



CALIFORNIA-NEVADA-HAWAII DISTRICT GRAPHIC STANDARDS GUIDE

Updated by February 2015

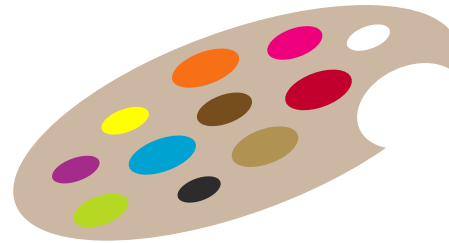


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The California-Nevada-Hawaii Key Club District Graphic Standards were developed to provide consistent formatting for quality publications at the club, division, and district level.

The CNH District requires clubs to follow Key Club International and District Graphic Standards. Although most guidelines found in this guide are found in the Key Club International's Graphic Standards, there are guidelines specific District graphics and publications.

Graphic Standards can keep publications consistent and in unity. Not only does it enhance the appearance of a document, but it can also make it look professional. Using CNH's Graphic Standards will help brand and promote CNH Key Club materials.

For any questions, contact your Lieutenant Governor, District News Editor at cnhkc.dne@gmail.com, or the District Technology Editor at cnhkc.dte@gmail.com

For downloadable templates, visit the CyberKey!

www.cnhkeyclub.org

FONTS

- I. Type Font Matters! It is easy to think that type font doesn't matter. We read text all the time and have become very accustomed to focusing on the content or message of the words themselves and not what the words look like visually. In branding, the visual appearance of words themselves can have just as much effect on how a document is received as the content itself. Here are some key points to remember when using fonts for your Key Club publications:
- II. When promoting Key Club, it should be the six Key Club family fonts
- III. When promoting a club, division, or region, it can be customized (choose your own font!)

<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>Walk Around The Block</p> <p>Optional display font*</p>

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
<http://www.cufonfonts.com/>
www.fonts.com
www.fontshop.com
www.linotype.com
www.veer.com

Some fonts may be available on the CyberKey for download as well.



CNH DISTRICT LOGOS

CNH District Map Logo

- I. 1/2" away from the left side of the document
- II. Center the logo between the top of the pencil and the page
- III. The Logo can either be in its original colors or black & white
- IV. The CNH logo will follow Key Club International's rules for its logo:
 - a) Minimum seal print size = .75 inches or 54 pixels wide
 - b) The width of the outer circle is the minimum space that can surround the logo



III. You may only use any of these three versions of the logo.

CNH WORDART

- I. The "CNH" must be bolded
- II. The word art must be expanded by 6pt. or 18% at a 36 pt. size
- III. It must be placed on the top right of the document, aligned the end of the "B" of "CLUB" with the start of the pencil's tip.

CNH | KEY CLUB

CNH | KEY CLUB

Examples below have been scaled to 25% of its actual size.

CNH | KEY CLUB
The Title of the Document

CNH | KEY CLUB
The Title of the Document

CNH Wordart
II. Wordart is too big and not expanded by 6pt.

Map Logo
II. Logo should not be on the pencil. Instead, it should be in the center of the top of the page and the pencil.

CNH | KEY CLUB
The Title of the Document

Map Logo
I. The logo should be 1/2" away from the left side of the document.

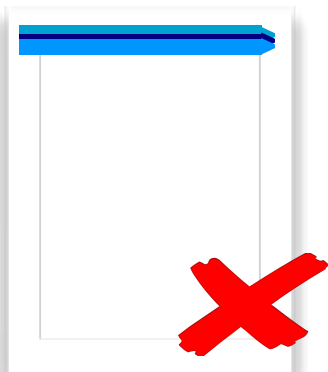
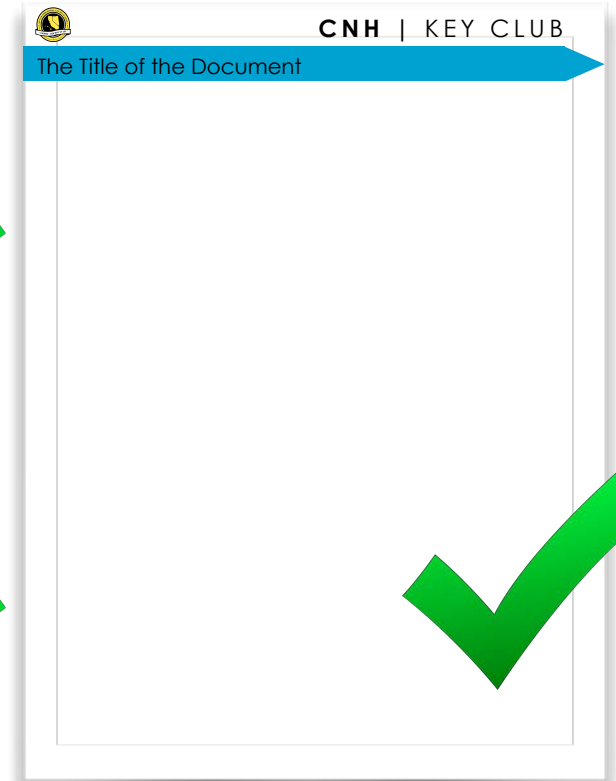
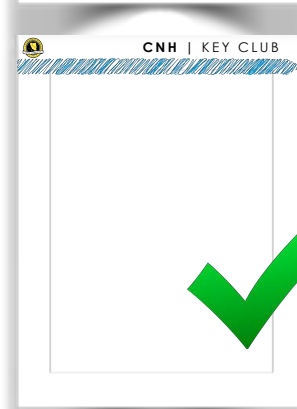
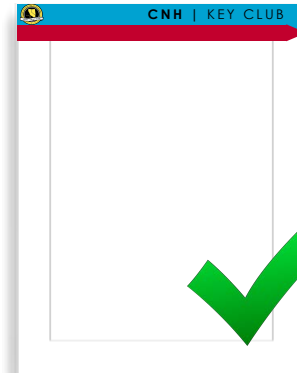
Wordart
III. Wordart is not aligned

PENCIL

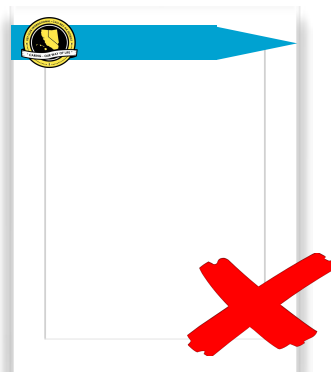
- I. The pencil must reach across the full width of the document.
- II. Only text can overlay the pencil (no logos!). The text must also be aligned to the left side of the document
- III. Pencil must be facing right
- IV. Multiple pencils cannot be on top of each other
- V. The pencil can only be placed 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, info graphics, and media
- VIII. The pencil is ½" in height with the ½" triangle

REQUIRES THE PENCIL

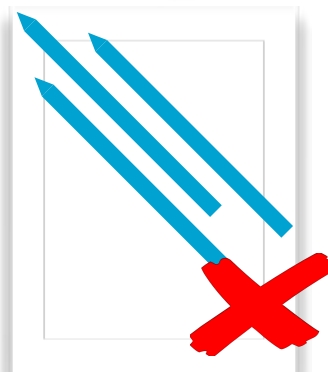
- Agendas
- Applications
- Calendars
- Directories
- Forms
- Letters
- Minutes
- Newsletters
- Powerpoint Presentations



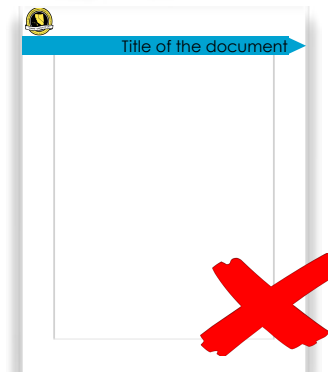
There are multiple pencils and they do not reach across the page (I & IV)



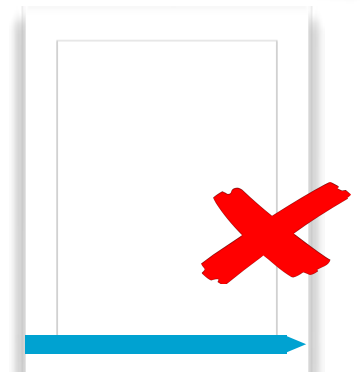
The pencil is too big and sharp. The logo cannot be the pencil (VIII & II)



There are too many pencil and they are in the wrong orientation (III & V)



The text is not aligned to the left (II)



The pencil is not in the correct orientation and is not placed on the top (III & V)

COLORS

- I. If promoting Key Club, it should be Key Club colors
- II. If promoting a club, division, or region, it can be customized
- III. Does color matter? It is easy to think that colors don't matter. We see colors all the time and 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. Here are some key points to remember when using color for your Key Club publications:
- IV. If promoting CNH Key Club, it should be the eleven colors seen below.
- V. If promoting a club, division, or region, it can be customized (choose your own colors!)

PANTONE BLACK	PANTONE 295 BLUE	PANTONE CYAN	PANTONE 382 GREEN	PANTONE 158 ORANGE	PANTONE 7407 C
CMYK	CMYK	CMYK	CMYK	CMYK	CMYK
0 / 0 / 0 / 100	100 / 70 / 0 / 40	100 / 0 / 0 / 0	29 / 0 / 100 / 0	0 / 61 / 97 / 0	31 / 38 / 79 / 5
RGB	RGB	RGB	RGB	RGB	RGB
35 / 31 / 32	0 / 47 / 95	0 / 174 / 239	193 / 216 / 47	245 / 128 / 37	183 / 148 / 76
HEX	HEX	HEX	HEX	HEX	HEX
231f20	3366	00aef	c1d82f	f58025	b7944c
PANTONE 187 RED	PANTONE MAGENTA	PANTONE PURPLE	PANTONE 122 YELLOW	PANTONE 463 BROWN	
CMYK	CMYK	CMYK	CMYK	CMYK	
0 / 100 / 79 / 20	0 / 100 / 0 / 0	38 / 88 / 0 / 0	0 / 17 / 80 / 0	30 / 56 / 100 / 37	
RGB	RGB	RGB	RGB	RGB	
128 / 86 / 27	196 / 18 / 48	236 / 0 / 140	165 / 67 / 153	255 / 210 / 79	
HEX	HEX	HEX	HEX	HEX	
80561b	c41230	ec008c	bc34ba	fed450	

Color codes and when to choose them

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, Black

For online use (web, video, television, multimedia, electronic slide presentations).

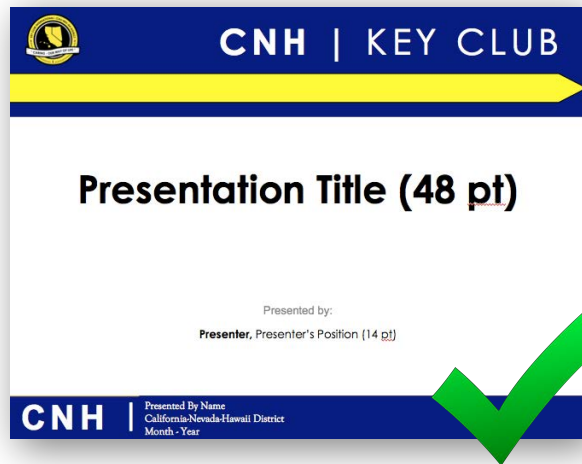
HEX Hexadecimal

For specifying color in code
`<body bgcolor="E6E6FA">`

POWERPOINT PRESENTATIONS



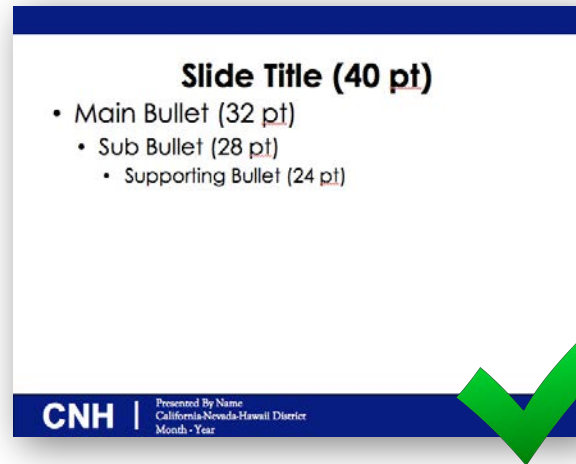
- I. PowerPoints used at Conventions, Training Conferences, Division Council Meetings, Club Meetings, Membership Development, and other educational gatherings.
- II. Presentation must follow Graphic Standards, including fonts, colors, and logos.



Title Page

This page must include the pencil, wordart, logo, and the footer.

Title (48 pt) Presenter's Name (14 pt)



Body Page

Descriptions, pictures, videos, and diagrams are added here. These pages do not require the word art or the logo.

Title (40 pt)
Normal Body/Main Bullet (32 pt)
Sub Bullet (28 pt)
Supporting Bullet (24 pt)



Closing Page

It is suggested to have a closing slide for Q&A and comments. It is also important to have the presenter's name and contact information.

MODIFICATION

- I. Documents and graphics that were created before this guide (January 2015) do not need to be modified. However, if these documents are submitted for contests or reused, they will need to be modified in order to meet the new CNH Graphic Standards.
- II. Materials that are archived do not need to be modified.

Examples Below



Must Be Modified	Do Not Need To Be Modified
<p>Newsletters for Contests & Awards</p> <p>Reason: Newsletters that will be judged, promoted, and recognized should brand Key Club and the CNH District appropriately.</p>	<p>Newsletters in Club Archives</p> <p>Reason: Publications that are specifically shown or promoted as an archive do not need to be modified.</p>
<p>Training Materials</p> <p>Reason: Training materials files must be modified because it will be used to promote Key Club.</p>	