Brand guide

Updated 10/25/13

Kiwanis®

Contents

What's the Kiwanis brand?

The Kiwanis brand is our organization's image—the impact it has, the people it's made of, the emotion it creates. It's all the things that define how people see us.

The Kiwanis logo and other visual elements are just one part of the Kiwanis brand. But they're an important part. And like every part of our brand, *you* determine how effective it is.

This guide is designed to help you. You'll find the individual parts of the visual brand—logos, fonts and colors—and how to use them consistently. Because the more consistent you are, the more effective they'll be.

We'll also keep you up to date. After all, a brand evolves— just like the people who make up Kiwanis. So we'll refresh the guide whenever style, technology or a new idea helps our brand remain relevant.

History

**Our brand keeps up with the times—
and keeps what's timeless.**

The current Kiwanis brand reflects our organization's traditions and its time-tested mission. At the same time, it's the latest statement of who we are.
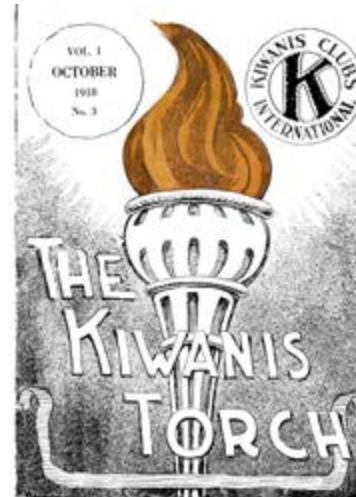
Brand

The three main elements of our visual brand

When you get these right, you're well on your way to making Kiwanis recognizable in your community. In this guide, you'll also find tips about photography, writing style and more. But the elements at right are the basic building blocks of good visual branding.

Logo

Colors

Fonts
Fonts

Fonts
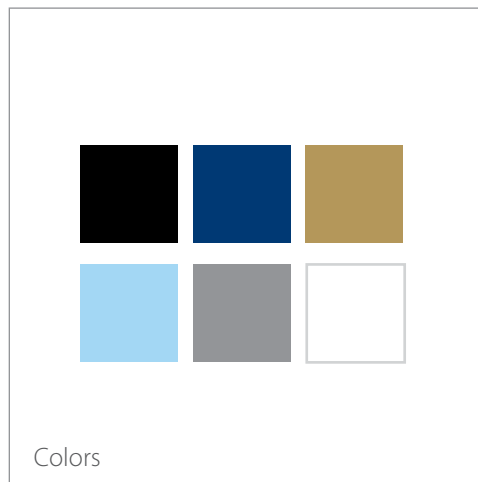
Logo

Our logo is available in three formats.

When people see the Kiwanis logo used consistently and correctly over time, they'll get to know it—and start recognizing your club. Whatever you're making, include the logo… and build your brand!

A. **HORIZONTAL:** This is the go-to logo for 99.9 percent of the things you'll make.

B. **VERTICAL:** These logos work for thin vertical banners, bookmarks and the sleeves of long-sleeve T-shirts.

C. **CENTERED:** This logo format is the least preferred and should only be used where the other two versions won't work. For example, a small pin.

A.

B.

C.

Logo

Stick with these colors and you'll be looking good.

A. Blue + gold

B. Blue

C. Black

D. Reverse

Logo

Our logo needs its personal space.

Take the height of the lowercase "s" in whatever size you're using the wordmark—and allow that much space all around the logo.

Logo

When the logo looks good, you look good. Avoid these common mistakes.

The logo is the logo. That's how we make it instantly recognizable to people. When it's squished, stretched or otherwise altered, it loses its power. And so does the Kiwanis brand.

TIP:
It's really easy to scale a logo proportionally.

On a PC
Hold down the shift key as you pull the corner of the image box.

On a Mac
Hold down the shift key as you pull the corner of the image box.

Do not stretch the logo or scale it out of proportion.

Do not replace the text in the seal with other text.

Do not change the font in the logo.

1¼ inch

½ inch

Do not use the logo or wordmark smaller than the minimum size for each.

Do not switch the order of the seal and wordmark.

Do not reverse the gold and blue in the logo.

Logo

The Kiwanis International Foundation

The Kiwanis International Foundation brand and logo are similar to that of Kiwanis—yet also distinct. Use them when you're promoting our foundation or encouraging a gift.

The Kiwanis International Foundation logo and brand follow the same guidelines as the Kiwanis brand. Use the Kiwanis brand guide when you're creating materials to support our foundation.

Please note that it's possible to separate the Kiwanis seal from the Kiwanis International Foundation wordmark.

Logo

Service Leadership Programs

The Kiwanis Service Leadership Programs logo and brand follow the same guidelines as the Kiwanis brand. Use the Kiwanis brand guide when you're creating materials to support our youth, university students and adults with disabilities.

Please note that it's possible to separate the Kiwanis seal from the Service Leadership Programs wordmark.

Logo

You're part of the Kiwanis family. Make the Kiwanis logo part of your club's brand. Here's how.

A. Kiwanis® YOUR CLUB NAME HERE

C. Kiwanis® YOUR CLUB NAME HERE

B. Kiwanis® YOUR LONG CLUB NAME HERE

D. Kiwanis® YOUR LONG CLUB NAME HERE

E. YOUR CLUB NAME HERE

Seal

Our tradition is real—show it with the seal.

The seal is part of our logo because it's been a part of Kiwanis from the start. Use it with pride.

You can even use it alone as a graphic element. See a few examples at right. And remember these simple tips:

• The seal looks best when used as a light tint of black or Kiwanis blue.
• When using the seal on the right of a piece tilt it to the right. When using it on the left of a piece tilt it to the left.
• Don't crop so much of the seal that it's unreadable.
• Don't tilt it more than 15 degrees.

Spread from CLE workbook

Dear participant:

Thank you for being a leader—and for participating in Club Leadership Education. The information you receive during the session will help ensure your success as you begin your new role. This workbook will be a crucial companion throughout the course. It's your guide to information and inspiration—from the exercises you'll complete to the forms and other information you'll encounter. Take a little time to become familiar with this workbook. After all, a successful experience with Club Leadership Education is an important first step toward a successful experience as a club leader. Along with the Leadership Guide, you'll want to refer to this workbook throughout your year of service.

Do not tilt more than 15° to the right or left.

If the seal is on the right side of your piece it looks best if tilted to the right. If its' on the left side it should tilt to the left.

Headline here
• Level 1
  • Level 2
    • Level 3
      ◦ Level 4
        - Level 5

Headline here
Content goes here
• Level 1
  • Level 2
    • Level 3
  • Level 2
  • Level 2

Powerpoint templates

Fonts

Think of the Kiwanis fonts as a family—small but solid.

Maybe you've noticed—our preferred fonts are new to our "family." If you don't have these fonts on your computer, look for downloads or buy fonts from:

www.myfonts.com
www.adobe.com/type
www.fonts.com
www.fontshop.com
www.linotype.com
www.veer.com

If you've got Adobe Acrobat Reader, you may already have Myriad Pro.

Serif font
Serifs are the small lines tailing from the edges of letters.

Sans serif font
Without serifs.

PREFERRED

You'll see these fonts in materials created at the Kiwanis International Office. You can use them, too.

NEW

Myriad Pro

Primary sans serif font

NEW

Garamond Premier Pro

Primary serif font

ALTERNATE

Don't have the preferred fonts? Use these instead.

Verdana

Alternate sans serif font

Palatino

Alternate serif font

Fonts

See the pros in action—Myriad and Garamond.

There are several types of fonts in the Myriad and Garamond family. The specific preferred fonts of the Kiwanis brand are Myriad Pro and Garamond Premier Pro. So remember: go pro!

Sample header

43 pt Myriad Pro

Sample subhead

14 pt Myriad Pro Bold

Rempeliquam et eos aliquibus peribus. Ximus vidunt. Olestotatur, cum as eataers pitatectat. Maio ipid qui vendicae vel ius asi debitatur aut idiandi atureri tatquia cus dolut res il in remolorestia velibus excepe ommos quisinc totate volorionse dolorib ernatur, ut pe nit dio. Faccuptame ium rerferferion nitio beati offic toresti volendes restorio id mod ma sent quidebit expernam quia ilibus essin eat et eos ad miligen tiasperibus rerro tem qui ratur sit aliqui dolorempore num nonserci dolorum el eossecture volore iducimost rae num ut es.

11 pt Garamond Premier Pro

Rempeliquam et eos aliquibus peribus. Ximus vidunt. Olestotatur, cum as eataers pita-tectat. Maio ipid qui vendicae vel ius asi debitatur aut idiandi atureri tatquia cus dolut res il in remolorestia velibus excepe ommos quisinc totate volorionse dolorib ernatur, ut pe nit dio. Faccuptame ium rerferferion nitio beati offic toresti volendes restorio id mod ma sent quidebit expernam quia ilibus essin eat et eos ad miligen tiasperibus rerro tem qui ratur sit aliqui dolorempore num nonserci dolorum el eossecture volore iducimost rae num ut es.

11 pt Myriad Pro

Colors

Make it pop with Kiwanis colors.

Take a look at our palette—and pick the right color code for your piece. It can be hard to match across media, but this chart will help you get close.

Here's how to recreate the Kiwanis color palette in PC or Mac:

- Open Microsoft Word.
- Click color fill box.
- Click "More fill colors" at bottom.
- Enter values of colors.

	PANTONE 295 blue	GOLD	PANTONE 872 gold (metallic)	PANTONE 291 light blue
CMYK	100 / 70 / 0 / 40	30 / 36 / 60 / 0	PMS only	33 / 3 / 0 / 0
RGB	0 / 47 / 95	185 / 158 / 118		164 / 215 / 244
HEX	002E5F	B99E76		9ECEEB

	PANTONE black	PANTONE gray	WHITE
CMYK	0 / 0 / 0 / 100	Various tints of black	
RGB	0 / 47 / 95		
HEX	000000		

What those letters mean and when to choose them

PMS	**Pantone Color Matching System** for screen printing (banners, merchandise, t-shirts) and printing on a press
CMYK	**Cyan / Magenta / Yellow / Black** Club communications
RGB	**Red / Green / Blue** Facebook, video, web sites,
HEX	**Hexidecimal** For specifying color when coding with HTML or CSS (e.g., BODY {background-color:#FF6666;}<html> <body bgcolor="#E6E6FA">)

Signature

**Show 'em who you are. And where you are.
And how they can get in touch.**

Maybe you see it without really noticing. Maybe you think of it as the fine print. But the "signature" matters. It's a block of information that's basic but important—such as how to contact your club or district. Make it easy to find but not overwhelming, like the examples on this page.

Ⓚ Kiwanis®

123 Your Street, Your Town, ST 12345
123-123-1234
youremail@yourdomain.net
www.kiwanis.org

A. Example for *back*
of 8.5 x 11 inch piece

Ⓚ Kiwanis®

123 Your Street, Your Town, ST 12345
123-123-1234 / youremail@yourdomain.net
www.kiwanis.org

B. Example for *back*
of 4 x 9 inch piece

Ⓚ Kiwanis®

123 Your Street, Your Town, ST 12345
123-123-1234
youremail@yourdomain.net
www.kiwanis.org

Photography

Fellowship

Showing people what you do is often more powerful than telling them. When you take photos at club meetings and events, remember:

CAPTURE FACES

Expressions, reactions and emotions make great photos. Faces should take up most of the frame. It seems obvious, but it's always good to remind yourself: A face shows more emotion than the back of someone's head.

Photography

Service

SHOW ACTION

The best photos focus on people doing something. Avoid shots of inanimate objects or people standing still and posing. Show that service is fun.

Photography

Leadership

FRAME IT

To make sure your photo has good composition, follow the rule of thirds: Have the person on one side of the photo or the other, not centered. This can be hard to do when you're snapping a photo, but you can always crop it later to focus on the subject.

GO BIG

The bigger size you shoot, the better quality the photo will be when it's printed. When you set your camera, aim for a minimum of 1600x1200 pixels. In fact, 2400x3600 pixels is even better.

File types

The ABCs of gif, jpg, etc.

EPS formats are ideal for high-quality offset printing and merchandise screen printing purposes. These are for vector-based art—high-resolution image.

JPG formats have white opaque backgrounds and are ideal for web, interactive and screen presentation purposes. These are raster-based low-resolution images.

PNG formats have transparent backgrounds and are ideal for web, interactive and screen presentation purposes. These are raster-based low-resolution images.
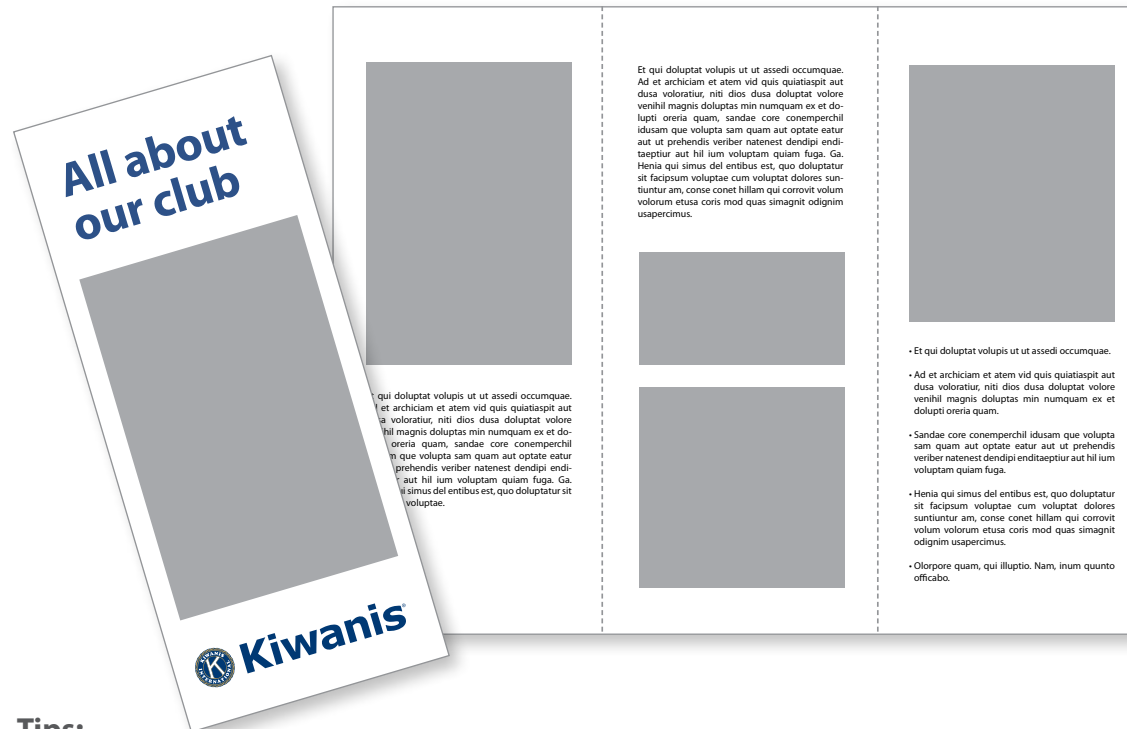
	.gif	.jpg	.png	.psd	.tif	.eps	.pdf	.ai
Works for print		X		X	X	X	X	X
Works for web	X	X	X					
Viewable in email	X	X	X				X	
Transparent background	X		X	X				
Can be any size						X*	X*	X
Best for print logos						X	X	X
Best for printed materials				X	X	X	X	X
Best for web logos, web banners, e-blasts	X	X	X					

*Must be created in a vector program such as Adobe Illustrator to be usable in any size.

How to make stuff

Brochures and other print pieces

All about our club

Kiwanis®

Tips:

1. When making brochures for quick printing at a shop or on your own printer—you may want to start with 8 1/2 x 11 or 8 1/2 x 14 inch paper. These can be easily printed and folded into thirds.

2. The images you use will print best if they are 300dpi. Anything less will likely look blurry.

3. Place or import your images as jpg files. Once you're done with your layout you can print it yourself or save it as a PDF to send to a commercial printer.

How to make stuff

Banners

For downloadable templates and other print resources, please visit: (This will come later)

Tips:

1. Banners come in all shapes and sizes. Horizontal ones will typically need grommets for hanging. Vertical ones can use grommets or have special folding stands they attach to.

2. Unless you have professional design software, work with a designer or printer to help set up your banners. You can do a rough layout in Microsoft Word to show what you're looking for and let a professional put it into place.

3. Keep the purpose of your banner in mind. If you want it to be read by passing drivers, use the billboard rule of thumb: seven words or less.

4. A sign viewed from 100 feet away needs a capital letter height of at least 4 inches to be readable. Bigger is better, but don't crowd your text so it's difficult to read.

How to make stuff

Silkscreening apparel

Tips:

1. Most vendors prefer vector art created in a program like Adobe Illustrator. The files should be .ai or .eps files.

2. It's cheapest to print in one color, on one side of the shirt.

3. Leave off the registration mark when printing the logo smaller than 3 inches. Otherwise it just becomes a blob.

4. Be ready to provide PMS colors for the vendor to choose the correct inks for printing.

To see the latest Kiwanis apparel, go to www.KiwanisOne.org/store.

How to make stuff

Embroidering apparel

Tips:

1. Most vendors prefer vector art created in a program like Adobe Illustrator. Use .ai or .eps files.

2. Typically, the smallest that text can be embroidered is 1/4 inch. For this reason, the Kiwanis seal cannot be embroidered smaller than about 3 inches in diameter. It's acceptable to use only the wordmark when embroidering. You should also leave the registration mark off the wordmark.

3. Your vendor will use your file to create a "stitch-out." This determines the number of stitches needed to make your design and the cost of embroidering each item.

4. Be ready to provide PMS colors in order for the vendor to choose the matching thread for embroidery.

Please see our catalog for the latest in Kiwanis apparel. Find it at www.KiwanisOne.org/store.
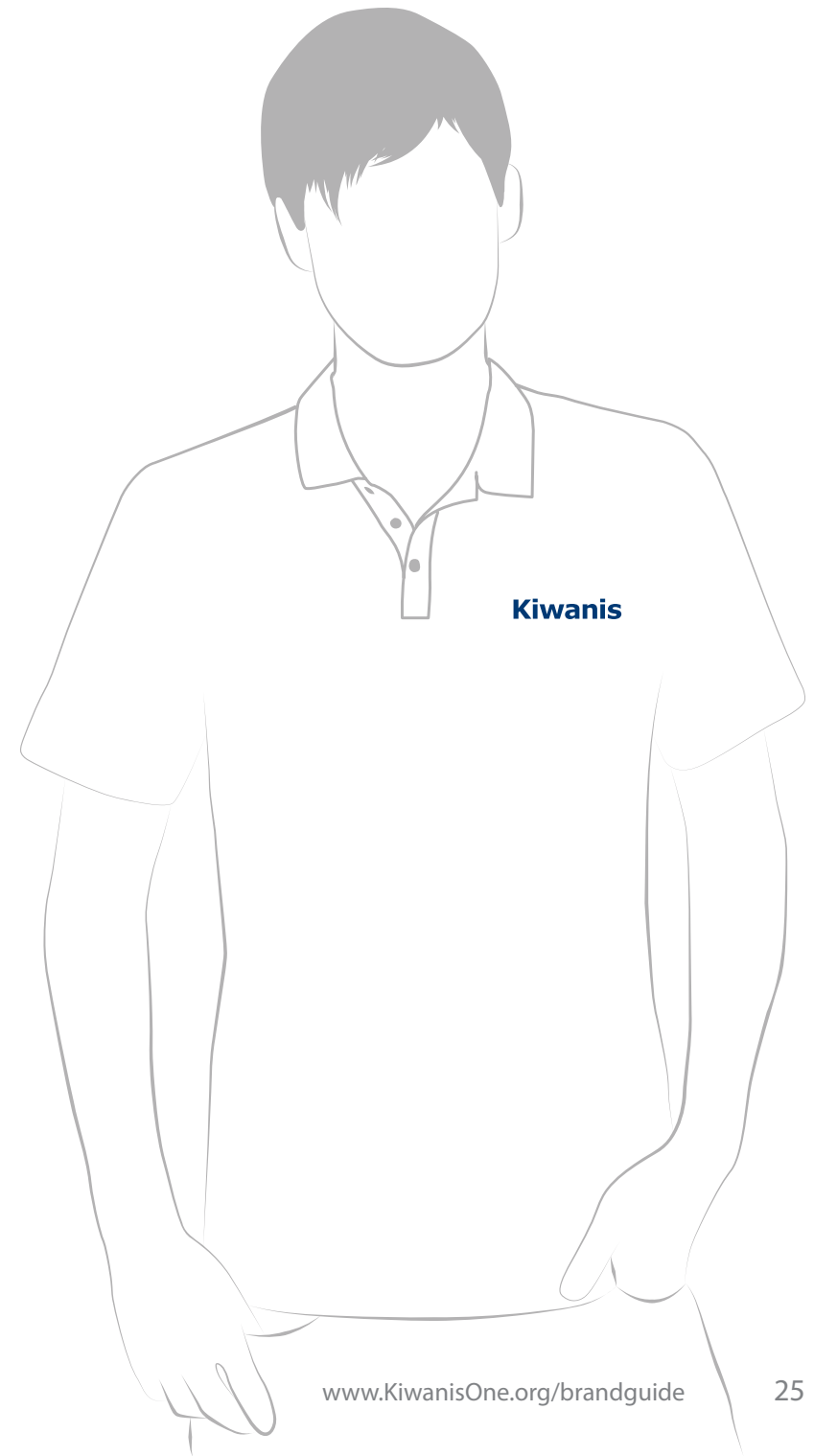
Kiwanis

Copy style

Your written style is as important as the look of your materials. Remember three essential things:

For style issues specific to the Kiwanis family—or that frequently pop up in Kiwanis materials—go to www.KiwanisOne.org/styleguide. Here are a few things you'll find:

international

Uppercase when used in the formal name of the organizations and in other formal uses; otherwise, lowercase. Never use alone with "president" (title), "board" or "convention." Instead, use: Kiwanis International president or Kiwanis International Board.

club names

Uppercase club when used as part of the formal club name. Use lowercase otherwise. For example: "Reggio Città del Mediterraneo Kiwanis Club" and "Join the Kiwanis club in your community."

email

Lowercase unless at the beginning of a sentence. No hyphen. Can be a noun or verb. For example: "If you have questions, email John Doe."

1. **Be consistent.** It never hurts to have a guide. For writing style, Kiwanis follows "The Associated Press (AP) Stylebook," 45th edition (2010).

2. **Be concise.** The fewer words you use, the better your message sinks in. Make your writing easy to follow. In fact, reread what you write—then revise. You might be surprised what you can do without.

3. **Go easy on the eye.** When it comes to visual appeal, the copy is important too. Don't make people feel overwhelmed by words. Got a series of items or a set of instructions? Use a "bullet-pointed" or numbered list. Got a key point? Try subheads in bold type. Some people skim—so make it skimmable.

Helpful links

Need a little more help? Try these.

Brand guide

www.KiwanisOne.org/brandguide

Style guide for the written word

www.KiwanisOne.org/styleguide

INCLUDE LINKS TO LOGOS LATER

If you're looking for something you don't see in the guide, post a comment on the download page, or email us at what address?