

KEEP PENNSYLVANIA BEAUTIFUL AFFILIATE BRANDING



Why use Keep Pennsylvania Beautiful Branded logo and/or lockup:

Serving as the visual and emotional identity that inspires people to Keep Pennsylvania Beautiful, our brand expresses who we are, what we stand for and why that matters. Cohesive branding delivers a unified message and serves as a universally recognizable symbol for our shared commitment to environmental stewardship.

To maintain consistency and promote brand awareness across our service areas and the state of Pennsylvania, we require all affiliates to identify themselves with Keep Pennsylvania Beautiful by using either Keep Pennsylvania Beautiful branding or the Keep Pennsylvania Beautiful affiliate lockup.

Where and when to use Keep Pennsylvania Beautiful Branded logo and/or KPB lockup:

- Affiliate Website – Affiliates are encouraged to use the affiliate logo and paragraph explaining the affiliation with a link to keeppabeautiful.org on their hosts website under 'About Us' or on the waste and recycling page.
 - Examples:
 - Keep Cumberland County Beautiful**
<https://www.cumberlandcountypa.gov/5077/Keep-Cumberland-County-Beautiful>
 - Keep Chester County Beautiful**
<https://www.chescoplanning.org/environmental/kccb/>
- Keep Pennsylvania Beautiful Grants - When using funding from Keep Pennsylvania Beautiful, the Keep Pennsylvania Beautiful branded logo/KPB tagline is required to be used on all promotional materials and merchandise, including press releases, social media and website.
 - If the affiliate does not use Keep Pennsylvania Beautiful branding, it is preferable to also include the Keep Pennsylvania Beautiful logo, in addition to the KPB lockup, to increase visibility of the brand.
- Keep Pennsylvania Beautiful Programs – When promoting and participating in Keep Pennsylvania Beautiful programs, the Keep Pennsylvania Beautiful branded logo/KPB tagline is strongly encouraged to be used on all promotional materials and merchandise, including press releases, social media and website.

Affiliates will be required to report how they promote their affiliate in their Annual Report:

1. Do you promote your Affiliation with Keep Pennsylvania Beautiful through a shared brand or logo lock up? Y/N
2. If not, how do you promote your affiliation with Keep Pennsylvania Beautiful?
Open Ended

Keep Pennsylvania Beautiful Branded Logo and Lockup:

Affiliates requesting variations to Keep Pennsylvania Beautiful branding and/or Keep Pennsylvania Beautiful lockup will be assessed on a case-by-case basis.

KPB Branded Logo:



KPB Branding Variations:



KPB Lockup:

KEEP PENNSYLVANIA BEAUTIFUL AFFILIATE

Ideally, affiliates using the KPB lockup will use it in KPB brown and Avenir font, but each request will be assessed on a case-by-case basis.

KPB Lockup Variations:

