

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



CONVENTION SETS RECORD

KEY CLUBS TO WORK ON EXPANSION PROGRAM AS PRINCIPAL PROJECT

"We Build," the Key Club motto, will be followed literally during the expansion program planned for the coming year.

President's Message

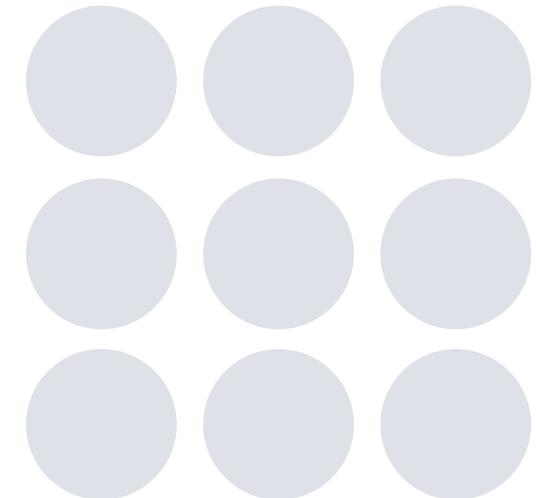
Fellow Key Club Members:

Our theme for the coming year could well be "Expansion, Organization, and Consolidation."¹¹ The Key Club must spread over a wider area than ever before, and

DELEGATES ELECT HALL KEY CLUB PRESIDENT, ADOPT CONSTITUTION

More than 250 delegates at the third annual Key Club International convention in New Orleans April 26 and 27 adopted a new constitution and by-laws and elected officers. The

Various archival Key Club documents and photos



Circles and circle patterns

Colors

Make it pop with Key Club colors.



CMYK 100 / 70 / 0 / 40

RGB 0 / 47 / 95

HEX 002E5F



30 / 36 / 60 / 0

185 / 158 / 118

B99E76



56 / 38 / 22 / 0

126 / 144 / 170

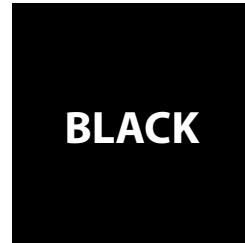
7D90AA



100 / 0 / 0 / 0

0 / 174 / 239

00AEEF



CMYK 0 / 0 / 0 / 100

RGB 0 / 47 / 95

HEX 000000



Various tints of black



0 / 31 / 100 / 0

247 / 180 / 26

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

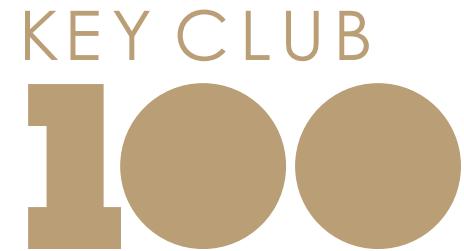


ENGAGE

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.

Blue

KEY CLUB®

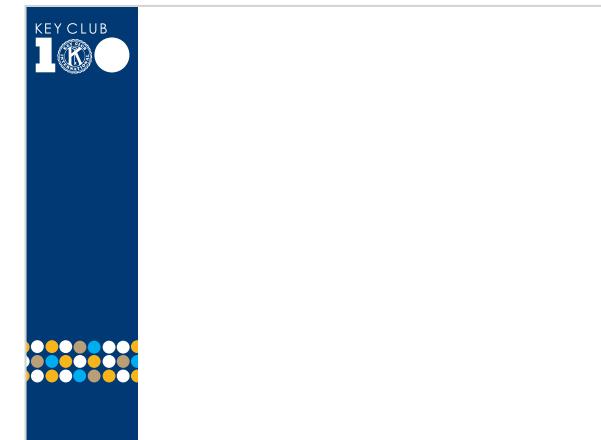
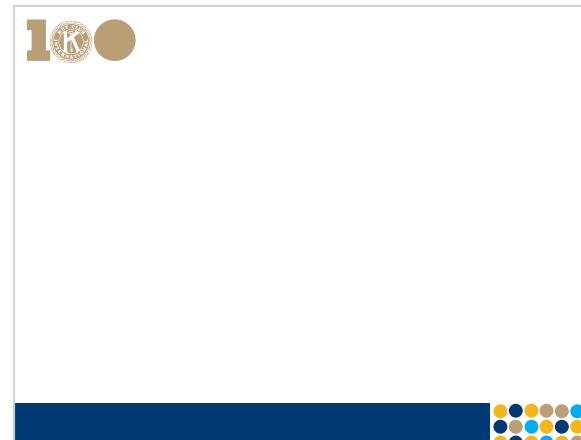
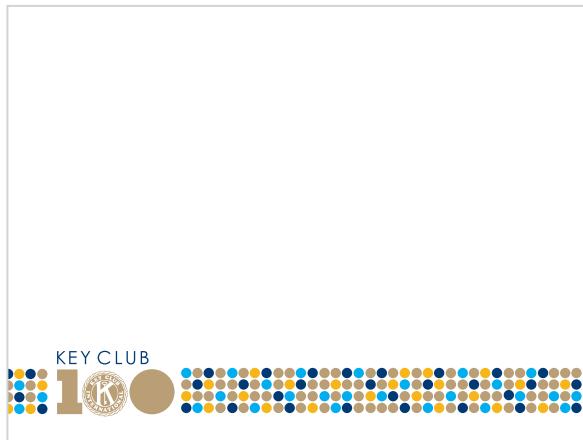
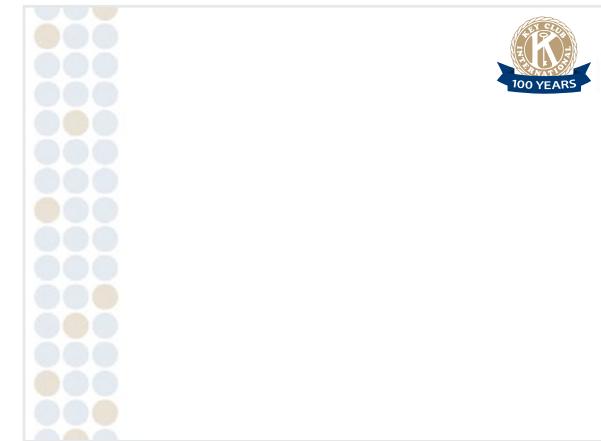
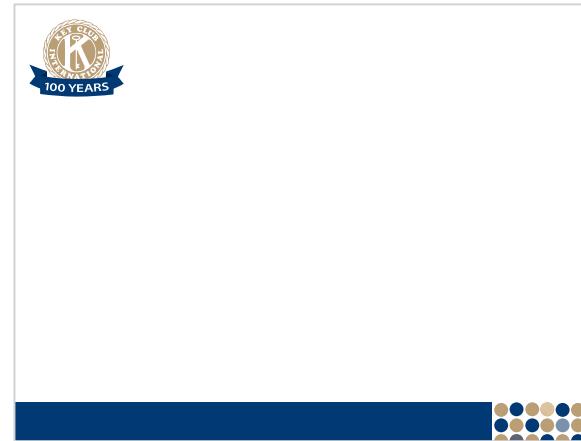
Black

KEY CLUB®

Reverse

KEY CLUB®

Graphic Styles



Join the celebration



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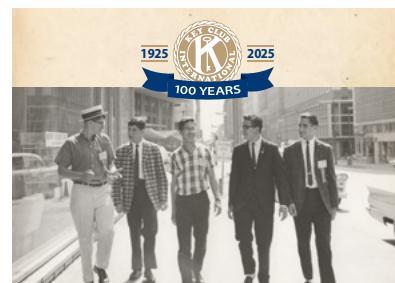
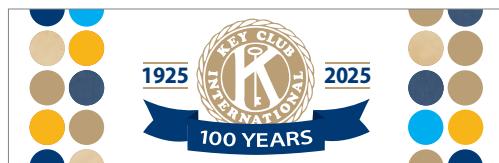
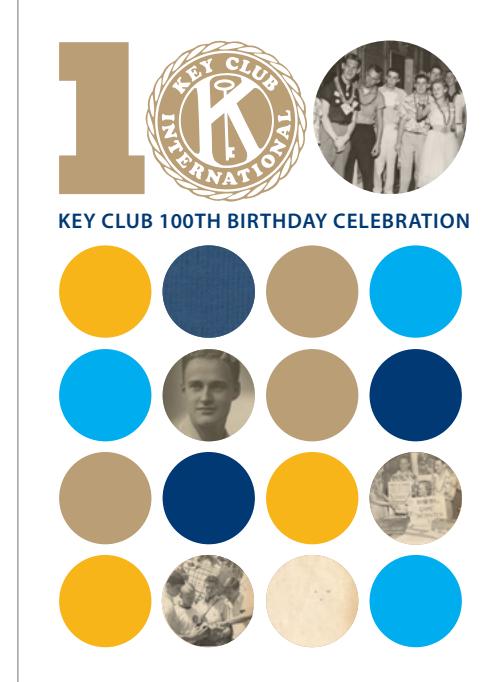


Join the celebration

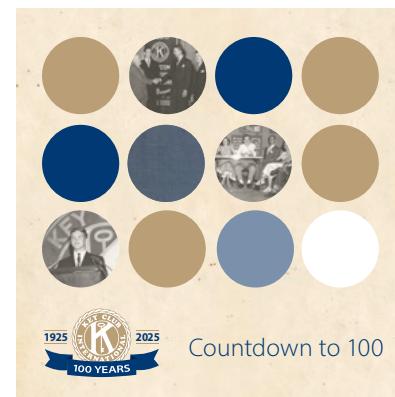


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Countdown to 100



Countdown to 100



Countdown to 100

