

Key Club brand guide

Brand yourself
& your club.

UPDATED

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.



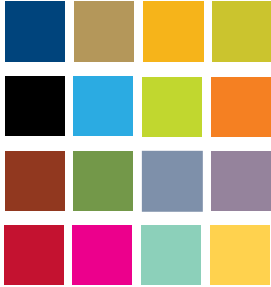



Be a Key Club brand advocate

You'll find important guidelines for using specific fonts, colors and other visual elements. Established with the help of experts and designers, these guidelines help unify Key Club International—keeping it recognizable around the world. 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

Brand

What makes Key Club look like Key Club?

 <p>Wordmark</p>	 <p>Seal</p>	<p>Fonts</p> <p>Fonts</p> <p><i>Fonts</i></p> <p>Typefonts</p>	 <p>Colors</p>
 <p>Pin and other graphics</p>	 <p>Borders and Rules</p>	<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> <p>Copy style</p>	 <p>Photography</p>

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®

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—blue, black 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.



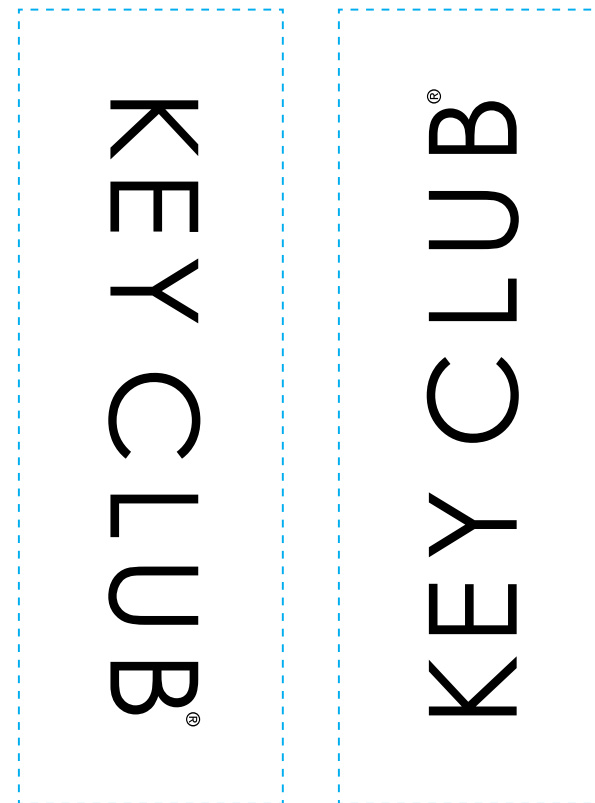
Primary use horizontal logo



Stacked version



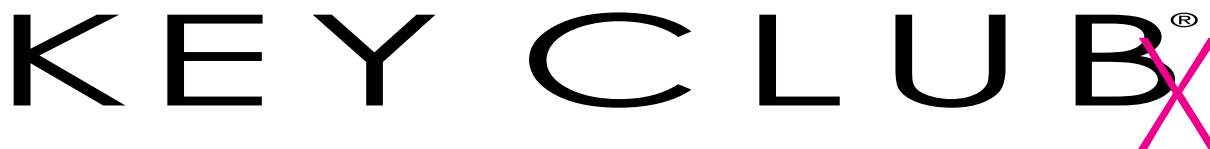
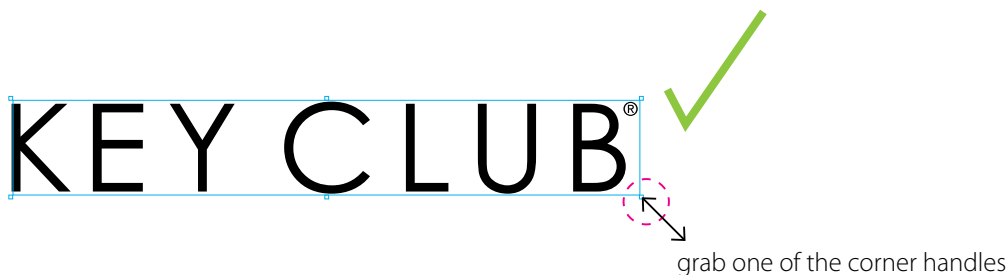
Minimum wordmark print size = 1.25 inches wide
Minimum wordmark web size = 90 pixels wide



Vertical options

Logo

Don't squish, stretch or shrink the wordmark.



scaled smaller than minimum size

When you change the logo by squishing or stretching it, you change the brand.

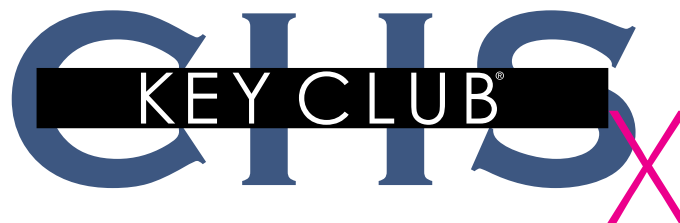
Here's how to change the size while maintaining the logo's proportions:

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.

Logo

Please don't make up new logos by combining logos or graphics. Consistency is the key to creating a powerful brand.

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

Make the logo your own. Personalize the Key Club logo according to your school or district.

Represent your club or your Key Club activities by personalizing your T-shirts, websites and printed materials. You can include any information you want—district name, club name, your own name—as long as you use official Key Club fonts. Want some color? Highlight your school's name in one of your school's colors.

KEY CLUB®
Pike High School

Key Club logo

Myriad Pro (80% black)

KEY CLUB®
Logan High School

KEY CLUB®
Logan High School

KEY CLUB®
Louisiana–Mississippi
West Tennessee District

KEY CLUB®
Louisiana–Mississippi
West Tennessee District

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 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.

Use the Kiwanis Service Leadership Programs logo on all official Key Club materials. Don't place the Kiwanis Service Leadership Programs logo right next to the Key Club wordmark.

The Key Club wordmark should be more prominent (e.g., larger size, top of newsletter header, front of brochure), while the Kiwanis Service Leadership Programs logo should be less prominent (e.g., smaller size, bottom of newsletter footer, back side of brochure).



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



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



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®**



supported by **KEY CLUB®**



Preferred colors—90% black and 158 Orange



Preferred colors—black, 295 Blue and Cyan

Fonts

Key Club font families

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:

myfonts.com
adobe.com/type
fonts.com
fontshop.com
linotype.com
veer.com

For more about serif and sans serif fonts, see page 13.

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

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!



Serif font

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



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

There is no way to totally control color because every computer monitor, phone and tablet is calibrated differently and every printer has different equipment. Do your best and use the correct color system for your projects.



PANTONE
295 Blue
(Key Club blue)

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

PMS

Pantone Color Matching System

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

CMYK

Cyan, Magenta, Yellow, Black (K)

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

RGB

Red, Green, Blue

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

HEX

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 16, our quick note about the color codes will help guide you through all those letters and numbers.

PANTONE Black	PANTONE 295 Blue	PANTONE 872 Gold	PANTONE Cyan	PANTONE 158 Orange
CMYK 0 / 0 / 0 / 100	CMYK 100 / 70 / 0 / 40	CMYK 20 / 30 / 70 / 15	CMYK 100 / 0 / 0 / 0	CMYK 0 / 61 / 97 / 0
RGB 35 / 31 / 32	RGB 0 / 47 / 95	RGB 180 / 151 / 90	RGB 0 / 174 / 239	RGB 245 / 128 / 37
HEX 231f20	HEX 003366	HEX b49759	HEX 00aeef	HEX f58025
PANTONE 174 Brown	PANTONE 187 Red	PANTONE Magenta	PANTONE 576 Green	PANTONE 122 Yellow
CMYK 28 / 86 / 100 / 27	CMYK 0 / 100 / 79 / 20	CMYK 0 / 100 / 0 / 0	CMYK 60 / 23 / 91 / 5	CMYK 0 / 17 / 80 / 0
RGB 145 / 56 / 31	RGB 196 / 18 / 48	RGB 236 / 0 / 140	RGB 115 / 152 / 73	RGB 255 / 210 / 79
HEX 91381e	HEX c41230	HEX ec008c	HEX 729849	HEX fed450

Colors

Want a few more options? Try these!

These supplemental colors go well with the main palette on page 15. They make a nice-looking addition when you need a cool extra splash of color.



CMYK 45 / 49 / 24 / 1	CMYK 24/ 13/ 99/0	CMYK 56/ 38/ 22/ 0	CMYK 45/ 0/ 33/ 0	CMYK 2/ 31/ 100/ 0
RGB 149/ 131 /156	RGB 203/ 196/	RGB 126/ 144/ 170	RGB 140/ 207/ 1	RGB 247/ 180/ 26
HEX 94829c	HEX cbc42d	HEX 7d90aa	HEX 8bcfba	HEX f5b419



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 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.



Find these graphic elements here:
keyclub.org/fad/cm/othergraphics.aspx

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.



Find these graphic elements here:
keyclub.org/fad/cm/othergraphics.aspx

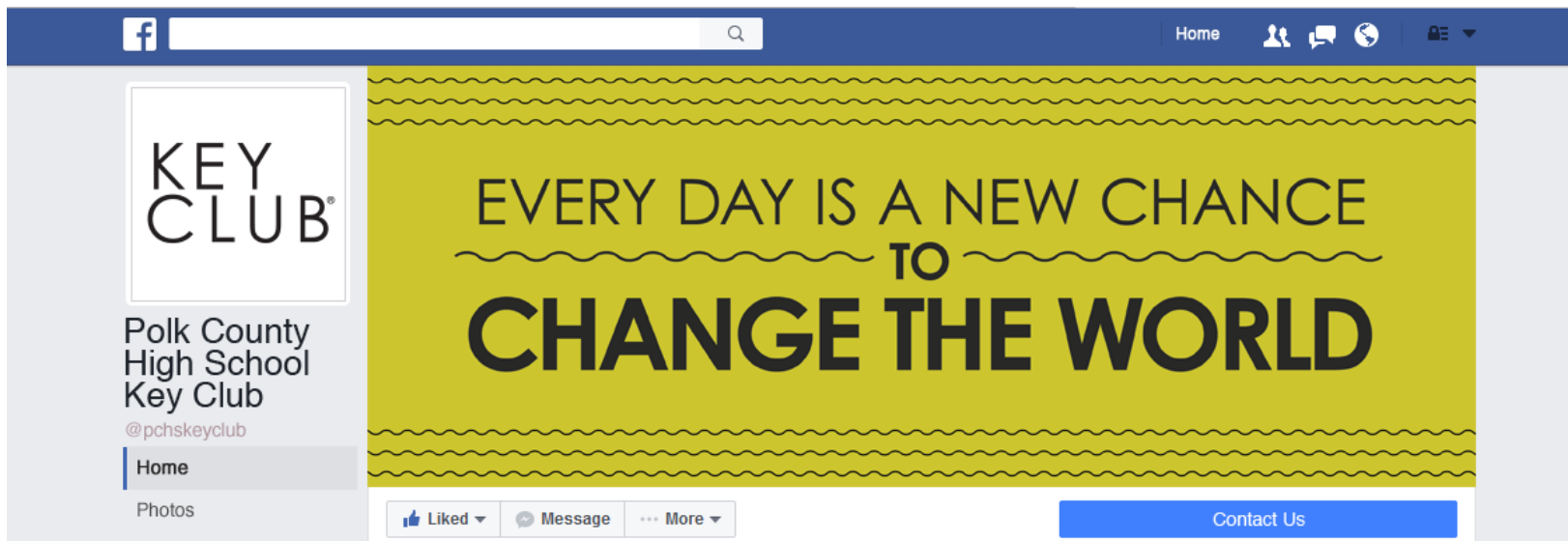
Design examples

Ideas in action



Design examples

Facebook cover photos



Find this and many other Facebook covers and profile pictures here:
keyclub.org/fad/cm/Social_media_graphics.aspx

Design examples

Facebook cover photos



Find this and many other Facebook covers and profile pictures here:
keyclub.org/fad/cm/Social_media_graphics.aspx

Resolution guidelines

Shoot high-resolution photos. Most digital cameras allow you to change the resolution, so you can select the quality of your photos as you take them.

“Resolution” is an indication of the quality of your photos. The higher the resolution, the sharper and more detailed your photo.

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	1.5MB or less	5MB or more	20MB or more

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	175k or less	1.5MB or less	5MB or more

Photography

Capture the moment

Think about lighting
and composition



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



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



Keep background
simple



Merchandise

Get the gear, make cool stuff

1. **Work with a licensed vendor.** When you get things printed, you want high-quality work. A license is a good sign of a reliable, professional 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 fall on the body when someone's wearing what you're making.
6. **Get great gear online.** Of course, high-quality, Key Club-branded attire (and other items) are already available. Just go to the Key Club Store and order online: store.kiwanis.org/keyclub

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:

“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.

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.

Helpful links

Brand guide

keyclub.org/brandguide

Key Club marketing tools

keyclub.org/newtools

File types

What to do when you have no clue

If I'm making a T-shirt, which file formats should I use?

EPS files and certain types of JPG files (made from Adobe Illustrator files) work well, because these file types can be resized without losing quality.

If I'm making a printed piece, which file formats should I use?

If you design a printed piece, for the best quality, you should print at high resolution. You can create a high-resolution PDF of an Adobe InDesign file, a Microsoft Word file or a Microsoft Publisher file. For photos, JPG formats will work well. To be sure, ask your printer what would work best, and be sure to run a test sample and check for quality.

What about a website or email?

For online materials, such as websites and email communications, JPG and PNG files will be your best options.

File types

What resolution do I need for photos for print?

For most print pieces, you'll need a resolution of at least 300 dots per inch (dpi) if the original photo will be the same size as what you're printing.

What resolution do I need for photos for a website or email?

72 dpi, or dots per inch is adequate.

My club has some photos that our members have posted on Facebook. Can I use those for a printed piece?

In most cases, no. When you upload photos to Facebook or other social media sites, the files are compressed to a smaller size. The smaller size means your photos will not be at a resolution high enough for a quality print. For best quality, use photos directly pulled from your camera.

What does “transparent background” mean and why does it matter?

If an image has a transparent background, that means you can place it on top of any color and it will blend in. (Items that aren't transparent often have a white background that shows up on a non-white background.) PNG and GIF files have transparent backgrounds.