



**Keep
Pennsylvania
Beautiful**

Brand Identity Guidelines

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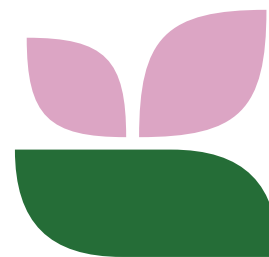
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Why Branding Matters

Serving as the visual and emotional identity that inspires people to Keep PA Beautiful, our brand expresses who we are, what we stand for, and why that matters.

A clean, strong brand will help foster a sense of regional pride and a connection to nature — not only to our volunteers, but among everyone who calls PA home.

Cohesive branding delivers a unified message and serves as a universally recognizable symbol for our shared commitment to environmental stewardship.



**Keep
Pennsylvania
Beautiful**

Primary Logos on Light

Our logo is a modernist, geometric representation of Pennsylvania's natural beauty and the people that tend to it. Inspired by the pinks contained in our state flower, the petals of the logomark represent the outstretched, helpful arms of our volunteers. The circular progression of scale within our logomark suggest the cyclical nature of renewal and growth. Turn the logomark on its side and it becomes a 'K', a nod to the first initial of our organization. Finally, the geometric forms of the logotype are set in warm, earthy brown to create an overall friendly and inviting look and feel.

LOGOMARK



LOGOTYPE
Sequel 100 Wide 75 Sans Serif Font

PRIMARY LOGO



PRIMARY LOGO - 1 COLOR

Logos on Dark

The white option for our logo utilizes the same design and structure as the full color logo. For dark backgrounds, the logotype is spaced more generously to decrease glow and increase readability. Make sure to select the logo for the appropriate background.

LOGOMARK



**Keep
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LOGOTYPE

Sequel 100 Wide 75 Sans Serif Font

PRIMARY LOGO



**Keep
Pennsylvania
Beautiful**

PRIMARY LOGO - 1 COLOR

Clearance and Minimum Size

Clearances describe the padding around the logo. This padding helps our logo stand out, be recognizable, and not feel cramped or cluttered. For all logo variations and orientations, use the height of the "KP" in the logo to determine protected space.

For legibility, do not use the primary logo on print materials smaller than 2 inches wide.



1.25"



1"



.75"

Building Affiliate Logos

Use [Sequel 100 Wide 75](#) to build new Affiliate Logos. Always maintain consistent spacing and proportions.



Horizontal



Stacked

Partner Lockups

KAB



KEEP AMERICA BEAUTIFUL AFFILIATE

DEP



PennDOT



Improper Logo Usage

Do not move colors to alternate locations or add new colors to the logo/and or type.



Do not distort, squeeze, pinch or skew the logo.



Do not alter the type to mark size relationship.



Do not put borders around logo or put logos in a container shape or form.



Do not put images, type or graphics too close to the logo, refer to the safe zone. Do not move the mark to a different location around the type.



Do not put logo on colors or images that make it hard to read.



Brand Elements

Printed Typography

Our primary brand font for all printed materials is Avenir LT Pro.

Aa

Avenir LT Pro

Avenir LT Pro 35 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%&?,:.

Avenir LT Pro 65 Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%&?,:.

Avenir LT Pro 85 Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%&?,:.

Avenir LT Pro 95 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%&?,:.

Web Typography

For web and digital use, our headline font is Nunito.
Skolar Sans Latin should be used for supporting text.

Aa

Nunito

Nunito Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&?,:.

Nunito Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&?,:.

Nunito SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&?,:.

Nunito Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&?,:.

Zz

Skolar Sans Latin

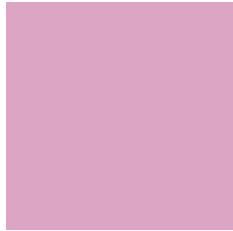
Skolar Sans Latin Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&?,:.

Skolar Sans Latin Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&?,:.

Skolar Sans Latin Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&?,:.

Skolar Sans Latin SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&?,:.

Primary Color Palette



Laurel Pink

PMS 686 C

HEX #D0A1BA

CMYK

C: 11

M: 40

Y: 4

K: 0

RGB

R: 208

G: 161

B: 186



River Blue

PMS 7686 C

HEX #1D4F91

CMYK

C: 98

M: 77

Y: 14

K: 2

RGB

R: 29

G: 79

B: 145



Urban Yellow

PMS 7405 C

HEX #F2CD00

CMYK

C: 7

M: 16

Y: 100

K: 0

RGB

R: 242

G: 205

B: 0



Leaf Green

PMS 3425 C

HEX #006341

CMYK

C: 85

M: 33

Y: 100

K: 24

RGB

R: 0

G: 99

B: 65



Rural Red

PMS 7619 C

HEX #C04C36

CMYK

C: 16

M: 84

Y: 86

K: 5

RGB

R: 192

G: 76

B: 54



Fresh Mint

PMS 2254 C

HEX #ADDFB3

CMYK

C: 33

M: 0

Y: 37

K: 0

RGB

R: 173

G: 223

B: 179

Secondary Color Palette



Soil Brown

PMS 4625 U
PMS 463 C

HEX #603913

CMYK

C: 40
M: 70
Y: 100
K: 50

RGB

R: 96
G: 57
B: 19



Sky Blue

PMS 5415 U
PMS 5405 C

HEX #4D8AAE

CMYK

C: 65
M: 25
Y: 10
K: 15

RGB

R: 77
G: 139
B: 174



Hemlock Green

PMS 385 U
PMS 385 C

HEX #666A21

CMYK

C: 45
M: 30
Y: 100
K: 40

RGB

R: 102
G: 106
B: 33



Clay Red

PMS 173 U
PMS 1675 C

HEX #C05520

CMYK

C: 10
M: 75
Y: 100
K: 15

RGB

R: 192
G: 86
B: 32



Grassy Green

PMS 3985 U
PMS 619 C

HEX #989132

CMYK

C: 40
M: 30
Y: 100
K: 10

RGB

R: 152
G: 146
B: 50



Golden Yellow

PMS 7405 U
PMS 124 C

HEX #E49F15

CMYK

C: 0
M: 35
Y: 100
K: 10

RGB

R: 228
G: 159
B: 21

Color Accessibility

For those with visual disabilities or impairments, layering text over colors can make digital content difficult to read. When working with a developer, use the following colors as a guide.



Normal Text

- ✓ AA 21:1
- ✓ AAA 21:1

Large Text

- ✓ AA 21:1
- ✓ AAA 21:1



Normal Text

- ✓ AA 9.49:1
- ✓ AAA 9.49:1

Large Text

- ✓ AA 9.49:1
- ✓ AAA 9.49:1



Normal Text

- ✓ AA 7.43:1
- ✓ AAA 7.43:1

Large Text

- ✓ AA 7.43:1
- ✓ AAA 7.43:1



Normal Text

- ✓ AA 10.04:1
- ✓ AAA 10.04:1

Large Text

- ✓ AA 10.04:1
- ✓ AAA 10.04:1

Normal Text

Passing color results are accurate only if your font is at least 16 px with regular weight or heavier

Large Text

A Passing color results are accurate only if your font is at least 18.66 px with bold weight or 24 px with regular weight.

Color Restrictions

Vibration

To avoid vibration, do not layer bright colors. Instead, layer dark or neutral colors with bright ones.



Prioritize Primary Palette

Whenever possible, use the primary palette to create new materials, communications, and advertisements. Never use the secondary palette exclusively except for in existing digital and physical spaces.



Use Brand Colors Only

Never use colors that are not in the primary or secondary color palettes.



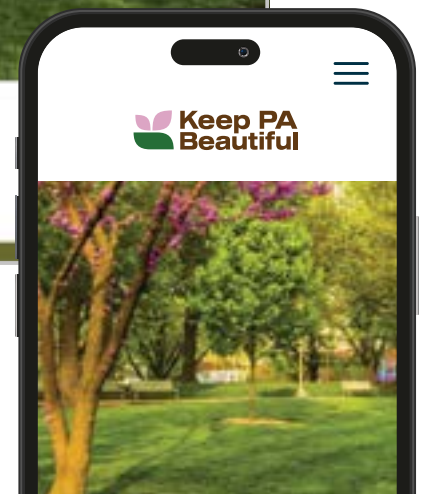
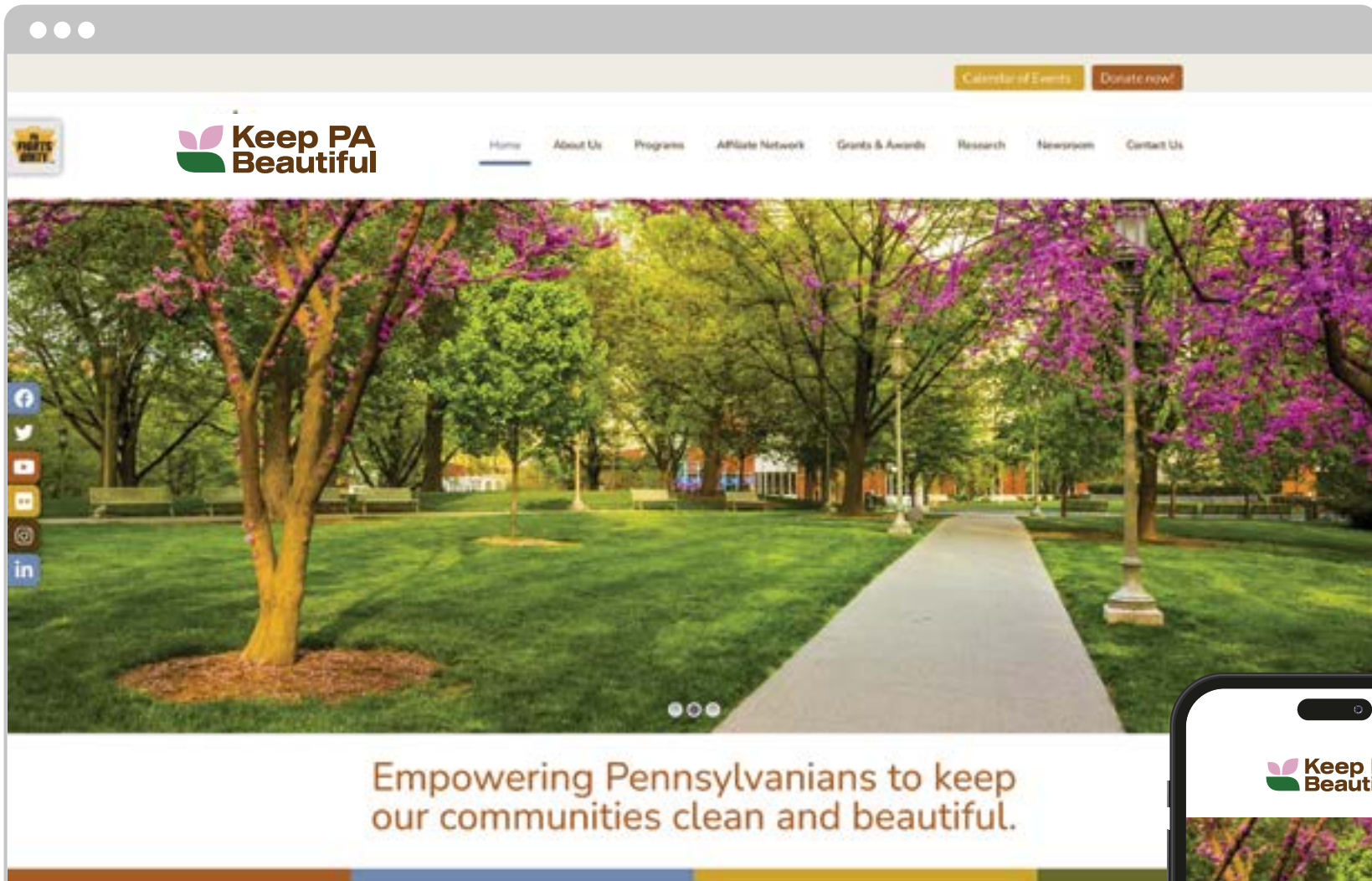
Avoid Tints and opacities

Our colors should remain at full saturation and opacity. 50% or 75% tints of Laurel Pink and Soil Brown may be used to create diverse skin tones and features for people icons only.

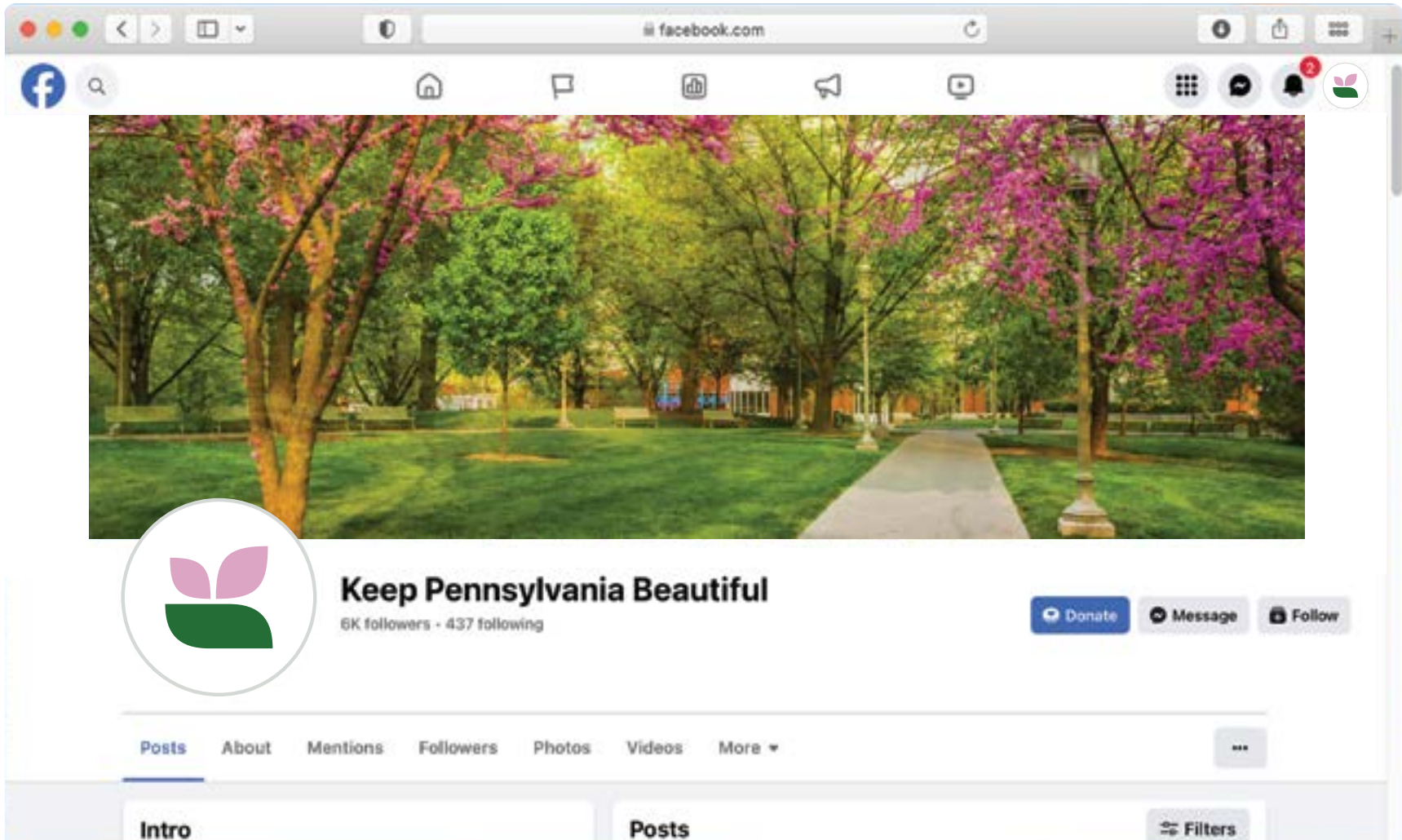


Bringing it to Life

Website



Social



The image shows a screenshot of a Facebook profile page for "Keep Pennsylvania Beautiful". The browser's address bar shows "facebook.com". The profile picture is a circular logo with a green leaf and a pink flower. The cover photo is a scenic view of a park path lined with trees, some of which are in full pink bloom. The profile name is "Keep Pennsylvania Beautiful" with "6K followers · 437 following" below it. There are buttons for "Donate", "Message", and "Follow". The navigation tabs include "Posts", "About", "Mentions", "Followers", "Photos", "Videos", and "More". The "Posts" tab is currently selected, showing an "Intro" section and a "Filters" button.

facebook.com

Keep Pennsylvania Beautiful

6K followers · 437 following

Donate Message Follow

Posts About Mentions Followers Photos Videos More

Intro Posts Filters

Tote Bag



KeepPABeautiful.org