

The **Keep Brevard Beautiful (KBB)** logo:

- As the standard logo, it must always be used as a whole as seen here.
- The Keep America Beautiful Affiliate line is a requirement and considered part of the logo.
- It should always maintain the proper spatial relationships as designed (height, sizing, centering, symbol placement) as provided.

KBB Logos Supplied:

- **Print** formats
(used for quality reproduction such as Publications, Premium Items, etc)
- **On-screen** formats
(used for Web and internal applications such as PowerPoint, Word, etc)
- **Folders** are named by **Print**, and **On-screen**.
- **Print logos** will be .EPS. **On-screen/Web logos** will be .JPG and .PNG. Filenames used are indicated with each example.
- The .EPS (Print) and .PNG (On-screen) versions are logos with a transparent background that view and act with its true shape on different backgrounds.

Color Breakdowns

Primary Logo, 4-color Process:

- 96% cyan, 69% magenta
- 35% magenta 90% yellow

Spot Colors (pms):

- Pantone® 2728
- Pantone® 137

RGB & Hex:

- r0 g92 b171 • Hex: 005CAB
- r251 g176 b52 • Hex: FBB034

Fonts: Futura Extra Bold/Chalet NY 1970
Type has been converted to outlines (art) in all logo files supplied & is correctly kerned & spaced.

Electronic Files. Vector: Illustrator cs3 EPS
Other: JPG, PNG

Primary Logo



Primary Logo

primary4c_KBB.eps
primaryPMS_KBB.eps
primaryRgb_KBB.jpg, .png



**Standard 1-color logo
Preferred 1-color configuration**

1cBlue_KBB.eps
1cBlue_KBB.jpg, .png



1cGray_KBB.eps
1cGrayRgb_KBB.jpg, .png



Solid 1-color logo

*Use for special printing circumstances where only one solid ink color can be used (no halftones). **Examples:** Coffee Mugs, Pens, Specialty items*

Blue_KBB.eps
Blue_KBB.jpg, .png



bw_KBB.eps
bwRgb_KBB.jpg, .png



Reverse logo

rev_KKB.eps
revRgb_KBB.png

Gray box is for preview purpose only

Secondary Logos**Color Breakdowns****Secondary Logo, 4-color Process:**

- 35% magenta 90% yellow
- 96% cyan, 69% magenta

- 20% cyan 100% yellow, 19% black
- 96% cyan, 69% magenta

- 100% magenta 99% yellow, 4% black
- 96% cyan, 69% magenta

Spot Colors (pms):

- Pantone® 137
- Pantone® 2728

- Pantone® 383
- Pantone® 2728

- Pantone® 1797
- Pantone® 2728

RGB & Hex:

- r251 g176 b52 • Hex: FBB034
- r0 g92 b171 • Hex: 005CAB

- r178 g187 b30 • Hex: B2BB1E
- r0 g92 b171 • Hex: 005CAB

- r227 g27 b35 • Hex: FBB034
- r0 g92 b171 • Hex: E31B23

**Secondary Logo**

Secondary4c_YB_KBB.eps
 SecondaryPMS_YB_KBB.eps
 SecondaryRgb_YB_KBB.jpg, .png

**Secondary Logo**

Secondary4c_GB_KBB.eps
 SecondaryPMS_GB_KBB.eps
 SecondaryRgb_GB_KBB.jpg, .png

**Secondary Logo**

Secondary4c_RB_KBB.eps
 SecondaryPMS_RB_KBB.eps
 SecondaryRgb_RB_KBB.jpg, .png