

# Kiwanis graphic standards addendum

The goal of this addendum is to provide more flexibility when designing creative materials under the Kiwanis brand and to bring a sense of tradition and celebration to our branding by using our symbol components in a fresh, modern way.

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## THREE MAIN KIWANIS LOGO COMPONENTS



**SEAL** The Kiwanis seal can be used alone or in conjunction with the wordmark. It can also be used as a graphic element in layout and may be in one color, reversed or a tint of a color (see examples).

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**WORDMARK** The Kiwanis wordmark. It can be used alone or in conjunction with the seal in a lockup (see below).

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## SEAL AND WORDMARK LOCKUP



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## APPROVED LOGO USAGE FOR THE JOINED WORDMARK AND SEAL



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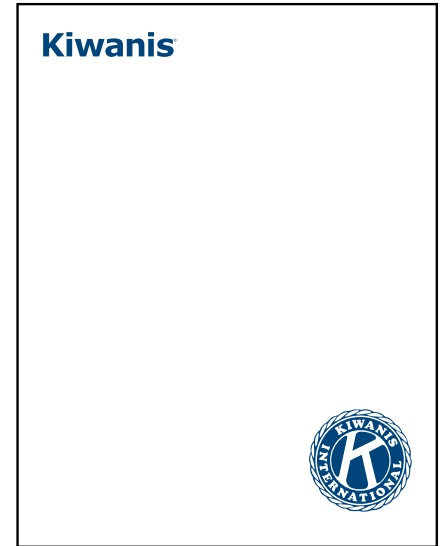
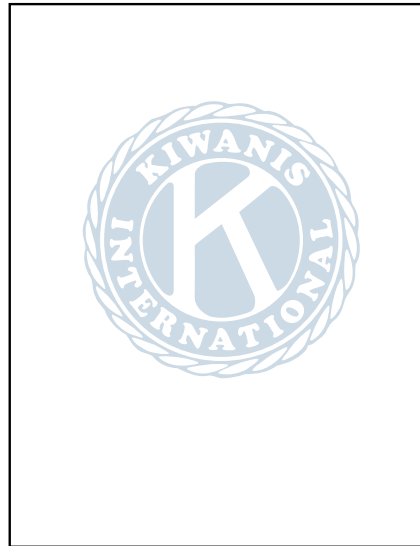
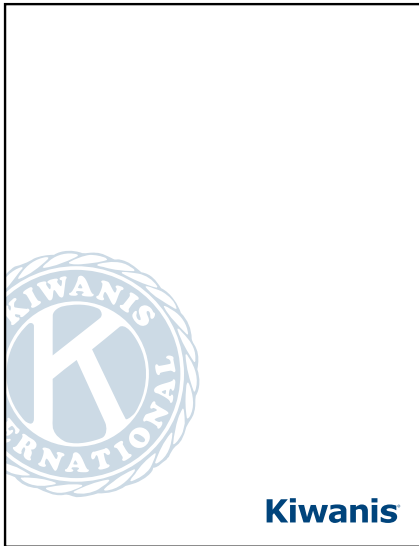


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## EXAMPLES OF WAYS THE SEAL MIGHT BE USED IN DESIGN



## BRANDING IN RETAIL

Because of the inherent limitations of imprint areas and embroidery dimensions, there needs to be flexibility in how the Kiwanis symbols and wordmarks are used on merchandise and promo items. Retail also offers a chance for more creativity in using the Kiwanis brand on clothing and other items. Items for sale are not marketing collateral pieces—they need to look fresh and fashionable in order to increase sales and keep our members coming back for more.

## LOGO SIGNATURE

In addition to the standard signature with the Kiwanis International globe logo, the following can be used on the back (at the bottom) of collateral. Depending on the size of the collateral piece, either horizontal or vertical versions can be used.



3636 Woodview Trace, Indianapolis, IN 46268 USA  
U.S. & Canada: 1-800-KIWANIS, ext. 274 Worldwide: +1-317-875-8755  
[www.kiwanis.org](http://www.kiwanis.org)



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