



KEY CLUB®

# A Guide for the Editors

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Presented by Andrew Shin



DCON 2011



## What's an Editor?

- What the heck am I supposed to do for the entire year?
- Well, you came to the right workshop! :D
- An editor is many things: a bulletin editor, webmaster, tech editor, publicist, etc. But here, we'll call you an editor.
- You are the creative aspect of Key Club. You effectively use the Graphic Standards to create stunning ads, flyers, websites, scrapbooks, etc. Anything is possible if you think creatively. :)





## Helpful Resources

- Any good job position needs a place to start right?
- <http://bit.ly/cnhkceditorsinfo>
  - The Editors page on the CNH CyberKey full of information about your job and what to expect.
- <http://dafont.com>
  - A site to download new and cool fonts
- <http://webs.com>
  - A free website builder





## The 3 Easy Steps + 1 Optional!

- These quick and easy steps will help you become the best editor you can be and get distinguished!

1. Articles

2. Graphic Standards

3. Visuals

- Optional! - Creating a website





## Articles

- At least 5 articles must be written throughout the term of an editor.
- The template for an article is on [cnhkeyclub.org](http://cnhkeyclub.org)
- Article topics will also be posted, but you may write an article on anything!
- Articles will be posted monthly in the CNH KEY.
- It is highly recommended to post pictures along with the articles.
- [cnharticle@gmail.com](mailto:cnharticle@gmail.com)





## GRAPHIC STANDARDS!

- Graphic standards are a set of guidelines to give Key Club a uniform and professional look.
- They are strongly recommended in every published Key Club material.
- Graphic Standards allow work to easily be identified as Key Club material.
- The Graphic Standards CD , including all imagery and templates, can be found with your Lt. Governor or your Club president.

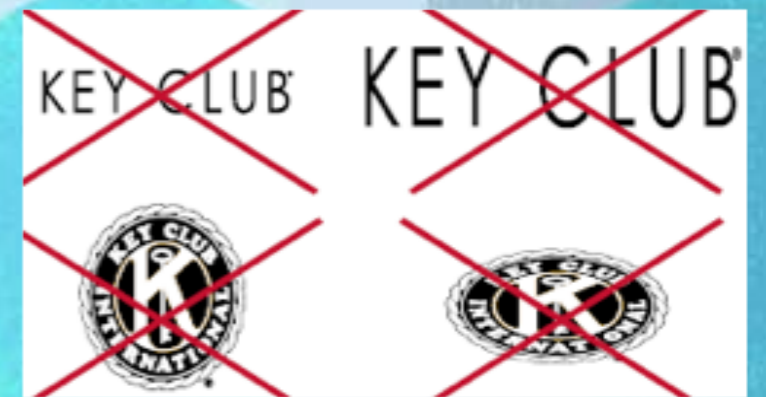




## Key Club Fonts, Logos, and Pencils

- Header - Century Gothic
- Body - Goudy Old Style
- Other - Verdana
- Accents (Used anywhere for creative effect) - Anything!
- Key Club logos must always be on a neutral background and must be proportional. For example, this is a no no:
- Half inch isolation around all sides of logo.
- Pencil must go horizontally and touch from left to right.

Download accents at [dafont.com](http://dafont.com)





## All about the Colors!

- These are the official Key Club colors! Use these!

<b>PMS 362</b>	<b>PMS 382</b>	<b>PMS 187</b>	<b>PMS 158</b>	<b>PMS 295</b>
70% Cyan 0% Magenta 100% Yellow 9% Black	29% Cyan 0% Magenta 100% Yellow 0% Black	0% Cyan 100% Magenta 79% Yellow 20% Black	0% Cyan 61% Magenta 97% Yellow 0% Black	100% Cyan 56% Magenta 0% Yellow 40% Black
63% Red 156% Green 83% Blue	190% Red 214% Green 0% Blue	167% Red 25% Green 48% Blue	227% Red 114% Green 34% Blue	0% Red 47% Green 95% Blue
HTML 3F9C35	HTML BED600	HTML A71930	HTML E37222	HTML 002F5F

<b>PMS 286</b>	<b>PMS 313</b>	<b>PMS 4505</b>	<b>Black</b>
100% Cyan 66% Magenta 0% Yellow 2% Black	100% Cyan 0% Magenta 8% Yellow 13% Black	0% Cyan 15% Magenta 78% Yellow 36% Black	
0% Red 57% Green 166% Blue	0% Red 152% Green 195% Blue	152% Red 134% Green 66% Blue	
HTML 0039A6	HTML 0098C3	HTML 988642	





## Visuals!

- Visuals are optional, but highly recommended.
- Visuals are to be sent to your respective Lt. Governor.
- Submit only photos of service, so a picture with your friends is NOT acceptable!!
  - Actions of service photos can not be staged either!
- Please name the picture as *D##\_Event Title Initials\_Photo Number*
  - For example, D99\_BC\_01 is the first photo of a Beach Cleanup from Division 99.





## Visuals Side-Note

- What exactly will the visuals be used for?
- The visuals will be used for the annual CNH Yearbook as well as the backdrop of pictures at District Convention
- What is an acceptable picture to submit to my LTG?
- If you have to question yourself about if the picture is good enough, don't send it. You may always ask me for reassurance though! :)





## Deadlines to remember.

- Articles are due the 20th of every month to [cnharticle@gmail.com](mailto:cnharticle@gmail.com)
- Visuals are due to your LTG as specified.
- Divisional newsletters are to be sent to [cnh.newsarchive@gmail.com](mailto:cnh.newsarchive@gmail.com)





## Questions?

- If you had any questions pertaining to your amazing job or this wonderful workshop in general, you may ask your LTG or your District Technology Editor, Andrew Shin! He isn't scary at all! A friendly hello will get him pumped up to answer any questions!
- Andrew Shin
- (909) 278-7279
- [cnhkc.dte1011@gmail.com](mailto:cnhkc.dte1011@gmail.com)
- AIM - neverendingashin





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GOOD LUCK!



District Convention 2011