



OFFICIAL ECD LOGO

POPPINS MEDIUM
SIZE 60
LETTER SPACING 69

Brand Guide

DM SANS
SIZE 20
LETTER SPACING 0

Eastern Canada District Board of Key Club International

2160 x 1080 px

POPPINS MEDIUM
SIZE 49
LETTER SPACING 69

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OPEN SAUCE
SIZE 30
LETTER SPACING 53

LETTER FROM THE EDITOR

Dear reader,

Welcome to the unofficial "Brand Guide" for the Eastern Canada District Board, 2021-2022!

Whether you're an executive officer in your club, just another curious Key Clubber, a board member, even a Key Clubber from outside of Eastern Canada, or just another stranger poking through the internet, I hope this brand guide will be helpful to you in some way or another. You won't find much, but you'll find enough.

IMPORTANT:

This is NOT an official Brand Guide, in case that wasn't made clear enough in the beginning. This Brand Guide is 99% my own personal opinions (and I hope you agree with them).

There are no obligations towards you to follow the suggestions outlined in this document at all. They are only suggestions, and a Brand Guide for the ECD's online presence for the 2021-2022 service year (excluding DELC-related posts).

However, even if you are looking to mimic the ECD's style, please keep in mind that this Brand Guide is not strict at all, even for the board.

There are no expectations in terms of what our Key Clubs post online (apart from a strong preference that it be school-appropriate), and we may switch things up quite frequently as well.

However, if you ever feel stuck and need a little inspiration, that's what this is here to do: to guide you on your graphic design journey!

If you have any questions, comments, or suggestions, please reach out to me!- I'd love to hear from you. :)

Your Friend in Leadership and Service,
MICHELLE ZHOU
District Bulletin Editor
editor.ecdkeyclub@gmail.com
@spaghettiihalers (Instagram)

POPPINS MEDIUM
SIZE 22
LETTER SPACING 0

DM SANS
SIZE 16
LETTER SPACING 0
LINE SPACING 1.4

LETTER FROM THE EDITOR

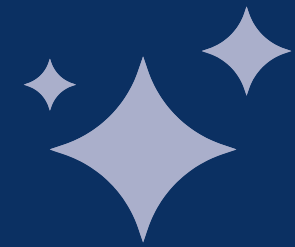
SOCIAL MEDIA: <https://www.instagram.com/ecdkeyclub/>

WEBSITE: <http://www.keyclub.ca/>

ISSUU: <https://issuu.com/ecdkeyclub>



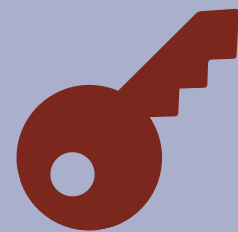
#7B271D
Penny's Burgundy



#0B3062
New (& Bolder) Navy



#E1DBDA
Reheated Old Eggs

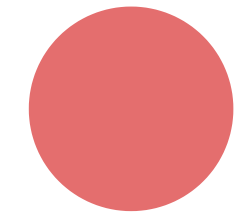


#AAAFCB
Expiration Dates

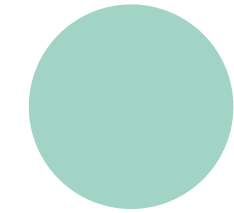
COLOUR PALETTE

By no means do any of these colours really represent the ECD, although our audience doesn't really know this.

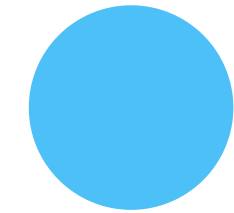
Apart from our iconic burgundy and the classic Key Club navy (that have also been changed up a bit), we've picked out a few other colours to inspire you for your next posts and/or newsletters.



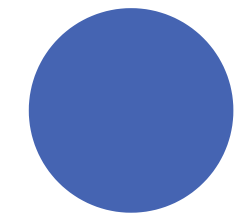
#E46E6E
Strawberry Banana



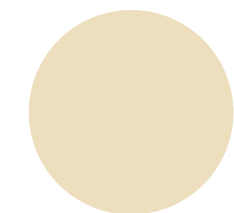
#A2D4C6
Mint Moment!



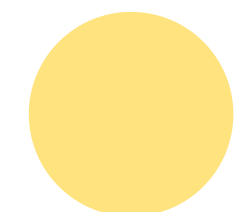
#4EC0F8
Editor's Blue



#4564B2
Almost-Half-Zip Blue



#EDDEBE
Anime Beach Shadow



#FFE37F
Pinterest Buttercream

KOLLEKTIF
SIZE 20
LETTER SPACING 0

KOLLEKTIF
SIZE 15
LETTER SPACING 0

FONTS

You'll notice that all the fonts included are sans serif fonts. That's 100% a personal preference here, we just really like sans serif fonts.

Glacial Indifference

the quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

DM Sans

the quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Poppins Medium

the quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Kollektif

the quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Mina

the quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Lato

the quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

One Little Font

the quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Peace Sans

the quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

LINKS

Looking to use the ECD logo in your post? Regardless of what you need from us, we've got you covered (mostly).

From all our logos to pictures of our mascot, you can find all our important ECD graphics in these links. We've even got the downloaded graphics endorsed by the actual Key Club International Brand Guide for you, all just one click away.

Don't have what you need? Whether you want something in a different colour, a different file format, or a new thing altogether, feel free to contact us! We are here to help. <3

MICHELLE ZHOU
BULLETIN EDITOR
editor.ecdkeyclub@gmail.com
@spaghettiihalers (Instagram)

