The Kiwanis brand is all the things that define how people see us. It is the impact we have on communities around the world, and the emotion our words and actions instill in them. While much of our brand is defined by public and media perception, the visual brand is wholly within our control. This guide is designed to help you consistently and effectively bring the brand to life across various communications. Make it memorable!
100 YEARS OLD. KIDS AT HEART.

For more than a century, Kiwanis has created opportunities for children to be curious, safe and healthy regardless of the community in which they live. It’s a mark we all proudly leave on the world.

2015
Kiwanis celebrates 100 years of serving children

1996
First website (www.kiwanis.org)

1964
First club in Asia – Japan

1963
First club in Europe – Austria

1947
First Circle K club

1940
Kiwanis International Foundation established

1925
First Key Club

1918
10,000 members

1915
Welcome to the world!
KIDS NEED PEOPLE TO LOOK OUT FOR THEM.

Kiwanis helps kids around the world. Local clubs look out for our communities, and the international organization takes on large-scale challenges, such as disease and poverty. We are generous with our time. We are creative with our ideas. We are passionate about making a difference. And we have fun along the way.
SERVING THE CHILDREN OF THE WORLD
Mission

Kiwanis empowers communities to improve the world by making lasting differences in the lives of children.
VISION

Kiwanis will be a positive influence in communities worldwide—so that one day, all children will wake up in communities that believe in them, nurture them and provide the support they need to thrive.

POSITIONING

Kiwanis connects people around the world with opportunities to passionately pursue club volunteerism, service and fundraising that make a positive, lasting impact in the lives of children.

Kiwanis looks forward to solving the challenges facing children and families around the world.
ENRICHING EVERY COMMUNITY WE SERVE AND EVERY MEMBER WE ENGAGE
Kiwanis focuses on serving children around the world so that future generations will thrive.

Kiwanis unifies generations with opportunities to make transformational differences that leave a legacy in communities around the world.

Kiwanis values the enthusiasm of members to pursue creative ways to serve the needs of children in their communities.

Kiwanis is a global community of clubs, members and partners dedicated to improving the lives of children.
THE LOGO

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

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.
When people see the Primary 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!

### Variations

#### A

1-color blue

#### B

1-color black

Reverse

#### Horizontal

This is the go-to logo for 99.9 percent of the things you’ll make.

#### Vertical

These logos work for thin vertical banners, bookmarks and the sleeves of long-sleeved T-shirts.

**IF YOU DON’T SEE A VERSION OF THE LOGO HERE, DON’T DO IT.**

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.

All approved logos are available for download in a variety of formats. Visit kiwanis.org and type “logos” into the search field.

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**FOR SPECIFIC LOGO QUESTIONS, PLEASE EMAIL BRAND@KIWANIS.ORG.**
THE KIWANIS INTERNATIONAL FOUNDATION AND THE KIWANIS SERVICE LEADERSHIP PROGRAMS BRANDS ARE SIMILAR TO THAT OF KIWANIS—YET ALSO DISTINCT.

Use them when you’re promoting our foundation or encouraging a gift. Or use them when you’re creating materials to support our youth, university students, and adults who live with disabilities. 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.

YOU’RE PART OF THE KIWANIS FAMILY.

Make the Kiwanis logo part of your club’s and district’s brand. Use Avenir Next LT Pro Regular to typeset your club’s name. If you have questions or concerns about doing so, please contact brand@kiwanis.org.

PLEASE DO NOT USE THE PRIMARY LOGO OR WORDMARK SMALLER THAN THE MINIMUM SIZE FOR EACH.

Because no matter how many fruits and vegetables someone ate as a child, the logo is going to be hard to read when it’s any smaller than this.

KEEP THE KIWANIS BRAND STRONG.

Do not use any other image with your club or district logo.

Keep club and district names confined to the dotted-line area, as shown.
THE PIN.

THE PIN IS A SYMBOL OF COMMITMENT AND CAMARADERIE. THIS 3D IMAGE ADDS DEPTH AND A DOSE OF REALISM TO KIWANIS MESSAGING. THIS TREATMENT IS CONSIDERED AN ALTERNATE LOGO AND, THEREFORE, SHOULD NOT BE ACCOMPANIED BY THE PRIMARY LOGO OR WORDMARK.

The Pin logo should always be set at a tilt of 15 degrees. It may be set either to the left or right; however, a left tilt is recommended for most applications as this configuration gives the “Kiwanis International” text the preferred angle for readability.

The Pin should always have a short, soft drop shadow—as shown—that falls off to the bottom left.

The Pin should only be used in 4-color applications.

DON’T USE THE PIN SMALLER THAN THE MINIMUM SIZE SHOWN HERE.

THE SEAL.

THE SEAL HAS BEEN A PART OF KIWANIS FROM THE START.

Our Seal can be used as a design element, or as a stand alone graphic on wearables and merchandise. When it’s used as a design element, it should always be set at a tilt of 15 degrees—either to the left or right; however, a left tilt is recommended for most applications as this configuration gives the “Kiwanis International” text the preferred angle for readability. When the seal is used as a stand alone graphic on t-shirts, coffee mugs, ball caps, etc. do not tilt it. Keep it upright.

Do not include the primary logo or wordmark when the seal is used as a design element.

The Seal looks best when used as a 15% screen of black or Kiwanis blue.

If used on a solid background color, The Seal should be employed subtly. (See the recommendations below.)

The Seal can also be cropped, but readability must be maintained.
COLORS

The palette for the Kiwanis brand relies on cool, rich blues and a gold metallic to support the colorful photography.

- PMS: PANTONE 295 blue
  CMYK: 100, 70, 0, 40
  RGB: 0, 57, 116
  HEX: #003874

- PMS: PANTONE 291 light blue
  CMYK: 37, 8, 1, 0
  RGB: 154, 202, 235
  HEX: #99CAEA

- PMS: PANTONE 872 gold (metallic)
  CMYK: 20, 30, 70, 15
  RGB: 180, 151, 90
  HEX: #B49759

- PMS: PANTONE black
  CMYK: 0, 0, 0, 100
  RGB: 0, 0, 0
  HEX: #000000

- PMS: PANTONE gray 6
  CMYK: 35, 29, 28, 0
  RGB: 170, 169, 170
  HEX: #A9A8A9
**TYPOGRAPHY**

**PRIMARY FONTS**

**Knockout HTF67 FullBantamwt**
For use in headlines only and in all caps.

**Knockout HTF69 FullLightweight**
For use in subheads and other descriptor lines in all caps.

**Avenir Next LT Pro Bold**
For use in short blocks of body copy, photo captions or in all caps as the lead paragraph of long-form text.

**Avenir Next LT Pro Regular**
For use in short blocks of body copy, photo captions or in all caps as the lead paragraph of long-form text.

**Adobe Garamond Regular**
For use in long-form, multi-page and editorial copy.

**Adobe Garamond Italic**
For use in long-form, multi-page and editorial copy.

**INTERNATIONAL USAGE**
If these fonts aren’t available in the language you need, please use the equivalent of Arial Bold for headlines, Arial for subheads and Georgia for body copy and long text.
KNOCKOUT HTF67 IS FOR HEADLINES.

USE KNOCKOUT HTF69 FOR SHORT SUBHEADS.

HEADLINES
Knockout HTF67 succeeds when used in small doses in all caps. In this example, 80-point text with tight, 64-point leading.

SUBHEADS
Knockout HTF69 partners well with the headline font when set in all caps. This example shows it set in 21-point text.

SHORT BLOCKS OF COPY AND INTRO PARAGRAPHS
Avenir Next LT Pro Regular used as an intro paragraph in all caps with 10-point text and 16-point leading. Can also be used for short blocks of body copy and captions in sentence case. (Only use Knockout for headlines.)

BODY COPY
Adobe Garamond Regular is placed here with 10.5-point text and 16-point leading for optimal legibility. Use for long-form, multi-page, and editorial copy.

DON’T HAVE ACCESS TO THE PRIMARY FONTS?

USE THESE OPTIONS FOR INTERNAL COMMUNICATIONS AND CLUB NEEDS.

AB
Haettenschweiler
Alternate for Knockout HTF67 & HTF69
For use in headlines and subheads only and in all caps.

Aa
Arial
Regular
Alternate for Adobe Garamond
For use in short blocks of body copy, photo captions, and in all caps as the lead paragraph of long-form text.

Arial
Bold
Alternate for Avenir Next LT Pro Bold
For use in short blocks of body copy, photo captions, and in all caps as the lead paragraph of long-form text.

Aa
Georgia
Regular
Alternate for Adobe Garamond
For use in long-form, multi-page, and editorial copy.

Arial
Regular
Alternate for Avenir Next LT Pro Regular
For use in short blocks of body copy, photo captions, and in all caps as the lead paragraph of long-form text.

Aa
Georgia
Italic
Alternate for Adobe Garamond Italic
For use in long-form, multi-page, and editorial copy.
PHOTOGRAPHY FOR ADVERTISING AND BRANDING

KIDS ARE CURIOUS, PLAYFUL AND LOVING.

THEY ARE ALSO MESSY, FEARLESS AND WILD. PHOTOGRAPHY SHOULD CAPTURE CANDID MOMENTS OF KIDS BEING KIDS. THESE IMAGES REFLECT THAT KIWANIS UNDERSTANDS AND EMBRACES EACH CHILD’S NEED FOR SELF-EXPRESSION AND EXPLORING THEIR WORLD.

Research shows that of all the charitable causes in the world, helping kids is the one people most want to support. Photography is the greatest ally in our advertising communications as we strive to cut through a crowded marketplace and distinguish Kiwanis from other child-focused charities. Here, scene, composition and subject work together to tell a unique story within a singular moment.

When executed with care, the photography shows our audiences that Kiwanis is a hands-on organization that gives its volunteers the opportunities to experience those sweet and silly moments that make child service so emotionally rewarding.

Please be selective in the photographers and stock photos you use.
KIWANIANS ARE LEADERS, DOERS AND ADVOCATES.

WHILE ADVERTISING COMMUNICATIONS SHOULD FOCUS MORE ON CAPTURING CANDID MOMENTS, GENERAL COMMUNICATIONS FOR PUBLICATIONS, BROCHURES AND CLUB MESSAGES CAN RELY ON SHOWING PEOPLE WORKING TOGETHER TO ACHIEVE GREAT THINGS.

Remember, big photos mean better quality for printing. Set your camera at 2400x3600 pixels. If this is not possible, set it at no less than 1600x1200 pixels. Note: Your camera phone may not be up to the task.

Service
The action is certainly more subtle in meetings and speaking opportunities. Make sure your photo has good composition: put the main subject to one side of the photo or the other, not in the center.

Leadership
Photography is the best way to show that service is fun with Kiwanis. Avoid shots of inanimate objects or people standing still and posing. The best photos focus on people being active.

Fellowship
Show people what you do. When you take photos at meetings and events, remember to capture the emotion on people’s faces as they react to and engage with each other and the task at hand.

PHOTOGRAPHY BUREAU
Work with other clubs in your area to develop a list of photographers, so you have options when the need arises.