keep Indianapolis beautiful INC.

KEEP AMERICA BEAUTIFUL AFFILIATE
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.
Our mission is to engage diverse communities to create vibrant public places, helping people and nature thrive.