

# THE BRAND BOOK

Updated February 2016





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**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 (awwww)

**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!



THE ELEVATOR SPEECH

# 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.





OUR MOTTO

# SERVING THE CHILDREN OF THE WORLD

05 BRAND STANDARDS





# MISSION

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



Kiwanis uses long-term thinking to guide our everyday actions.



# 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.

# 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.



Kiwanis looks forward to solving the challenges facing children and families around the world.



#### BRAND PROMISE

Our brand fulfills the emotional needs of people  
we hope will join us.

**ENRICHING EVERY  
COMMUNITY  
WE SERVE AND  
EVERY MEMBER  
WE ENGAGE**







# KEY MESSAGES

## PURPOSE

Kiwanis focuses on serving children around the world so that future generations will thrive.

## RELEVANCE

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

## SERVICE DIVERSITY

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

## MISSION CONNECTION

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





**Kiwaniis®**

# LOGO, COLORS & TYPOGRAPHY



### 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.**

## USING THE 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.



# PRIMARY LOGO

A 2-color: Blue



# VARIATIONS

## THIS LOGO IS AVAILABLE IN TWO FORMATS.

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!

A 1-color blue

B 2-color: Blue



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

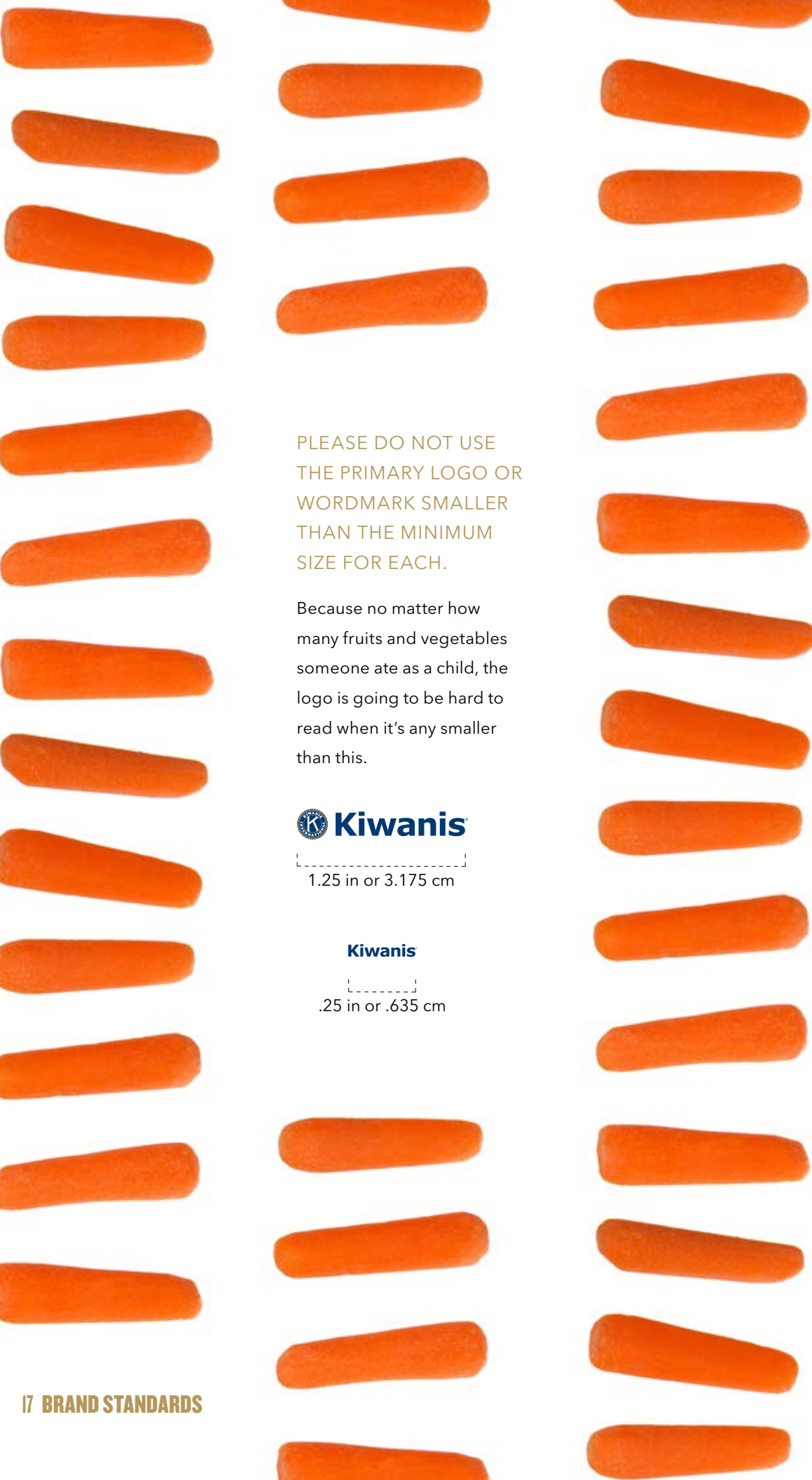
B VERTICAL  
These logos work for thin vertical banners, bookmarks and the sleeves of long-sleeved T-shirts.



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.

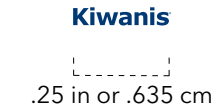
All approved logos are available for download in a variety of formats. Visit [kiwanis.org](https://www.kiwanis.org) and type "logos" into the search field.





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.



# VARIATIONS

## Foundation and Service Leadership logo



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.

## Club & District logos



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

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.

KEEP THE KIWANIS BRAND STRONG.

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



# VARIATIONS



Preferred 15°  
left-leaning angle

## 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.



¾ inch

# VARIATIONS



Seal as design element:  
Preferred 15°  
left-leaning angle



Seal as a graphic:  
Set straight. No tilt.

## 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.

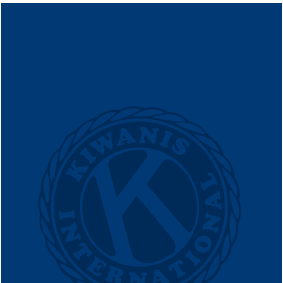


If used on a solid background color, The Seal should be employed subtly. (See the recommendations below.)

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



20% black multiplied at 100%



30% black multiplied at 100%



90% black normal



## 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



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.

AB

Knockout  
HTF69 FullLiteweight  
For use in subheads and other descriptor lines 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

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.

Aa

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

Aa

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

Knockout HTF67 FullBantamwt  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz  
1234567890 +-/=.,?!@#\$\$%^&\*()\_`~

Knockout HTF69 FullLightweight  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz  
1234567890 +-/=.,?!@#\$\$%^&\*()\_`~

Avenir Next LT Pro Bold  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz  
1234567890 +-/=.,?!@#\$\$%^&\*()\_`~

Avenir Next LT Pro Regular  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz  
1234567890 +-/=.,?!@#\$\$%^&\*()\_`~

Adobe Garamond Regular  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz  
1234567890 +-/=.,?!@#\$\$%^&\*()\_`~

Adobe Garamond Italic  
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn*  
*Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz*  
*1234567890 +-/=.,?!@#\$\$%^&\*()\_`~*

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.

OLUPTAMUS, TECESSI ANT INCITAM VOLOREPERUM QUIS AUT MAGNIMIL INUM NONSEQUE DOLOREICIM REPRATESTIO. QUI QUI DERRUM QUIBUS VELITAT. OCCULLU PTASPEDIA ACCUS. ONSECEP.

Oluptamus, tecessi ant incitam voloreperum quis aut magnimil inum nonseque doloreicim repratestio. Qui qui derrum quibus velitat. Occullu ptaspedia accus. Onseceped sita doluptatas aut ipsam estio. Obis ipsus, et optamen ditatus dolesent quunt pel esto beatibusdaeped qui omni odiorum re moloritatum qui voloreius dolendunt as aut omni debitat pliquam, explaborum nullese pa dolo odia sit pore ma alitatemodic test eniet ma re nonsequas aborionserum nostis esciendae volorrovid et doles dem alitissimi, solo magnimi.

Ncimusam, eos maiorumque vollendi que volupta tibustemod maionestio. Itationsent.Nis eumqui volorem porepro tentibea cuptionseque dentem. Et essitate consequ iatibus aut aut quasi anit, aut voluptus erae endae none exerisc illaut eatem doluptatem quiae sus aboritatis idipictatia consed quo corest, aspit, od quid quiam conet, que es ea dignament lis quatur sectiam, occus cus. Nest, occum andem aut experovit a simagnatur ma sam haritem quibus nos is molorerferum quidere porrum inctio eos ilit faccabo ritium facillorum aliquiatent

Essit aniendi tatur, sam. Folendunt as aut omni debitat pliquam, explaborum nullese pa dolo odia sit pore ma alitatemodic test eniet ma re nonsequas aborionserum nostis esciendae volorrovid et doles dem alitissimi, solo magnimi ui qui derrum quibus velitat. Occullu ptaspedia accu solo magnami aru

### 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 text/ 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 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

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 Regular

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

Aa

Georgia Italic

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





# PHOTOGRAPHY



# 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.

