INTRODUCTION:
The following STYLE GUIDE is meant to help KIB staff and affiliates understand how we use our visual brand elements. There are basic guidelines about what our graphic options are, how to use them, and how not to use them.

QUESTIONS:
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Always default to the primary logo type unless it violates rules for usage (next page).

**MAIN LOGOS – 1st Priority**
- for use on any white background
- prioritize the primary logo
- check that greens do not change

**GRAYSCALE LOGOS – 2nd Priority**
- only for use on printed materials
- possibility to use on solid color backgrounds

**WHITE LOGOS – See Marketing**
- the only logo used over images
- alternating pedals are 75% transparent
- do not adjust the color of the images
Don’t Do This Stuff
These rules help protect the integrity of the logo and maintain a unified brand language when KIB is presenting itself. These rules apply to all KIB graphics.

We are “Keep Indianapolis Beautiful” or “KIB”
We are not: “Keep Indy Beautiful” or KIBI (“kiby”)

Do not place the colored logo on a colored background.

Do not change fonts, colors, or capitalization.

Do not rearrange or change proportions of elements in the logo.

Do not distort, expand, or condense the logo.

Do not change the colors or tints of the logo.

Do not let any graphic elements penetrate the imaginary box around the logo.

Do not use the circle logo; this will be reserved for apparel and will be controlled in-house.
Primary Typeface

AVENIR (Sans Serif) is to be used for most outward facing applications. When generating presentations or collateral, use AVENIR for headers, sub-headers, and bullet points.

AVENIR LIGHT – PRIMARY USE

The quick brown fox jumps over the lazy dog.

AVENIR BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

AVENIR MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

AVENIR OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Secondary Typeface

ARNO PRO (Serif) is to be used only as body copy for outward communications. This will be used in letters and longer documents.

ARNO PRO REGULAR – PRIMARY USE

The quick brown fox jumps over the lazy dog.

ARNO PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ARNO PRO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Great Indy Cleanup Typeface

BLACKOUT TWO AM is to be used only in association with Great Indy Cleanup Initiatives

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
Our mission is to engage diverse communities to create vibrant public places, helping people and nature thrive.