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.

Keep it fresh.
What makes Key Club look like Key Club?

<table>
<thead>
<tr>
<th>Wordmark</th>
<th>Seal</th>
<th>Fonts</th>
<th>Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>KEY CLUB®</td>
<td>[Image of Key Club logo]</td>
<td>[Fonts section]</td>
<td>[Colors section]</td>
</tr>
</tbody>
</table>

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.
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.

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

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

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

Stacked version

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.

Grab one of the corner handles.

scaled smaller than minimum size
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.
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
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
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).

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
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.

Preferred colors—black, 295 Blue and Cyan
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.
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.

(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.
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

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">
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.
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.

www.keyclub.org/brandguide
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

[Images of various designs and logos, including "UPDATE", "Brand yourself & your club.", "KEY CLUB", "I pledge, on my honor, to uphold the Objects of Key Club International; to build my home, school and community; to serve my nation and God; and combat all forces which tend to undermine these institutions.", "www.keyclub.org/brandguide", "www.keyclub.org"]
Examples

Update Facebook

Caring—our way of life

KEY CLUB

What’s the goal?
To save or protect millions of future mothers and their babies.

www.TheEliminateProject.org
Photography

Picture perfect

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.

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**Print photo resolution**

<table>
<thead>
<tr>
<th>Resolution Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOO LOW:</td>
<td>351k 300 x 400 pixels</td>
</tr>
<tr>
<td>RIGHT SIZE:</td>
<td>5.5 megapixels or more 1200 x 1600 pixels</td>
</tr>
<tr>
<td>BEST SIZE:</td>
<td>24 megapixels or more 2400 x 3600 pixels</td>
</tr>
</tbody>
</table>
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.
It’s T-shirt time

Key Club is an international student-led organization which provides its members with opportunities to provide service, build character and develop leadership.
Merchandise

Express yourself
### The ABCs of EPS, JPG and PNG

<table>
<thead>
<tr>
<th></th>
<th>Offset Print Use</th>
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<tbody>
<tr>
<td>EPS</td>
<td>Adobe InDesign</td>
<td>▼</td>
<td>▼</td>
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<tr>
<td></td>
<td>Adobe Illustrator</td>
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<tr>
<td></td>
<td>QuarkXPress</td>
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<table>
<thead>
<tr>
<th></th>
<th>Desktop/Printer Use</th>
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</thead>
<tbody>
<tr>
<td>EPS</td>
<td>Microsoft Publisher</td>
<td>▼</td>
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<td>Microsoft Word</td>
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<td>Microsoft PowerPoint</td>
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<td>Microsoft Excel</td>
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<tr>
<th></th>
<th>Web/On-line Use</th>
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</thead>
<tbody>
<tr>
<td>EPS</td>
<td>Adobe Dreamweaver</td>
<td>▼</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other Program</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)
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,” 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.