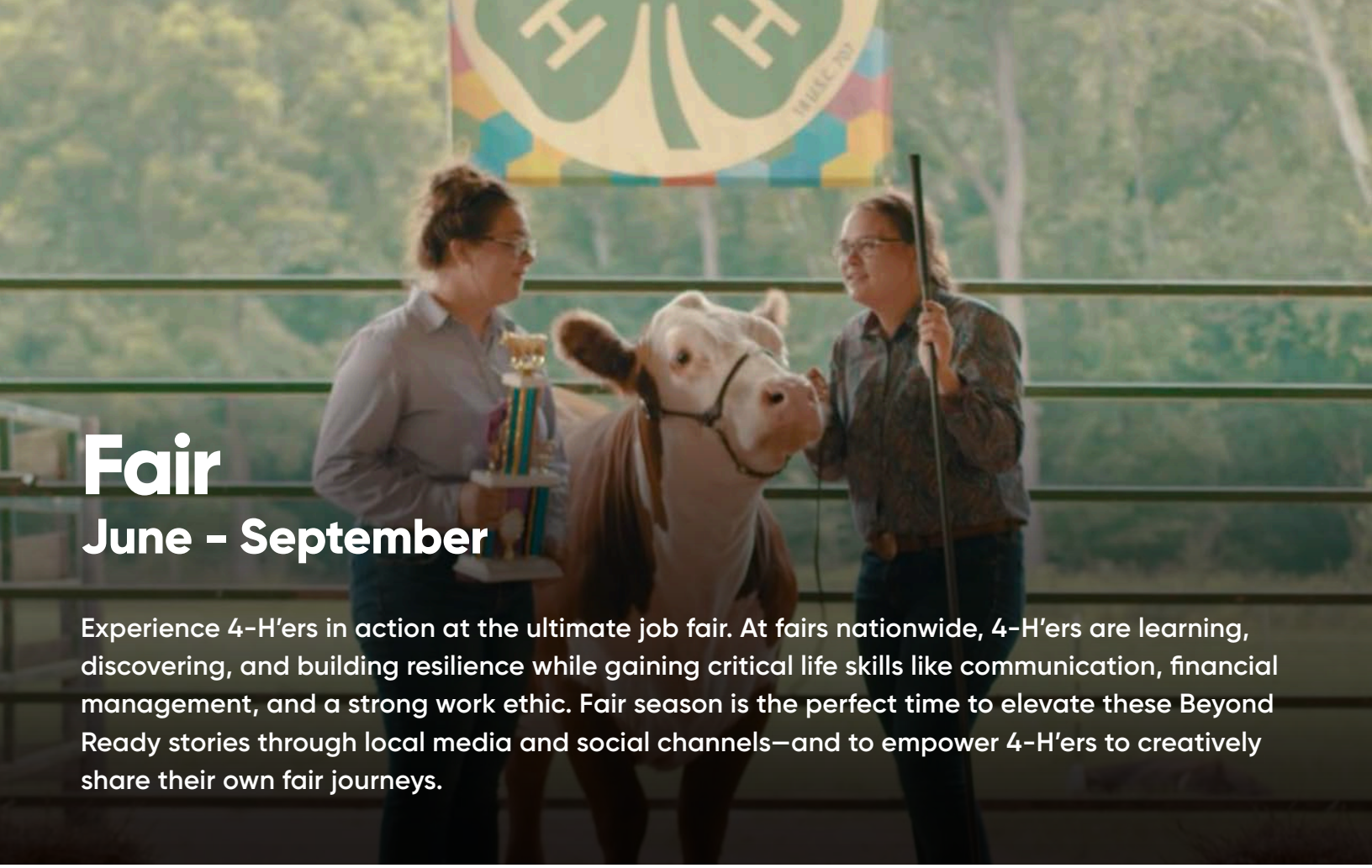
In late April, celebrate 4-H'ers as they graduate from your program, take the next step and choose a path forward—work, apprentice program, military or higher education.

Resources on 4-H.org/Tentpoles

- Local Event Checklist
- Social Media Copy

Learn more:
4-H.org/SigningSeason

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Fair

June - September

Experience 4-H'ers in action at the ultimate job fair. At fairs nationwide, 4-H'ers are learning, discovering, and building resilience while gaining critical life skills like communication, financial management, and a strong work ethic. Fair season is the perfect time to elevate these Beyond Ready stories through local media and social channels—and to empower 4-H'ers to creatively share their own fair journeys.

Fair Video Storytelling

Share these Fair videos on your own social media channels or use them as inspiration to create your own.



2025 Fair Season Recap



Iowa State Fair



Ready for Fair Series

Share your Fair Ready Stories!

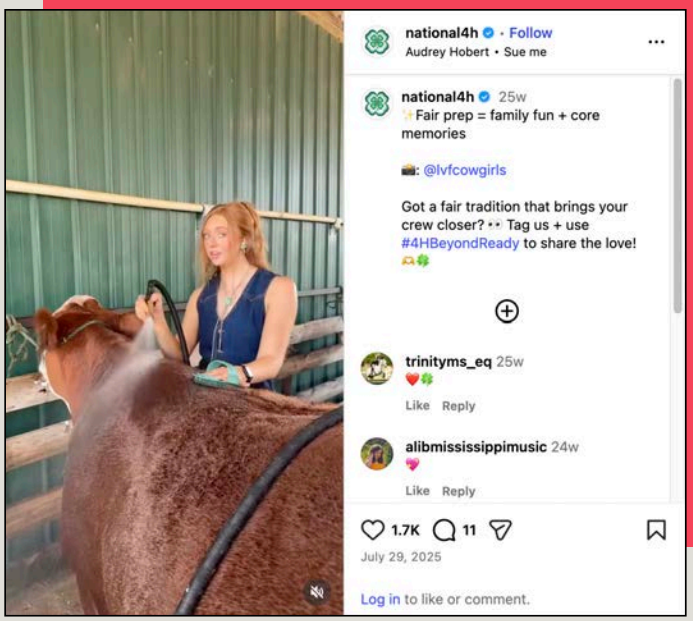
Create and post your Fair Ready stories on social media using **#4HBeyondReady** and don't forget to tag Nation 4-H Council. Encourage your 4-H'ers to get creative and post their own Fair stories too!

TAGS/MENTIONS:

- **Facebook: @4-H**
- **Instagram: @national4H**
- **LinkedIn: National 4-H Council**
- **X (formerly Twitter): @4H**

HASHTAGS:

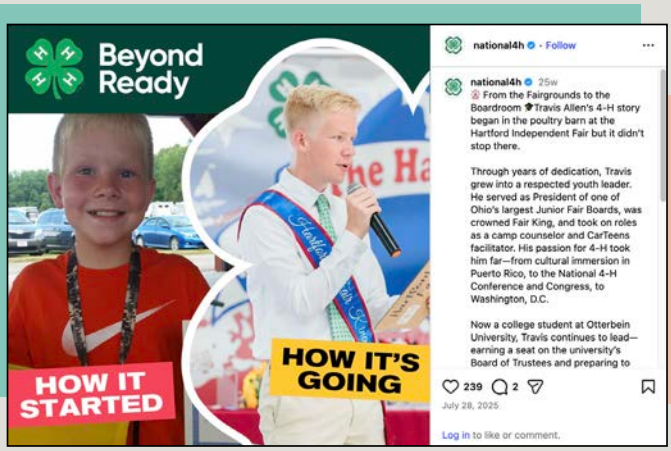
- **#4HBeyondReady**







How It Started; How It's Going.





Resources on 4-H.org/Tentpoles

- **Letter to the Editor Templates**
- **Social Media Copy**

Learn more: 4-H.org/Fair

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National 4-H Week

October 4-10, 2026

A week that will rally, inspire and connect 6 million 4-H'ers, 3,500 educators, 500,000 volunteers and 35 million alumni. Events in every county and state celebrating and amplifying the 4-H mission: preparing youth to be Beyond Ready for life and career.

go green
NATIONAL 4-H WEEK
BEYOND READY

DAY 1: GO GREEN

MONDAY, OCTOBER 5

On Monday of National 4-H Week, Go GREEN and show your 4-H State spirit! A simple, cohesive way for youth, professionals, volunteers, alumni & supporters across the country to celebrate their 4-H programs being **Beyond Ready.** Wear a green hat, clothing, face paint—anything green goes. Let's paint the nation **GREEN** on **Monday, October 5th!**

Share your 'Go Green' moment on social and tag National 4-H, your State 4-H program, and use: #4HBeyondReady #National4HWeek



DAY 2: THANKFUL THURSDAY
THURSDAY, OCTOBER 8

On Thursday of National 4-H Week, help us shine a light on all the mentors, educators, and volunteers who are making positive impact on you people's lives in 4-H. Share who you're thankful for and celebrate how they are making a difference on **Thursday, October 8!**

Share your 'Thankful' story on social, tag others in your 4-H community, tag National 4-H and use:
#4HBeyondReady #National4HWeek

RAISE YOUR HAND FOR 4-H!
TUESDAY, OCTOBER 6 – FRIDAY, OCTOBER 9

Alumni across the country are raising their hands to show how 4-H shaped their lives. Self-identify as a 4-H alum, share your location and your story, and help us turn the country green by filling in our national map. Check back the following week to see which state has the most alumni raising their hands for 4-H!



Resources on 4-H.org/Tentpoles

- Go Green Logo + Assets
- News Release Template
- Letter to the Editor Templates
- Proclamation Template

Learn more:
4-H.org/4-HWeek

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Alumni Engagement

Once a 4-H'er, always a 4-H'er. 💚

No matter where life has taken you, your 4-H story is still part of something bigger. Join the National 4-H Alumni Network to reconnect with fellow alumni, celebrate the lifelong skills you gained, and help inspire the next generation of leaders.

🌱 Stay connected
🌟 Share your story
🤝 Give back to the program that shaped you



Beyond Ready Alumni Video Stories

Alumni share stories of how their 4-H experiences made them Beyond Ready for life and career.

WATCH

BE PART OF THE MOVEMENT!

National 4-H Alumni Network

JOIN

4-H Alumni LinkedIn Group

JOIN

4-H Alumni Facebook Group

JOIN

How It Started; How It's Going.

The How It Started; How It's Going. trend is a fun way to highlight your 4-H stories—but any format works! Whether it's a throwback, a recent win, or a full circle moment, we want to see it. Use #4HBeyondReady when you post—and check out our storytelling guide for questions to help you get started. Check out additional alumni storytelling guidance for How It Started; How It's Going.

Share Your Story!
4-H.org/ShareYourStory



Download the How It Started; How It's Going. social media templates and spotlight the stories of current 4-H'ers and alumni in your state, showcasing how 4-H has prepared them to be Beyond Ready in their lives and careers.

Templates available on
4-H.org/Tentpoles

Resources

The Collective

Hosted by National 4-H Council, The Collective is a network of 4-H professionals passionate about marketing and communications. The quarterly virtual meetings cover campaign updates, social media, storytelling, and emerging trends—plus easy, practical ways to activate them at the state and local levels.

To join, please fill out the form HERE. JOIN

The 4-H Design Community

Built on the Canva platform, the 4-H Design Community is a go-to hub for creating and customizing on-brand 4-H marketing materials. This free resource gives 4-H professionals access to thousands of customizable, 4-H-branded templates – making it easier to create polished materials for local outreach.

To find out more, email the National 4-H Council Extension Relations Team at ExtensionRelations@4-H.org

4-H Professionals - Marketing Resources

4-H.org/resources/professionals/marketing-resources

Marketing Email Sign Up

4-H.org/about/newsletters

Questions

Contact the National 4-H Council Extension Relations Team at ExtensionRelations@4-H.org

SHOP

Shop the Beyond Ready Collection!

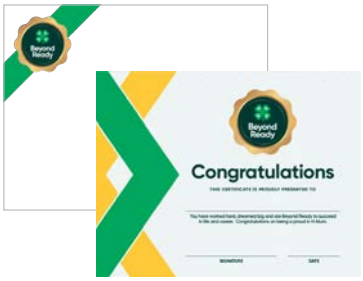






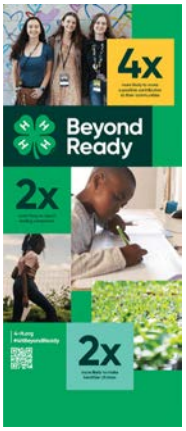
















SHOP NOW!



NATIONAL 4-H
COUNCIL

National 4-H Council is the private sector, non-profit partner of the Cooperative Extension System and the National Institute of Food and Agriculture within the United States Department of Agriculture.

Learn more at 4-H.org