All approved logos are available for download in a variety of formats.
kiwanis.org/brand

**USING THE LOGO**

**BRAND STANDARDS**

**2-color: Blue and Gold**

**PRIMARY LOGO**

A 2-color: Blue and Gold

Kiwanis

A 1-color blue

1-color black

Reverse

**MINIMUM SIZE**

1.25 in or 3.175 cm

.25 in or .635 cm

**VARIATIONS**

Club & District logos

Kiwanis

Kiwanis CLUB OR DISTRICT NAME

Kiwanis STACK LONG CLUB OR DISTRICT NAME

**KEEP THE KIWANIS BRAND STRONG.**

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

<table>
<thead>
<tr>
<th>PMS:</th>
<th>COLOR NAME</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS:</td>
<td>PANTONE 295 blue</td>
<td>100, 70, 0, 40</td>
<td>0, 57, 116</td>
<td>003874</td>
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<tr>
<td>PMS:</td>
<td>PANTONE 291 light blue</td>
<td>37, 8, 1, 0</td>
<td>154, 202, 235</td>
<td>99CAEA</td>
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<tr>
<td>PMS:</td>
<td>PANTONE 872 gold (metallic)</td>
<td>20, 30, 70, 15</td>
<td>180, 151, 90</td>
<td>B49759</td>
</tr>
<tr>
<td>PMS:</td>
<td>PANTONE black</td>
<td>0, 0, 0, 100</td>
<td>0, 0, 0</td>
<td>000000</td>
</tr>
<tr>
<td>PMS:</td>
<td>PANTONE cool gray 6</td>
<td>35, 29, 28, 0</td>
<td>170, 169, 170</td>
<td>A9A8A9</td>
</tr>
</tbody>
</table>

**TYPOGRAPHY**  
**PRIMARY FONTS**

These fonts are new to the Kiwanis brand. They communicate a bold presence while still maintaining an approachable and friendly look.

Please follow these typography standards:

**AB**

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

**Aa**

**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.

**Aa**

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

**DON’T HAVE ACCESS TO THE PRIMARY FONTS?**  
**USE THESE OPTIONS:**

**AB**

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

**Aa/Aa**

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

**Aa/Aa**

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