

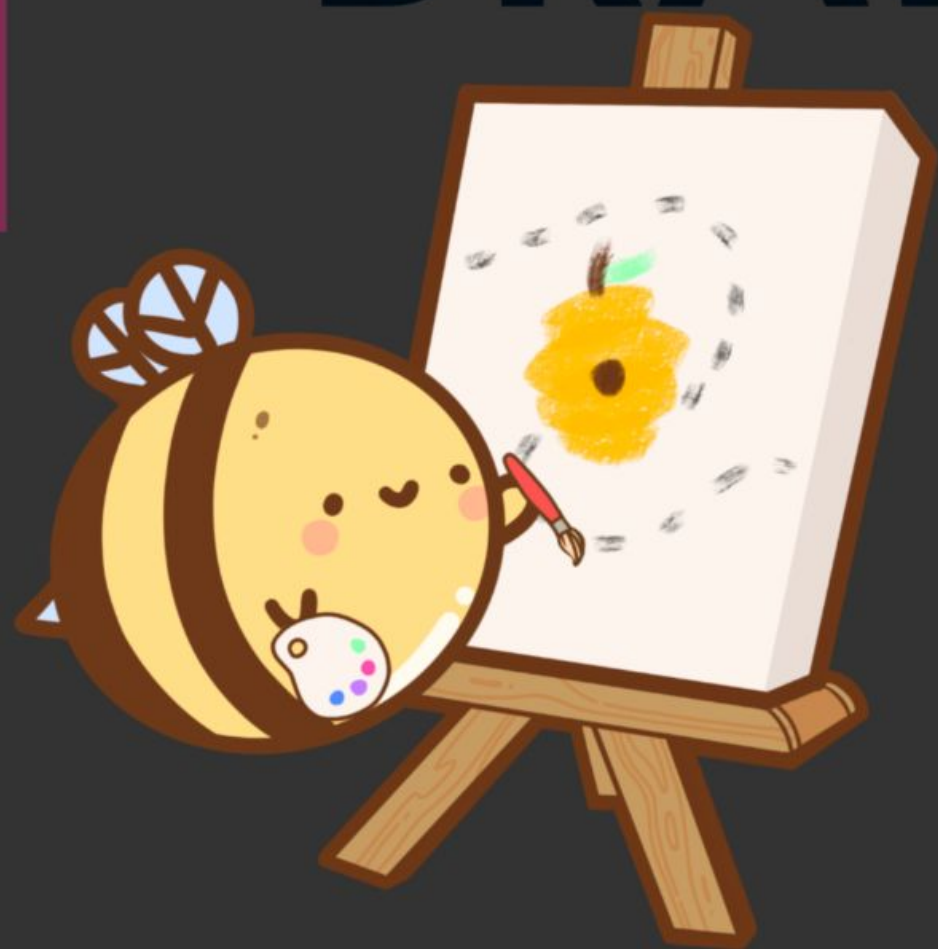


CNH | KEY CLUB

CALI-NEV-HA KEY CLUB

BRANDING GUIDE

UPDATED 2020-2022



Created by 2020-2022 Communications & Marketing Committee

TABLE OF CONTENTS

A. Introduction

B. Logos

- i. Wordart
- ii. Seal
- iii. Pencil

C. Fonts

- i. Font families
- ii. Font examples

D. Colors

- i. Color codes
- ii. Color pallete

E. Website Standards

F. E-Portfolios

G. Video Standards

H. Powerpoint Presentations

I. Social Media Standards

J. Helpful Resources

K. Credits

WHAT IS THE IMPORTANCE OF KEY CLUB BRANDING?

The main part of Key Club's branding is the Graphic Standards. Graphic Standards is a set of guidelines created by the California-Nevada-Hawaii Communications & Marketing Committee that aims to maintain consistency in social media content produced by the entirety of CNH. It is a major component to Key Club branding and must be enforced throughout its publications.

It is important to follow graphic standards as it encourages professionalism, raises brand awareness, and ultimately allows content to be identified with CNH.

WHEN SHOULD THEY BE USED?

- | | |
|--|--------------------------|
| - Newsletters (Club, Division, District) | - Professional Documents |
| - E-Portfolios | - Meeting Agendas |
| - Videos | - Itineraries |
| - Websites (Club & Division) | - Brochures |
| - Presentations (Training Conferences) | - Manuals & Guides |

Note: Graphic standards should be used when creating publications that represent the CNH District. However, it is not necessarily enforced on club level.

LOGOS

Wordart. Seal. Pencil.

You will often notice the **CNH Logo, pencil, and wordart** on CNH Newsletters, e-portfolios, powerpoint presentations, and more. It is necessary to include these on the cover page of these publications, as it is part of the **Key Club branding**. This maintains a cohesive and professional look on the CNH Key Club resources and material. You can find the downloadable CNH logo, wordart, and pencil on the **CNH Cyberkey** under **Resources -> Graphics and Marketing**.

www.cnhkeyclub.org/resources-2/graphics-and-marketing

03



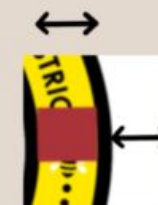
CNH DISTRICT LOGO GUIDELINES

CNH LOGO PLACEMENT

- I. ½" away from the left side of the document.
- II. Center the logo between the top of the pencil and the top of the page.
- III. The minimum seal print size must be 0.75" or 54 pixels wide.

A simple rule of thumb:

Take the width of the outer circle and allow that amount of space all along the logo.



width of outer circle

LOGO OPTIONS

- I. The Logo can either be in its original colors or black & white.



Original



Black and White



Transparent White

WORDART

LOGOS: Wordart. Seal. Pencil.

CNH WORDART

- I. "CNH" must be bolded.
- II. It must be placed at top right of document.
- III. The word art must be expanded by 6pt. or 18% at a 36 pt. size.
- IV. The end of the "B" of the word "CLUB" must line up with the beginning of the tip of the pencil.
- V. The CNH Wordart cannot be within 6 inches of the Key Club logo.

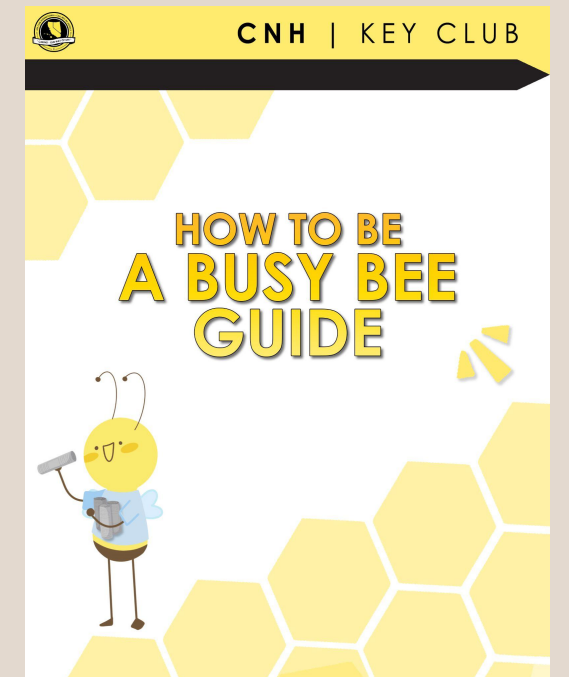
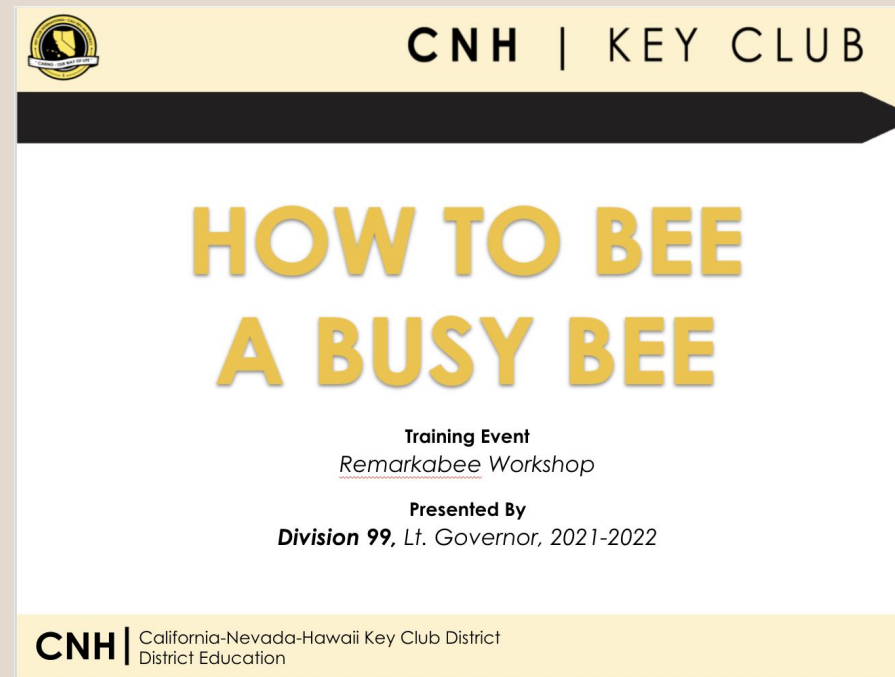
CNH | KEY CLUB

CNH | KEY CLUB

04

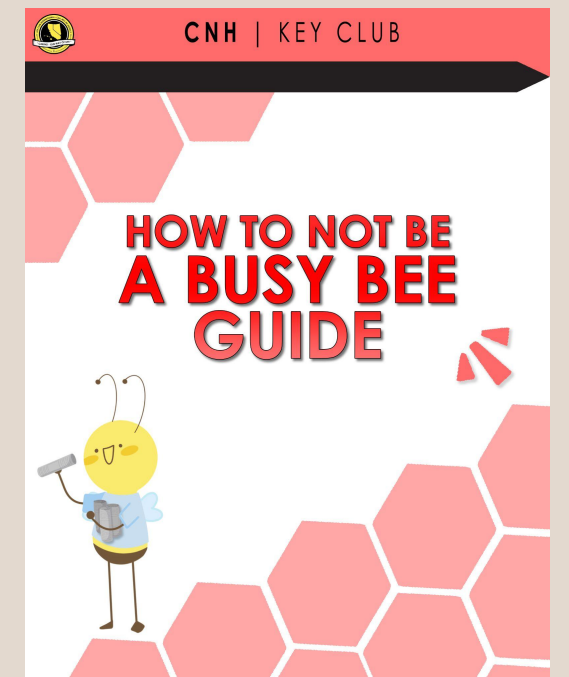
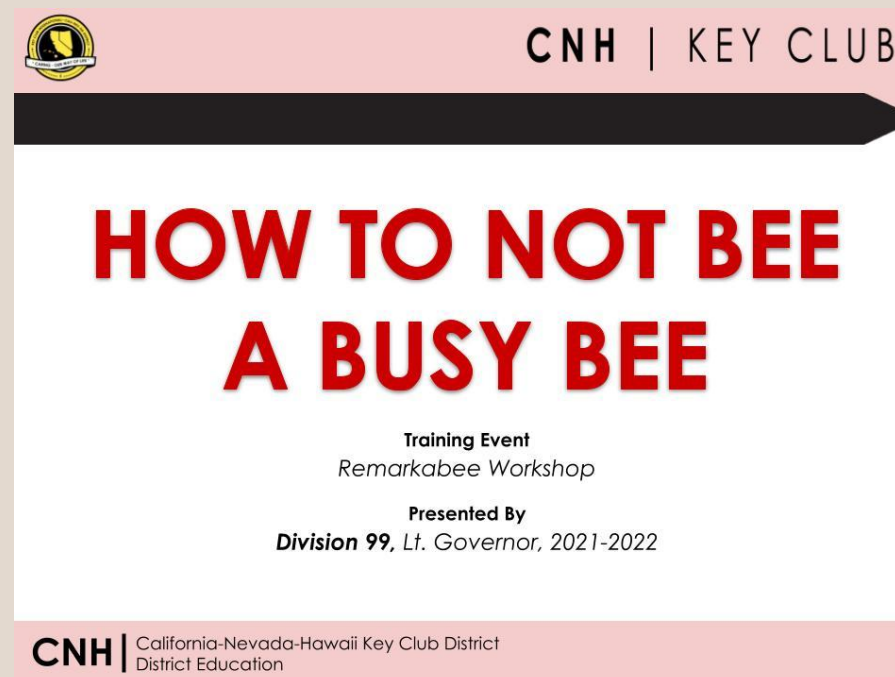
EXAMPLES

DO's:



As seen above, the wordart is expanded by 6pt and the end of the "B" aligns with the beginning of the tip of the pencil.

DON'Ts:



As seen above, the wordart is *too big* and the end of the "B" *DOES NOT* aligns with the beginning of the tip of the pencil.

SEAL

LOGOS: Wordart. Seal. Pencil.

KEY CLUB LOGO 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.

As for the California-Nevada-Hawaii District, although the KCI Logo is not required on official documents, you should still follow these guidelines if used.

***Keep note: For T-shirts and all merchandise, if you use the words, "Key Club" or use the Key Club International Seal, you must use an approved vendor. For more info, please contact your Region Advisor.**

05



KEY CLUB INT'L. SEAL GUIDELINES

CNH LOGO PLACEMENT

- I. ½" away from the left side of the document.
- II. Center the logo between the top of the pencil and the top of the page.
- III. The minimum seal print size must be 0.75" or 54 pixels wide.

LOGO OPTIONS

- I. The Logo can either be in its original colors or black & white.



Original



Black and White



Blue and White

Logos can be founded and downloaded from the CNH Cyberkey.

PENCIL

LOGOS: Wordart. Seal. Pencil.

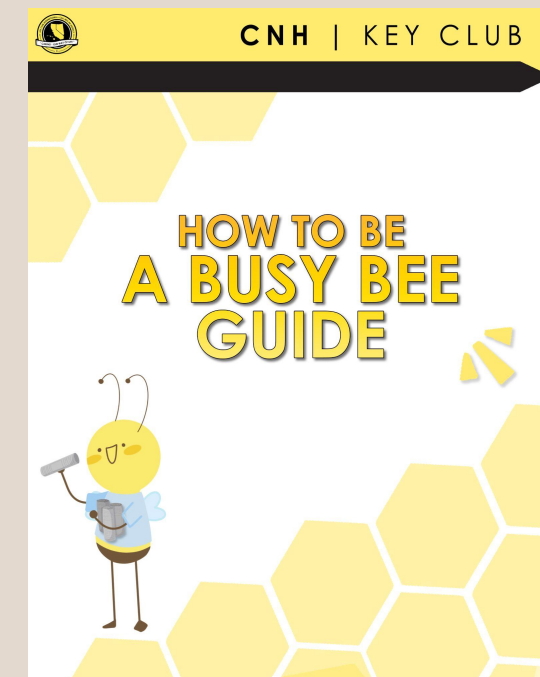
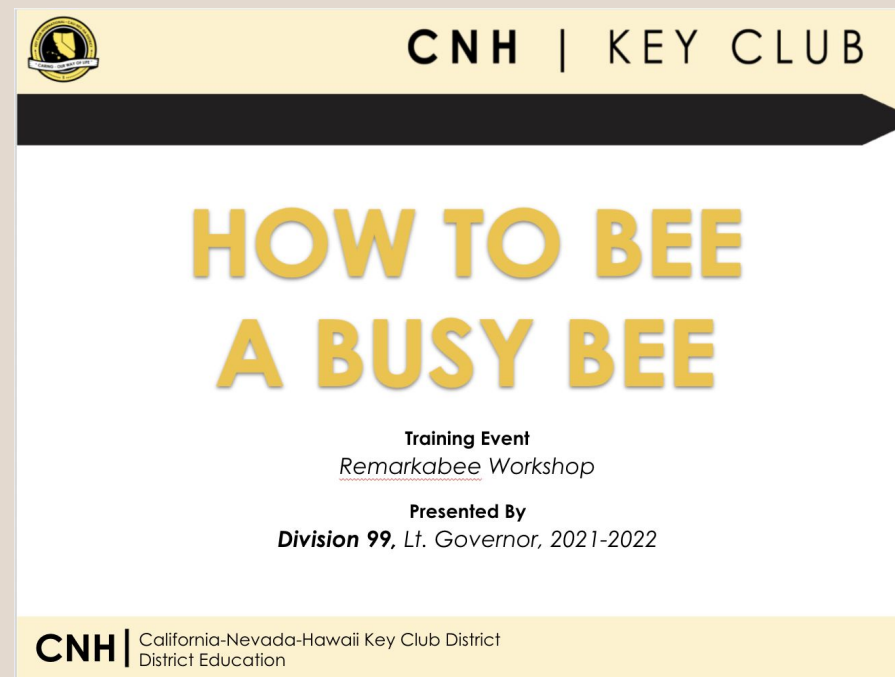
KEY CLUB PENCIL

- I. The pencil must reach across the full width of the document.
- II. Only text can overlay the pencil (no logos). The text must also be aligned to the left side of the document.
- III. The pencil must be facing right.
- IV. Multiple pencils cannot be on top of each other.
- V. The pencil can only be placed on the top of the page.
- VI. The pencil must be horizontal.
- VII. The pencil must be on the first page of all Key Club documents. This does not include graphics, infographics, and media.
- VIII. The pencil is ½" in height with the ½" triangle.

06

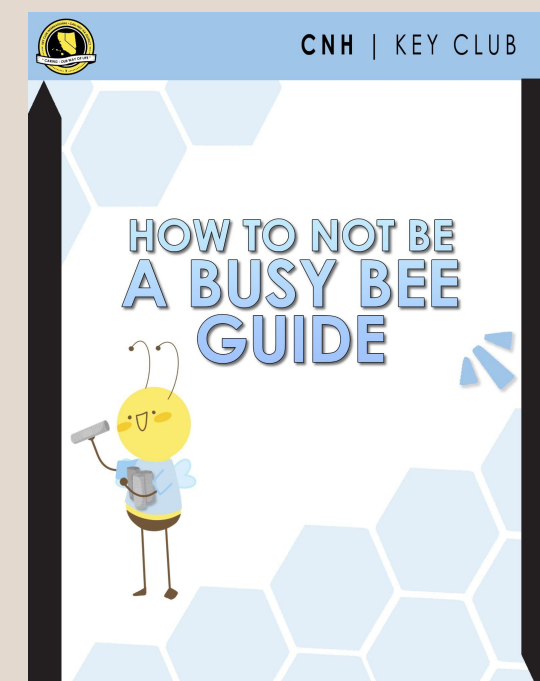
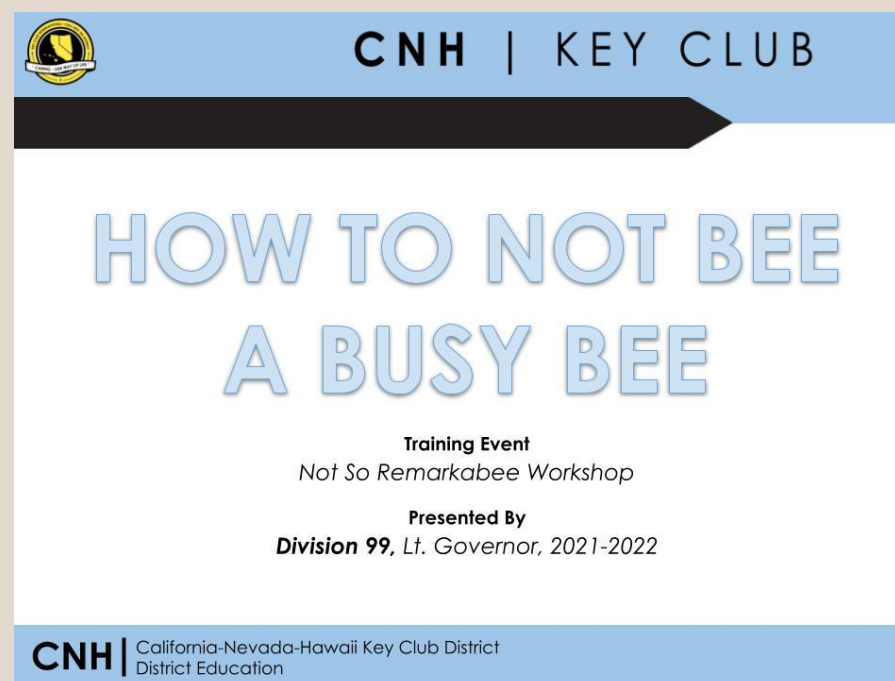
EXAMPLES

DO's:



As seen above, the pencil is pointed from left to right. It reaches across the ENTIRE width of the page, and it towards the top of the page.

DON'Ts:



As seen above, the wordart is *incorrectly place*. The pencil doesn't reach the end of the page nor is horizontal.

FONT FAMILIES

Within Key Club, we currently have **six fonts** that fit into the criteria of the graphics standards.

The six fonts that are recognized as **official fonts** of Key Club International are Myriad Pro, Century Gothic, Verdana, Garamond Premier Pro, Goudy Oldstyle, and Abril Italic.

The fonts you use **matter!** It is easy to think that type font doesn't matter as we have become very accustomed to focusing on a content or message of words themselves and not what the words look like visually. Depending on the occasion, it is **important** to choose the font that fits the setting.

Please note that using these fonts are **not required on the club levels**. But if you are applying for contests and/or promoting the CNH District & Key Club, you **must** use these fonts.

07

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

*Abril
Display
Italic*

Optional display font

FONT EXAMPLES

Along with the variety of fonts, it is also important to know **when** to use them. For example, professional documents such as awards, e-portfolios, and emails require more formal styling fonts such as Verdana or Century Gothic.

However, more **casual** documents such as posters, flyers, agendas, allow for more casual looking fonts such as Walk Around the Block.

While creating graphics it is best to know what type of graphic you are making to be able to utilize the best font for the occasion.

08

PROFESSIONAL DOCUMENTS

What's Poppin, Busy Bees!

Every other month, there will be HIVE Calls conducted with each of the beehive members. This will be a call just between you and me and will serve as an opportunity to not only develop bee-utiful professional relationships but also provide guidance and check-in wherever necessary.

Attached to this email is a [honeycomb](#) that must be filled out!

--
Buzzin' with Style,


Busy Bee 

California-Nevada-Hawai'i District
Key Club International

Email: busybee@cnhkeyclub.org

Phone: (123) 456-7890

CASUAL DOCUMENTS

**CNH | KEY CLUB**

DECEMBER MEETING AGENDA | 00.00.21 | ZOOM ID: 999 9999 9999

CALI-NEV-HA BUSY BEE COMMITTEE

MEETING SUMMARY

- I. Call to Order
- II. Roll Call
- III. Things to Discuss
 - A.
- IV. Adjournment

COMMITTEE FOCUS

Promote recognition and contests within CNH and increase the amount of quality submissions.

MEETING INFORMATION

Date: December 9, 2021
Presided By: Chair Rachael Zheng
Recorded By: Secretary Diane Dao
Method: Electronic
Location: Zoom
Start Time: 8:00PM PST, 6:00PM HST

CONTACT INFORMATION

Buzzin Bee
Committee Chair
buzzinbee@cnhkeyclub.org
(000) 000-0000

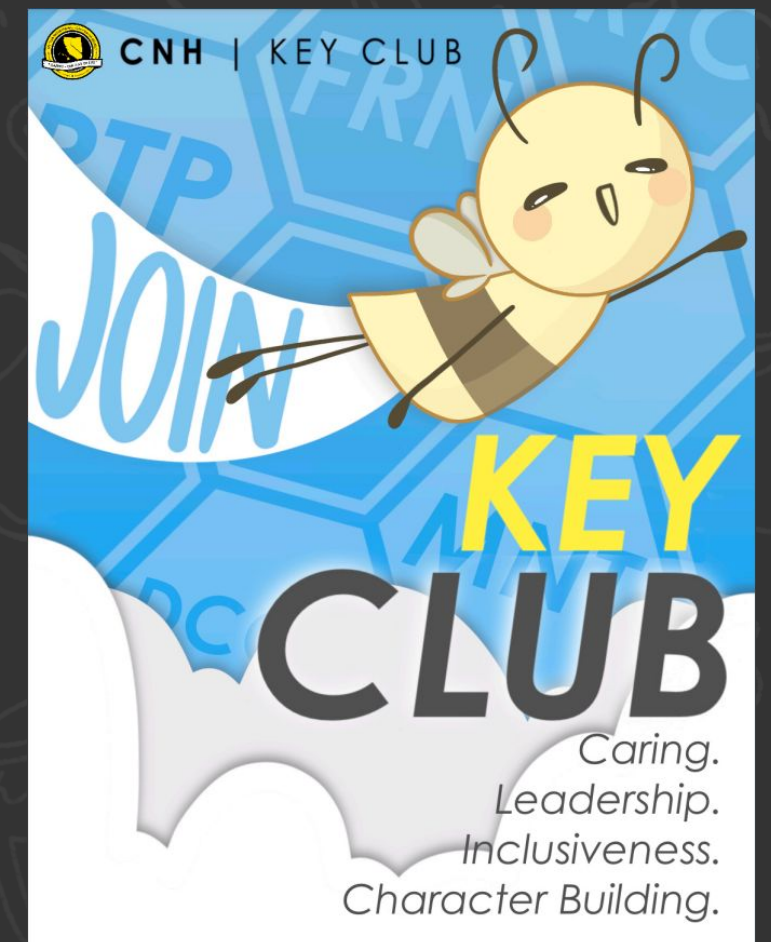
Yellow Bee
Committee Mentor
yellowbee@cnhkeyclub.org
(000) 000-0000

Honey Bee
Committee Secretary
honeybee@cnhkeyclub.org
(000) 000-0000

ATTENDANCE

- I.

CNH District Busy Bee Committee
Chair Buzzin Bee | buzzinbee@cnhkeyclub.org



COLORS

Color Codes. Color Palettes.

Color Codes

Colors are **NOT** a part of the graphic standards, meaning you are NOT limited to the colors shown to the right. However, usage of these colors are encouraged in graphics in order to build a brand.

The eleven colors that are shown to the right are recognized as official colors of Key Club International.

The colors that you use matter! It is easy to think that colors don't matter as we have become very accustomed to focusing on the content themselves and not what the words look like visually. In branding, the visual appearance of specific colors can have just as much effect on how a document is received as the content itself.

09

**PANTONE
BLACK**

**PANTONE
158 ORANGE**

**PANTONE
187 RED**

**PANTONE
MAGENTA**

**PANTONE
PURPLE**

**PANTONE
122 YELLOW**

**PANTONE
295 BLUE**

**PANTONE
CYAN**

**PANTONE
382 GREEN**

**PANTONE
7407 C**

**PANTONE
463 BROWN**

**Screenshot this slide
and use the color drop
tool for your graphics!**

**If promoting CNH Key Club, it should be the eleven colors
seen above. Anything else, it can be customized!**

COLORS

Color Codes. Color Palettes.

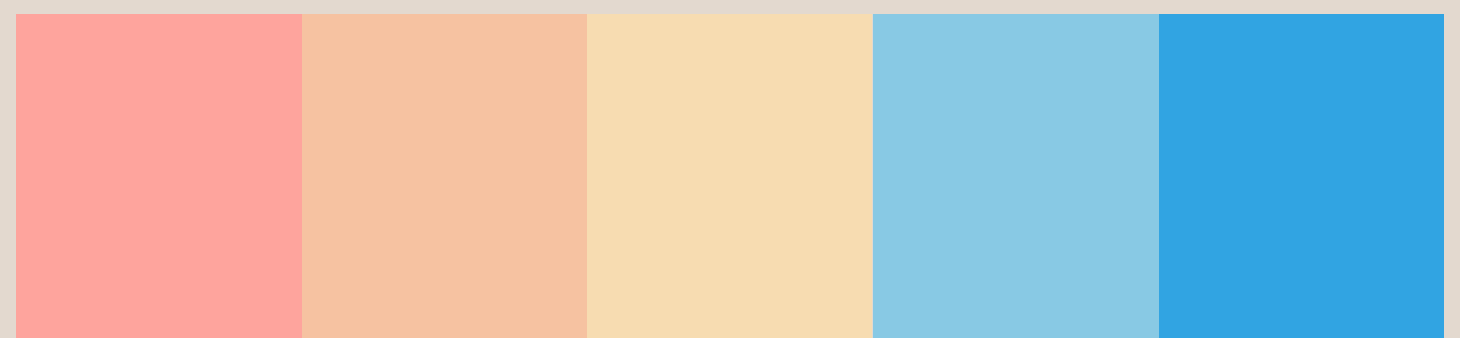
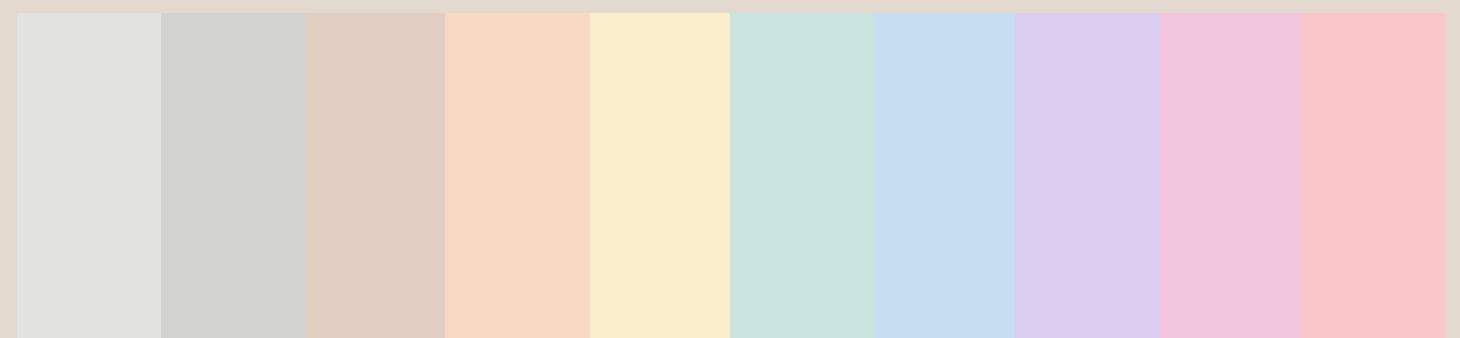
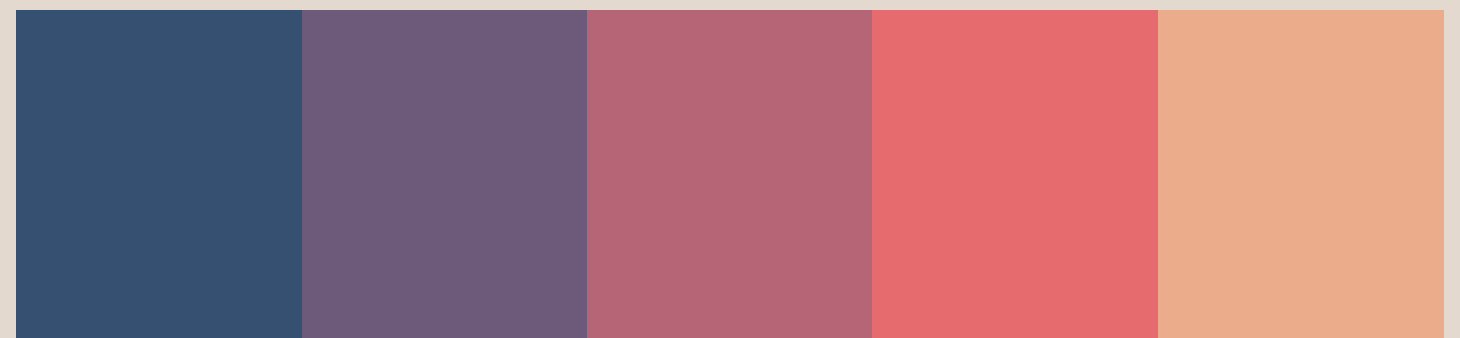
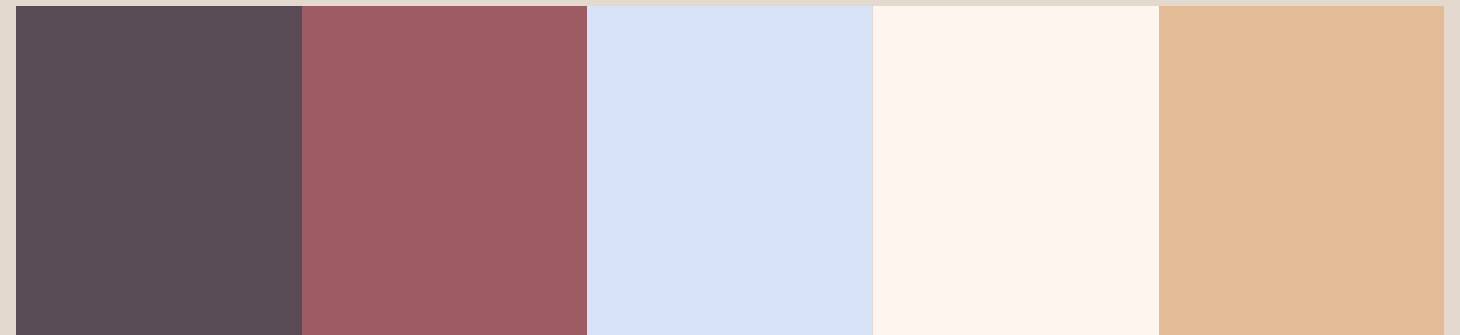
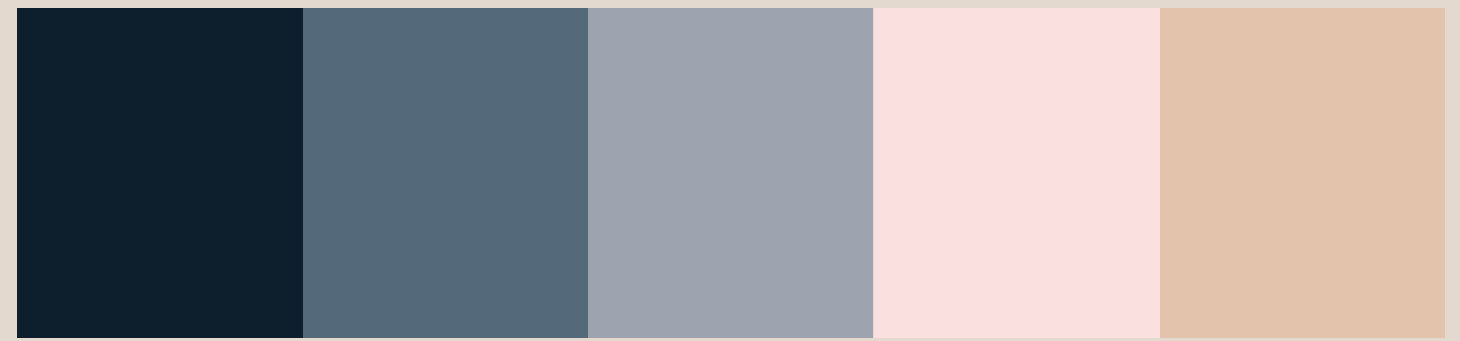
Color Palettes.

A **color palette** is a combination of colors used when designing or creating art. When used correctly, color palettes form the visual foundation of your brand, help to maintain consistency, and make your work aesthetically pleasing and enjoyable to use.

To the right are **few examples** of some color palettes that you can use. Feel free to use other palette colors of your choice by exploring the internet.

It is **recommended** that you use palettes that compliment the themes of your designs, such as the seasons. It is **important** to remember that this is optional but can definitely be used to better improve the art that you create.

10



PAGES OVERVIEW

Below are the **core pages** that are generally required but you are **not** limited to using.

- I. Home Page (Slideshow, president & webmaster welcome, introduction, etc.)
- II. About Page (Club Info/Division Info, Club Awards/Division History, etc.)
- III. Events page (DCON, FRN/FRS, RTC, etc.)
- IV. Calendar (Include Club, Division, District & International Updates as well as upcoming events)
- V. Service Event Highlights
- VI. Member Service Hours
- VII. Agendas & Meeting Minutes
- VIII. Club, Division, & District Newsletters
- IX. Gallery
- X. Resources (Forms, links, etc.)
- XI. Contact Us Page
- XII. Meet The Officers Page (CLUB)
- XIII. Meet the DLT (DIVISION)

11

WEBSITE STANDARDS

Having a club/division website can be a **great resource for your members!** This give them an opportunity to explore more about your club/division as well as find resources **quickly!**

If you do not have already have a website, it's **highly recommended** that you create one! If you do, then please follow the standards provided. We hope to see you ALL apply for the **Distinguished Club or Division Website contest!**



Example of CNH Cyberkey Website Cover Page

ADDITIONAL MATERIAL

Below are the **core pages** that are generally recommend and are completely optional.

- I. Member Recognition (Highlight member of the month)
- II. District Leadership Team and Committees
- III. Division Cheers
- IV. History of the CNH District and Key Club International
- V. Archive of Information
- VI. BEE CREATIVE

ENFORCING SAFEKEY

No personal information such as phone numbers should be included in websites.
Emails are acceptable if they are emails created for Key Club.

12



E-PORTFOLIOS

Format. Recognition. Examples.

Format

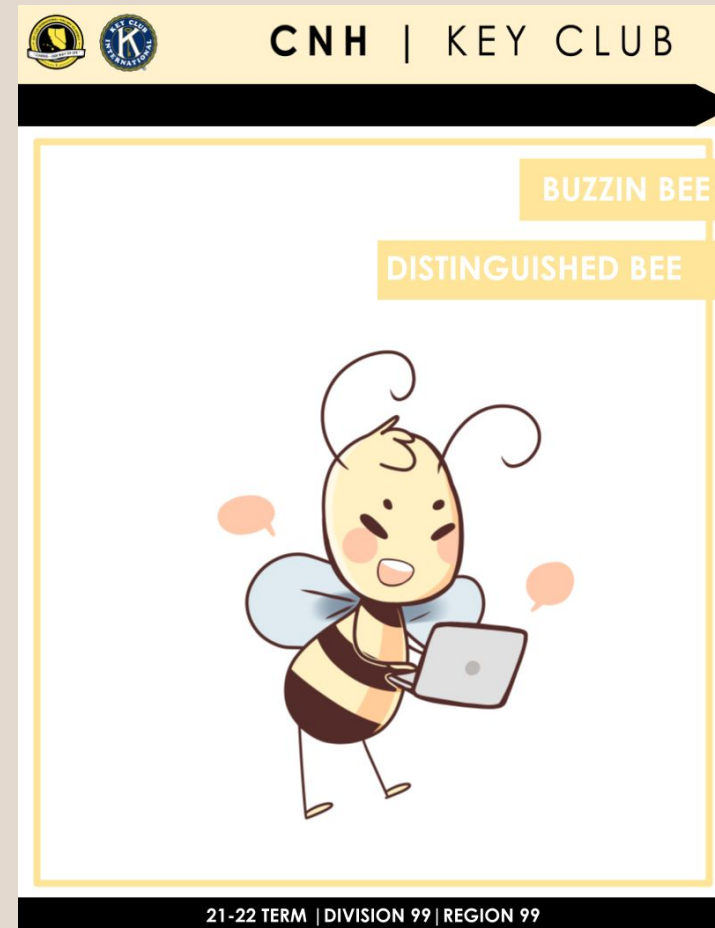
- I. 8.5 in x 11 in (standard document)
- II. Cover Page
 - a. Must have photo of applicant (if needed)
 - b. Include the applicant/club name, term, division, and region
 - c. Pencil, logo, and wordart
 - d. Follow the appropriate fonts
 - e. Nomination Form
 - f. Statement of nominee (if needed)
 - g. Submit your compressed PDF file in an email by the deadline to the Recognition Archive.

Recognition

Remember to follow the rubric when applying for contests! Updated rubrics are available on the CNH Cyberkey! Good luck, Bees!

13

EXAMPLES



DISTINGUISHED BEE NOMINATION FORM

NOMINEE INFORMATION

Nominee Name: _____ Nominated by: _____

Key Club: _____ Club #: _____

District: **California-Nevada-Hawaii** Division: _____ Region: _____

TABLE OF CONTENTS

Complete the Table of Contents by listing the different focus areas in each application item and by adding the page number for which the listed sections begin. This should also help you place the items in the correct order.

ITEM	FOCUS AREAS	START PAGE
Cover Page		1
Nomination Form		2
Section 3	Letters of Recommendation(s)	4
Section 4	Bee Checklist	8
Section 5	Proof of Attendance	10
Section 6	Club Directory	12
Section 7	Monthly Report Forms	15
Section 8	Duties	24
Section 9	Communication	35
Section 10	Miscellaneous	43

STATEMENT OF NOMINATION

May be completed on this page, and/or on 1 additional page.
Why should this Secretary be recognized? Word Limit: 1,000

Hello everyone! I hope everyone is doing well. Attached below is my distinguished bee award e portfolio. If there are any questions or concerns please let me know!

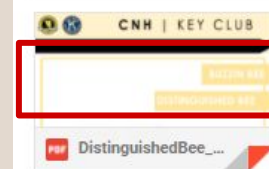
Busy Bee 🐝

California-Nevada-Hawaii Key Club District

Key Club International

E-mail: busy.bee@cnhkeyclub.org

Call/Text: (123) 456-7891



You can find a template: [HERE](#)

For more information on contests, please contact the Member Recognition Chair: mr.chair@cnhkeyclub.org

VIDEO STANDARDS

Resolution. File Types. Credit.

- I. **Minimum resolution**
 - A. Resolution must be 1280x720 or above; 720p or up (1080p highly suggested)
- II. **Proposed default file types**
 - A. .mp4
 - B. .mov
- III. **All text must follow graphic standards**
- IV. **CREDITS**
 - A. Video footage sources (if not your own original footage)
 - B. Stock/Not-free pics
 - C. Music (copyright-free song or an original piece)
 1. Make sure to specify in the description
 - D. ALL VIDEOS MUST BE **HORIZONTAL**
 1. Unless specified (i.e. IGTV, IG Stories, Tik-toks, etc.)

14

EXAMPLES



The graphics above use the correct sizing, promotes CNH Key Club, uses the graphic standard fonts, and is horizontal. To watch the video, please view: [HERE](#)

POWERPOINT PRESENTATIONS

Below are the **requirements** for the general powerpoint presentations. Please note: these will be **enforced on the division/region/district level**, especially training conferences and events.

I. General Presentation Format

- A. Sizing: Standard (4:3)
- B. Subtitle font: 40pt
- C. Bullet point font: 27pt
- D. Sub-bullet point font: 24pt
- E. Supporting bullet points fonts: 21pt

II. Cover Page

- A. CNH Logo
- B. Pencil
- C. Wordart
- D. Name of presenter & training event

III. Acknowledgement Page

- A. Who has edited the document throughout the years

IV. Contact Page

You can find a template: [HERE](#)

15

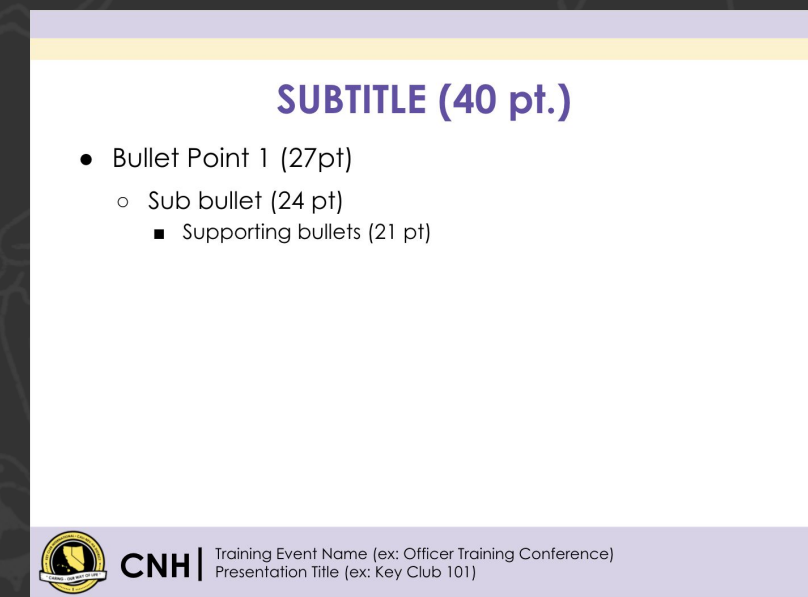
EXAMPLES



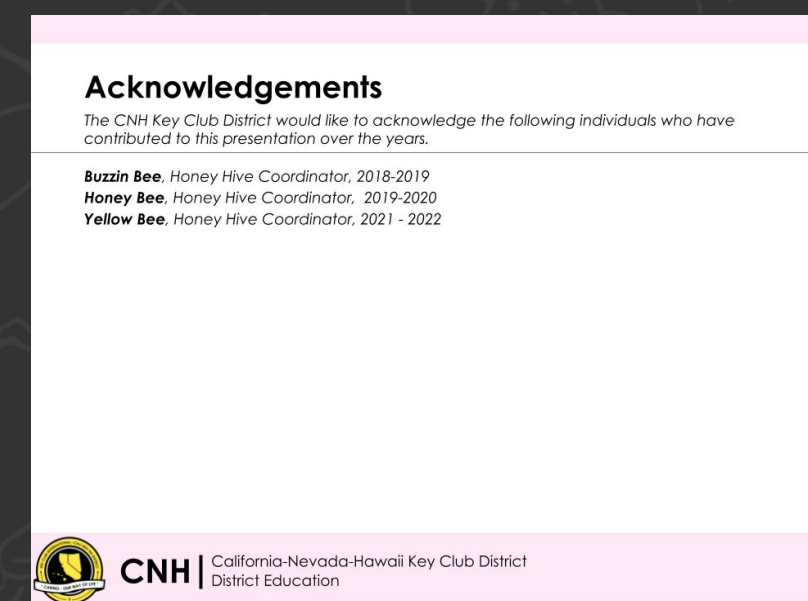
Sample Cover Page



Sample Contact Page



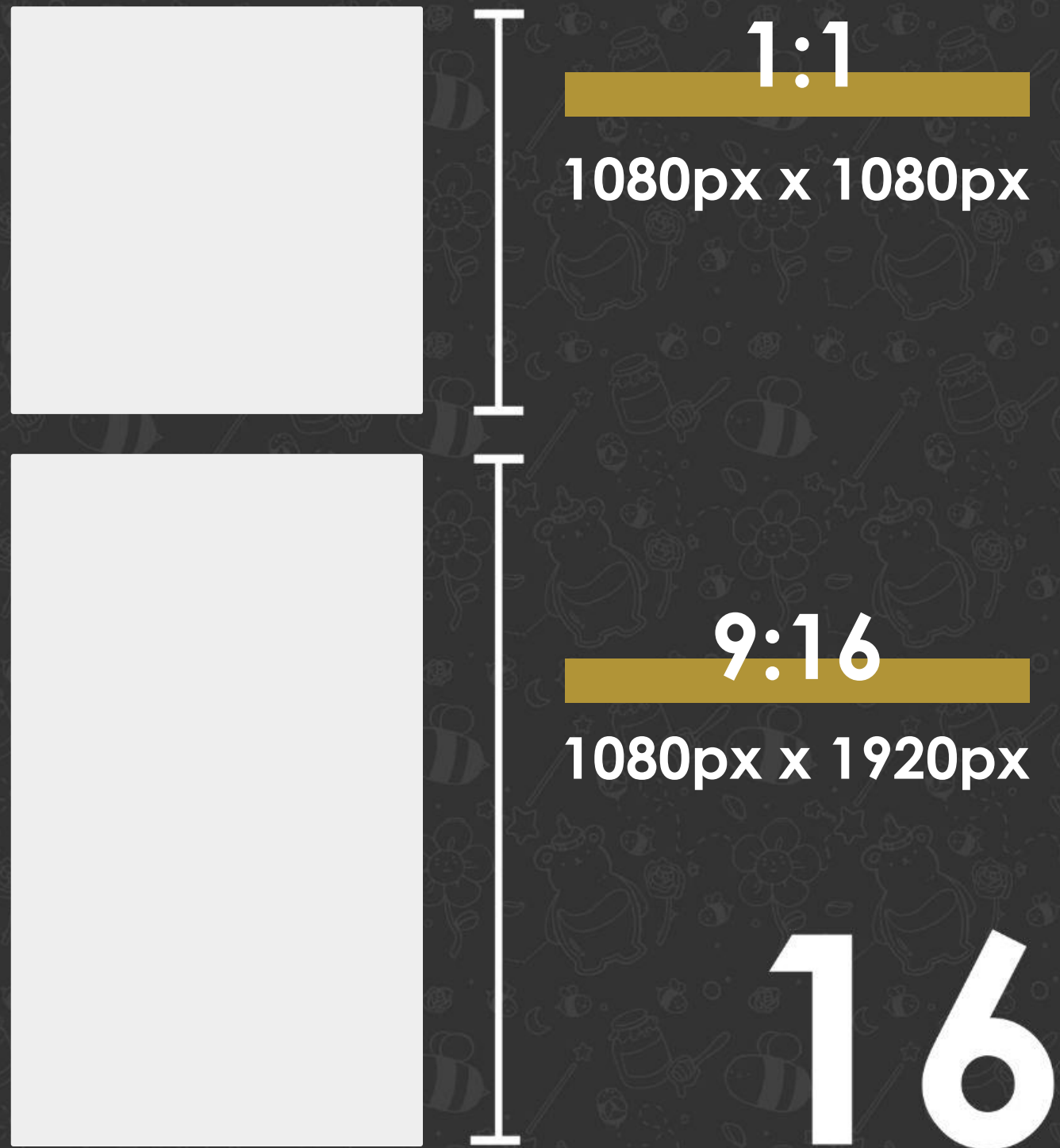
Sample Content Page



Sample Acknowledgement Page

SOCIAL MEDIA STANDARDS

Post & Story Dimensions.



INSTAGRAM DIMENSIONS

- I. Square image (1080px x 1080px or 1:1 ratio)
 - A. Should not be stretched out horizontally or vertically

STORIES/TIKTOK DIMENSIONS

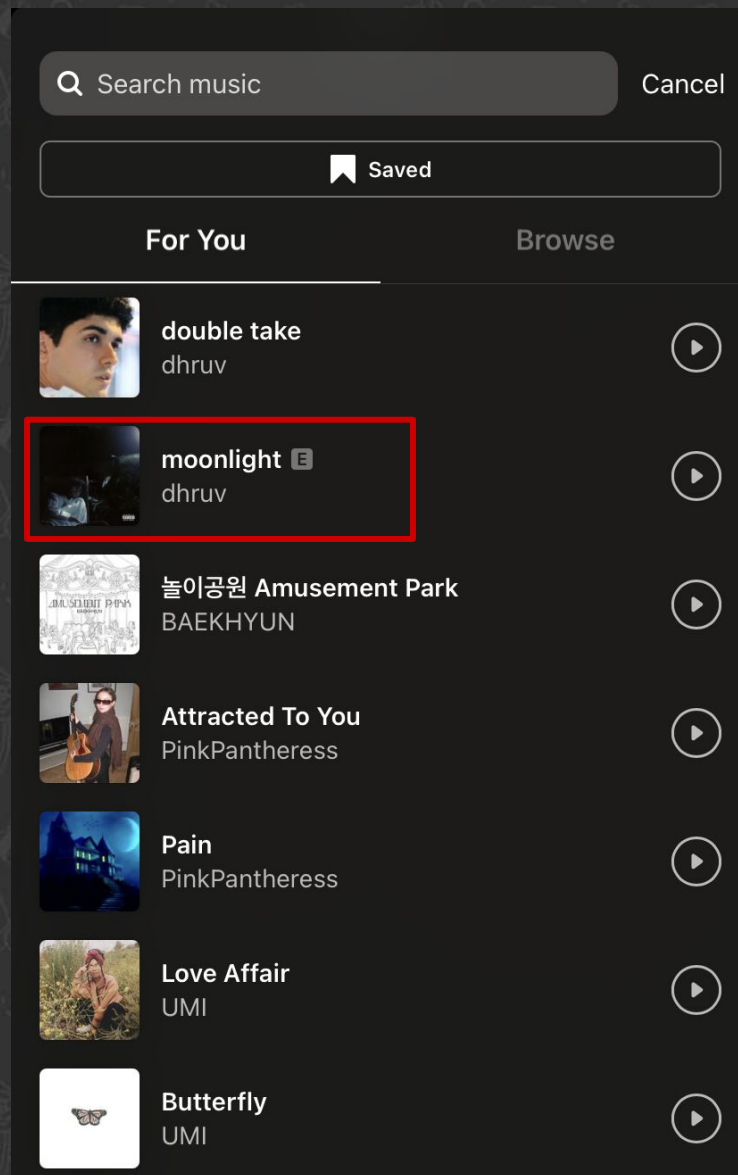
- I. 9:16 ratio (1080px x 1920px)
 - A. Should not be stretched out horizontally or vertically

STORY CONTENT

- I. **Professional stories**
 - A. Should be well scripted & appropriate
 - 1. Must have a standard (an aesthetic or trademark) to remain consistent
- II. **Casual stories**
 - A. Do not have to be well scripted but must remain appropriate
- III. **Note:** due to the limited font options, you are not required to use a specific font. But, use your best judgement on font choice.

SOCIAL MEDIA STANDARDS

Safekey. Content.



I. Songs labeled without E are not explicit, these songs are allowed

II. Songs labeled with an E are explicit, which are not allowed.

Notice the song boxed in red is labeled with an E, which cannot be used because it is explicit.

FOLLOWING SAFEKEY RULES

I. Music Choices

A. No explicit words or profanity allowed in songs

II. Posts

A. What's Not Okay

1. No profanity or explicit words
2. Views on a topic that can lead to conflict

B. What is Okay

1. Post positive and friendly messages
2. Appropriate photos

CONTENT

I. Promotional for events

A. Explain how events (FRS, FRN, DCON, OTC, RTC, etc.) are beneficial besides "meeting friends"

1. Emphasis on the benefits (training, fundraising for PTP, learning leadership skills, etc.)

II. Fundraising

A. Strictly cannot use words such as "sell" or "buy" because Key Club is a non profit organization

B. Use words such as "donating"

III. Educational/Informational Materials

A. Utilize the CNH Cyberkey to ensure all information is factual.

B. If information is not available on the CNH Cyberkey, check in with the respective officer.

HELPFUL RESOURCES

Below are the some **resources** that will help you along the way while creating your documents, flyers, graphics, videos, and/or websites:

- I. **CNH Cyberkey**
A. [HERE](#)
- II. **Key Club International Branding Guide**
A. [HERE](#) (Last Updated 2018)
- III. **Color Palette Generator**
A. [HERE](#)
- IV. **Meeting Agenda Template**
A. [HERE](#)
- V. **FREE Drag & Drop Website Builders**
A. [wix.com](https://www.wix.com)
B. [weebly.com](https://www.weebly.com)
- VI. **Download FREE fonts:**
A. [Dafont.com](https://www.dafont.com)
B. [Fontspace.com](https://www.fontspace.com)
C. [Fontmeme.com](https://www.fontmeme.com)
D. [Abstractfonts.com](https://www.abstractfonts.com)

18

FINAL REMARKS

We hope that this branding guide was **useful towards your journey** in creating your publications for the California-Nevada-Hawaii Key Club District, as well as Key Club International as whole. By following the key components of this guide, it will allow us promote our district in the **best way possible**.

Thank you for your time in looking through this guide. Your efforts towards following the standards set will be appreciated from the entire district. There will be times where some standards are confusing so if you have any questions, please do not hesitate to reach out. For any questions **regarding graphic standards**, please contact the following:

Communications and Marketing Committee Chair:
cm.chair@cnhkeyclub.org

District News Editor: dne@cnhkeyclub.org

District Tech Editor: dte@cnhkeyclub.org

District Visual Media Editor: dvme@cnhkeyclub.org

CREDITS

**This Branding Guide was Updated and Created by the 2020 - 2022
Communications & Marketing Committee!**

2021 CM Chair Britney Sun

2021 DNE Nancy Duong

2021 DTE Luis Silva

2021 DVME Austin Nguyen

2021 D42E LTG Carter Kawaguchi

2021 D04S LTG Derek Ma

2021 D15S LTG Emily Lu

2122 CM Chair Catherine Nguyen

2122 DNE Victor Nguyen

2122 DTE Hannah Su

2122 DVME Alina Ho

2122 D26S LTG Joyce Tong

CM Mentor Mr. Chang

ADAN Mr. Roberson