

Being a Keep America Beautiful® Ambassador



- Be comfortable with the organization – using shared language
- Talk about us whenever relevant – in the office, networking events
- Leverage all available assets – brand, website, annual reports
- Understand how we speak to different audiences:
 - Corporate Partners
 - Other NGOs
 - Affiliates
 - Individuals
- Share your passion for our mission!

Keep America Beautiful®

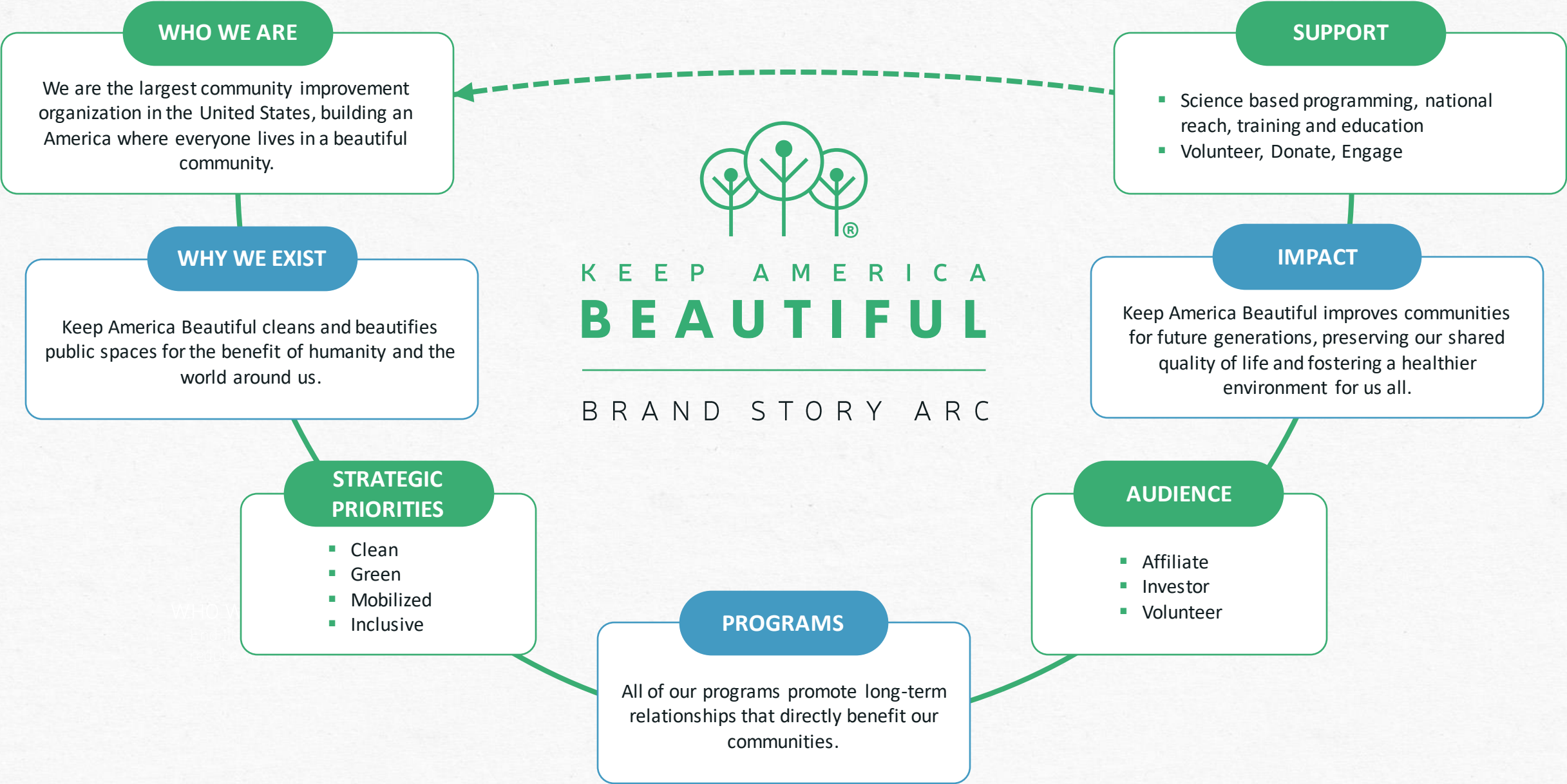
Brand Book 2021



Chapter One:

Brand Foundation





Why “Beautiful?”

- “Beautiful” adapts to the needs and meaning of the individual community
- “Beautiful” public spaces serve environmental, social, health, safety, and economic aspects of society
- Communities who engage in beautification efforts together are more cohesive and resilient neighbors
- Partnership with nature protects and restores communities effected by natural disaster





Vision:

Keep America Beautiful envisions a country in which every community is a clean, green and beautiful place to live.

Mission:

To inspire and educate people to take action every day to improve and beautify their community environment.

Written Narrative (One Page)

We are the largest community improvement organization in the United States, building an America where everyone lives in a beautiful community.

For more than 65 years, Keep America Beautiful® has cleaned and beautified public spaces for the benefit of humanity and the world around us. Our legacy is built on education, partnerships, and our science-based Model for Change. We bring all of this together through our unparalleled affiliate network to mobilize millions and create clean, green, and inclusive societies.

This combination of expertise and grassroots engagement makes Keep America Beautiful a truly unique and trusted force for community improvement. Keep America Beautiful, in 2021, enjoys a widely recognized and respected centrist brand, a powerful legacy of success, deep loyalty among its supporters, and the clarity that springs from working to ensure that everyone in America lives in a beautiful community.

Our approach solves problems through a network of dedicated individuals and organizations in neighborhoods across the country. What sets Keep America Beautiful apart from our peers is our network's reach and its local roots: 700 certified affiliate organizations, millions of volunteers and participants, government, and corporate partners, all working to educate and empower individuals to create and maintain resilient communities for the benefit of a shared society.

Eliminating waste is one part of the equation to making communities beautiful but, alone, it is insufficient. Increasingly, research shows that thriving communities with better health, economic, and social outcomes are supported by vibrant green spaces. By planting trees and greenspaces, and cleaning and beautifying local public spaces, we are working to ensure that Everyone in America lives in a Beautiful Community.

Yesterday, today, and tomorrow, Keep America Beautiful improves communities for future generations, preserving our shared quality of life and fostering a healthier environment for us all.

Written Narrative (One Paragraph)

Keep America Beautiful transforms investment into community restoration and revitalization impact by mobilizing millions who volunteer to engage with our programming through a network of 700 certified affiliates. Our goal is to convert public spaces into beautiful places so that everyone in America lives in a beautiful community.

Written Narrative (One Sentence)

Keep America Beautiful mobilizes millions to beautify their shared communities.

Key Phrases

We are the largest community improvement organization in the United States, building an America where everyone lives in a beautiful community.

- Beautify and Unify *Communities Across the Country to Transform the Nation*
- Mobilize Millions
- National Movement with Local Execution
- Transforming public spaces into beautiful places
- We keep America beautiful so Americans can do beautiful things



Our Audiences

and what they care about...

INVESTORS

Measurable ROI, community impact, brand lift, CSR commitments, UNSDG alignment

AFFILIATES

Support, part of a larger org, aircover, networking, best practice sharing, turnkey programming, credibility, self-determination, shared measurement for collective impact

GENERAL PUBLIC

Part of something bigger, community pride, civic/neighborhood duty, easy, fun, safe



How we transform **From Investment to Impact**

To be responsible community stewards, we must be responsible financial stewards for our investors and the people and places we serve. Our actions show a tangible and meaningful financial return for communities nationwide. Keep America Beautiful affiliates provide significant ROI in measurable community benefits for every dollar invested by local governments. Through our programming and the reach of earned and donated media, we historically offer a 50x ROI based on community impact and media value.

For example, the Great American Cleanup, our signature community improvement program, delivers an annual average of more than \$263 million in collective impact benefit to the communities we serve throughout the country.

The impact of our actions is reflected in our Annual Reviews and financial reports, demonstrating how we strive to deliver the greatest value from the resources — human, financial and in-kind — we have at hand. Keep America Beautiful consistently receives high ratings from independent charity evaluators, such as GuideStar and Charity Navigator, which is an indication that donations do make a difference in the lives of those we touch through our many programs.

Chapter Two:

Brand Strategy





Brand Manifesto

Keep America Beautiful cleans and beautifies public spaces for the benefit of humanity and the world around us.

Brand Essence

For more than 65 years, Keep America Beautiful has called on Americans to take pride in and care for their community. Our legacy is built on education, partnerships, and our science-based Model for Change. We bring this together through our unparalleled affiliate network and millions of volunteers. This combination of expertise and grassroots engagement makes Keep America Beautiful a truly unique and trusted force for community improvement. Keep America Beautiful, in 2021, enjoys a widely recognized and respected centrist brand, a powerful legacy of success, deep loyalty among its supporters, and the clarity that springs from working to ensure that everyone in America lives in a beautiful community.





Brand Positioning

The Keep America Beautiful mission is more urgent today than ever before. Due in part to our work, we find that public attitudes against litter are far stronger than when we began our campaigns in the last century. Nonetheless, consumer markets continue to grow and, in the U.S. alone, over 30,000 new consumer packaged goods products are launched every year, each with new and largely disposable packaging. More people and more products mean exponentially more waste.

Keep America beautiful works at the intersection of nature and humanity, focusing on public spaces in the built environment. We consider this the front lines of environmentalism where we can reach the most people to care about the shared world around them.

Brand Promise

Keep America Beautiful transforms investment into community restoration and revitalization impact by mobilizing millions who volunteer to engage with our programming through a network of 700 certified affiliates. Our goal is to convert public spaces into beautiful places that restore, revitalize and beautify communities across America.



Chapter Three:

Communications Toolkit



Brand Personality:

Our Identity

Keep America Beautiful is one of the nation's leading "for-impact" organizations. Our partners invest in us for measurable collective impact.

We offer an exceptional ROI on those investments as a tax-exempt organization that provides services that either would not be done or would be done through millions of taxpayer dollars.

Environmental organization v. community improvement organization is not an either/or decision: we protect the built environment where people and nature intersect every day.

We deliver proven, sustainable programming for the society at large and scalable activations for the affiliate network. We have an army of positive-impact volunteers led by our certified affiliates in every community we serve.



Brand Personality:

Keep America Beautiful Is...

INCLUSIVE

We believe a beautiful America celebrates diversity in all its forms.

ICONIC

We are a legacy brand and one of the first organizations of our kind.

COMMITTED

For almost seven decades we have been talking trash and fighting dirty.

DATA-DRIVEN

From our science-based Model for Change to our landmark “Litter in America” studies to the collective impact reporting of our affiliates’ annual activities, data informs our programs, execution, and reporting.

PROGRESSIVE

We look towards a bright, beautiful future of clean, healthy communities, and engaged residents.



Brand Personality:

Keep America Beautiful Is Not...

PARTISAN

We are not affiliated with any political party or belief structure.

GREENWASHING

Keep America Beautiful does not greenwash. Our impact as the largest community improvement organization can not be passed off as a “false flag.” Our network delivers measurable results in communities across the country, and collectively that impact is tremendously meaningful.

EXCLUSIVE

We do not exclude any members of society – rooted in the belief that large problems require the input and support of everyone, from individual volunteers to government to local business and corporations.

MONOLITHIC

We are not a single national organization, but the tip of a network of 700 community-based organizations where everyone has a voice. We are led by a board of directors from academia, private corporations, government, industry associations, and affiliate leadership.



Chapter Four:

Three-Act Branding



Act One:

The Vision

INFORM

Act Two:

The Mission

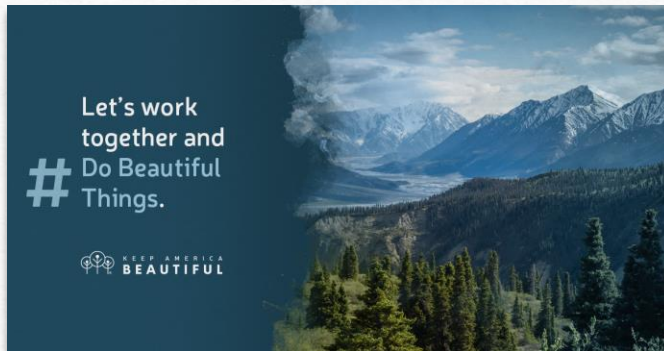
ACTIVATE

Act Three:

The Goal

MEASURE





Applying Our Branding

The 'Frame' Approach

Our story brand can easily be applied to any photo and in a wide variety of contexts through use of the 'frame' approach, wherein a simple watercolor transition creates an organic transition between your text content and your photo/graphic. We've developed a selection of frames for common print, digital and social media formats that you and your team can quickly leverage to generate impactful content.

Using the 'frame' approach is incredibly simple:

1. Choose a photo or graphic (photo preferred).
2. Determine the primary color in your photo or graphic.
3. Explore our Canva library to find the template(s) that match the required size for your chosen medium or platform. Then, based on the primary color you selected in step two above, choose either a light, dark or neutral background which will serve as the base for your text content.
4. Populate your content and photo and adjust the colors of the latter as needed to better synergize with your chosen primary color.

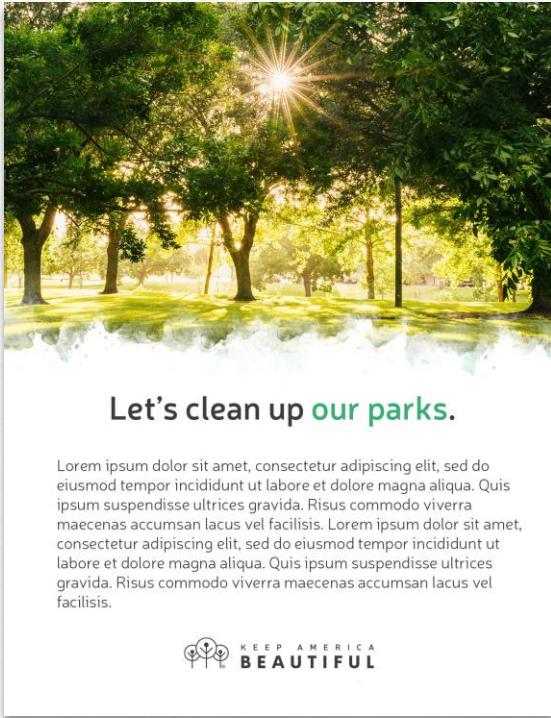
On the following pages, you will be able to walk through a few step-by-step examples of the above process, as well as look at a variety of examples of the 'frame' approach in action. For additional pointers, check out the [Design](#) portion of the [Style Guide](#).

Examples: One-Pager

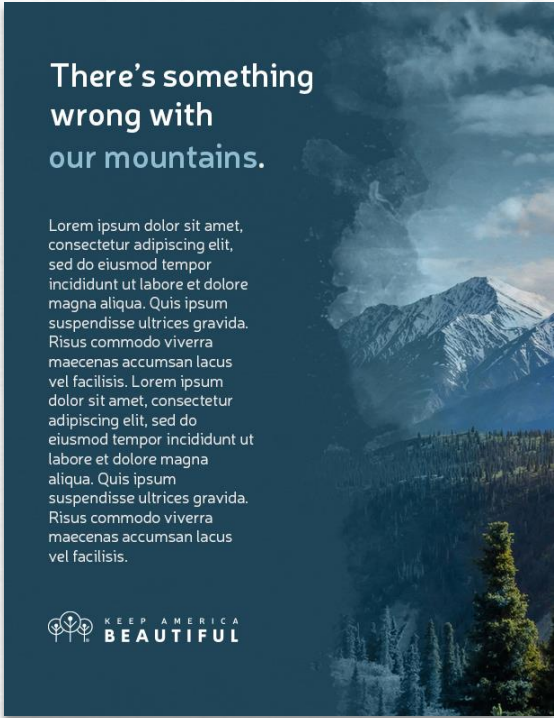
The paint border effect, coupled with a contrasting background, can be used in a variety of orientations to create compelling one-pagers. Also notice how the lighter backgrounds are used for positive messaging, and the darker backgrounds are used to convey a problem. For more on color and messaging, see the [Style Guide](#).



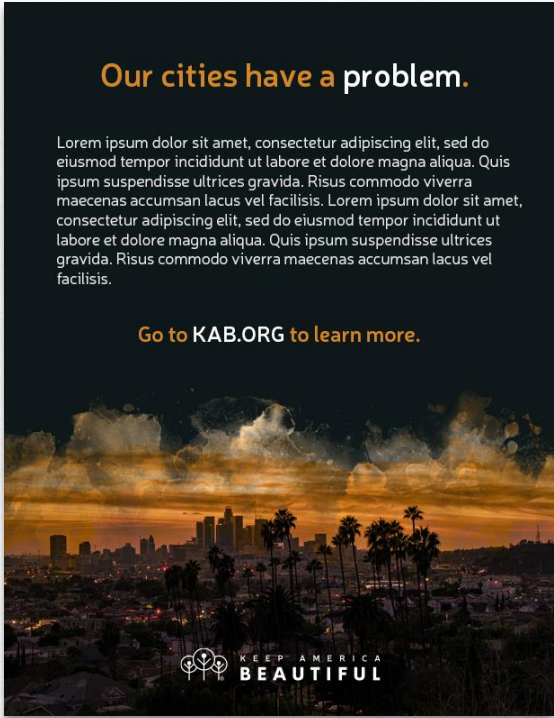
Sky with neutral light background
(Positive messaging)



Grass with neutral light background
(Positive messaging)



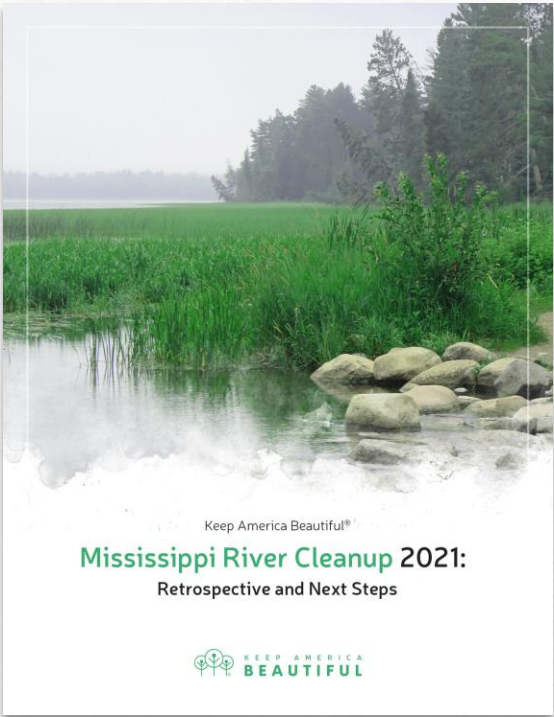
Sky with dark background
(Negative messaging)



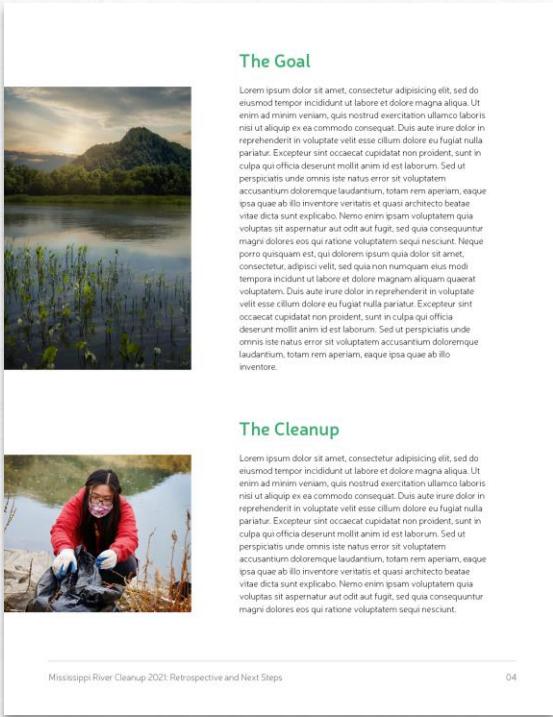
Sunbeam with neutral dark background
(Negative messaging)

Examples: Report

In the context of a multi-page product involving a variety of content, the paint border effect can be applied in both obvious and subtle ways, as well as mixed with ample whitespace, bold contrast and clean typography to create an engaging deliverable.



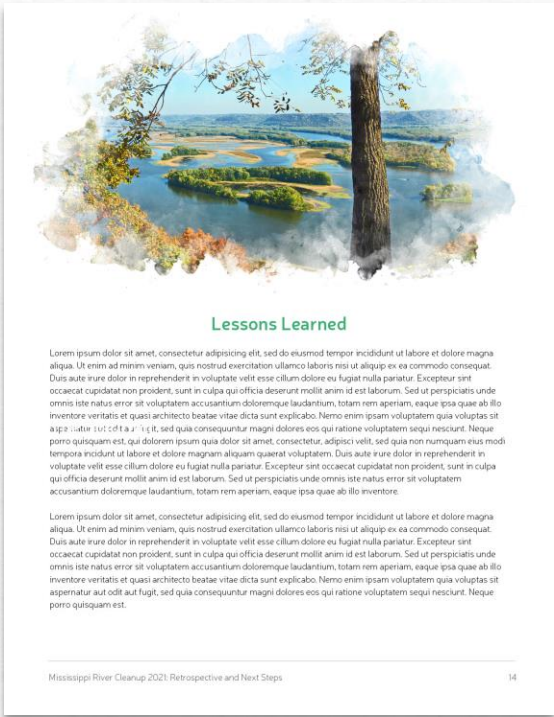
Cover page with splash image



Content page with standard frames



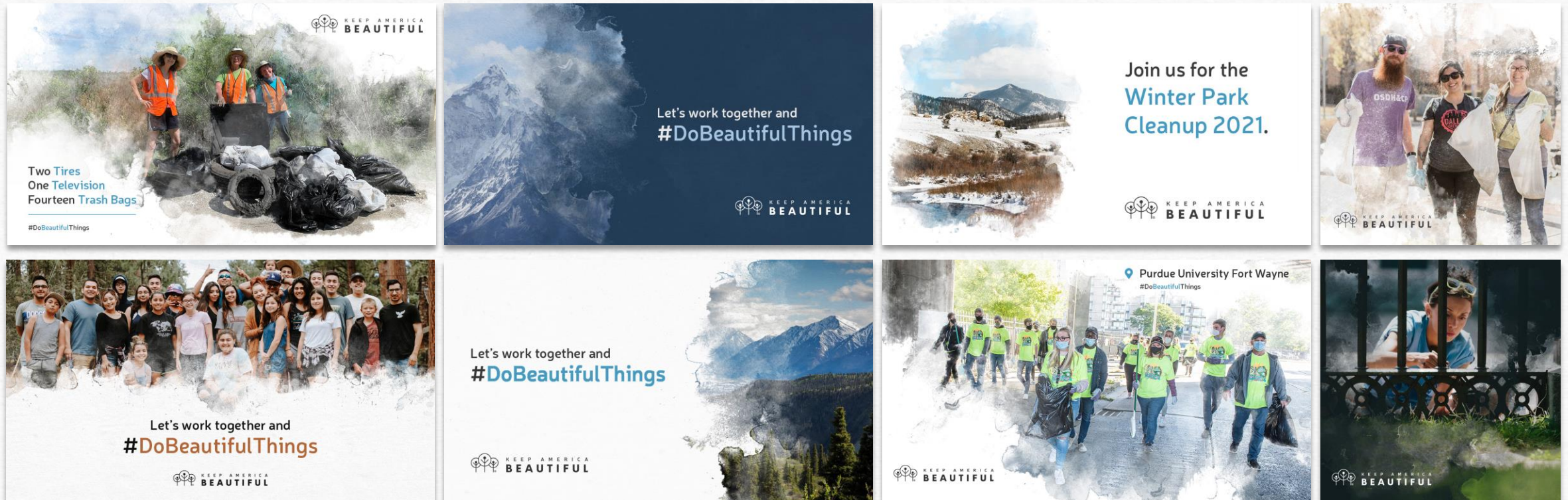
Paint border used as a divider



Paint border used to frame an image

Examples: Social Media Posts

The paint border also lends itself well to use in social media posts, where space restrictions only allow for a finite amount of content. The border creates an organic transition between the image and the content, and allows for a variety of interesting layouts.



A variety of sample social media graphics in both rectangular and square formats.

Examples: **Photography**

A wide variety of preset paint borders can be created to match any photo composition, allowing a user to quickly add a splash of branding to an image. The photos can further be enhanced by altering contrast, hue/saturation, and adding overlays to accent colors already present in the images.



A variety of photos with a touch of branding added via ready-to-use 'frames'.

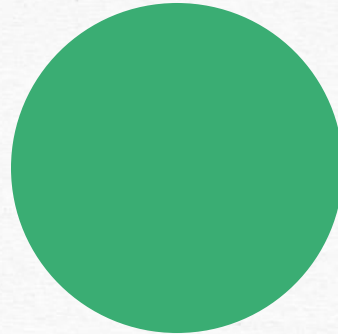
Chapter Five:

Style Guide



Brand Color

Grass is the primary brand color for 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.

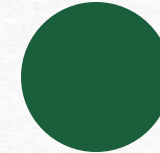


Grass

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



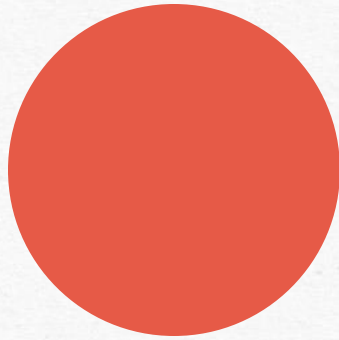
Light Variant: **Seed**
Hex: #ACE2C7



Dark Variant: **Forest**
Hex: #1B5E3C

Secondary Brand Colors

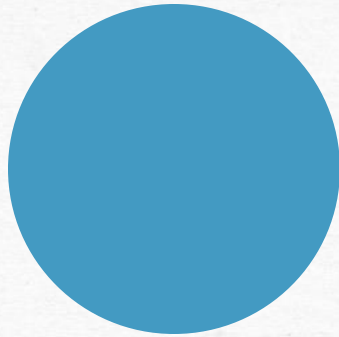
The Keep America Beautiful secondary colors further reflect our mission. Flame embodies activism, Sky represents the calm and steady trustworthiness of a legacy nonprofit organization, and Sunbeam reflects the bright and uplifting capacity of community improvement and beautification.



Flame

Used for the **End Littering** goal.

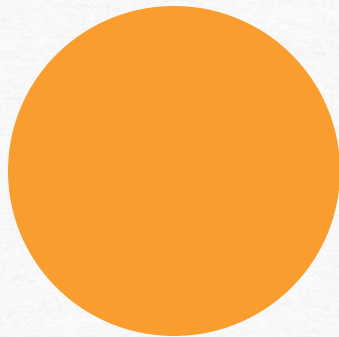
CMYK: 4, 81, 76, 0
PMS: 7597C 485U
RGB: 230 88 71
Hex: #E65847



Sky

Used for the **Improve Recycling** goal.

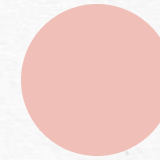
CMYK: 71, 26, 12, 0
PMS: 7703C 638U
RGB: 67 154 194
Hex: #439AC2



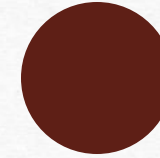
Sunbeam

Used for the **Beautify Communities** goal.

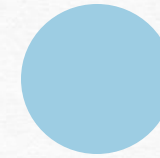
CMYK: 0, 45, 92, 0
PMS: 130C 129U
RGB: 249 157 46
Hex: #F99D2E



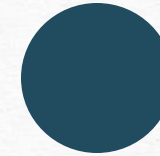
Light Variant: **Spark**
Hex: #F0BFB8



Dark Variant: **Ember**
Hex: #5E1F16



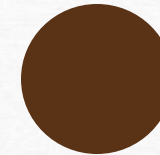
Light Variant: **Cloud**
Hex: #9DCDE3



Dark Variant: **Thundercloud**
Hex: #214B5F



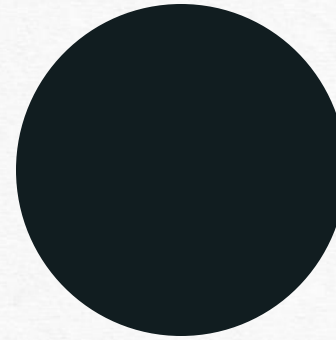
Light Variant: **Dawn**
Hex: #F4D4AE



Dark Variant: **Dusk**
Hex: #5A3316

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

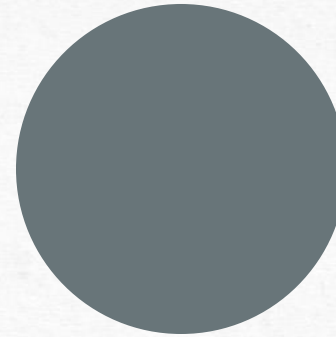
Used for the body copy.

CMYK: 81, 66, 63, 75

PMS: Black 6C Neutral Black U

RGB: 17 29 32

Hex: #111D20



Storm

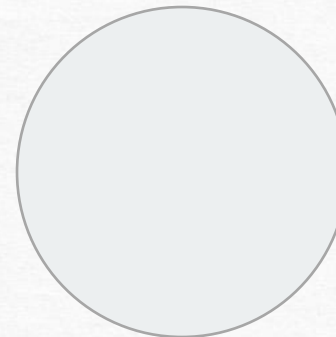
Used for headlines and elements.

CMYK: 62, 45, 45, 12

PMS: 444C 430U

RGB: 104 117 121

Hex: #687579



Snow

Used for backgrounds and body copy.

CMYK: 6, 3, 3, 0

PMS: 663C 656U

RGB: 236 239 240

Hex: #ECEFF0

Photography

Each composition should convey a sense of community and inclusivity to reflect the grassroots nature of our affiliate network. The primary focus of each photo should be the people.

Photos should show engaged and happy volunteers to create a feeling of welcoming. Photos should be warm blues and greens, bonus if photos have accents of orange and red in them. Photos should be authentic and not staged when possible, showing volunteers at work.

The marketing department has access to approved stock photography libraries and can offer source images for specific needs. Outside photography will be approved on a case-by-case basis.



Photography: Examples

When selecting photos to place in marketing materials, images should show volunteer action, impact from an event, and/or volunteers who are enjoying the work that they are doing. As mentioned in the previous slide, landscape and macro (close-up) photography can also be used when appropriate.



Examples of good photo choices that adhere to the guidelines above.

Photography: Applying Branding

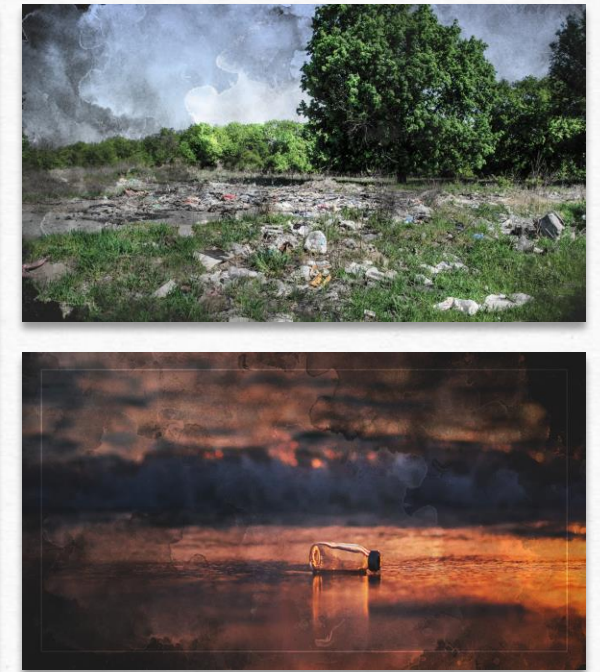
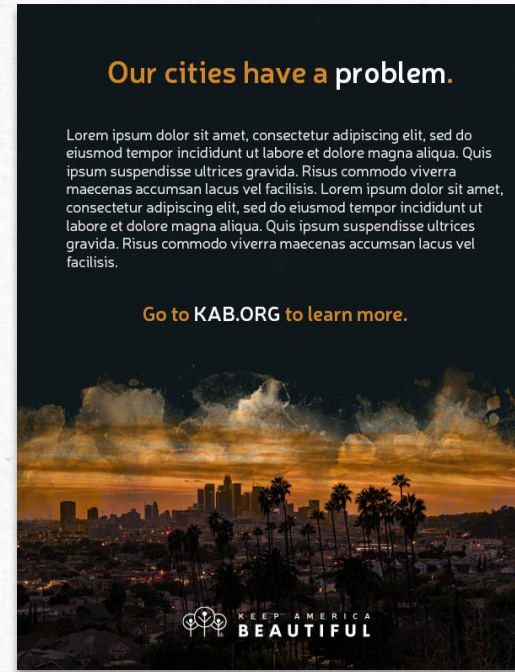
Preset frames allow a user to easily add a splash of our new branding to an image. A large selection of these frames is available on Canva to suit almost any composition. The image can then be enhanced further by tweaking the color settings. Check out the [Design](#) portion of the Style Guide for a few additional pointers.



A variety of photos with a touch of branding added via ready-to-use 'frames'.

Design: Color and Content

The colors you pick for your composition can have a dramatic effect on the way the content is perceived. As a general rule, use lighter tones for positive messaging: more specifically, when the messaging relates to Programs or Solutions. Darker tones should generally be used alongside more negative messaging, i.e. when communicating a Problem or a Challenge. However, darker tones can also help enhance macro or close-up photography by ‘focusing’ the composition on the subject.

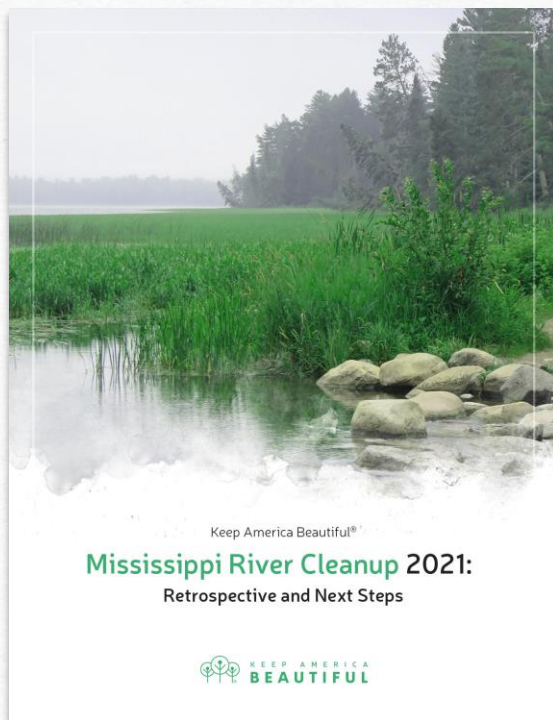


Using a **light background** and paint frame gives these compositions a light, optimistic feel. The deliverables can be further enhanced by pairing the lighter color palette with positive text copy (i.e. call to action, cleanup statistics, success stories).

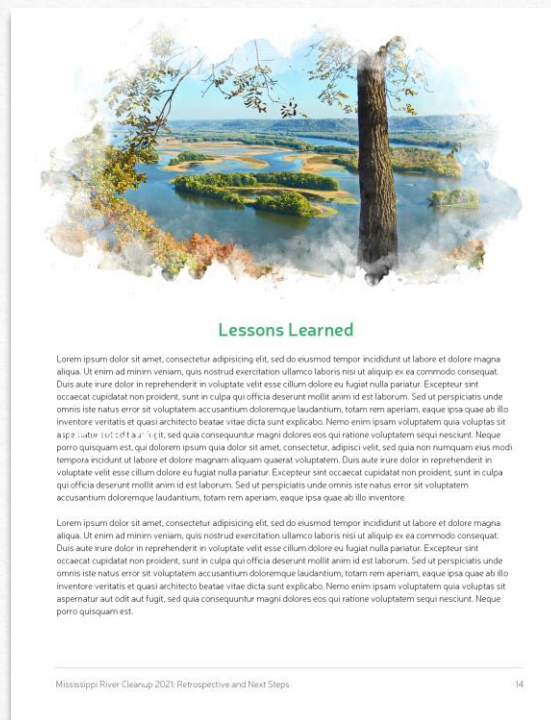
The **darker backgrounds** and tones in these compositions give them a somber feel: pairing the imagery with copy related to ongoing problems or litter statistics enhances the effect. Notice how the dark background can also be used to ‘focus’ a composition on a close-up.

Design: Additional Design Elements

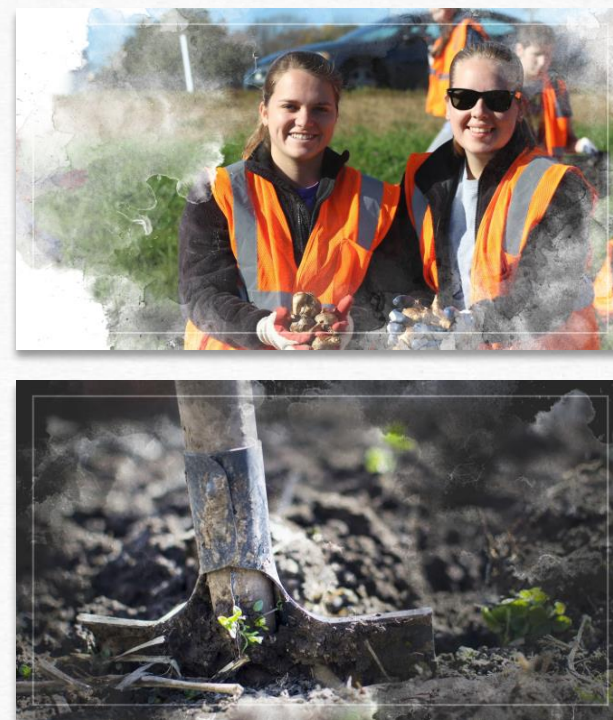
Aside from the paint border, a few additional design elements are available to further enhance a composition. These help add structure to what is otherwise a very organic design aesthetic. As a rule of thumb, these design elements **should only be used in larger deliverables, i.e. factsheets, reports or webpages**. When it comes to social media, less is more; a compelling photo, a splash of branding, and in some cases the KAB logo and some engaging verbiage are usually all that is needed.



A semi-transparent outline around this report cover adds a bit of structure to the layout.



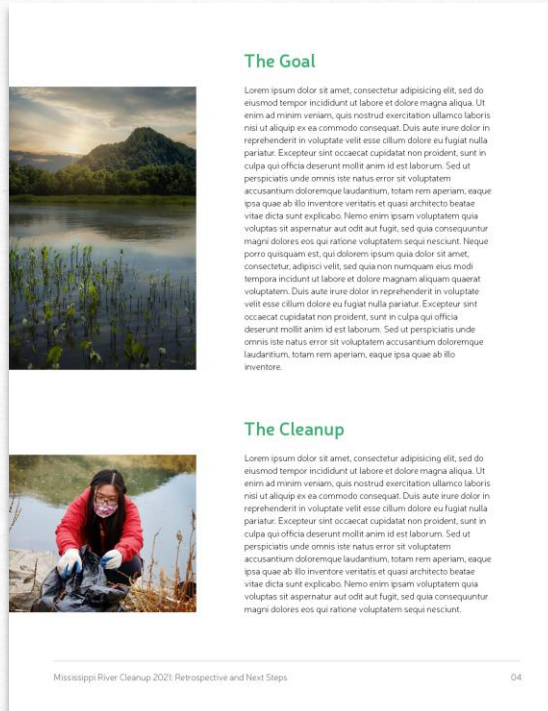
A divider bar between the main page and the footer helps keep content areas separate.



A semi-transparent outline around these photos helps add an extra dimension to the composition.

Design: Additional Design Elements cont.

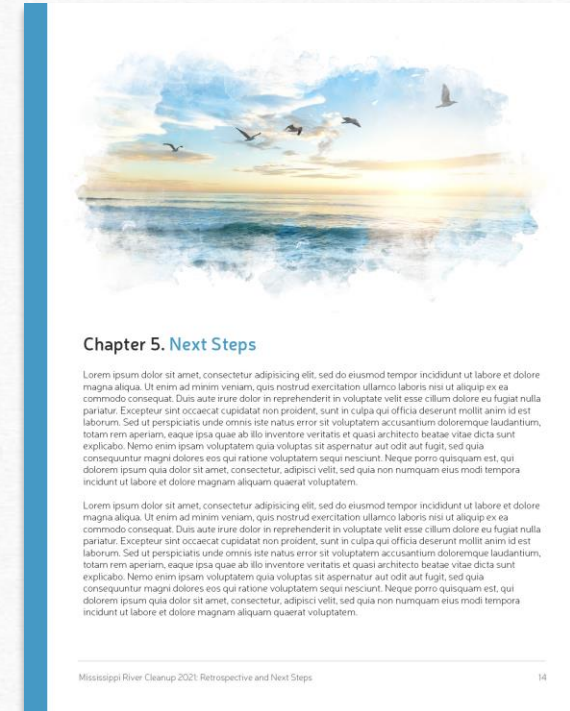
Here are a few additional examples of design elements that can be incorporated into larger deliverables. Remember, avoid using elements like sidebars, outlines and divider bars in social media. These are meant for full page layouts. When it comes to social media, simplicity is key!



Standard rectangular frames can also be used in the context of a large deliverable, to add some variety to the standard paint frame.



Both a light and a dark background can be used on the same page to create division between content blocks.



A simple sidebar can be used to add a splash of brand color to an otherwise simple layout.