
Why use the Keep Pennsylvania Beautiful Branded logo:

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 our Keep Pennsylvania Beautiful branding.

Where and when to use the Keep Pennsylvania Beautiful Branded logo

- [Affiliate Website](#) – Affiliates are required to use the affiliate logo and encouraged to use a paragraph explaining the affiliation with a link to keepbeautiful.org on their hosts website.
- [Sample paragraph:](#)

xxxx is an official affiliate of [Keep Pennsylvania Beautiful](#). Keep Pennsylvania Beautiful's vision is a clean and beautiful Pennsylvania, and since 1990, they have worked with hundreds of thousands of volunteers across the state to pick up over 158 million pounds of trash from roadways, waterways, greenways, forests, and other community spaces. Keep PA Beautiful is a state affiliate of Keep America Beautiful, Inc. Examples:

[Keep Cumberland County Beautiful](#)

[Keep Chester County Beautiful](#)

- [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:
How do you identify as a KPB affiliate using our branding? (choose one)**

- We use the Keep Pennsylvania Beautiful Affiliate lock up with our existing logo
- We use the KPB branded logo specific to our affiliate (ie – Keep Chester County Beautiful)
- We use Keep PA Beautiful’s logo

When do you identify as an affiliate, check all that apply

- On the “about us” page of our website
- On parts of our website that pertain to affiliate programs
- On social media when relevant
- On promotional materials and merchandise, including press releases, fliers, T-shirts, etc.
- Other:

Keep Pennsylvania Beautiful Branded Logo:

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:

