



keep
Indianapolis
beautiful INC.

KEEP AMERICA BEAUTIFUL AFFILIATE

03 STYLE GUIDE

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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Primary



Secondary



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 use the circle logo; this will be reserved for apparel and will be controlled in-house.



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.

Main Color



A7AF39

C : 40 **R** : 158
M : 20 **G** : 167
Y : 100 **B** : 59
K : 0

Secondary Colors



801323

C : 29 **R** : 128
M : 100 **G** : 19
Y : 85 **B** : 35
K : 37

Support Colors



7F8833

C : 50 **R** : 143
M : 30 **G** : 151
Y : 100 **B** : 53
K : 15



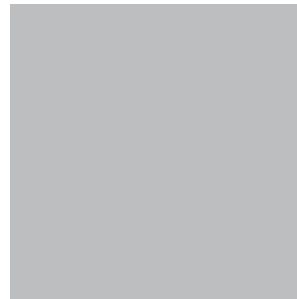
CADB37

C : 25 **R** : 197
M : 0 **G** : 214
Y : 95 **B** : 64
K : 0



939598

C : 0 **R** : 147
M : 0 **G** : 149
Y : 0 **B** : 152
K : 50



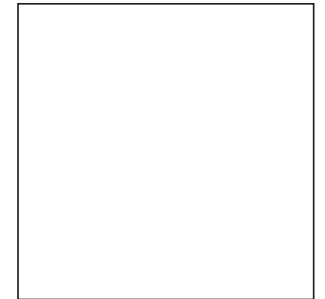
BCBEC0

C : 0 **R** : 188
M : 0 **G** : 190
Y : 0 **B** : 192
K : 30



231F20

C : 0 **R** : 0
M : 0 **G** : 0
Y : 0 **B** : 0
K : 100



FFFFFFFF

C : 0 **R** : 255
M : 0 **G** : 255
Y : 0 **B** : 255
K : 0

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

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789**

AVENIR MEDIUM

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

AVENIR OBLIQUE

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
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

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789**

ARNO PRO ITALIC

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789*

Great Indy Cleanup Typeface

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

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789**



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KEEP AMERICA BEAUTIFUL AFFILIATE

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