

2013 Key Club brand guide

**Brand yourself
& your club.**

UPDATED

SPRING 2013

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.

Keep it fresh.

www.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>Fonts</p> <p>Typefonts</p>	 <p>Colors</p>
 <p>Key and other graphics</p>	 <p>Doodles</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 are a few guidelines for using our wordmark.
Please be cool and follow them.**

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—and your club. Include the wordmark on all your Key Club stuff.

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.



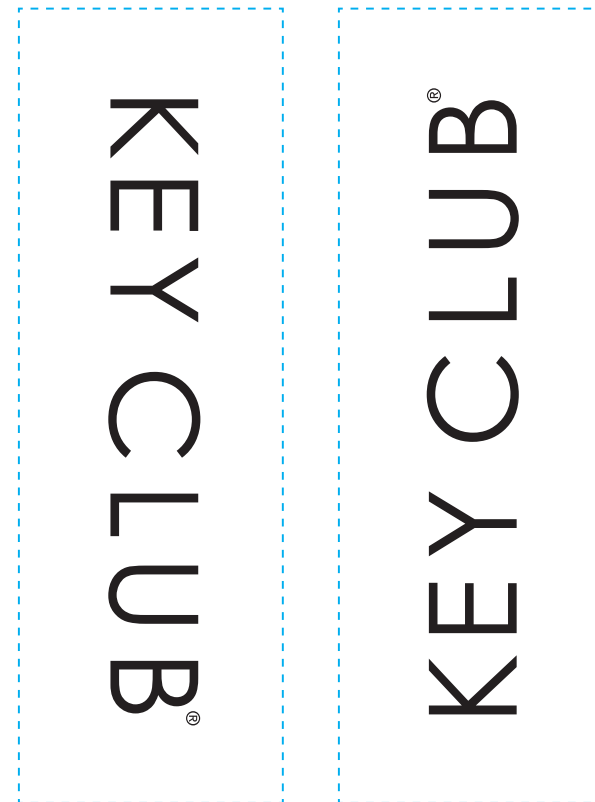
Primary use horizontal logo



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

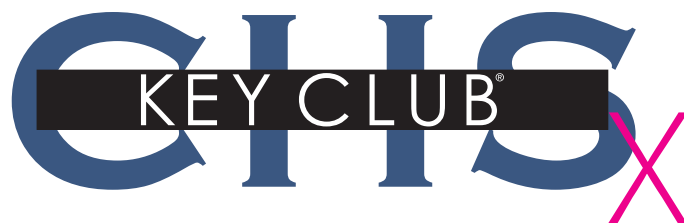
When you change the logo by squishing or stretching it, you change the brand.

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. 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.

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



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

Work well with others

Here's how the Key Club wordmark works with the Eliminate Project logo. For a complete style guide on The Eliminate Project, go to www.TheEliminateProject.org/resources.



KEY CLUB®



supported by KEY CLUB®

KEY CLUB® SUPPORTS



Preferred colors—black, 295 Blue and Cyan

Fonts

Key Club font families

UPDATED

We've added new fonts to our menu of options—Myriad Pro, Garamond Premier Pro and Walk Around the Block. If you don't have these fonts on your computer, look for downloads online. Walk Around the Block is available at www.dafont.com/walk-around-the-block.font. You can also buy fonts at:

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

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

<p>NEW</p> <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>NEW</p> <p>Garamond Premier Pro</p> <p>Primary serif font</p>	<p>Goudy Oldstyle</p> <p>Alternate serif font</p>	<p>NEW</p> <p>Walk Around The Block</p> <p>Optional display font</p>

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.

12 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

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

Choose from our palette—and pick the color code that works for your piece. 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.



CMYK 0 / 0 / 0 / 100	CMYK 100 / 70 / 0 / 40	CMYK 100 / 0 / 0 / 0	CMYK 29 / 0 / 100 / 0	CMYK 0 / 61 / 97 / 0
RGB 0 / 47 / 95	RGB 0 / 47 / 95	RGB 0 / 174 / 239	RGB 193 / 216 / 47	RGB 245 / 128 / 37
HEX 231f20	HEX 003366	HEX 00aeef	HEX c1d82f	HEX f58025



CMYK 30 / 56 / 100 / 37	CMYK 0 / 100 / 79 / 20	CMYK 0 / 100 / 0 / 0	CMYK 38 / 88 / 0 / 0	CMYK 0 / 17 / 80 / 0
RGB 128 / 86 / 27	RGB 196 / 18 / 48	RGB 68 / 0 / 74	RGB 165 / 67 / 158	RGB 255 / 210 / 79
HEX 80561b	HEX c41230	HEX d80074	HEX bc34ba	HEX fed450

Graphic elements

It's OK to scribble



In the past, the Key Club pencil was mandatory. Now it's not. In fact, we recommend that you avoid using the "old" solid Key Club pencil design. If you'd like to use the pencil, choose one of the fresh, new scribble pencil designs. You'll find new templates with the scribble pencil online.

Sure, Key Clubbers don't actually make keys, but we do hold the key to opening doors for others through our service. Share with others how Key Club will open doors for them. Use the key graphic!



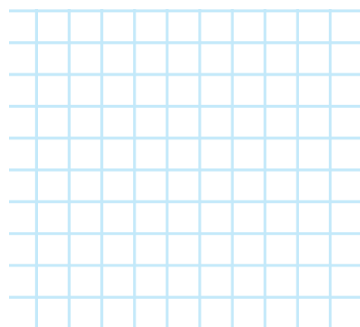
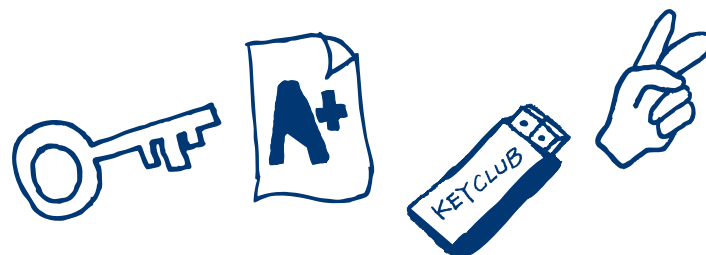
Be creative with the scribble pencil. Use it to make headers for your newsletters, add it to a T-shirt design or include it on a recruitment poster. You'll find the scribble pencil online. It's available in eight colors.



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.



Examples

Feel free to steal these ideas



Examples

Update Facebook



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. 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.

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.

Print photo resolution

TOO LOW:

351k
300 x 400 pixels

RIGHT SIZE:

5.5 megs or more
1200 x 1600 pixels

BEST SIZE:

24 megs or more
2400 x 3600 pixels

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.** Choose from our list of Kiwanis International's licensed vendors.
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



Merchandise

Express yourself



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.

For more, check out the Kiwanis-family style guide at www.KiwanisOne.org/styleguide.

1. **Be consistent.** It never hurts to have a guide. For writing style, Key Club follows “The Associated Press (AP) Stylebook,” 45th edition (2010).
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

www.keyclub.org/brandguide

New Key Club marketing tools

www.keyclub.org/newtools

Style guide for the written word

www.KiwanisOne.org/styleguide

Got a question? Contact us at keyclubnews@kiwanis.org.

