

KEY CLUB®

GRAPHIC  
STANDARDS





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# how to use the Key Club graphic standards

THE KEY CLUB 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, by 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 Colorado or Costa Rica. And it helps us create buzz about the great work Key Club is doing to serve 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.

THIS IS  
SOMETHING TO  
GET REALLY  
EXCITED ABOUT!



# logo usage



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

## Color

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

### Wordmark

KEY CLUB® KEY CLUB® KEY CLUB®

black

Pantone Matching System (pms 295)

white

### Logo



black



pms 295 & pms 4505



pms 295



white

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

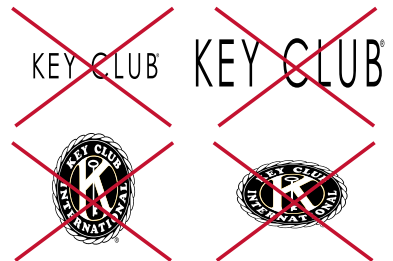
## Size

Logo should be placed no larger than 1½ inches wide on anything smaller than a banner.

Wordmark should be formatted no larger than 5 inches on anything smaller than a banner.

Logo must always be proportionate as seen below:

KEY CLUB®



## Service Leadership Programs

All Key Club pieces should include Kiwanis Service Leadership Programs branding. This usually appears on the back of each piece.



**Kiwanis**  
Service Leadership Programs



**Kiwanis**  
Service Leadership Programs

# logo usage



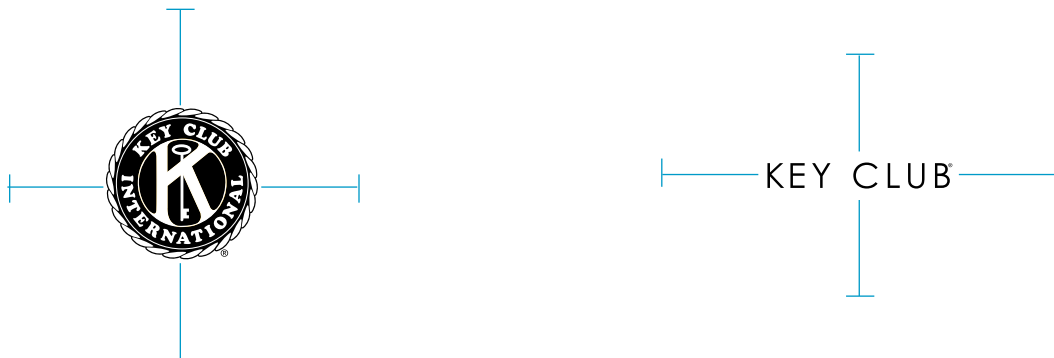
## Background

Logo should be placed on a white or neutral background:



## Area of isolation

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



## the Key Club fonts

There are two primary fonts and one accent font, which should be used on all Key Club materials. 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 subhead

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  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Accent fonts in Windows:

Goudy Stout, Juice, Tempus Sans or Viner Hand ITC

Crackhead (mac font) is used above.

Embossing Tape (pc font) is a close alternative.

### 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

### Internet usage

Text that doesn't change often—such as headers and button graphics—should be designed in the Century Gothic or Goudy Old Style typefaces and placed in the Web page content. Not all computers can reproduce these primary typefaces, so Verdana can be used.

# the look



## All materials

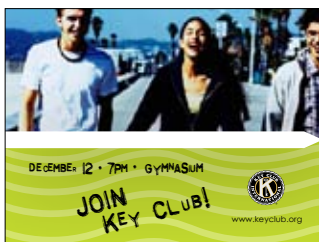
Consistency in visual layouts is key to retaining the image of Key Club worldwide.

## The pencil



## Pencil area

Placement: Pencil should always be placed on the cover or front of each piece.



Poster



Web site



Brochure



CHARACTER BUILDING  
LEADERSHIP  
INCLUSIVENESS  
CARING

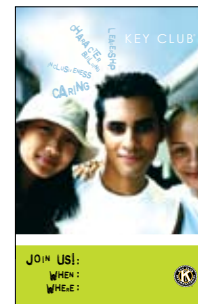
### Pencil color

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.



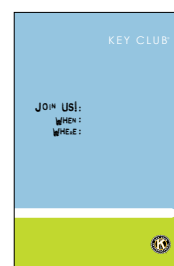
### Pencil size

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-inch tall and sized proportionately to other pieces.



### 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.



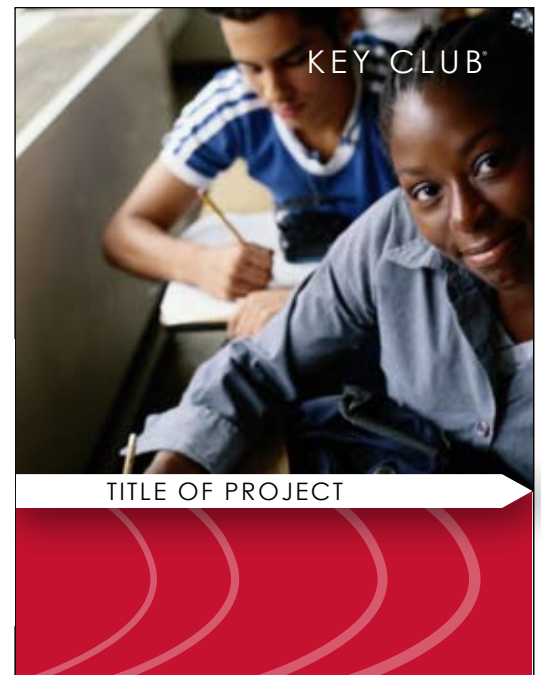
# the look

## Logo placement

- The Key Club wordmark should always appear on the cover and the Key Club logo and Kiwanis Service Leadership programs wordmark should be on the back cover (see page 9).
- The Key Club logo can be placed on the front, but not within five inches of the wordmark.

## 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 and Kiwanis Service Leadership programs graphic are not to exceed 2 1/4-inch proportionate width.
- Web site and contact information are to be placed below the logo in Century Gothic 9 point. Please keep upper/lowercase consistent as shown, and spacing between lines the same.



**Kiwanis**  
Service Leadership Programs

[www.keyclub.org](http://www.keyclub.org)

3636 WOODVIEW TRACE INDIANAPOLIS, IN 46268 • 317.875.8755 • US AND CANADA: 800-KIWANIS



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colors






# KEY CLUB





## ROCKS!

Please use these colors to on all Key Club materials.

### Colors

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

				
<b>PMS 362</b>	<b>PMS 382</b>	<b>PMS 187</b>	<b>PMS 158</b>	<b>PMS 295</b>
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
HTML 3F9C35	HTML BED600	HTML A71930	HTML E37222	HTML 002F5F

			
<b>PMS 286</b>	<b>PMS 313</b>	<b>PMS 4505</b>	<b>Black</b>
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	
HTML 0039A6	HTML 0098C3	HTML 988642	

### Logo colors

Black and white or reversed out type will give the materials a more contemporary feel. Be sure reversed type is readable.

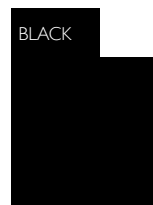



Here's how to access Key Club color palette.

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

			
<b>BLACK</b>	<b>PMS 295</b>	<b>PMS 872</b>	<b>PMS 4505</b>
	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
	HTML 002F5F		HTML 988642



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

### **Photos and illustrations**

- All photos and illustrations should be energetic.
- Have a call to action.
- Reflect diversity.
- Have an area around the subject that is open to attract the viewer's eye.
- Reflect the Key Club color palette (see page 10).
- Represent Key Club's core values.



# CHECK OUT OUR GRAPHIC STANDARDS CD

KEY CLUB®

includes key club templates to  
personalize letterhead, envelopes,  
business cards, brochures, posters,  
newsletters, and more!

or find the graphic standard tools online  
at [www.keyclub.org/graphicstandards](http://www.keyclub.org/graphicstandards)





**Kiwanis**  
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