

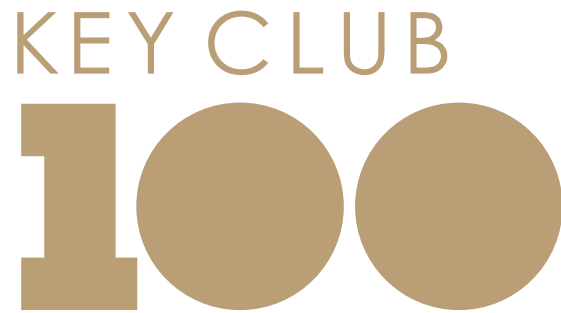
# Graphic #1

**Gold seal with Key Club blue banner.  
Can be used with or without dates.**



# Graphic #2

**Key Club 100 symbol. Can be solid or with photos or the Key Club seal in the 0s.**



# Supporting graphics

These may be used in design and layout of various collateral, signage, etc.



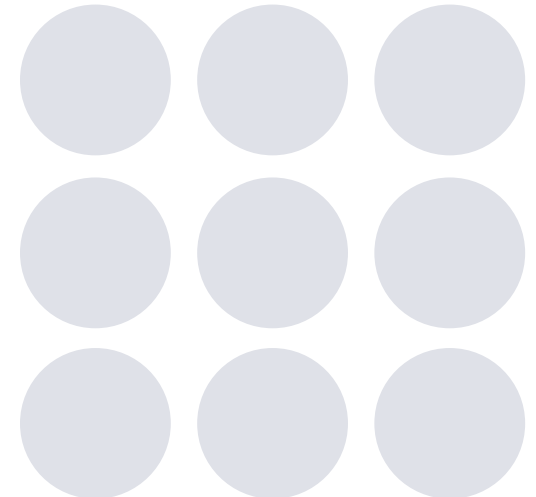
Vintage textures



Key Club memorabilia



Various archival Key Club documents and photos



Circles and circle patterns

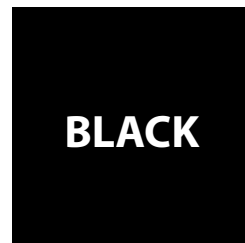
# Colors

Make it pop with Key Club colors.



<b>CMYK</b>	100 / 70 / 0 / 40	30 / 36 / 60 / 0	56 / 38 / 22 / 0
<b>RGB</b>	0 / 47 / 95	185 / 158 / 118	126 / 144 / 170
<b>HEX</b>	002E5F	B99E76	7D90AA

<b>CMYK</b>	100 / 0 / 0 / 0
<b>RGB</b>	0 / 174 / 239
<b>HEX</b>	00AEEF



<b>CMYK</b>	0 / 0 / 0 / 100	Various tints of black
<b>RGB</b>	0 / 47 / 95	
<b>HEX</b>	000000	

<b>CMYK</b>	0 / 31 / 100 / 0
<b>RGB</b>	247 / 180 / 26
<b>HEX</b>	F5B419

# Fonts

**Think of the Key Club fonts as a family—small but solid.**

**PREFERRED**

You'll see these fonts in materials created at the Kiwanis International Office. You can use them too.

Myriad Pro

Primary sans serif font

Garamond Premier Pro

Primary serif font

**ALTERNATE**

Don't have the preferred fonts? Use these instead.

Century Gothic

Alternate sans serif font

Palatino

Alternate serif font

# Messaging

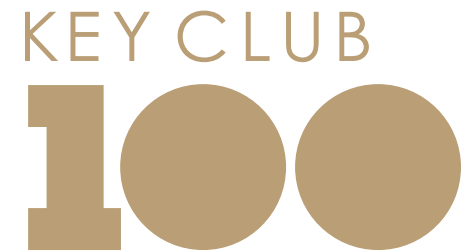


## ENGAGE

**Tone: Look back on our past. Look forward to our party.**

- You're part of our story. Be part of the celebration.
- Connect. Inspire. Celebrate.
- Worldwide pride. Local celebration.
- A history like ours deserves a celebration.

# Messaging



## CELEBRATE

### **Tone: Let's get this party started!**

- A proud past. A bright future. The celebration begins now.
- Celebrate what we've done. And celebrate what's next.
- Honor where we've come from. Celebrate where we're going.
- Celebrate where we're going...by honoring where we've come from.

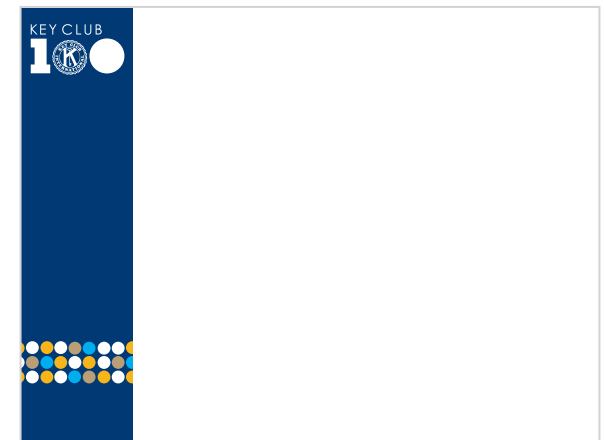
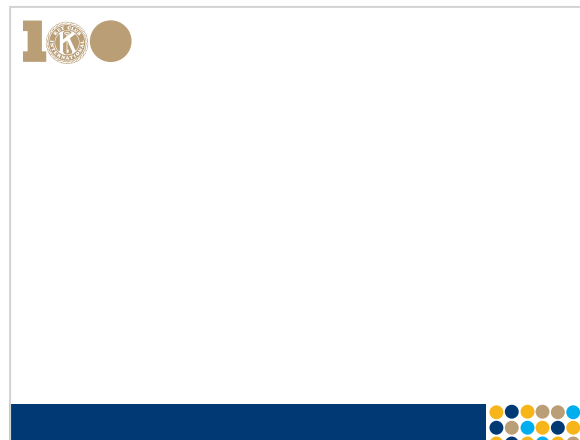
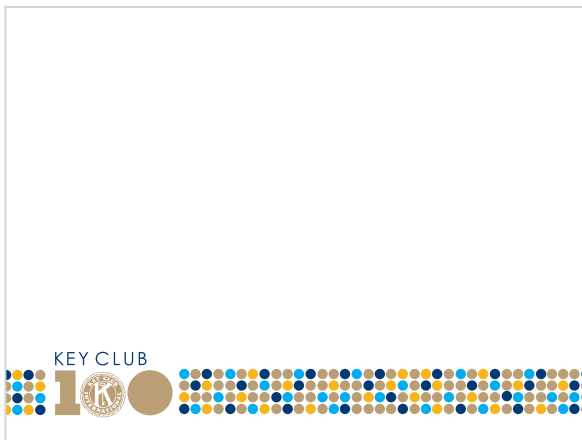
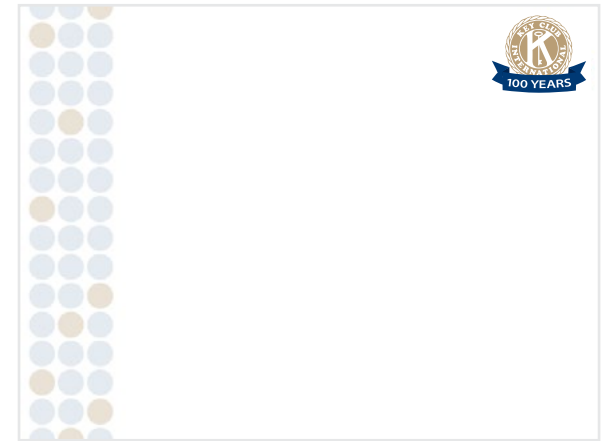
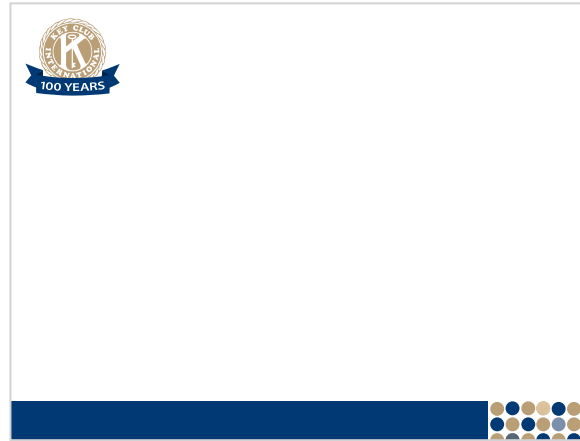
# Key Club brand

**And remember to be good to the Key Club logo.**





# Graphic Styles



# Join the celebration



Iqui totatus exero officisiit aut quis rem ut odis-  
quam dolecum doluptatur minctur aliqui dolore  
qui nimus dipsam faccus simi, explia con et por  
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Aximos destioratiae acculle




# Join the celebration

Iqui totatus exero officisiit aut quis rem ut odis-  
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KEY CLUB



# 1



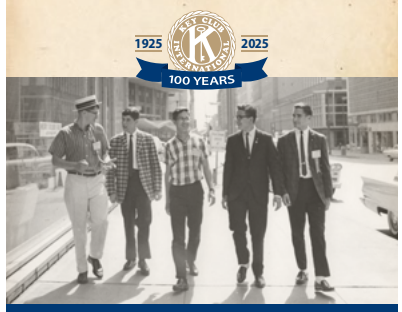

## KEY CLUB 100TH BIRTHDAY CELEBRATION




1925 2025

KEY CLUB INTERNATIONAL

100 YEARS



## Countdown to 100



1925 2025

KEY CLUB INTERNATIONAL

100 YEARS

## Countdown to 100



1925 2025

KEY CLUB INTERNATIONAL

100 YEARS

## Countdown to 100

