Brand yourself & your club.
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!
# Brand

What makes Key Club look like Key Club?

<table>
<thead>
<tr>
<th>Wordmark</th>
<th>Seal</th>
<th>Typefonts</th>
<th>Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>KEY CLUB®</td>
<td>Key Club International</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Fonts**
  - 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.

- **Pin and other graphics**
- **Borders and Rules**
- **Copy style**
- **Photography**

keyclub.org/brandguide
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.

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

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

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

keyclub.org/brandguide
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
- Minimum wordmark print size = 1.25 inches wide
- Minimum wordmark web size = 90 pixels wide
Logo

Don’t squish, stretch or shrink the wordmark.

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.

scaled smaller than minimum size

grab one of the corner handles
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®**

Logan High School

**KEY CLUB®**

Louisiana–Mississippi West Tennesee District

**KEY CLUB®**

Louisiana–Mississippi West Tennesee District

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

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

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

keyclub.org/brandguide
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.

Preferred colors—90% black and 158 Orange

Preferred colors—black, 295 Blue and Cyan
Fonts

Key Club font families

<table>
<thead>
<tr>
<th>Myriad Pro</th>
<th>Century Gothic</th>
<th>Verdana</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary sans serif font</td>
<td>Alternate sans serif font</td>
<td>Alternate sans serif font</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Garamond Premier Pro</th>
<th>Goudy Oldstyle</th>
<th>Abril Display Italic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary serif font</td>
<td>Alternate serif font</td>
<td>Optional display font</td>
</tr>
</tbody>
</table>

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.

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

Headline sample.

Bold head goes here.

(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.

Sans serif font
Without serifs.

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

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!

(keyclub.org/brandguide)
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.

PMS
295

CMYK
100 / 70 / 0 / 40

RGB
0 / 47 / 95

HEX
003366

PANTONE 295 Blue
(Key Club blue)

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)

Hexadecimal
For specifying color in code</body bgcolor="E6E6FA">
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.

### Make it pop with color

#### PANTONE Black
<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 / 0 / 0 / 100</td>
<td>35 / 31 / 32</td>
<td>231f20</td>
</tr>
</tbody>
</table>

#### PANTONE 295 Blue
<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 / 70 / 0 / 40</td>
<td>0 / 47 / 95</td>
<td>003366</td>
</tr>
</tbody>
</table>

#### PANTONE 872 Gold
<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 / 30 / 70 / 15</td>
<td>180 / 151 / 90</td>
<td>b49759</td>
</tr>
</tbody>
</table>

#### PANTONE Cyan
<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 / 0 / 0 / 0</td>
<td>0 / 174 / 239</td>
<td>00aeef</td>
</tr>
</tbody>
</table>

#### PANTONE 158 Orange
<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 / 61 / 97 / 0</td>
<td>245 / 128 / 37</td>
<td>f58025</td>
</tr>
</tbody>
</table>

#### PANTONE 174 Brown
<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>28 / 86 / 100 / 27</td>
<td>145 / 56 / 31</td>
<td>91381e</td>
</tr>
</tbody>
</table>

#### PANTONE 187 Red
<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 / 100 / 79 / 20</td>
<td>196 / 18 / 48</td>
<td>c41230</td>
</tr>
</tbody>
</table>

#### PANTONE Magenta
<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 / 100 / 0 / 0</td>
<td>236 / 0 / 140</td>
<td>ec008c</td>
</tr>
</tbody>
</table>

#### PANTONE 576 Green
<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>60 / 23 / 91 / 5</td>
<td>115 / 152 / 73</td>
<td>729849</td>
</tr>
</tbody>
</table>

#### PANTONE 122 Yellow
<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 / 17 / 80 / 0</td>
<td>255 / 210 / 79</td>
<td>fed450</td>
</tr>
</tbody>
</table>

[KeyClub.org/Brandguide]
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.

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

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

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

- Eye-catching colors
- Creative graphics
- Fancy fonts

Use the back of this card as a quick reference tool.
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
Photography

Resolution guidelines

<table>
<thead>
<tr>
<th>Image resolution:</th>
<th>Print resolution specs for a horizontal image printed at 6“x4”</th>
<th>Screen resolution specs for a horizontal image displayed at 6“x4”</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Specs</strong></td>
<td>Low Resolution</td>
</tr>
<tr>
<td></td>
<td>Pixels</td>
<td>900x600</td>
</tr>
<tr>
<td></td>
<td>Resolution</td>
<td>150 ppi</td>
</tr>
<tr>
<td></td>
<td>File Size</td>
<td>1.5MB or less</td>
</tr>
</tbody>
</table>

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.
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

<table>
<thead>
<tr>
<th>Offset Print Use</th>
<th>EPS</th>
<th>JPG</th>
<th>PNG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adobe InDesign</td>
<td>☑️</td>
<td>☐️</td>
<td></td>
</tr>
<tr>
<td>Adobe Illustrator</td>
<td>☑️</td>
<td>☐️</td>
<td></td>
</tr>
<tr>
<td>QuarkXPress</td>
<td>☑️</td>
<td>☐️</td>
<td>☐️</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Desktop/Printer Use</th>
<th>EPS</th>
<th>JPG</th>
<th>PNG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microsoft Publisher</td>
<td>☑️</td>
<td>☐️</td>
<td>☐️</td>
</tr>
<tr>
<td>Microsoft Word</td>
<td>☐️</td>
<td>☐️</td>
<td>☐️</td>
</tr>
<tr>
<td>Microsoft PowerPoint</td>
<td>☐️</td>
<td>☐️</td>
<td>☐️</td>
</tr>
<tr>
<td>Microsoft Excel</td>
<td>☐️</td>
<td>☐️</td>
<td>☐️</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Web/On-line Use</th>
<th>EPS</th>
<th>JPG</th>
<th>PNG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adobe Dreamweaver</td>
<td>☐️</td>
<td>☐️</td>
<td>☐️</td>
</tr>
<tr>
<td>Other Program</td>
<td>☐️</td>
<td>☐️</td>
<td>☐️</td>
</tr>
</tbody>
</table>

**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)
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.

keyclub.org/brandguide
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.
**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.