



## Keep Cherokee Beautiful

### Cleanup Event Marketing Materials

Thank you for participating in Keep Cherokee Beautiful's Adopt-A-Mile program. Part of your commitment to keeping the roadway clean is hosting four cleanup events each year and recording them with Keep Cherokee Beautiful. To help you be successful, KCB is providing templates for you to advertise your event when you are seeking volunteers from the public.

#### Flyer



- Sized 8.5x11 for printing
- Simply change your date, time, location and contact information. You want to include contact information for people to RSVP to ensure you let the Recycling Center know how many vests and pickers you will need.
- To save, select the File menu then Save as Adobe PDF. If that option is not available to you, click Save As and in the file type menu, select PDF.
- Utilizes the Keep Cherokee Beautiful logo and branding colors. **Do not modify colors.**
- Utilizes the Arial font family. **Do not modify the font selection.**

#### Social Media Graphic

- Sized for best use on Facebook and Instagram
- Simply change your date, time, location and contact information. You want to include contact information for people to RSVP to ensure you let the Recycling Center know how many vests and pickers you will need.
- To save, select the File menu then Save As. Select png or jpg from the file type menu.
- Utilizes the Keep Cherokee Beautiful logo and branding colors. **Do not modify colors.**
- Utilizes the Arial font family. **Do not modify the font selection.**

#### Resetting colors

If you accidentally change the colors, to ensure you use the proper colors, use the "More Colors" option in Powerpoint and insert the RGB code or Hex Code.

|   |   |
|---|---|
| <br>Blue<br>R: 32<br>G: 112<br>B: 124<br>Hex: 2070b8 | <br>Green<br>R: 16<br>G: 163<br>B: 74<br>Hex: 10a34a |
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