

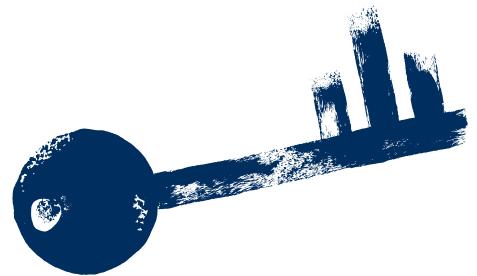
2015 Key Club brand guide

Brand yourself  
& your club.

UPDATED

JUNE 2015

KEY CLUB®



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## A brand is just like you—a living, breathing thing that's constantly changing.

It adapts to new technology, trends and inspirations—and emerges as an even better version of itself. As our brand continues to evolve, we'll be uploading new graphics and tools for you to use.

### Be a Key Club brand advocate

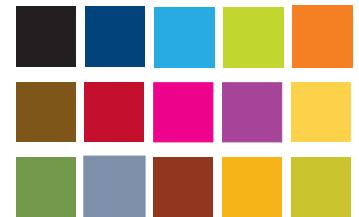
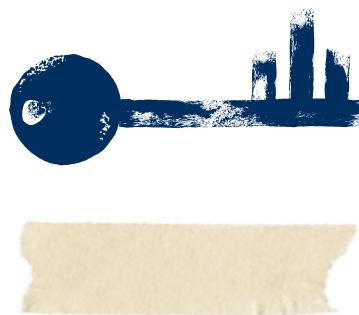
You'll find important guidelines, established with the help of experts and designers, for using specific fonts, colors and other visual elements. These guidelines help unify Key Club International under one look, keeping it recognizable around the world—including yours. And that helps make your club recognizable. All of your club members, including fellow officers, should be familiar with these standards. So share the information and provide guidance where you can!



[keyclub.org/brandguide](http://keyclub.org/brandguide)

# Brand

## What makes Key Club look like Key Club?

		<p>Fonts Fonts <i>Fonts</i></p>	
Wordmark	Seal	Typefonts	Colors
		<p>Key Club International is the oldest and largest service program for high school students. Its members generally are referred to as Key Club members, though Key Clubber is acceptable. Generally, use Key Club International on first reference and Key Club on subsequent references.</p>	
Key and other graphics	Borders and Rules	Copy style	Photography

# Logo

**Here's our wordmark. With simple guidelines to make it work for Key Club—and your club.**

The Key Club wordmark is our primary logo. When people see the wordmark used consistently and correctly over time, they'll start to recognize it. Include the wordmark on all your Key Club stuff—so they'll associate your club with the name they know.

KEY CLUB®

Black wordmark on white background

Downloadable as eps, jpg or png

KEY CLUB®

White reverse wordmark on black background

Downloadable as eps, jpg or png

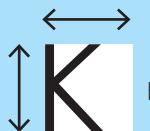


Preferred color options for Key Club wordmark—black, blue or white

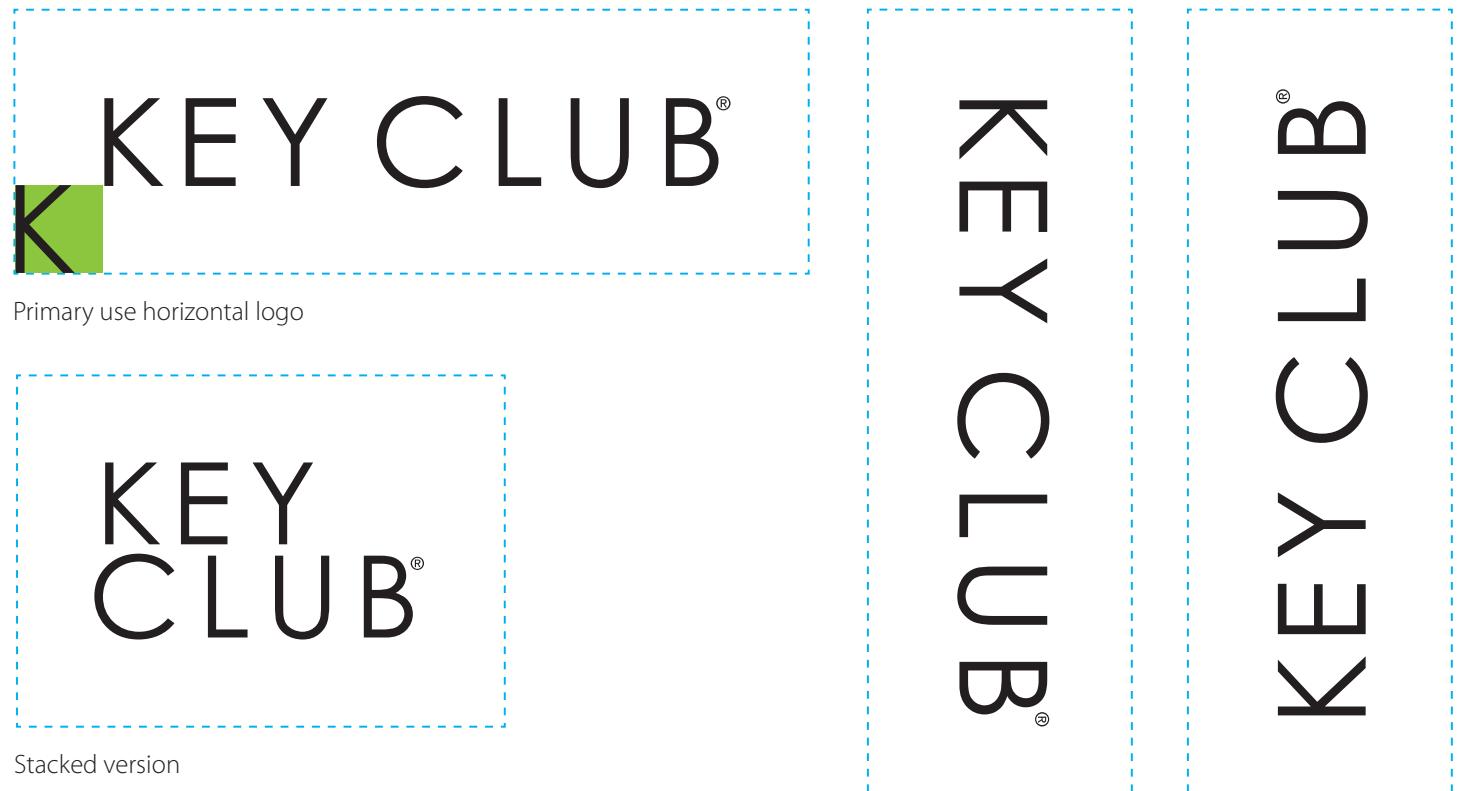
# Logo

**Don't crowd our wordmark. Give it lots of space.**

Call it K space: Take the height of the letter K—in whatever size you're using the wordmark—and allow a "K space" all around the logo.



Height of the letter K



Stacked version

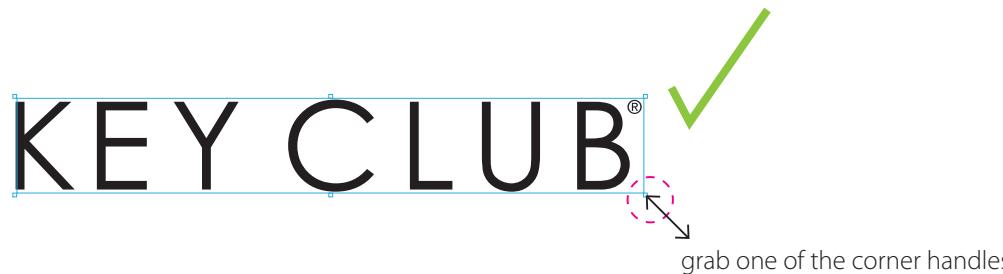
Vertical options



Minimum wordmark print size = 1.25 inches wide  
Minimum wordmark web size = 90 pixels wide

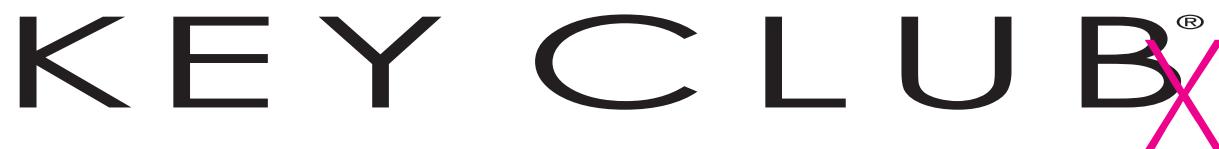
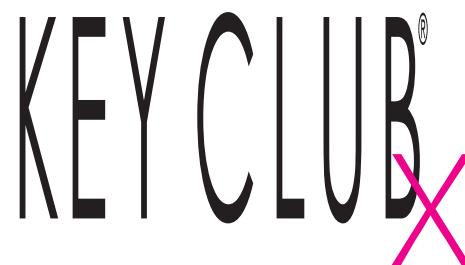
# Logo

**Don't squish, stretch or shrink the wordmark.**



Here's how to change the size while maintaining the logo's proportions:

1. Select the object.
2. Hold down SHIFT.
3. Move the mouse pointer over one of the corner handles and then click and drag the mouse.
4. Release the mouse button before you release SHIFT.

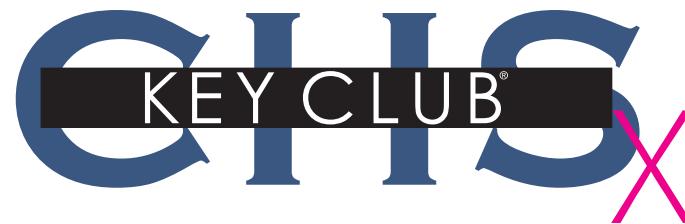


scaled smaller than minimum size

# Logo

**Please don't make up new logos by combining logos or graphics. Our logo will thank you!**

The logo is the logo. That's how we make it instantly recognizable to people. When you mess with it, it loses power. Keep it clean.



# Logo

**Our tradition is real—show it with the seal.**

The Key Club seal is our traditional logo. You'll see it on official materials—pins, banners, the gong and gavel, certificates and awards. Use it on all of your official stuff, including T-shirts.



Preferred color options for Key Club wordmark—black, blue, blue/gold or white

# Logo

**Don't crowd our seal. Give it lots of space too.**

A simple rule of thumb: Take the width of the outer circle and allow that amount of space all around the logo.



Minimum seal print size = .75 inches wide  
Minimum seal web size = 54 pixels wide

# Logo

**Get with the Programs. Use the  
Kiwanis Service Leadership Programs logo.**



**Kiwanis®**  
Service Leadership Programs

Blue logo on white background  
Downloadable as eps, jpg or png



**Kiwanis®**  
Service Leadership Programs

Black logo on white background  
Downloadable as eps, jpg or png



**Kiwanis®**  
Service Leadership Programs

White reverse logo on black background  
Downloadable as eps, jpg or png



Preferred color options for Kiwanis Service Leadership Programs logo—black, blue or white

# Co-branding

## Promote our partnership with UNICEF

Each year, Key Clubbers help a good cause with Trick-or-Treat for UNICEF. It's fun, but it's also important—for children and for Key Club's partnership. Through 2020, all Kiwanis-family raised funds through Trick-or-Treat for UNICEF will support The Eliminate Project, which seeks to eliminate maternal and neonatal tetanus.



supported by KEY CLUB®



Preferred colors—90% black and 158 Orange



Preferred colors—black, 295 Blue and Cyan



supported by KEY CLUB®

# Fonts

## Key Club font families

UPDATED

Make sure you're familiar with Myriad Pro, Garamond Premier Pro and Abril Display Italic. If you don't have these fonts on your computer, look for downloads online. You can also buy fonts at:

[www.myfonts.com](http://www.myfonts.com)  
[www.adobe.com/type](http://www.adobe.com/type)  
[www.fonts.com](http://www.fonts.com)  
[www.fontshop.com](http://www.fontshop.com)  
[www.linotype.com](http://www.linotype.com)  
[www.veer.com](http://www.veer.com)

For more about serif and sans serif fonts, see page 12.

Myriad Pro Primary sans serif font	Century Gothic Alternate sans serif font	Verdana Alternate sans serif font
Garamond Premier Pro Primary serif font	Goudy Oldstyle Alternate serif font	<b>NEW</b> <i>Abril Display Italic</i> Optional display font

In publications and presentations, an optional display font can be used for text such as pull quotes and title slides. Remember, display fonts work best when they're not overused. (Rule of thumb: no more than about 10% of the entire copy.) An optional display font, Abril Display Italic, is shown in the Key Club Brand Guide. However, using a display font that's not in the brand guide will not result in point deduction for anyone applying for a distinguished officer award.

# Fonts

## The pros in action—Myriad and Garamond

There are several types of fonts in the Myriad and Garamond family. The Key Club International Office uses Myriad Pro and Garamond Premier Pro. You can go pro too!

K

**Serif font**

Serifs are the small lines tailing from the edges of letters.

K

**Sans serif font**

Without serifs.

# Headline sample.

48 pt. Myriad Pro

## Bold head goes here.

14 pt. Myriad Pro Bold

(body copy) Key Club International is the oldest and largest service program for high school students. Its members generally are referred to as Key Club members, though Key Clubber is acceptable. Generally, use Key Club International on first reference and Key Club on subsequent references.

12 pt. Garamond Premier Pro

(body copy) Key Club International is the oldest and largest service program for high school students. Its members generally are referred to as Key Club members, though Key Clubber is acceptable. Generally, use Key Club International on first reference and Key Club on subsequent references.

12 pt. Myriad Pro

# Colors

**PMS, CMYK, RGB, HEX—crazy color codes  
and when to choose them**

**PANTONE  
295 Blue**  
(Key Club blue)

**PMS**  
295  
**CMYK**  
100 / 70 / 0 / 40  
**RGB**  
0 / 47 / 95  
**HEX**  
003366

**PMS**

**CMYK**

**RGB**

**HEX**

**Pantone Color Matching System**

For screen printing (banners, merchandise, T-shirts) and other professional printing (letterhead, business cards)

**Cyan, Magenta, Yellow, Black (K)**

For professional and desktop printing (brochures, posters, newsletters)

**Red, Green, Blue**

For online use (web, video, television, multimedia, electronic slide presentations)

**Hexidecimal**

For specifying color in code  
<body bgcolor="#E6E6FA">

# Colors

## Make it pop with color

Color is a key component of any successful brand. It can be difficult to match across varying media, but this chart will help you get pretty close. Choose from our palette—and pick the color code that works for your piece. And on page 15, our quick note about the color codes will help guide you through all those letters and numbers.



PANTONE  
Black



PANTONE  
295 Blue



PANTONE  
Cyan



PANTONE  
382 Green



PANTONE  
158 Orange

CMYK
0 / 0 / 0 / 100

RGB
35 / 31 / 32

HEX
231f20

CMYK
100 / 70 / 0 / 40

RGB
0 / 47 / 95

HEX
003366

CMYK
100 / 0 / 0 / 0

RGB
0 / 174 / 239

HEX
00aeef

CMYK
29 / 0 / 100 / 0

RGB
193 / 216 / 47

HEX
c1d82f

CMYK
0 / 61 / 97 / 0

RGB
245 / 128 / 37

HEX
f58025



PANTONE  
463 Brown



PANTONE  
187 Red



PANTONE  
Magenta



PANTONE  
Purple



PANTONE  
122 Yellow

CMYK
30 / 56 / 100 / 37

RGB
128 / 86 / 27

HEX
80561b

CMYK
0 / 100 / 79 / 20

RGB
196 / 18 / 48

HEX
c41230

CMYK
0 / 100 / 0 / 0

RGB
236 / 0 / 140

HEX
ec008c

CMYK
38 / 88 / 0 / 0

RGB
165 / 67 / 158

HEX
bc34ba

CMYK
0 / 17 / 80 / 0

RGB
255 / 210 / 79

HEX
fed450

# Colors

**Want a few more options? Try these!**



These supplemental colors go well with the main palette on page 14—a nice-looking addition when you need a cool extra splash of color.

CMYK	CMYK	CMYK	CMYK	CMYK
60 / 23 / 91 / 5	56 / 38 / 22 / 0	28 / 86 / 100 / 27	2 / 31 / 100 / 0	24 / 13 / 98 / 0
RGB	RGB	RGB	RGB	RGB
115 / 152 / 73	126 / 144 / 170	145 / 56 / 31	247 / 180 / 26	203 / 196 / 46
HEX	HEX	HEX	HEX	HEX
729849	7d90aa	91381e	f6b419	cbc42d



## ALERTS

The above colors are suggestions only. Additionally, when you convert a PMS color to CMYK, RGB or HEX, the conversion formulas (i.e., the numbers under each formula) can be different between software programs so though the color may look the same the value listed under each formula may be different.

# Graphic elements

## It's OK to scribble

Be creative! Use with the scribble pencil to make headers for your newsletters, add it to a T-shirt design or include it on a recruitment poster.

Congrats! After all the years of lectures about good handwriting and proper penmanship, you've found a place where a little scribbling is a plus. Key Club's "scribble" graphic is a cool option for your materials. It's designed to reflect your club's spirit: fun, informal and hands-on.



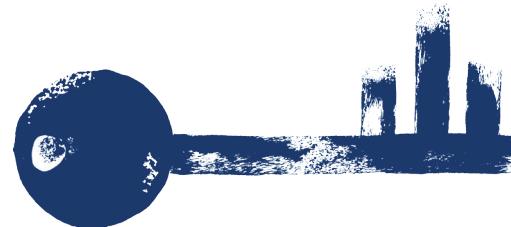
And if you want a little variation, don't forget your other options: the "solid" pencil and the "multicolor" pencil.



# Graphic elements

## Eye candy

Illustrations and graphics will make your Key Club projects even more colorful and engaging. Here are some fun elements you can use in your materials.



UPDATED

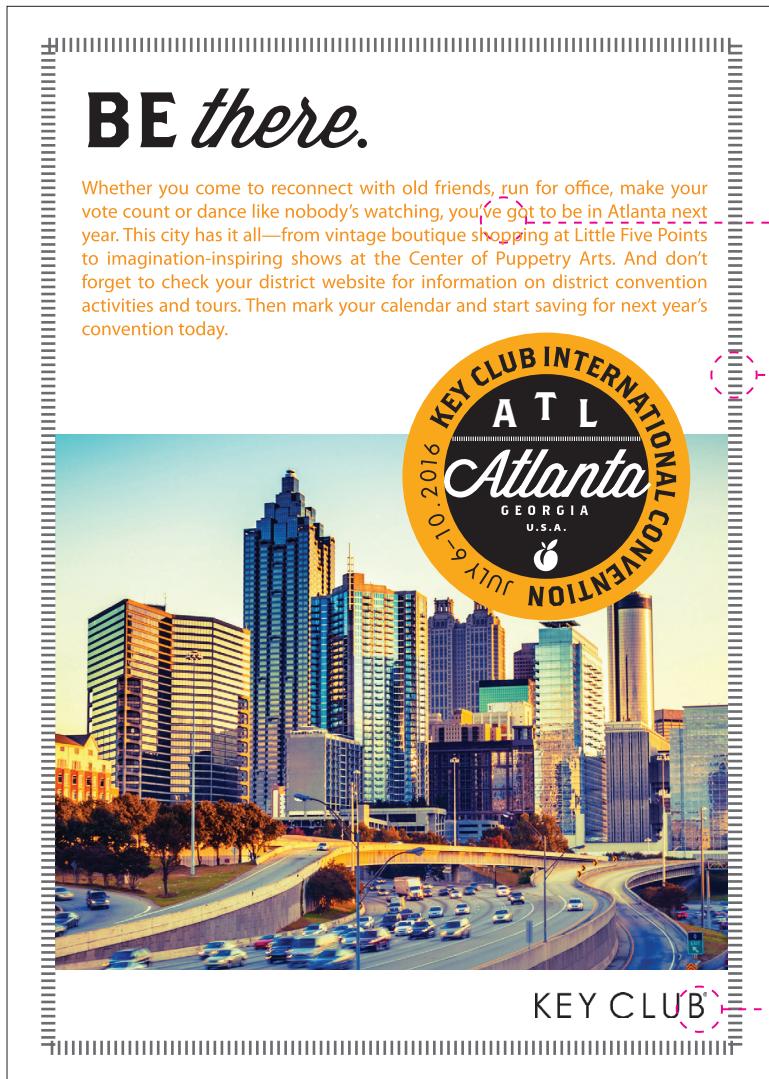


BOOKMARK IT



# Design examples

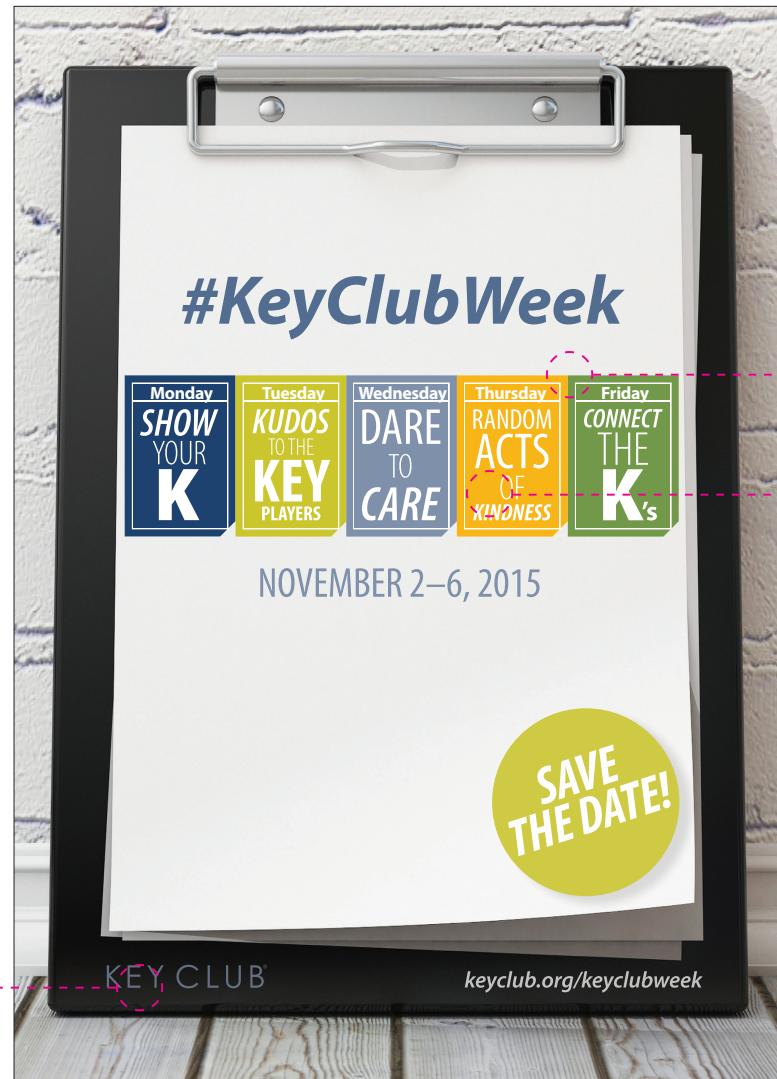
## Ideas in action



Myriad Pro  
type font

borders

Key Club  
wordmark

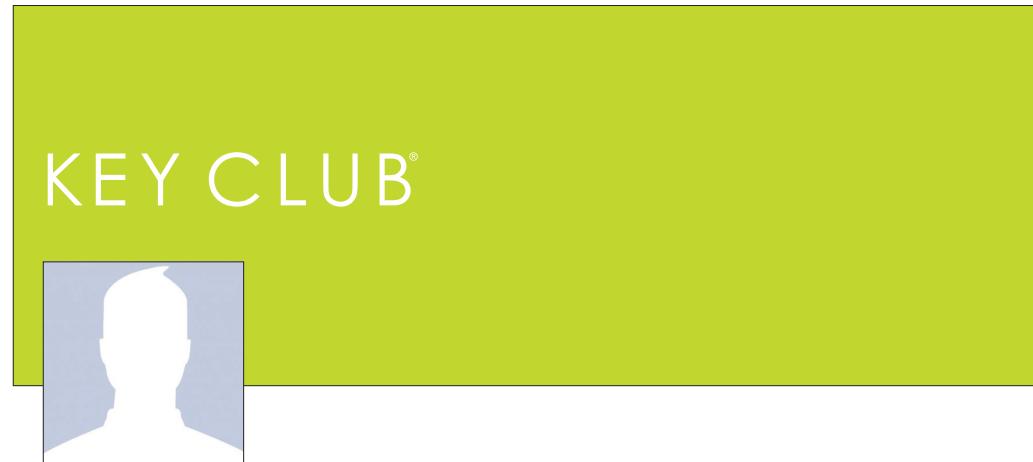


new colors

Myriad Pro  
family  
type fonts

# Design examples

## Facebook cover photos



# Photography

## Picture perfect

Shoot high-resolution photos. "Resolution" is an indication of the quality of your photos. The higher the resolution, the sharper and more detailed your photo. Check out page 20 for some guidelines for getting the best results when using "hi-res" photography.

- 1. Plan ahead.** Don't wait for the right image to come to you—create it. Consider your location, props and composition.
- 2. Keep the background simple.** Make sure the background doesn't distract from the subject, and that nothing behind the subject affects the image.
- 3. Think about your lighting.** Make sure your subject stands in the best light—it might be bright out, but the sun can cast shadows on a face.
- 4. Capture faces.** Expressions, reactions, moments, emotions and action make great photos. The best way to get them: concentrate on people's faces when taking photos. Avoid shooting mugshots.

# Photography

## Resolution guidelines

Every digital image is made up of pixels, or tiny, light-sensitive squares. The number of pixels determines the resolution. The more pixels your photo has, the sharper your photo remains as you increase its size. Most digital cameras allow you to change the resolution, so you can select the quality of your photos as you take them.

### Image resolution: //////////////////////////////////////////////////////////////////

#### Print resolution specs for a horizontal image printed at 6"x4"

Specs	Low Resolution	Medium Resolution	High Resolution
Pixels	900x600	1800x1200	3600x2400
Resolution	150 ppi	300 ppi	600 ppi
File Size	<b>1.5MB or less</b>	<b>5MB or more</b>	<b>20MB or more</b>

#### Screen resolution specs for a horizontal image displayed at 6"x4"

Specs	Low Resolution	Medium Resolution	High Resolution
Pixels	300x200	900x600	1800x1200
Resolution	50 ppi	150 ppi	300 ppi
File Size	<b>175k or less</b>	<b>1.5MB or less</b>	<b>5MB or more</b>

# Photography

## Capture the moment

Think about lighting and composition



Bring the person close to the camera and let the background be far away



Plan ahead and think about using props and Key Club-branded materials



Keep background simple



# Merchandise

## Get the gear, make cool stuff

1. **Work with a licensed vendor.**
2. **See what you can do.** Before you start, see what your vendor can do—and what options you have within your budget. Vendors do charge extra for additional colors or imprint areas.
3. **Go with PMS.** Make sure you use PMS colors—not CMYK or RGB—so the colors that will be printed on your merchandise match the ones you choose from the color palette.
4. **Use vector art.** Vector art, sometimes known as EPS vector art, is scalable. The EPS files you'll find on keyclub.org can be printed at any size.
5. **Think about fit.** When you're designing, say, a T-shirt, think about where graphics will fall on the body.

# Merchandise

**It's T-shirt time**



# File extensions

## The ABCs of EPS, JPG and PNG

### EPS

Used for: High-quality print jobs, printing with a vendor, T-shirts and other merchandise.

Techie terms: High-resolution, vector-based art, scalable

### JPG

Used for: Websites, PowerPoint templates, email, social media, some print

Techie terms: Low-resolution, raster-based, not transparent (for print, use at least 300 dpi)

### PNG

Used for: Websites, video, PowerPoint templates, email, social media

Techie terms: Transparent, raster-based, low-resolution (not for print use)

Offset Print Use	EPS	JPG	PNG
Adobe InDesign	■	■	
Adobe Illustrator	■		
QuarkXPress	■	■	

Desktop/Printer Use	EPS	JPG	PNG
Microsoft Publisher	■	■	■
Microsoft Word		■	■
Microsoft PowerPoint		■	■
Microsoft Excel		■	■

Web/On-line Use	EPS	JPG	PNG
Adobe Dreamweaver		■	■
Other Program		■	■

# Copy

**Your written style is as important as the way your stuff looks. Remember these three things:**

1. **Be consistent.** It never hurts to have a guide. For writing style, Key Club follows The Associated Press (AP) Stylebook.
2. **Be concise.** The fewer words you use, the better your message sinks in. Make your writing easy to follow and fun to read. In fact, reread what you write—then revise. You might be surprised what you can do without.
3. **Go easy on the eye.** When it comes to visual appeal, the copy is important too. Don't make people feel overwhelmed by words. Got a series of items or instructions? Use a "bullet-pointed" or numbered list. Got a key point? Try subheads in bold type. Some people skim—so make it skimmable.

## "convention"

Uppercase when used with the full name of a specific Kiwanis International convention.

Never write "the international convention." Instead, say "the Key Club International convention."

## "international"

Uppercase when used in the formal name of the organization and in other formal uses; otherwise, lowercase.

Never use alone with "president" (title), "board" or "convention." Instead, use: Key Club International president or Key Club International Board.

For more, check out the Kiwanis-family style guide at [KiwanisOne.org/style-guide](http://KiwanisOne.org/style-guide).

# Helpful links

**Brand guide**

[keyclub.org/brandguide](http://keyclub.org/brandguide)

**Key Club marketing tools**

[keyclub.org/newtools](http://keyclub.org/newtools)

**Style guide for the written word**

[KiwanisOne.org/styleguide](http://KiwanisOne.org/styleguide)

