

CALI-NEV-HA KEY CLUB

Candidate Training Conference 2010



Graphic Standards and Newsletters



"If you don't like something, change it. If you can't change it, change your attitude. Don't complain."

-Maya Angelou

CALI-NEV-HA KEY CLUB

Graphic Standards

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What and Why?

- Graphic Standards are guidelines followed when making:
 - Flyers, newsletters, and training material (like this slideshow)
- They give a sense of unity and professionalism to our work.
- And allow work to be easily identified as part of Key Club.
 - Examples of Key Club Graphic Standards are:



KEY CLUB®



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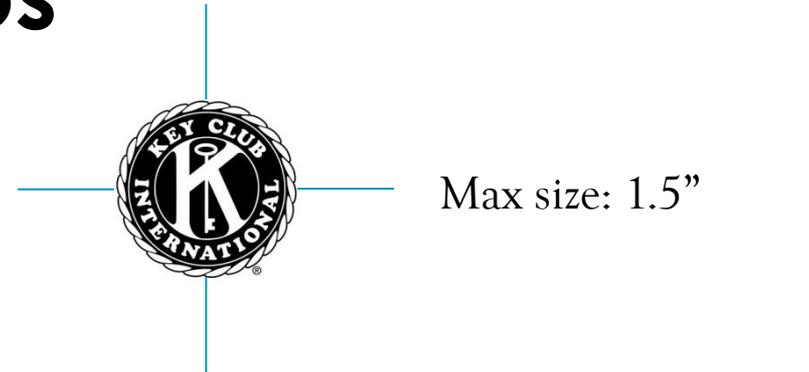
CALI-NEV-HA KEY CLUB

Graphic Standards

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Logos

- Rules for use:
 - Must be placed on a neutral background color.
 - 0.5 inch isolation all around.
 - On anything smaller than a banner, do not exceed 1.5in and 5in respectively.



Max size: 1.5"



Max size: 5.0"



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CNH and The Pencil

- Other items to add to publications:



- The pencil should be used on the front of all Key Club publications and on a regular 8.5"x11" paper should be no larger than 0.5" in height.
- The CNH logo follows the same rules as the Key Club Logo with a maximum of 1.5" size and 0.5" isolation.

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Graphic Standards

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Official Key Club font!

- There are two main fonts
 - Century Gothic: Primary font, Headings 14pt and 44pt for headings
 - Goudy Old Style: Text, 9.5pt
 - 13 point spacing between each line
- Accent fonts
 - Personalize your publication
 - Goudy Stout, Juicy, Tempus Sans, & Viner Hand ITC
 - Feel free to download fonts for accents!

Use Arial
Font for
Websites



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Graphic Standards

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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 - Y^ur CHⁱcE
KEY CLUB 'FFICE WILL BE USING C^AckHEA^D F^Re 2006-07
ABCDEFGHIJKLMNOPQRSTUVWXYZ
AB^CD^EF^GH^IJ^KL^MN^OP^QR^ST^UV^WX^YZ

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.

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Graphic Standards

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Colors:

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

 ms 362 70% Cyan 0% Magenta 100% Yellow 9% Black 63% Red 156% Green 83% Blue	 ms 362 29% Cyan 0% Magenta 100% Yellow 0% Black 190% Red 214% Green 0% Blue	 ms 187 0% Cyan 100% Magenta 79% Yellow 20% Black 167% Red 25% Green 48% Blue	 ms 158 0% Cyan 61% Magenta 97% Yellow 0% Black 227% Red 114% Green 34% Blue	 ms 295 100% Cyan 56% Magenta 0% Yellow 40% Black 0% Red 47% Green 95% Blue
 ms 286 100% Cyan 66% Magenta 0% Yellow 2% Black 0% Red 57% Green 166% Blue	 ms 313 100% Cyan 0% Magenta 8% Yellow 13% Black 0% Red 152% Green 195% Blue	 ms 4505 0% Cyan 15% Magenta 78% Yellow 36% Black 152% Red 134% Green 66% Blue	 Black	

Key Club colors!

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

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What are Newsletters?

- Newsletters help distribute information to all your Division
- It provides graphics to promote Divisional involvement
- Newsletters are made using Key Club's Graphic Standard
- Newsletters can be utilized to promote community service projects or other events.
- By distributing a newsletter you are able to keep an active Division.

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Newsletters

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Graphic Standards & Newsletters

- Newsletters are official Key Club documents
- By using GS on newsletters you're giving instant identification.
- Newsletters should observe all official fonts, colors & etc as stated in GS
- Using GS makes your newsletter as official as possible.
- Newsletter standards can be subjective but within limit.

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Newsletters

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How about the length?

- The newsletter should be long enough to cover the important information, but short enough to keep the reader's attention.
- The purpose of the newsletter is to educate members about upcoming divisional, regional, district, or international news or events.
- Include shout-outs and/or a short blurb from yourself to make it more personalized!

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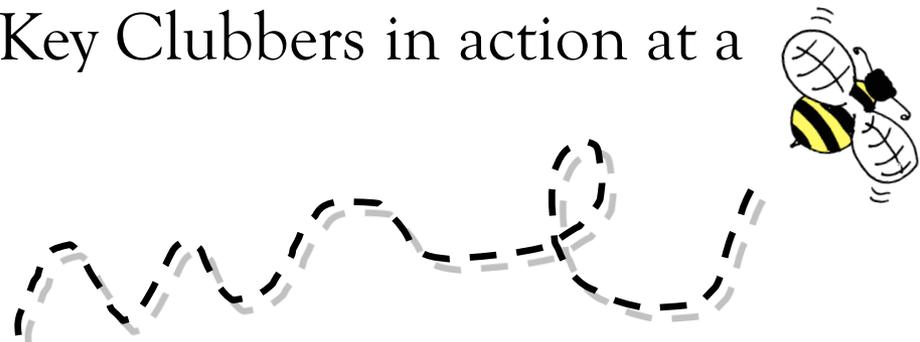
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Newsletters

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What type of pictures do I use?!

- Pictures you use should capture the essence of Key Club.
- Pictures should be: energetic, happy, and diverse. The audience should be able to recognize Key Club's 4 core values in your pictures (leadership, character building, caring, and inclusiveness)
- The pictures should be of Key Clubbers in action at a Key Club function.
- Use clip art!



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**Questions?
Comments?
Concerns?**

Go For It!

Christina Tran, Division 2
Nivi Balu, Division 44 North
James Cabrerros, Division 24/29
Polly Huang, Division 4 East
Cheyenne Nation, Division 13 South

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