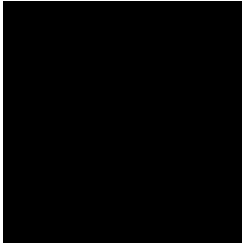


The Key Club International Committee on Leadership presents

Key Club Brand Guide Cheat Sheet

Canva Edition

Colors



CMYK 0 / 0 / 0 / 100
RGB 35 / 31 / 32
HEX 231f20



CMYK 100 / 70 / 0 / 40
RGB 0 / 47 / 95
HEX 003366



CMYK 20 / 30 / 70 / 15
RGB 180 / 151 / 90
HEX b49759



CMYK 100 / 0 / 0 / 0
RGB 0 / 174 / 239
HEX 00aeef



CMYK 0 / 61 / 97 / 0
RGB 245 / 128 / 37
HEX f58025



CMYK 28 / 86 / 100 / 27
RGB 145 / 56 / 31
HEX 91381e



CMYK 0 / 100 / 79 / 20
RGB 196 / 18 / 48
HEX c41230



CMYK 0 / 100 / 0 / 0
RGB 236 / 0 / 140
HEX ec008c



CMYK 60 / 23 / 91 / 5
RGB 115 / 152 / 73
HEX 729849



CMYK 0 / 17 / 80 / 0
RGB 255 / 210 / 79
HEX fed450



***CMYK** 45 / 49 / 24 / 1
***RGB** 149 / 131 / 156
***HEX** 94829c



***CMYK** 24 / 13 / 99 / 0
***RGB** 203 / 196 /
***HEX** cbc42d



***CMYK** 56 / 38 / 22 / 0
***RGB** 126 / 144 / 170
***HEX** 7d90aa



***CMYK** 45 / 0 / 33 / 0
***RGB** 140 / 207 / 1
***HEX** 8bcfba



***CMYK** 2 / 31 / 100 / 0
***RGB** 247 / 180 / 26
***HEX** f5b419

To find colors, click the color icon on the top bar. Then, click the plus icon on the left, then type in the HEX code.

This indicates that they are supplemental colors and not a part of the main palette, they can still be used though!

Fonts

In Canva, not all of the Key Club fonts are available, but there are similar alternatives!
The actual font is in grey and the alternatives are in different colors.

<p>Myriad Pro</p> <p>Arimo</p> <p>PT Sans</p> <p>Droid Arabic Naskh</p>	<p>Century Gothic</p> <p>Glacial</p> <p>Indifference</p> <p>Didact Gothic</p> <p>Muli Regular</p> <p>Questrial</p>	<p>Verdana</p> <p>Montserrat (in bold)</p> <p>Lato</p>
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<p>Garamond Premier Pro</p> <p>Abhaya Libre Regular</p> <p>Cormorant</p> <p>Garamond Medium</p>	<p>Goudy Oldstyle</p> <p>Sorts Mill Goudy</p> <p>Arbutus Slab (Letter Spacing 19)</p>	<p><i>Abril Display Italic</i></p> <p><i>Playfair Display (in Italics)</i></p> <p><i>Abril Fatface (in Italics)</i></p>
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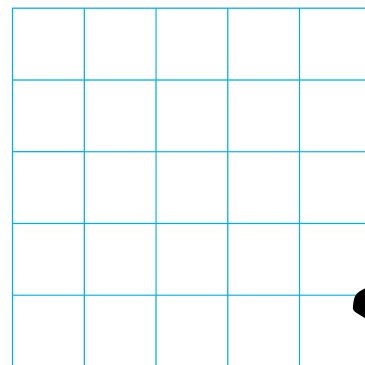
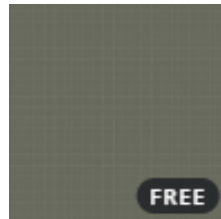
Tips

TIP #1 Only use graphics with a transparent background! Search in Google "_____ transparent background"



TIP #2 Use the grid background and graphic in Canva to stay on brand!

1. Go to the background tab
2. Look for this icon-->
3. Set it as your background
4. Set it to white



This is in the Elements tab

TIP #3 Put boxes around your text! Fun tip: put a white box over a background of a photograph and set the transparency lower!



Tips (Cont.)

TIP #4 Give titles a shadow to make them POP! Copy the title, make it black and then place another copy on top of that. Finally, click on the title that is on top, then click on the reverse arrow icon and hold your click. Now, use your side-to-side arrow keys to move it.



TIP #5 The Brand Guide states that not your display fonts can be any font you want! However, you must be careful to keep 10% of your fonts outside of the Brand Guide. Some good ones are:

Selima

League Spartan

Hammersmith

Herr Von Muellerhoff

BEBAS NEUE

One

CRYLLIC

TIP #6 To make fonts more interesting, change up the spacing and letter height. To change spacing and letter height, click on “Spacing” on the bar at the top after you have typed your header. Play around with the sliders until you find a spacing and letter height that you like.

TIP #6 You can change the transparency of a graphic by clicking on the faded checkerboard on the bar at the top of the Canva screen. Incorporate the semi-transparent Key Club logo when the background appears too bland.

Thanks for Reading!

Special Thanks goes to Texas-Oklahoma District Editor,
Vivian Thai!

