



CALI-NEV-HA KEY CLUB

# BRANDING GUIDE

UPDATED 2020 - 2023



# TABLE OF CONTENTS

03. Logos

04. Seal

05. Wordart

06. Pencil

07. Font Families

a. Font examples

09. Colors

a. Color code/palette

11. Websites

12. Additional Material/Savekey

13. E-Portfolios

14. Videos

15. Presentations

16. Social Media

a. Dimensions

18. Resources

## WHAT IS THE IMPORTANCE OF KEY CLUB BRANDING ?

The main part of Key Club's branding is the Graphic Standards. Graphic Standards is a set of guidelines created by the California-Nevada-Hawaii Communications & Marketing Committee that aims to maintain consistency in social media content produced by the entirety of CNH. It is a major component to Key Club branding and must be enforced throughout its publications.

It is important to follow graphic standards as it encourages professionalism, raises brand awareness, and ultimately allows content to be identified with CNH.

### WHEN SHOULD THEY BE USED?

- Newsletters (Club, Division, District)
- E-Portfolios
- Videos
- Websites (Club & Division)
- Presentations (Training Conferences)
- Professional Documents
- Meeting Agendas
- Itineraries
- Brochures
- Manuals & Guides

**Note:** Graphic standards should be used when creating publications that represent the CNH District. However, it is not necessarily enforced on club level.

# LOGOS

Wordart. Seal. Pencil.

You will often notice the **CNH Logo, pencil, and wordart** on CNH Newsletters, e-portfolios, powerpoint presentations, and more. It is necessary to include these on the cover page of these publications, as it is part of the **Key Club branding**. This maintains a cohesive and professional look on the CNH Key Club resources and material. You can find the downloadable CNH logo, wordart, and pencil on the **CNH Cyberkey** under **Resources -> Graphics and Marketing**.

[www.cnhkeyclub.org/resources/graphics-and-marketing](http://www.cnhkeyclub.org/resources/graphics-and-marketing)

The CNH and Key Club International Logos should only be placed **on top of solid color**, and **should not be intersected** or modified in any way.

Choose either the CNH or the Key Club International Logos in non video content. **Both should not be used.**

# 03



## CNH DISTRICT LOGO GUIDELINES

### CNH LOGO PLACEMENT

- I. ½" away from the left side of the document.
- II. Center the logo between the top of the pencil and the top of the page.
- III. The minimum seal print size must be 0.75" or 54 pixels wide.

#### A simple rule of thumb:

Take the width of the outer circle and allow that amount of space all along the logo.



width of outer circle

### LOGO OPTIONS

- I. The Logo can either be in its original colors or black & white.



Original



Black and White



Transparent White

# SEAL

LOGOS: Wordart. Seal. Pencil.

## KEY CLUB LOGO 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.

As for the California-Nevada-Hawaii District, although the KCI Logo is not required on official documents, you should still follow these guidelines if used.

**\*Keep note: For T-shirts and all merchandise, if you use the words, "Key Club" or use the Key Club International Seal, you must use an approved vendor. For more info, please contact your Region Advisor.**

# 04



# KEY CLUB INT'L. SEAL GUIDELINES

## KCI LOGO PLACEMENT

- I. ½" away from the left side of the document.
- II. Center the logo between the top of the pencil and the top of the page.
- III. The minimum seal print size must be 0.75" or 54 pixels wide.

## LOGO OPTIONS

- I. The Logo can either be in its original colors or black & white.



Original



Black and White



Blue and White

Logos can be located on the CNH Cyberkey.

**\* Refer to page 3 for more information on CNH and KCI logos.**

# WORDART

LOGOS: Wordart. Seal. Pencil.

## CNH WORDART

- I. "CNH" must be bolded.
- II. It must be placed at top right of document.
- III. The word art must be expanded by 6pt. or 18% at a 36 pt. size.
- IV. The end of the "B" of the word "CLUB" must line up with the beginning of the tip of the pencil.
- V. The CNH Wordart cannot be within 6 inches of the Key Club logo.

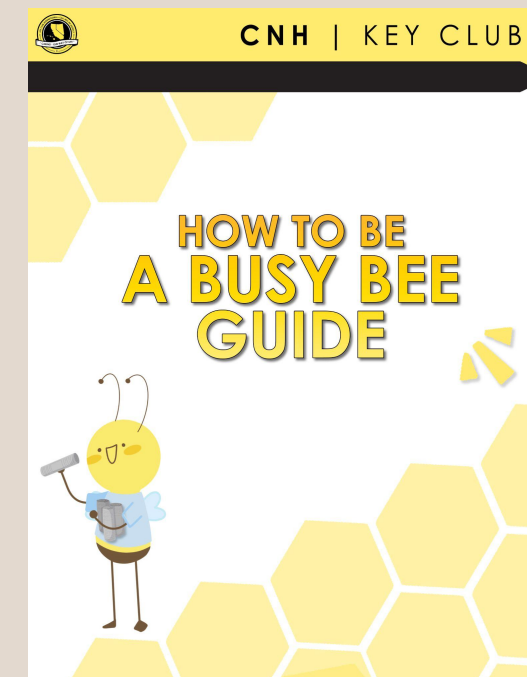
**CNH** | KEY CLUB

CNH | KEY CLUB

05

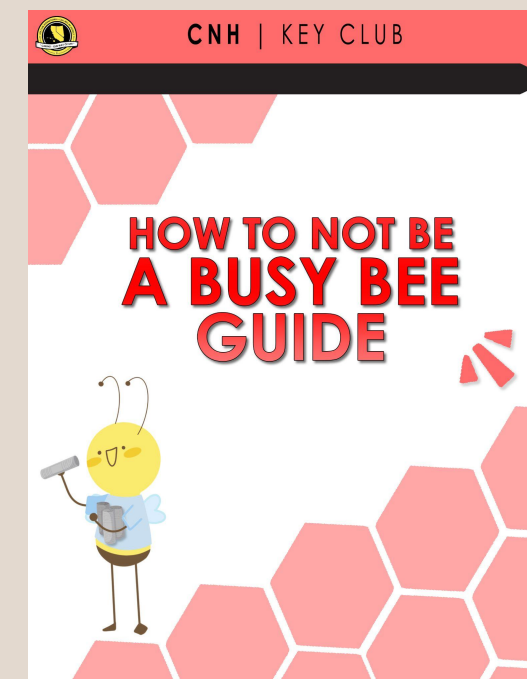
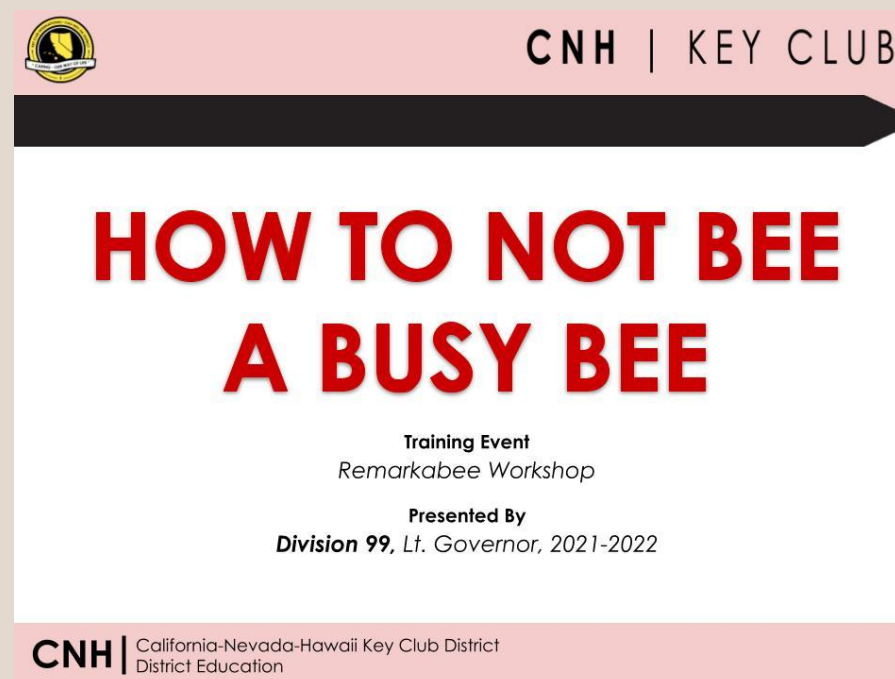
## EXAMPLES

DO's:



As seen above, the wordart is expanded by 6pt and the end of the "B" aligns with the beginning of the tip of the pencil.

DON'Ts:



As seen above, the wordart is *too big* and the end of the "B" *DOES NOT* aligns with the beginning of the tip of the pencil.

# PENCIL

LOGOS: Wordart. Seal. Pencil.

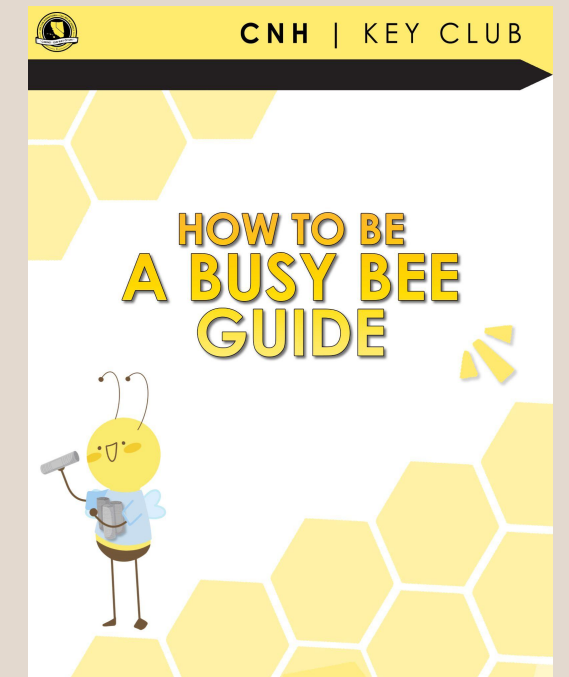
## KEY CLUB PENCIL

- I. The pencil must reach across the full width of the document.
- II. Only text can overlay the pencil (no logos). The text must also be aligned to the left side of the document.
- III. The pencil must be facing right.
- IV. Multiple pencils cannot be on top of each other.
- V. The pencil can only be placed on the top of the page.
- VI. The pencil must be horizontal.
- VII. The pencil must be on the first page of all Key Club documents. This does not include graphics, infographics, and media.
- VIII. The pencil is ½" in height with the ½" triangle.

# 06

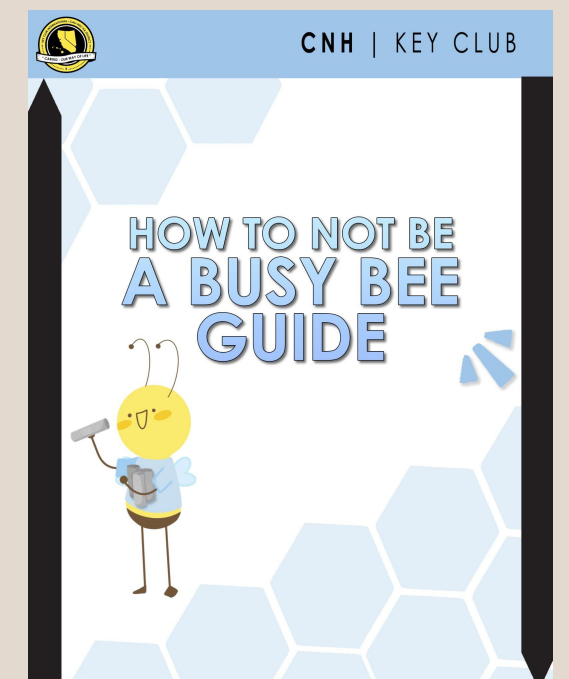
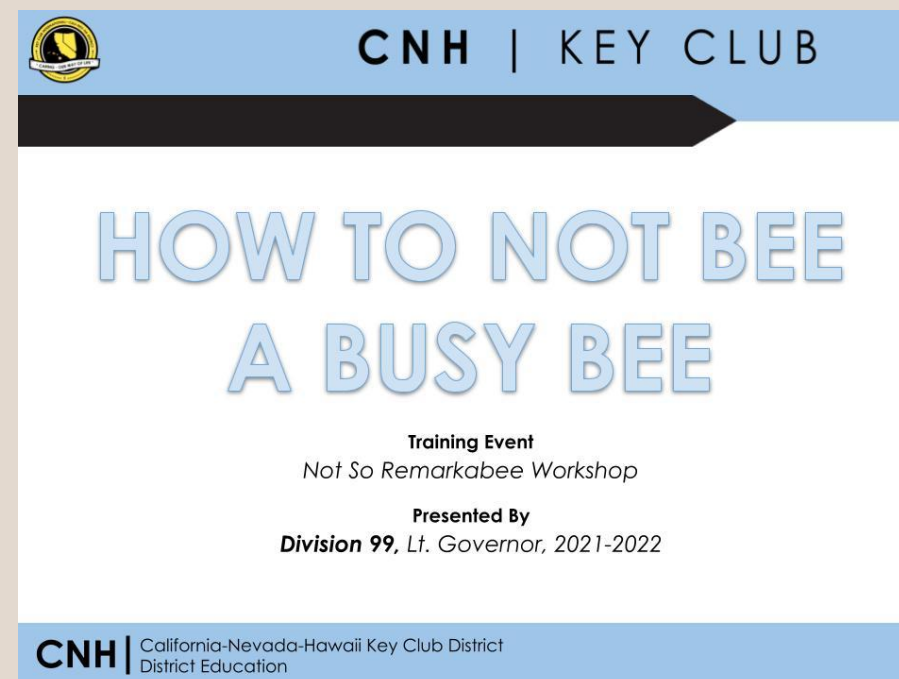
## EXAMPLES

DO's:



As seen above, the pencil is pointed from left to right. It reaches across the ENTIRE width of the page, and it towards the top of the page.

DON'Ts:



As seen above, the wordart is *incorrectly place*. The pencil doesn't reach the end of the page nor is horizontal.

# FONT FAMILIES

Within Key Club, we currently have **six fonts** that fit into the criteria of the graphics standards.

The **official fonts** of Key Club International are Myriad Pro, Century Gothic, Verdana, Garamond Premier Pro, Goudy Oldstyle, and Abril Italic.

The fonts you use **matter!** It is easy to think that type font doesn't matter as we have become very accustomed to focusing on a content or message of words themselves and not what the words look like visually. Depending on the occasion, it is **important** to choose the font that fits the setting.

Please note that using these fonts are **not required on the club levels**. But if you are applying for contests and/or promoting the CNH District & Key Club, you **must** use these fonts.

Display fonts such as Hello Stranger and Shorelines are allowed within CNH, but they **are not acceptable** for International contests.

# 07

Myriad Pro

Primary sans serif font

Century Gothic

Alternate sans serif font

Verdana

Alternate sans serif font

Garamond Premier Pro

Primary serif font

Goudy Oldstyle

Alternate serif font

*Abril Display Italic*

Optional display font

# FONT EXAMPLES

Along with the variety of fonts, it is also important to know **when** to use them. For example, professional documents such as awards, e-portfolios, and emails require more formal styling fonts such as Verdana or Century Gothic.

However, more **casual** documents such as posters, flyers, agendas, allow for more casual looking fonts such as Walk Around the Block.

While creating graphics it is best to know what type of graphic you are making to be able to utilize the best font for the occasion.

# 08

## PROFESSIONAL DOCUMENTS

### What's Poppin, Busy Bees!

Every other month, there will be HIVE Calls conducted with each of the beehive members. This will be a call just between you and me and will serve as an opportunity to not only develop bee-utiful professional relationships but also provide guidance and check-in wherever necessary.

Attached to this email is a [honeycomb](#) that must be filled out!

--  
**Buzzin' with Style,**

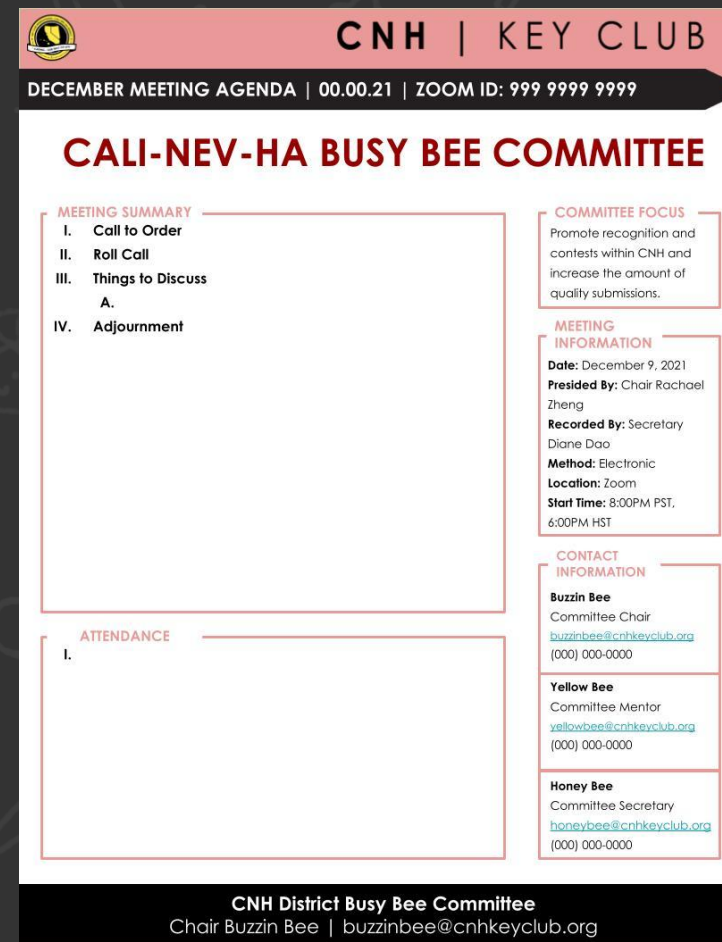
### Busy Bee

California-Nevada-Hawai'i District  
Key Club International

**Email:** [busybee@cnhkeyclub.org](mailto:busybee@cnhkeyclub.org)

**Phone:** (123) 456-7890

## CASUAL DOCUMENTS



**CNH | KEY CLUB**  
DECEMBER MEETING AGENDA | 00.00.21 | ZOOM ID: 999 9999 9999

### CALI-NEV-HA BUSY BEE COMMITTEE

**MEETING SUMMARY**

- I. Call to Order
- II. Roll Call
- III. Things to Discuss
  - A.
- IV. Adjournment

**COMMITTEE FOCUS**  
Promote recognition and contests within CNH and increase the amount of quality submissions.

**MEETING INFORMATION**  
**Date:** December 9, 2021  
**Presided By:** Chair Rachael Zheng  
**Recorded By:** Secretary Diane Dao  
**Method:** Electronic  
**Location:** Zoom  
**Start Time:** 8:00PM PST, 6:00PM HST

**CONTACT INFORMATION**

**Buzzin Bee**  
Committee Chair  
[buzzinbee@cnhkeyclub.org](mailto:buzzinbee@cnhkeyclub.org)  
(000) 000-0000

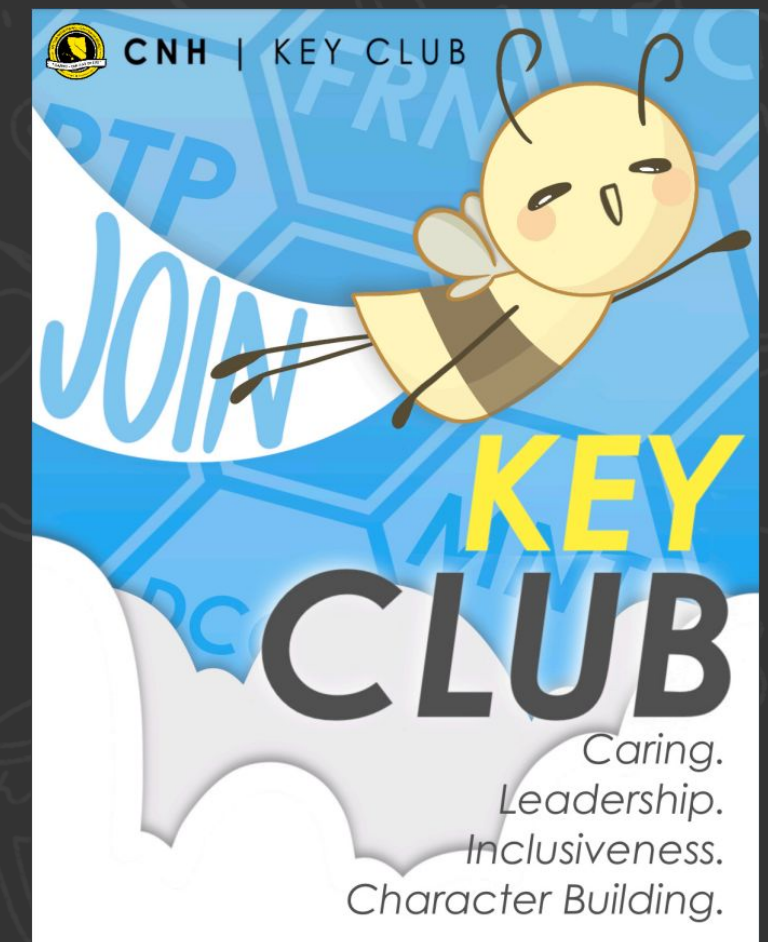
**Yellow Bee**  
Committee Mentor  
[yellowbee@cnhkeyclub.org](mailto:yellowbee@cnhkeyclub.org)  
(000) 000-0000

**Honey Bee**  
Committee Secretary  
[honeybee@cnhkeyclub.org](mailto:honeybee@cnhkeyclub.org)  
(000) 000-0000

**ATTENDANCE**

- I.

**CNH District Busy Bee Committee**  
Chair Buzzin Bee | [buzzinbee@cnhkeyclub.org](mailto:buzzinbee@cnhkeyclub.org)



**CNH | KEY CLUB**

**JOIN KEY CLUB**

**KEY CLUB**

Caring.  
Leadership.  
Inclusiveness.  
Character Building.



# COLORS

Color Codes. Color Palettes.

## Color Codes

Colors are **NOT** a part of the graphic standards, meaning you are NOT limited to the colors shown to the right. However, usage of these colors are encouraged in graphics in order to build a brand.

The eleven colors that are shown to the right are recognized as official colors of Key Club International.

The colors that you use matter! It is easy to think that colors don't matter as we have become very accustomed to focusing on the content themselves and not what the words look like visually. In branding, the visual appearance of specific colors can have just as much effect on how a document is received as the content itself.

# 09

**PANTONE  
BLACK**

**PANTONE  
158 ORANGE**

**PANTONE  
187 RED**

**PANTONE  
MAGENTA**

**PANTONE  
PURPLE**

**PANTONE  
122 YELLOW**

**PANTONE  
295 BLUE**

**PANTONE  
CYAN**

**PANTONE  
382 GREEN**

**PANTONE  
7407 C**

**PANTONE  
463 BROWN**

**Screenshot this slide  
and use the color drop  
tool for your graphics!**

**If promoting CNH Key Club, it should be the eleven colors  
seen above. Anything else, it can be customized!**

# COLORS

Color Codes. Color Palettes.

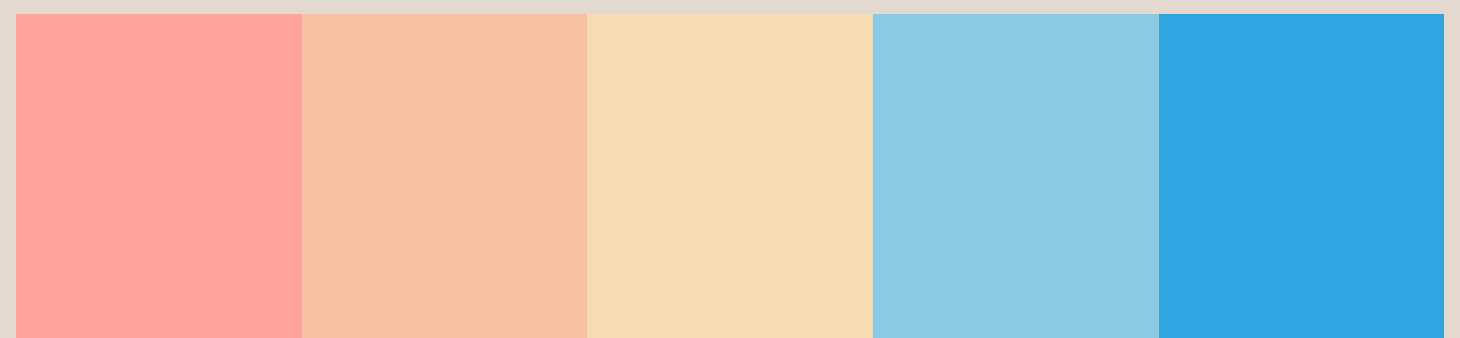
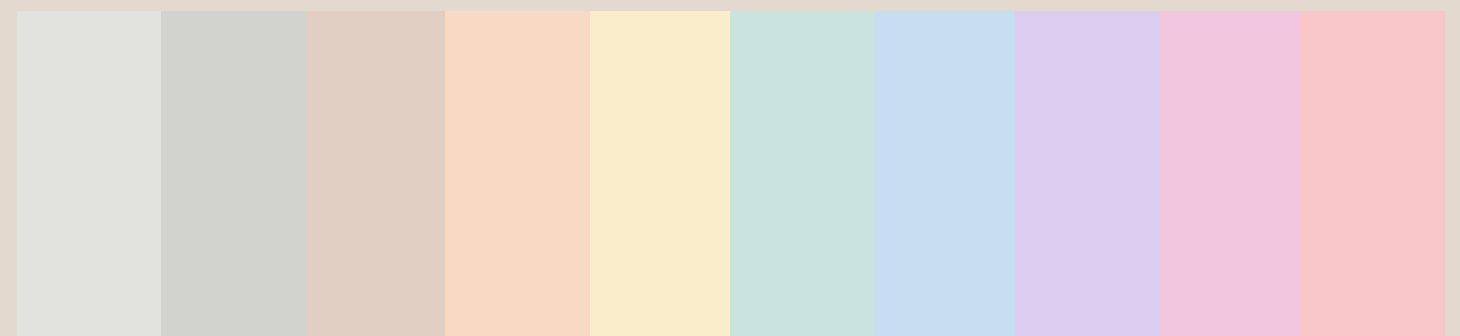
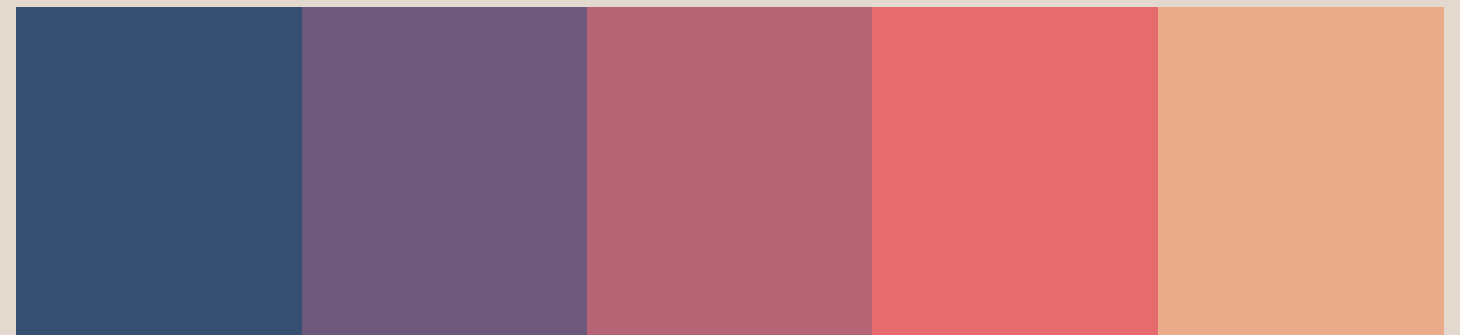
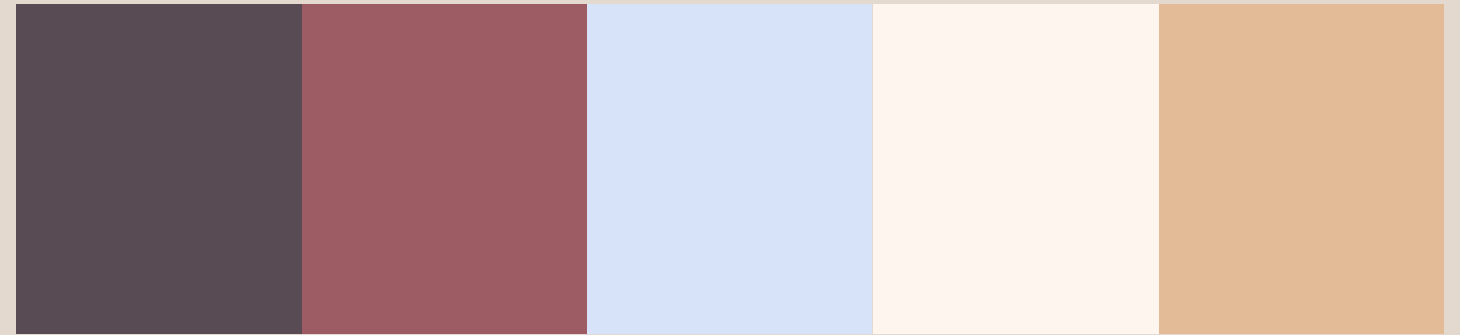
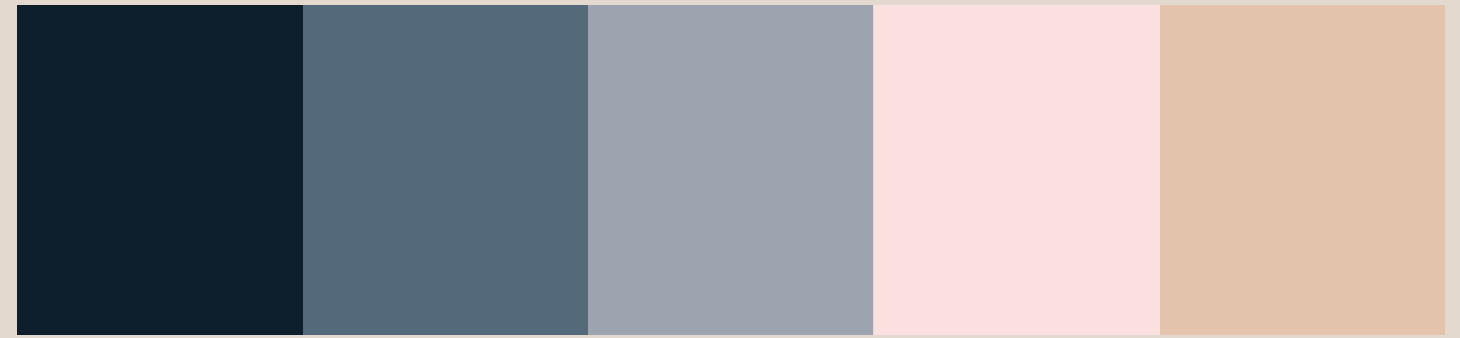
## Color Palettes.

A **color palette** is a combination of colors used when designing or creating art. When used correctly, color palettes form the visual foundation of your brand, help to maintain consistency, and make your work aesthetically pleasing and enjoyable to use.

To the right are **few examples** of some color palettes that you can use. Feel free to use other palette colors of your choice by exploring the internet.

It is **recommended** that you use palettes that compliment the themes of your designs, such as the seasons. It is **important** to remember that this is optional but can definitely be used to better improve the art that you create.

# 10



# PAGES OVERVIEW

Below are the **core pages** that are generally required but you are **not** limited to using.

- I. Home Page (Slideshow, president welcome, introduction to Key Club, etc.)
- II. About Page (Club/Division Info, Club Awards, Division History, etc.)
- III. Events page (DCON, FRN/FRS, RTC, etc.)
- IV. Calendar (Include Club, Division, District & International updates, as well as upcoming events)
- V. Member Service Hours
- VI. Agendas & Meeting Minutes
- VII. Links to Club, Division, & District Newsletters and websites
- VIII. Gallery
- IX. Resources (Forms, links, etc.)
- X. Contact Us Page
- XI. Meet The Officers / DLT Page

# 11

# WEBSITE STANDARDS

Having a club/division website can be a **great resource for your members!** This gives them an opportunity to explore more about your club/division and **find resources** quickly!

If you do not already have a website, it's **highly recommended** that you create one! If you do, then please follow the standards provided. We hope to see you ALL apply for the **Distinguished Club** or **Division Website contest!**



Example of CNH Cyberkey Website Cover Page

# ADDITIONAL MATERIAL

Below are a few pages that are generally recommended but are completely **optional**.

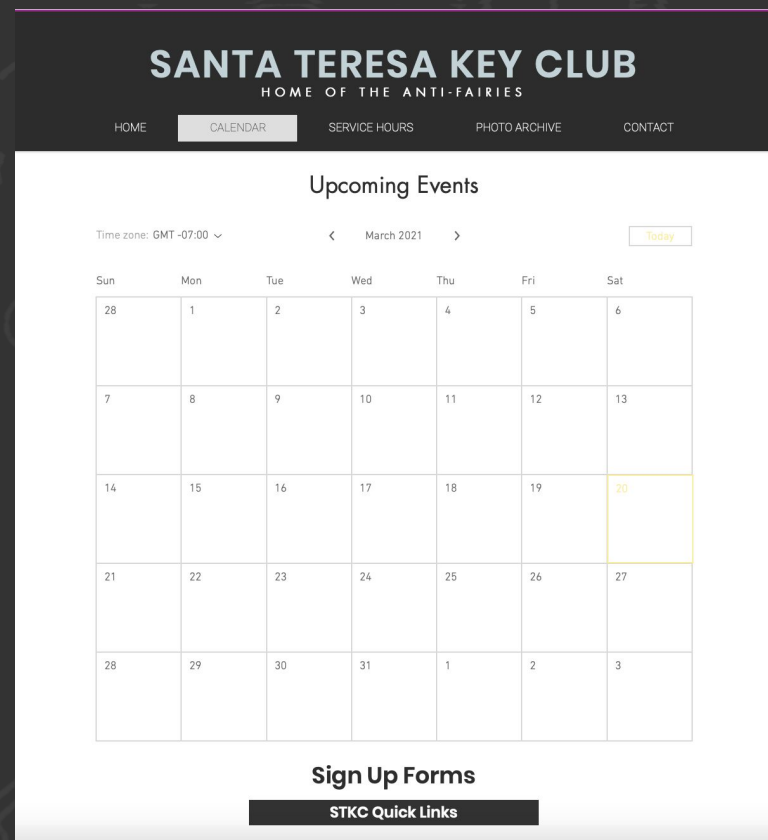
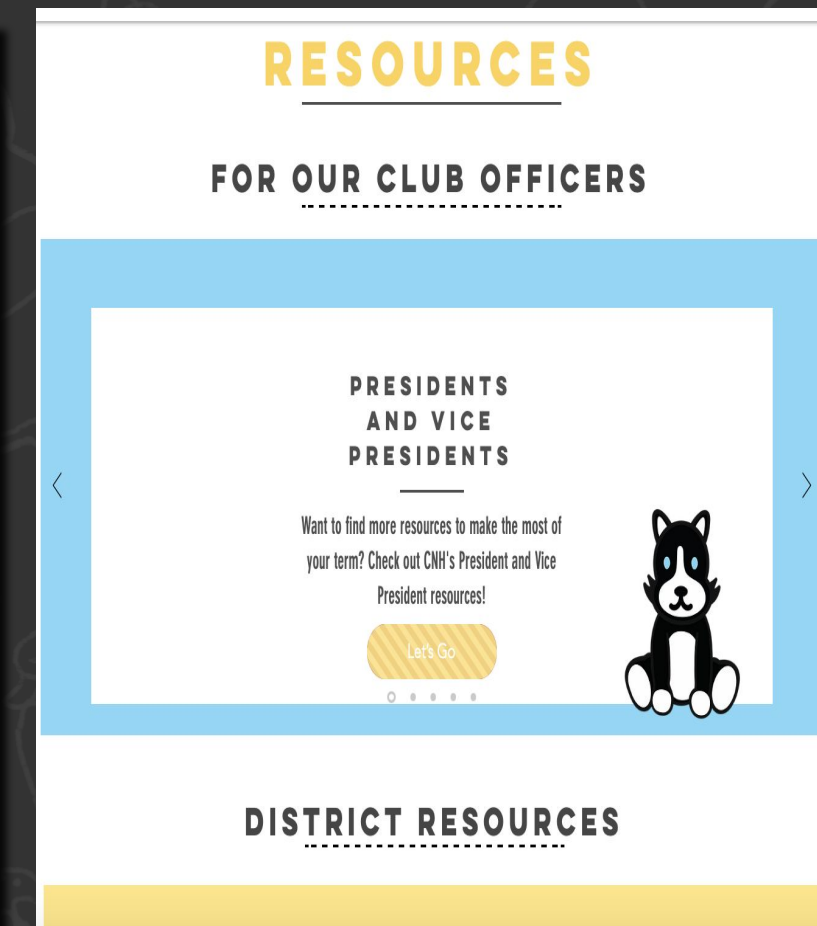
- I. Member Recognition (Highlight member of the month, officer of the month, etc.)
- II. Division Cheers
- III. History of the CNH District and Key Club International
- IV. Archive of Information
- V. BEE CREATIVE !!

# ENFORCING SAFEKEY

**No personal information such as phone numbers should be included in websites.**

Emails are acceptable if they are emails created for Key Club.

# 12



## Region 17 Royals

A region is a grouping of divisions within an area.

- Division 12 East Superheroes (LTG: Emily Vu)
- Division 12 South Supervillains (LTG: Andrew Nate De Guzman)
- Division 12 West Super Troopers (LTG: Lion Park)
- Division 34 North Aqua Apes (LTG: Kristen Carpio)
- Division 34 South Purple Penguins (LTG: Cheryl Bai)
- Division 43 Tigers (LTG: Caitlenn Frogunga)



## Division 12 South Supervillains

A division is a grouping of clubs in an area.

The Lieutenant Governor leads the division with the assistance of a leadership team – executive assistant(s), news editor, and task coordinators.

Each division has a mascot...

The **mighty Supervillains** are Division 12 South's mascot!

Division 12 South schools consists of...

- Andrew Hill
- Ann Sobrato
- Evergreen Valley
- Leland
- Oak Grove
- Pioneer
- Santa Teresa
- Silver Creek



# E-PORTFOLIOS

Format. Recognition. Examples.

## Format

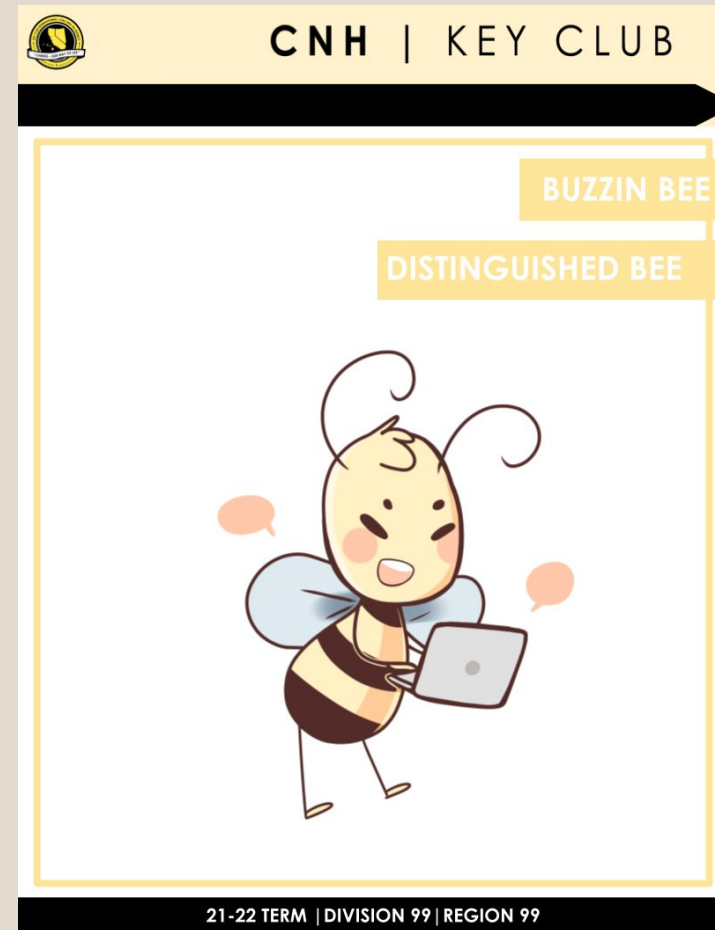
- I. 8.5 in x 11 in (standard document)
- II. Cover Page
  - a. Must have photo of applicant (if needed)
  - b. Include the applicant/club name, term, division, and region
  - c. Pencil, logo, and wordart
  - d. Follow the appropriate fonts
  - e. Nomination Form
  - f. Statement of nominee (if needed)
  - g. Submit your compressed PDF file in an email by the deadline to the Recognition Archive.

## Recognition

Remember to follow the rubric when applying for contests! Updated rubrics are available on the CNH Cyberkey! Good luck, Bees!

# 13

# EXAMPLES



**DISTINGUISHED BEE NOMINATION FORM**

**NOMINEE INFORMATION**

Nominee Name: \_\_\_\_\_ Nominated by: \_\_\_\_\_

Key Club: \_\_\_\_\_ Club #: \_\_\_\_\_

District: **California-Nevada-Hawaii** Division: \_\_\_\_\_ Region: \_\_\_\_\_

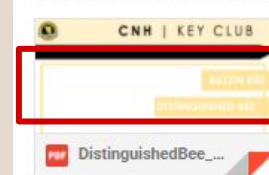
**TABLE OF CONTENTS**  
Complete the Table of Contents by listing the different focus areas in each application item and by adding the page number for which the listed sections begin. This should also help you place the items in the correct order.

ITEM	FOCUS AREAS	START PAGE
Cover Page		1
Nomination Form		2
Section 3	Letters of Recommendation(s)	4
Section 4	Bee Checklist	8
Section 5	Proof of Attendance	10
Section 6	Club Directory	12
Section 7	Monthly Report Forms	15
Section 8	Duties	24
Section 9	Communication	35
Section 10	Miscellaneous	43

**STATEMENT OF NOMINATION**  
May be completed on this page, and/or on 1 additional page.  
Why should this Secretary be recognized? Word Limit: 1,000

Hello everyone! I hope everyone is doing well. Attached below is my distinguished bee award e portfolio. If there are any questions or concerns please let me know!

**Busy Bee** 🐝  
California-Nevada-Hawaii Key Club District  
Key Club International  
E-mail: [busy.bee@cnhkeyclub.org](mailto:busy.bee@cnhkeyclub.org)  
Call/Text: (123) 456-7891



You can find a template: [HERE](#)  
For more information on contests, please contact the Member Recognition Chair: [mr.chair@cnhkeyclub.org](mailto:mr.chair@cnhkeyclub.org)

# VIDEO STANDARDS

## Resolution. File Types. Credit.

- I. **Minimum resolution**
  - A. Resolution must be 1280x720 or above; 720p or up (1080p highly suggested)
- II. **Proposed default file types**
  - A. .mp4 + .mov
- III. **All text must follow graphic standards**
  - A. Text needs to be straight (no slanted/diagonal)
- IV. **CREDITS**
  - A. Video footage sources (if not your own original footage)
  - B. Stock/Not-free pics
  - C. Music (copyright-free song or an original piece)
    1. Make sure to specify in the description
    2. If the video is posted on the platform of Tiktok or Reels, the music **MUST** be posted from the original artist
  - D. ALL VIDEOS MUST BE **HORIZONTAL**
    1. Unless specified (i.e. IGTV, IG Stories, Tik-toks, etc.)

# 14

## EXAMPLES



The graphics above use the correct sizing, promotes CNH Key Club, uses the graphic standard fonts, and is horizontal. To watch the video, please view: [HERE](#)

# POWERPOINT PRESENTATIONS

Below are the **requirements** for the general powerpoint presentations. Please note: these will be **enforced on the division/region/district level**, especially training conferences and events.

## I. General Presentation Format

- A. Sizing: Standard (4:3)
- B. Subtitle font: 40pt
- C. Bullet point font: 27pt
- D. Sub-bullet point font: 24pt
- E. Supporting bullet points fonts: 21pt

## II. Cover Page

- A. CNH Logo
- B. Pencil
- C. Wordart
- D. Name of presenter & training event

## III. Acknowledgement Page

- A. Who has edited the document throughout the years

## IV. Contact Page

You can find a template: [HERE](#)

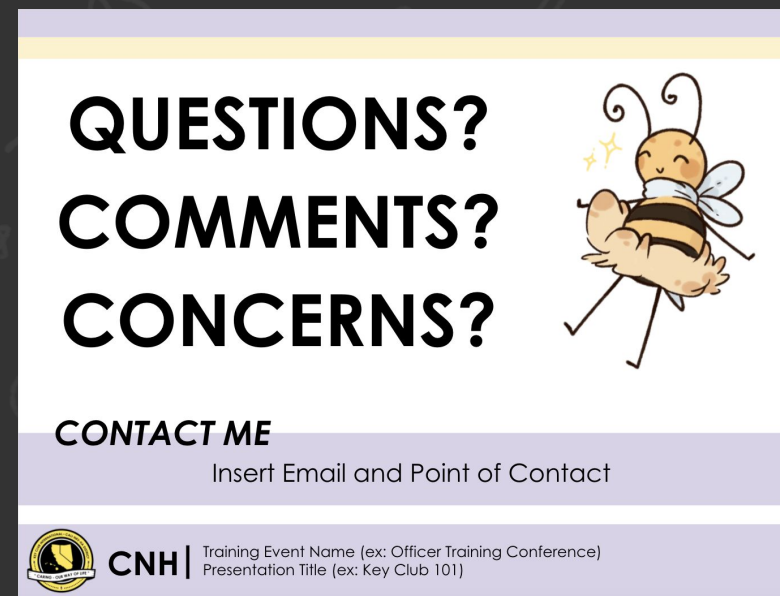
# 15

# EXAMPLES



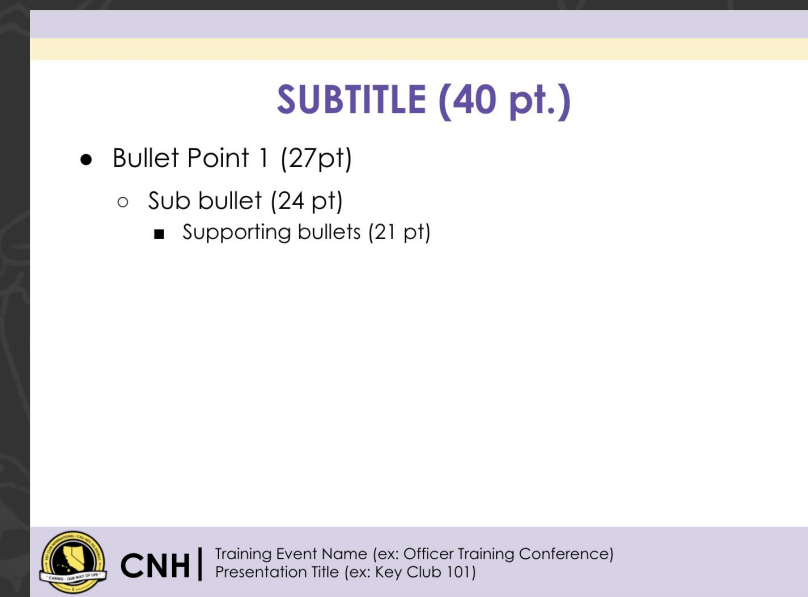
The cover page features a pink header with the CNH logo and the text "CNH | KEY CLUB". The main content area is white with a yellow bar at the top. The title "HOW TO BEE PROACTIVE!" is in bold black text. To the left is a cartoon bee holding a laptop. Below the title, it says "Training Event" and "Bee Hive Training Conference 2021". Underneath, it says "Presented By:" and "Yellow Bee, Honey Hive Coordinator". The footer is pink with the CNH logo and the text "CNH | California-Nevada-Hawaii Key Club District District Education".

Sample Cover Page



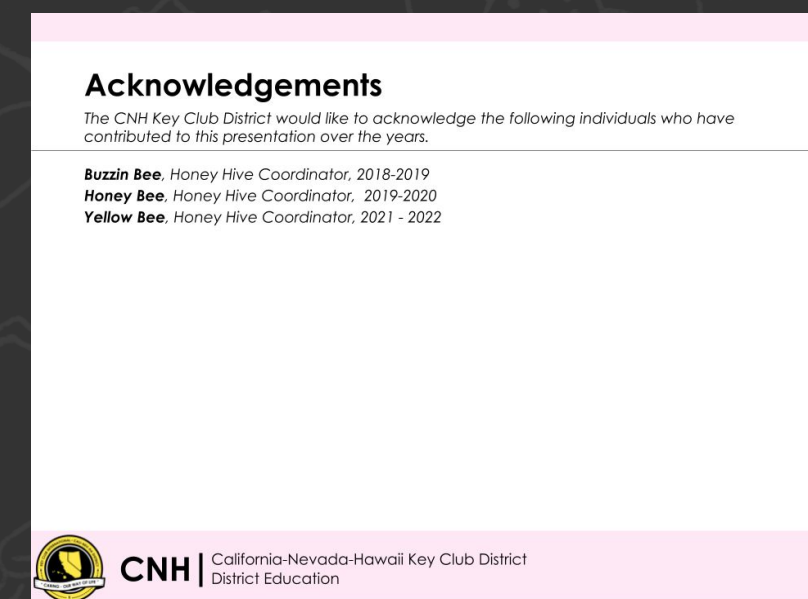
The contact page has a white background with a yellow bar at the top. On the left, the text "QUESTIONS? COMMENTS? CONCERNS?" is written in large, bold, black letters. To the right is a cartoon bee holding a gift. Below this, it says "CONTACT ME" and "Insert Email and Point of Contact". The footer is pink with the CNH logo and the text "CNH | Training Event Name (ex: Officer Training Conference) Presentation Title (ex: Key Club 101)".

Sample Contact Page



The content page has a white background with a yellow bar at the top. The subtitle "SUBTITLE (40 pt.)" is in bold blue text. Below it is a bulleted list: "Bullet Point 1 (27pt)", "Sub bullet (24 pt)", and "Supporting bullets (21 pt)". The footer is pink with the CNH logo and the text "CNH | Training Event Name (ex: Officer Training Conference) Presentation Title (ex: Key Club 101)".

Sample Content Page

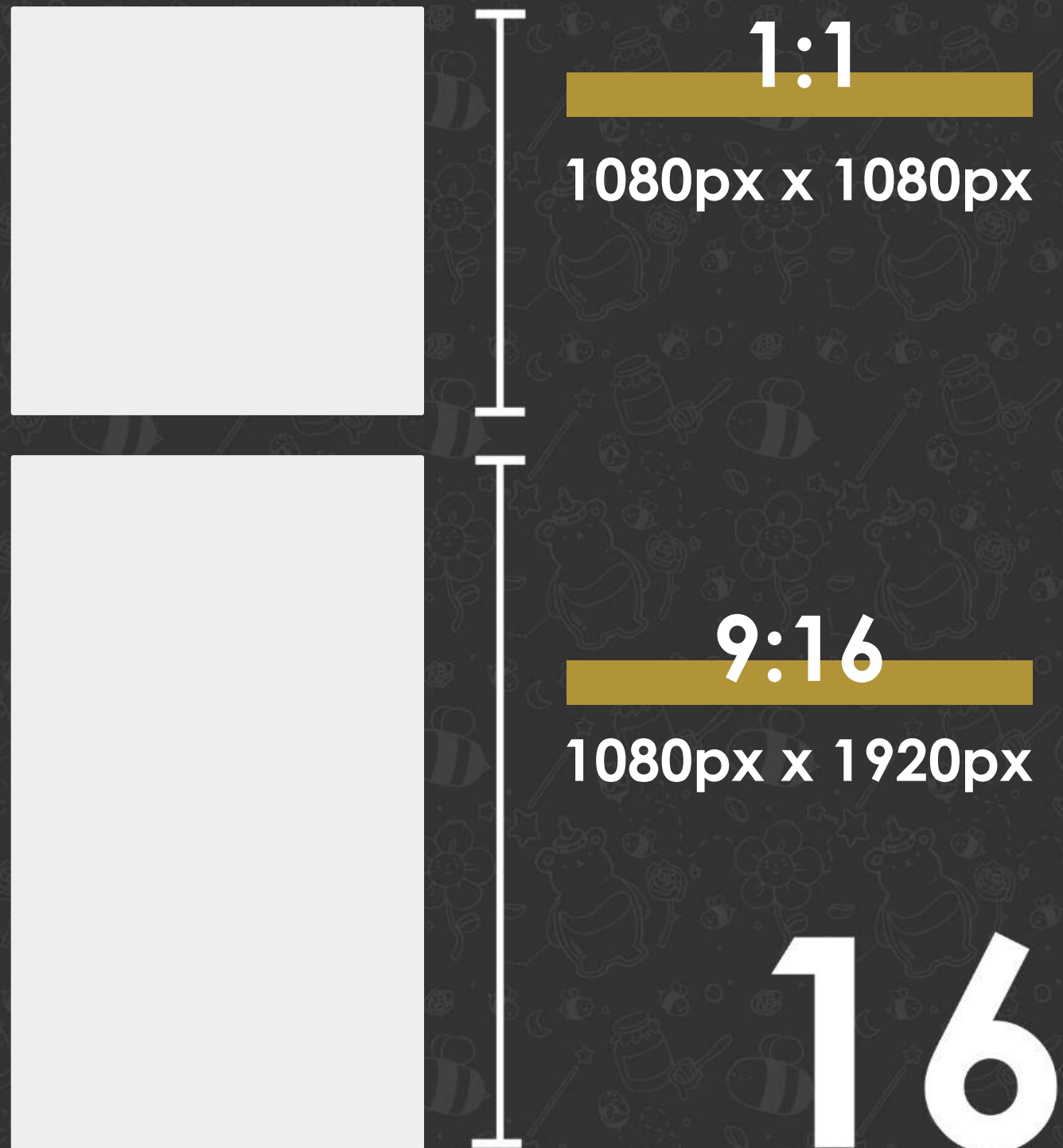


The acknowledgement page has a white background with a pink header. The title "Acknowledgements" is in bold black text. Below it is a paragraph: "The CNH Key Club District would like to acknowledge the following individuals who have contributed to this presentation over the years." Below this is a list of names and years: "Buzzin Bee, Honey Hive Coordinator, 2018-2019", "Honey Bee, Honey Hive Coordinator, 2019-2020", and "Yellow Bee, Honey Hive Coordinator, 2021 - 2022". The footer is pink with the CNH logo and the text "CNH | California-Nevada-Hawaii Key Club District District Education".

Sample Acknowledgement Page

# SOCIAL MEDIA STANDARDS

## Post & Story Dimensions.



## INSTAGRAM DIMENSIONS

- I. Square image (1080px x 1080px or 1:1 ratio)
  - A. Should not be stretched out horizontally or vertically

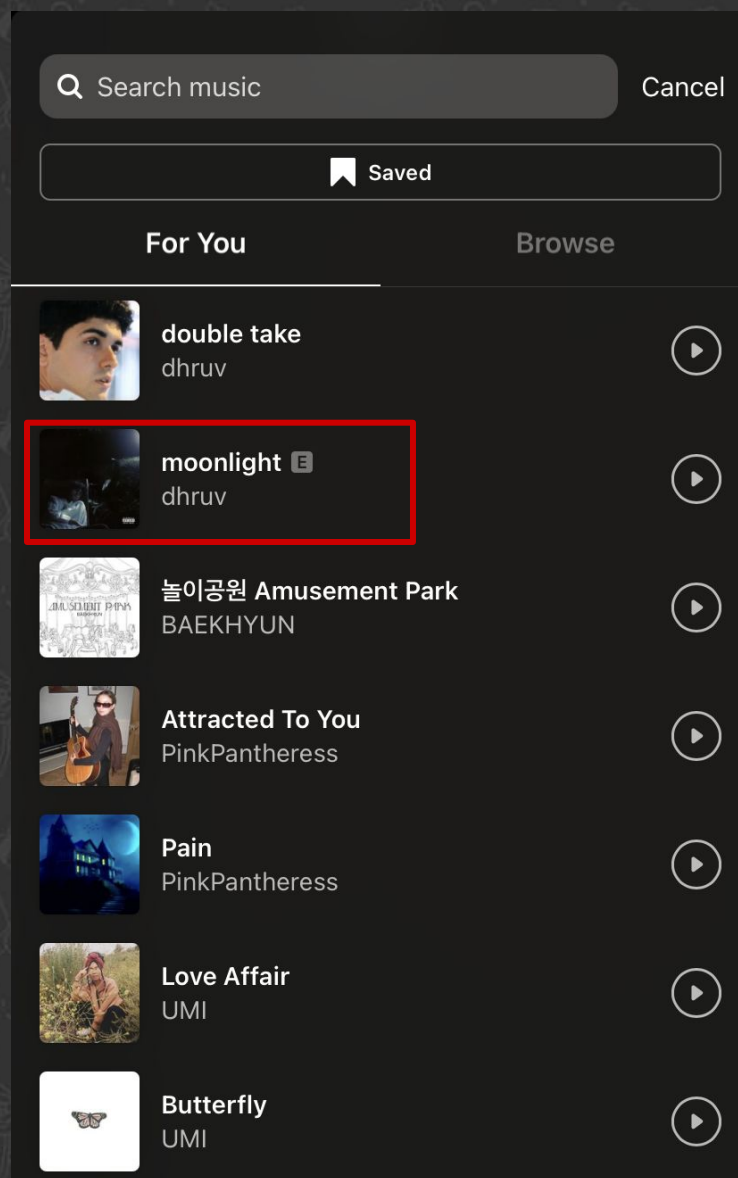
## STORIES/TIKTOK DIMENSIONS

- I. 9:16 ratio (1080px x 1920px)
  - A. Should not be stretched out horizontally or vertically



# SOCIAL MEDIA STANDARDS

Safekey. Content.



I. Songs labeled without E are not explicit, these songs are allowed

II. Songs labeled with an E are explicit, which are not allowed.

Notice the song boxed in red is labeled with an E, which cannot be used because it is explicit.

## FOLLOWING SAFEKEY RULES

### I. Music Choices

A. No explicit words or profanity allowed in songs

### II. Posts

#### A. What's Not Okay

1. No profanity or explicit words
2. Views on a topic that can lead to conflict

#### B. What is Okay

1. Post positive and friendly messages
2. Appropriate photos

## CONTENT

### I. Promotional for events

- A. Explain how events (FRS, FRN, DCON, OTC, RTC, etc.) are beneficial besides "meeting friends"
1. Emphasis on the benefits (training, fundraising for PTP, learning leadership skills, etc.)

### II. Fundraising

- A. Strictly cannot use words such as "sell" or "buy" because Key Club is a non profit organization
1. Use words such as "donating"

### III. Educational/Informational Materials

- A. Utilize the CNH Cyberkey to ensure all information is factual.
- B. If information is not available on the CNH Cyberkey, check in with the respective officer.

# HELPFUL RESOURCES

Below are the some **resources** that will help you along the way while creating your documents, flyers, graphics, videos, and/or websites:

- I. **CNH Cyberkey**
  - A. [HERE](#)
- II. **Key Club International Branding Guide**
  - A. [HERE](#) (Last Updated 2018)
- III. **Color Palette Generator**
  - A. [HERE](#)
- IV. **Meeting Agenda Template**
  - A. [HERE](#)
- V. **FREE Drag & Drop Website Builders**
  - A. [wix.com](http://wix.com)
  - B. [weebly.com](http://weebly.com)
- VI. **Download FREE fonts:**
  - A. [Dafont.com](http://Dafont.com)
  - B. [Fontspace.com](http://Fontspace.com)
  - C. [Fontmeme.com](http://Fontmeme.com)
  - D. [Abstractfonts.com](http://Abstractfonts.com)

# 18

# FINAL REMARKS

We hope that this branding guide was **useful towards your journey** in creating your publications for the California-Nevada-Hawaii Key Club District, as well as Key Club International as whole. By following the key components of this guide, it will allow us promote our district in the **best way possible**.

Thank you for your time in looking through this guide. Your efforts towards following the standards set will be appreciated from the entire district. There will be times where some standards are confusing so if you have any questions, please do not hesitate to reach out. For any questions **regarding graphic standards**, please contact the following:

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