

KEY CLUB

GRAPHIC
STANDARDS



AN INTERNATIONAL,

STUDENT-LED

ORGANIZATION PROVIDING ITS MEMBERS

WITH OPPORTUNITIES TO PERFORM

SERVICE, BUILD CHARACTER,

AND DEVELOP LEADERSHIP.



TO DEVELOP COMPETENT, CAPABLE,
CARING, LEADERS,
THROUGH
THE VEHICLE OF SERVICE

How to use the new Key Club graphic standards

CHECK OUT KEY CLUB'S
HOT NEW LOOK!

Key Club has a new look and it rocks!

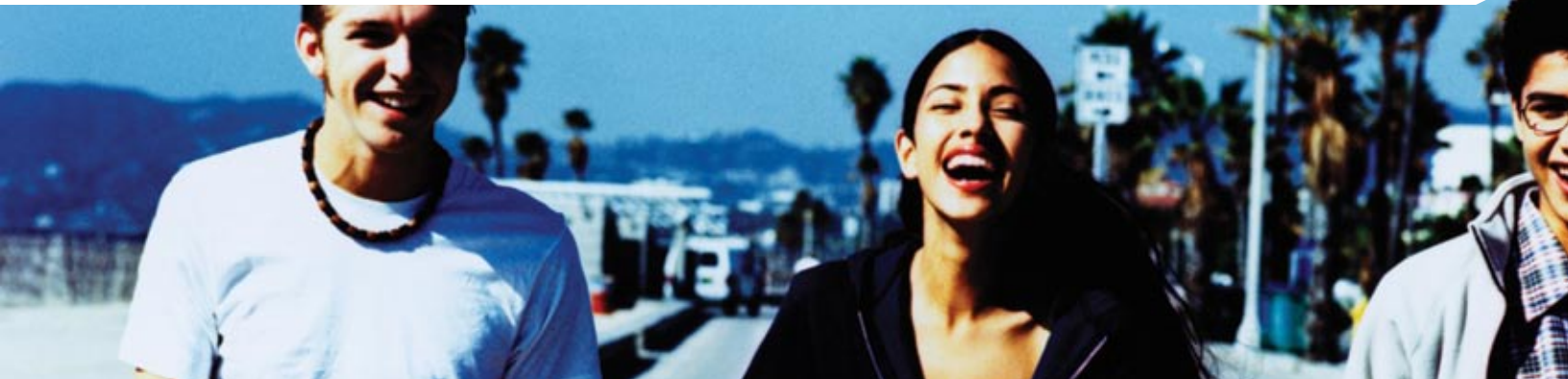
With nearly 245,000 members representing almost 5,000 clubs in 24 nations, Key Club is the largest high school service organization in the world! One important way we can let others know about Key Club is by communicating “our look” to others. That is, using the same design elements – things like fonts, colors, logos and symbols to express who we are. Keeping “our look” consistent enables others to see Key Club in the way we do – whether they’re in Kansas or in Kenya. And, it helps us create a buzz about the great work Key Club is doing serving others and developing tomorrow’s leaders.

Everything you need to get started is in this guide. You’ll find colors, design schemes, photos and templates to help you create brochures, letterhead, newsletters, posters and more! It’s really that simple!

Together, we’ll watch Key Club grow in a big way! World, hope you’re ready for us!



logo usage:



The Key Club logo and wordmark are a key part of this new look and feel.

Color:

When reproduced, the logo and wordmark are to appear only in the colors as seen below:



Using the Key Club logo in black or white will give the design a more contemporary feel.

Size:

Logo to be placed no larger than 1½ inches wide on anything smaller than a banner. Wordmark to be formatted no larger than five inches on anything smaller than a banner. Logo must always be proportionate as seen below:



logo usage:



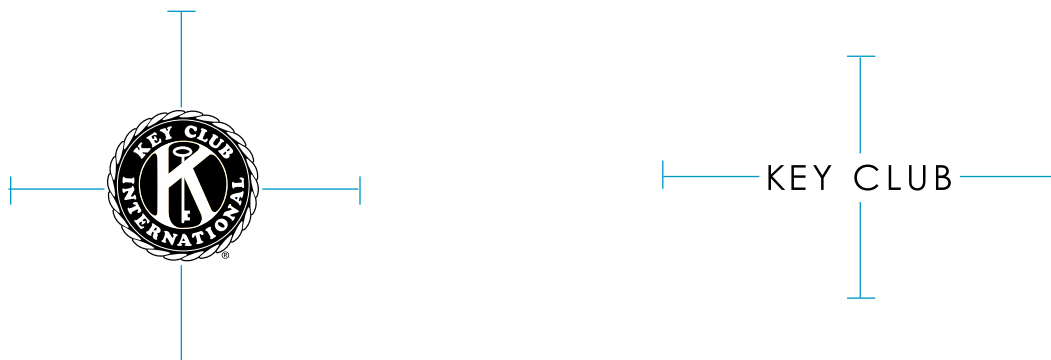
Background:

Should be placed on a neutral background:



Area of isolation:

There should be nothing within a half inch of all sides of the logo.



fonts:

the Key Club fonts!

Two primary and one accent font. Century Gothic is the primary headline font. Goudy Old Style is the primary copy font, and your choice of any funky font is the accent font.

Header and Subheads:

Font-Century Gothic

Try to keep the height and width of the lettering proportional
Space between each letter - 0

HEADER FONT - Century Gothic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Accent:

Font-To be used for some headers, subheads and emphasized wording to make the piece more contemporary and personalized.

ACCENT CONTEMPORARY FONT - YOUR CHOICE
KEY CLUB OFFICE WILL BE USING CRACKHEAD FOR 2006-07
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEF GHIJKL MN^o PQRS^{TUV} WXY^z

In Windows possible accent fonts:
Goudy Stout, Juice, Tempus Sans or Viner Hand ITC

General text:

Font-Goudy Old Style

Try to keep the height and width of the lettering proportional
Space between each letter - 0
Color- Black
Size- 9.5 Point / 13 Leading (space between each line)

COPY FONT - Goudy Old Style
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

A Web site is the exception. In this instance, Arial may be used.

the look:



All materials:

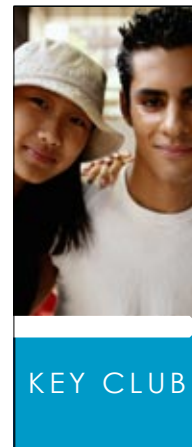
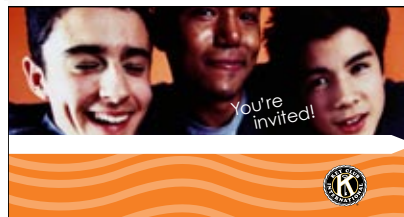
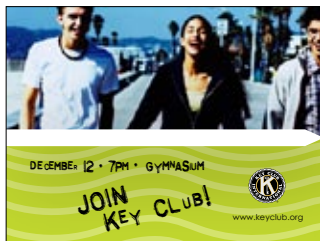
Consistency in visual layouts is key to retaining the image of Key Club worldwide!

**Introducing...
the Pencil!**



Pencil area:

Placement-Pencil should always be placed on the cover or front of whatever is being produced.





CHARACTER BUILDING
LEADERSHIP
INCLUSIVENESS
CARING

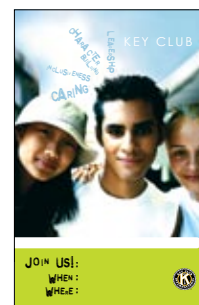
Pencil color:

White should be the color used in the majority of the Key Club pieces; however, a Key Club-designated color may be used as an alternative, if necessary.



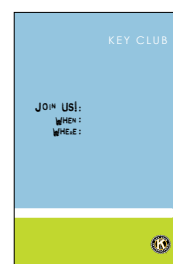
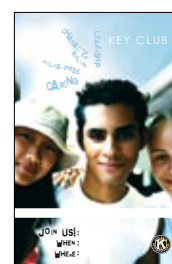
Pencil size:

The pencil's sides should always horizontally touch the right and left edge. On 8½- by 11-inch pieces, the height should be 1/2" tall and sized proportionately to other sized pieces.



The background:

- The area above and below the pencil can be a Key Club color, see page 10, or an image (photo or illustration) in any combination. See below for ideas.
- Always keep the target audience and purpose of the project in mind to market Key Club most effectively!



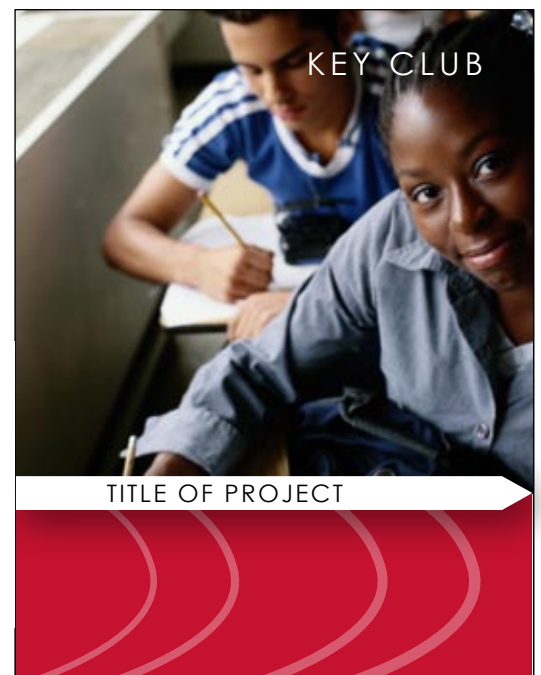
the look:

Logo placement:

- As stated before, the Key Club wordmark should always appear on the cover somewhere and the Key Club logo on the back cover.
- The Key Club logo can be placed on the front, but not within five inches of the pencil.

Club or district logo placement:

- Can be placed anywhere.



Inside look:

- The use of the pencil and similar lines, as well as Key Club colors and fonts, will maximize the effectiveness of the piece.





Back cover look:

- The Key Club logo is always centered on the lower back of the piece, not to exceed one inch in proportionate width.
- “a Kiwanis-family member,” Web site and contact information are to be placed below the logo in Century Gothic 9 Pt. Please keep upper/lowercase consistent as shown, and spacing between lines the same.



a Kiwanis-family member
keyclub.org

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a Kiwanis-family member
keyclub.org

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the colors: KEY CLUB





ROCKS!

Below are the only colors to be used on all Key Club materials:

Colors:

One or more accent colors should be used with black copy.

				
PMS 362	PMS 382	PMS 187	PMS 158	PMS 295
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

			
PMS 286	PMS 313	PMS 4505	Black
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	

To access Key Club color palette, go to templates.

If using a Mac:



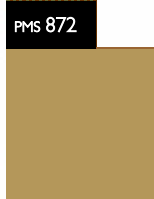

- Go to Microsoft Word
- Click appropriate color fill box
- Click “More fill colors” at bottom
- Enter values of colors

If using a PC:

- Go to Microsoft Word
- Click color fill box
- Click “More fill colors” at bottom
- Enter values of colors

Logo colors:

Black and white or reversed out will give the materials a more contemporary feel.

			
BLACK	PMS 295	PMS 872	PMS 4505
	100% Cyan 56% Magenta 0% Yellow 40% Black	Metallic-for two color printing	0% Cyan 15% Magenta 78% Yellow 36% Black
	0% Red 47% Green 95% Blue		152% Red 134% Green 66% Blue

the imagery:



The photos and illustrations used in marketing materials should communicate Key Club's mission.

Photos and illustrations should:

- Be energetic.
- Have a call to action.
- Be diverse.
- Have an area around the subject that is open to attract the viewer's eye and create an empowering feeling.
- Make sure image colors reflect the Key Club color palette, see page 10.
- Ensure core values are represented in the imagery.

**CHECK OUT
OUR GRAPHIC STANDARDS TEMPLATES:**

keyclub.org/templates

includes key club templates to personalize letterhead, envelope, business card, brochure, poster, newsletter, and more!

KEY CLUB





a Kiwanis-family member
keyclub.org

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