



KEEP AMERICA
BEAUTIFUL



Logo Guidelines

Our Logo

The Keep America Beautiful® logo consists of two elements which embody our position as the nation's leading community improvement organization: the tree people icon and the Keep America Beautiful wordmark.

Our tree people icon symbolizes the intersection of humanity and nature in the circular economy. The Keep America Beautiful wordmark has been updated to feel more modern, clean, and defined with an emphasis on grounding, horizontal elements. Both the logomark and the wordmark are registered trademarks of Keep America Beautiful, and should always be represented with the superscript registered trademark symbol.



Logo

There are two approved versions of the Keep America Beautiful logo. The vertical or stacked version of the Keep America Beautiful logo in Grass is preferred. The horizontal version of the Keep America Beautiful logo can be used when space is limited.



Stacked



Horizontal



Logo Padding

To protect the integrity of the logo, a defined amount of space or “padding” should be left around the logo. Use the diameter of the central tree to determine the amount of clearance space needed (or 20% of the width of the logo).



Avoid scaling smaller than:

- Print: 1.88 in
- Screen viewing: 100 px



Our Logo

Approved Logogram

Below are the approved formats of the Keep America Beautiful logo.

The version of the Keep America Beautiful logo with just the tree people logogram should only be used as an accent in a document where the full logo lockup has already been utilized. Each approved logo lockup should never be altered or broken.

Primary



Stacked



Horizontal



Knock-out
Stacked



Knock-out
Horizontal

Secondary



Tree
People



Wordmark



Knock-out
Tree People



Knock-out
Wordmark



Do's & Don'ts

Do not alter the proportions of the logo, using an unapproved brand font, color, or tagline, and/or creating legibility issues in placement.



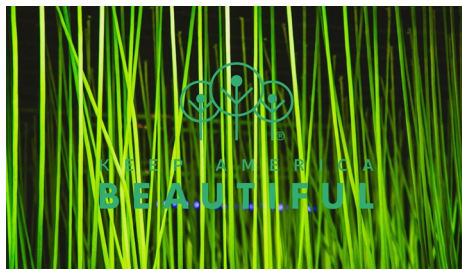
KEEP AMERICA
BEAUTIFUL



KEEP AMERICA
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KEEP AMERICA
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KEEP AMERICA
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~ Keeping America green, tidy, and gorgeous ~





Typography

Typography

The official fonts of Keep America Beautiful are Neris and Calibri. Neris is the primary font of Keep America Beautiful and should be used in all printed marketing materials.

Calibri is the secondary font of Keep America Beautiful. This user-friendly, true type font should be used when Neris is not available, in electronic documents, email, and all other user-generated content.

Both Neris and Calibri should not be used together in one document.





Neris

Primary Font

Neris is the official Keep America Beautiful font. Neris should be used in all print and digital media when the font is available. Neris Black should be used for titles. Neris SemiBold should be used for headlines. Neris light italic should be used for subheadlines. Neris light should be used for body copy. Please contact the marketing department for usage of Neris font and any questions about use cases.

Neris

Keep America Beautiful®
is the nation's leading
community improvement
organization.

Black

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

Semibold

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

Light

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

Light Italic

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789



Neris Hierarchy

Title

Neris Black
40pt, line height 48pt

Headline 1

Neris Semibold
36pt, line height 44pt

Headline 2

Neris Semibold
30pt, line height 36pt

Headline 3

Neris Semibold
24pt, line height 30pt

Headline 4

Neris Semibold
18pt, line height 22pt

Subtitle

Neris Light Italic
18pt, line height 23pt

Body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed.

Neris Light
12pt, line height 14pt





Calibri

Secondary Font

Calibri is the web safe, secondary brand font for Keep America Beautiful. Approved for use in titles, headlines, and body copy of all marketing materials when Neris is not available. Please contact the marketing department for any questions about Calibri use cases.

Calibri

Keep America Beautiful®
is the nation's leading
community improvement
organization.

Regular

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

Light Italic

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

Light

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789





Calibri Hierarchy

Title

Bold
48pt, line height 54pt

Headline 1

Bold
36pt, line height 42pt

Headline 2

Bold
32pt, line height 36pt

Headline 3

Bold
26pt, line height 30pt

Headline 4

Bold
20pt, line height 24pt

Subtitle

Light Italic
20pt, line height 24pt

Body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed.

Light
12pt, line height 14pt





Using Calibri in PowerPoint

Section Title

Bold
48pt

Slide Title 1

Bold
32pt

Slide Title 2/*Subtitle 1*

Bold/Italic Light
24pt

Body 1

Light
20pt

Body 2

Light
18pt

Body 3/*Subtitle 2*

Light/Light Italic
16pt

Body 4

Light
14pt

Body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed.

Light
12pt

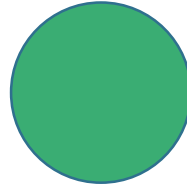




Color Palette & Design Elements

Brand Color

Grass is the primary brand color for the Keep America Beautiful logo. Grass – associated with growth, organic, nature, caring, and earth – embodies our position as a community improvement organization in the environmental sector.



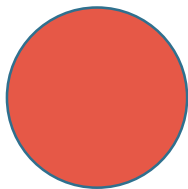
Grass

CMYK: 74, 6, 73, 0
PMS: 2251C 7482U
RGB: 58 173 115
Hex: #3AAD73



Secondary Brand Colors

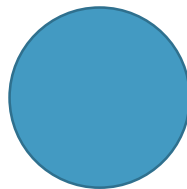
The Keep America Beautiful secondary colors further reflect our mission. Flame embodies activism, Sky represents the calm and steady trustworthiness of a legacy nonprofit organization, and Sunbeam reflects the bright and uplifting capacity of community improvement and beautification.



Flame

CMYK: 4, 81, 76, 0
PMS: 7597C 485U
RBG: 230 88 71
Hex: #E65847

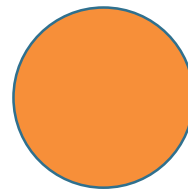
Used for the End
Littering goal.



Sky

CMYK: 71, 26, 12, 0
PMS: 7703C 638U
RBG: 67 154 194
Hex: #439AC2

Used for the Improve
Recycling goal.



Sunbeam

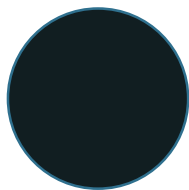
CMYK: 0, 45, 92, 0
PMS: 130C 129U
RBG: 249 157 46
Hex: #F99D2E

Used for the Beautify
Communities goal.



Accent Colors

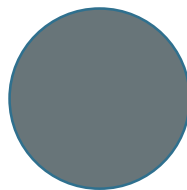
The following are approved Keep America Beautiful accent colors. Seal should be used as the text color for all print and digital materials. Storm may be used for headlines, subheads, and other design elements. Snow may be used as background color or body copy, as an alternative to white.



Seal

CMYK: 81, 66, 63, 75
PMS: Black 6C Neutral Black U
RBG: 17 29 32
Hex: #111D20

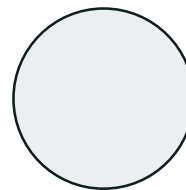
Used for the body copy.



Storm

CMYK: 62, 45, 45, 12
PMS: 444C 430U
RBG: 104 117 121
Hex: #687579

Used for headlines and elements.



Snow

CMYK: 6, 3, 3, 0
PMS: 663C 656U
RBG: 236 239 240
Hex: #ECEFF0

Used for backgrounds and body copy.





Iconography

Iconography

Keep America Beautiful has developed an icon library to visually convey the impact and metrics of our network has on a larger scale. The following icons should be utilized in infographics, PowerPoint presentations, reports, and all other print and digital material.

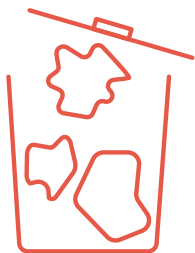
The icons with wordmarks are the primary icons. Icons without the wordmarks are secondary.

Please contact the Marketing department for any questions about icon usage.



Our Goals Icons

These are the approved icons to represent the three Keep America Beautiful goals to End Littering, Improve Recycling, and Beautify Communities. Goal icons may be represented with or without their supporting wordmark. Preference should be given to the version with the wordmark.



End Littering



Improve Recycling



Beautify Communities



Full Icon Library



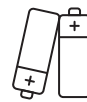
Affiliate
Engagement



Affiliate,
Organizations



Award



Batteries



Beverage Containers



Books, Curriculum



Checkmark



Clothing, Textiles



Community
Neighborhood



Donate



Ecology,
Environment



Energy,
Electricity



E-waste,
Recycling



Food,
Community
Garden



Grant



Hours, Time



Learn



Location, Miles



Money



Newspaper



Person



Plant Trees



Plastic Bottle,
Recycling



Play



Pledge



Public Lands, Acres



Recycling Bin



Schools



Soda Can,
Recycling



To Volunteer,
Grassroots



Trash Can,
Litter & Debris



Volunteer,
Participants



Waterways, Streets,
Roads, Highways
& Miles



Website



Youth



Contact Us!

For any brand related questions, please contact:

communications@kab.org

Follow Us & #DoBeautifulThings



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