

Kiwanis

International

Graphic Standards Manual



The graphic vision for Kiwanis International





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HOW TO USE THIS MANUAL

Kiwanis is a global organization of volunteers dedicated to changing the world one child and one community at a time.

DEAR COLLEAGUES:

As a global community-service organization, Kiwanis International reaches out to the underserved in every inhabited continent of the world. A scope of this size demands a consistency of purpose and of action.

To that end, the Kiwanis International Graphic Standards Manual provides clearly delineated guidance. In it you will find the essence of our graphic vision for the organization, a look and feel that communicates to the world who we are and where we are going. Kiwanians worldwide and the International Office have invested a significant amount of time and resources to develop this manual, a set of exacting standards by which the identity of Kiwanis International must be maintained. Presenting ourselves in a uniform and consistent manner is a requirement of maintaining the integrity and image of Kiwanis International in all parts of the world. By upholding the integrity of these visual standards, we ensure that Kiwanis International's mission, to serve the children of the world, will endure.

We need you to do your part. By adhering to the graphic vision outlined in this manual, you help ensure that we will put forth a consistent image of who we are and what we do as Kiwanis International. It must be a commitment of every member to acknowledge, refer to, and abide by these guidelines set forth in the standards manual, as well as to keeping a watchful eye for the breaching of these standards by other members.

Within our standards guidelines we appreciate the different requirements of the multinational geographic locations of our various Kiwanis members and have made accommodations for these specific needs. Whenever appropriate you will find specific standards that address each unique location's requirements while continuing to maintain the overall consistency that is so important to an enduring Kiwanis International identity.

Inside this manual you will find basic design guidelines and implementation standards for such applications as logo usage and identity materials including letterhead, tagline, marketing materials, and photo usage. Each section is clearly organized for easy access to information. We also illustrate uses by example.

We appreciate your commitment to implementing this graphic vision for Kiwanis International as we seek to carry out our mission of serving the children of the world.

Sincerely,

Rob Parker, CEO/Executive Director, Kiwanis International



LOGO USAGE AND GUIDELINES

The Kiwanis International logo appears on page 4. Guidelines describe how the logo may be reproduced to maintain its integrity across various media uses. These guidelines follow:

Usage:

All uses of the Kiwanis International logo shall conform exactly to the requirements, descriptions, and specifications established and authorized by Kiwanis and shall be used on or in connection with Kiwanis goods only in a manner approved in writing by Kiwanis.

Logo size:

The logo may be proportionately increased or decreased in size, but should not exceed an inch and a half (40 mm) in width on printed materials such as folders and brochures.

Tagline and logo:

The Kiwanis International logo typically includes the tagline “Serving the Children of the World.”™ The tagline appears as a half circle beneath the globe logo. In most instances, the logo and the tagline will be used as one unit.

An exception to this rule occurs when the logo is applied to a premium item, such as an ink pen, where space is limited. In this case, use of the Kiwanis name or the Kiwanis name and tagline without the logo is suggested.

Logo colors:

In print:

Blue: 295 CV or CMYK 100-56-0-34

Gold: 872 CV metallic or Pantone 4505 U or CMYK 37-36-61-4 on uncoated stock
Pantone 451 CV CMYK 39-32-61-3 on coated stock

The Kiwanis logo also may print in black and white (see example, right).

In print materials with two spot colors, the gold color specified is metallic PMS 872 ink. If the printed piece is being printed in four-color process (CMYK) or metallic isn't possible, use color Pantone 4505 U on uncoated paper and Pantone 451 CV on coated paper.

When choosing colors, variations will be considered as a result of geographical differences and preferences.

For digital printing and electronic uses (Internet, intranet, e-mail):

Blue: #003366

Gold: #999966



(The above represents the logo reversing out of a solid background)

The Kiwanis Colors

Blue



Pantone 295

100% Cyan
56% Magenta
0% Yellow
34% Black

Gold



Pantone 872 (metallic)
For two-color printing



Pantone 4505 U uncoated

37% Cyan
36% Magenta
61% Yellow
4% Black

451 CV coated

39% Cyan
32% Magenta
61% Yellow
3% Black

LOGO EXTENSIONS

On the following page are examples of the Kiwanis International program entities and their respective logos. These are to be used in conjunction with the Kiwanis International logo when promoting other entities of the Kiwanis family, such as Circle K International and Key Club International.

Kiwanis-family logos:

Kiwanis-family logos should not be printed or used in any manner on the business stationery or business cards of any person, firm, or corporation, except Kiwanis, districts, and the member clubs of Kiwanis, which may make such use of Kiwanis-family logos.

Kiwanis-family logos should not be used in connection with any other goods or as a trade name by any person, firm, or corporation without the prior written approval of Kiwanis.

Kiwanis-family logos should not be used on or in connection with any goods or services that, in the sole opinion of Kiwanis, consist of or comprise immoral, deceptive, or scandalous matter, or matter that may disparage or falsely suggest a connection with persons, institutions, beliefs, or national symbols, or bring the Kiwanis family into contempt or disrepute.

Incorrect logo usage:

On the following page are examples of incorrect logo and tagline uses.

The Kiwanis-family Logos



Incorrect Logo and Tagline Usage



SERVING THE CHILDREN OF THE WORLD™

TAGLINE USAGE

The Kiwanis International tagline is **Serving the Children of the World™**

Usage:

There are two acceptable uses of the tagline. The first is in conjunction with the logo. Its position is below the globe, forming a semi-circle that follows the shape of the globe. No attempt should be made to re-create this application. Instead, please obtain a logo from the logo sheet or online at www.kiwanis.org.

Second, the tagline may be used independently on the cover of brochures for separate Kiwanis entities. The tagline may be located inside a bar on the front, appearing flush left with the first letter of the name of the entity. In most instances the color should be Kiwanis gold Pantone 872, 4505, or 451, unless it is reversed out white from a color bar. See examples on pages 10-12.

Tagline trademark:

The ™ mark on the tagline should be used in all applications, as it is a permanent part of the tagline. It is used the same worldwide.

Font:

The correct font to use for the tagline separate from the logo: Verdana



Secondary Usage:



Optional defining statement:

When developing marketing materials on behalf of Kiwanis, you may use the Kiwanis defining statement to further communicate the purpose of the organization:

Kiwanis is a global organization of volunteers dedicated to changing the world one child and one community at a time.

This statement can be placed anywhere within a marketing piece but should not be attached to the logo (see page 11 for example).

TYPEFACE USAGE

The design of Kiwanis International features two primary typefaces: Verdana and Palatino. These typefaces represent the image and style of Kiwanis International and should be used consistently throughout all materials. Preferably, headlines are set in Verdana typeface and body copy is set in Palatino.

Banners/Headers:

Typeface: Verdana Bold
 Color: Recommended Pantone 295 CV
 Maximum size: 98 point
 (size may vary if it suits the layout)
 Letter spacing: 5

Subheads:

Typeface: Verdana or Verdana Bold
 Colors: Recommended Pantone 295 CV or
 Pantone 1245 CV
 Maximum size: 24 point
 (size may vary if it suits the layout)
 Letter spacing: 5

Bar Text:

Typeface: Verdana
 Maximum size: 12 point
 Letter spacing: 5

General text:

Typeface: Palatino 10 pt
 Leading: max 17 pt/min 13.5 pt
 Letter spacing: 0
 (size may vary if it suits the layout)
 Color: 100% black

Kiwa

Kiwanis International

Kiwanis International

Serving the Children of the World™

www.kiwanis.org

As a global community service organization, Kiwanis International reaches out to the underserved in every inhabited continent of the world. A scope of this size demands a consistency of purpose and of action.

The Internet and intranet are exceptions to the above typography guidelines. Because these typefaces cannot be reproduced on all computer interfaces, the default font for Web and e-mail usage is Arial.

FRONT COVER DESIGNS

Kiwanis International does a significant amount of its communication by way of printed material in various forms including brochures and direct mail pieces. Consistency—in degree of quality and general appearance—is important to retain the image of Kiwanis International with all of its target audiences worldwide.

Kiwanis International's marketing materials will maintain a consistent look across club, district, and International materials. Images can be obtained through the Kiwanis International image library located on a disk at the back of this booklet.

Banner area:

- The banner area should occupy the top one-quarter of the brochure cover. This is true for both European and North American size considerations.
- The banner area consists of the headline, subhead, and solid bar graphic.
- The banner area may be a solid background color separate from the cover photo. Or, it may allow the photo to show through behind the type as long as the background photo has enough contrast, is uncluttered, and will not render the type illegible.
- A horizontal bar separating the banner area from the visual area should span the width of the brochure edge to edge.
- The bar should be one-quarter-inch (6 mm) tall and should be a solid color, preferably white, or Kiwanis gold. Other colors may be used that are suitable to the design.
- See visual example (right) for dimensions and layout examples (following pages).

Banner headline and subhead:

- Banner headlines should be set in **Verdana Bold** typeface. Subheads should be set in **Verdana** and **Verdana Bold**.
- The headline, which in most cases will be the name "Kiwanis," should preferably be white reversed type or Kiwanis blue. Other colors also may be used that are suitable to the design.
- If translation of Kiwanis is necessary, please place translated type flush right above the Kiwanis headline.
- Beneath the headline will be the subhead, which will consist of the word "International" or the club or district distinction spelled out.

Visual area:

- The visual area below the banner area will consist of a photographic and/or illustration image that can be obtained from the Kiwanis International image library located on a disk at the back of this booklet.
- The photographic image can bleed off the page from side to side and top to bottom. You may also utilize a solid color background behind the banner. The image also can stop above the logo area to ensure legibility of the logo. In this case the background should be white. See examples on pages 10-15.
- Marketing materials should recognize the geographic locations and represent these locations appropriately via images as well as through appropriate verbiage.

Logo placement:

- For club brochures, you have the option of using both the Kiwanis club name and the Kiwanis International logo on the front cover, or you may place the Kiwanis International logo on the back cover. The club name will appear on the front cover as a headline.
- When the Kiwanis International logo is used on the front cover, it should be placed near the bottom of the brochure. The bottom edge of the globe should be one-half-inch (13 mm) from the bottom edge of the brochure. If a club or district logo is used, the bottom edge of that logo should be one-half-inch (13 mm) from the bottom edge of the brochure. See examples.

FRONT COVER SPECS
(Sized to Scale 8.5" x 11")

Banner

Top

Translation space

Bottom of Subhead
1 bar width from top of bar

Bar Width .25" (6mm)

Bottom of Bar
Should start at the 1/4 mark from the top of the total brochure height.

Header
Verdana Bold
98 pt (maximum)
Kerning 5

Subheads
Verdana and Verdana Bold
24 pt (maximum)
Kerning 5

Kiwanis
International Europe

Serving the Children of the World™

www.kiwanis.org

Bar Text
Verdana
12 pt (maximum)
Kerning 5

Logo's Baseline
.5" (13mm)
(Bottom of globe)



Logo Width
1.5" (40mm)

Bottom

Kiwanis
International
Serving the Children of the World™ www.kiwanis.org



Kiwanis is a global organization
of volunteers dedicated to
changing the world one child
and one community at a time.

리는 좌무명으로
Kiwanis
International Asia-Pacific
www.kiwanis.org



Kiwanis
New Jersey District
Serving the Children of the World™

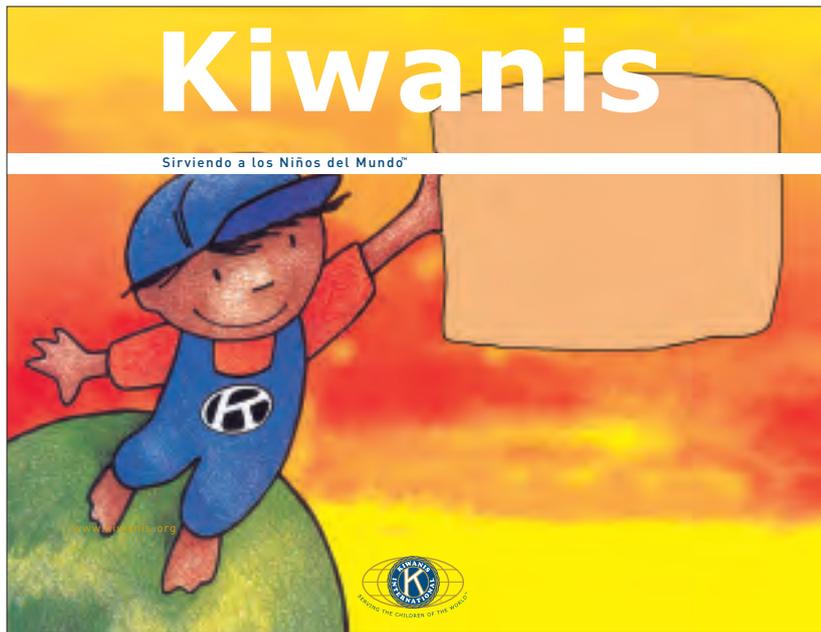


Kiwanis
International
www.kiwanis.org

All dreams need to be nurtured like a sapling. The first step is rooting so deep. The second is to give them back like our precious soil. And it goes on and on.



A Kiwanis Family Event
February 1 - March 3
KIWANIS
Lead Quality World



COLOR PALETTE DESIGN TIPS

Kiwanis International primary colors are Dark Blue (PMS 295) and Gold (PMS 872 or PMS 4505) as illustrated on page 4. These colors should be utilized as a dominant theme. Complimentary colors should be utilized when creating print materials. Recommended palettes should follow the blue spectrum and gold, yellow, or tan spectrum, but are not limited to this. Some examples are provided below. Contrast and legibility should be key considerations when choosing colors, as well as how they complement the photography.



PMS 1245



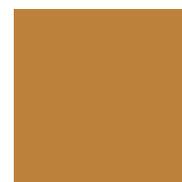
PMS 116



Pantone Yellow



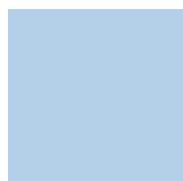
PMS 4525



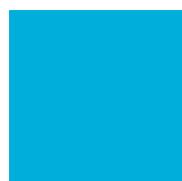
PMS 730



PMS 2925



PMS 643



PMS 312

BACK COVERS

- The Kiwanis International logo should always appear on the back cover of all Kiwanis pieces, centered near the bottom edge of the piece.
- The bottom edge of the globe should be one-and-one-quarter-inch (32 mm) from the bottom edge of the brochure. This is true for both European and North American sized applications.
- The logo may be resized proportionately, but may not exceed one-and-one-half-inch (or 40 mm) in width.
- The Kiwanis International Web address should appear beneath the logo and be centered.
- The Kiwanis International mailing address and phone numbers, or appropriate regional information, should appear beneath the Web address and be centered.
- The Kiwanis International logo, Web address, and contact information can lie on top of a photograph (see example) if there is enough light contrast in the photo to make all information legible. There also can be a white box at the bottom, if desired, for legibility.

Some examples of back cover applications:

BACK COVER SPECS

Logo's Baseline
1.25" (32mm)
(Bottom of Globe)

Web's Baseline
.875" (24mm)

Contact's Baseline
.5" (13mm)

From Bottom

Contact Information
Palatino
9.5 pt
Kerning 0, Leading 13

Web
Verdana
8 pt
Kerning 0, Leading 14

www.kiwanis.org

3636 Woodview Trace Indianapolis, IN 46268 USA • kiwanismail@kiwanis.org
Worldwide: 1-317-875-8755 US and Canada: 1-800-KIWANIS



PHOTOGRAPHIC LANGUAGE

The way we express ourselves via photographic images paints a picture and a feeling for Kiwanis International's ideals and mission. Through a guided use of images, we can communicate a consistent emotional response that links to the graphic vision for the organization.

Some of the characteristics of Kiwanis International photographs follow:

- Children as dominant subject
- Adults helping children as secondary subject
- The use of sky, space and openness to create a feeling of freedom and empowerment
- High-quality images

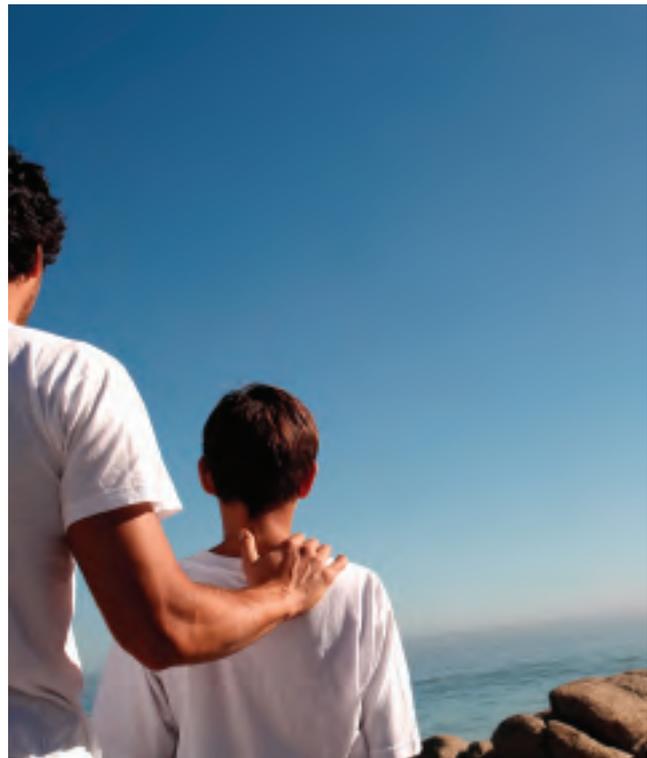


PHOTO RESOURCES

A limited photo image library may be found on the disk at the back of this brochure.

This image library was created to supply you with a complete resource for image uses throughout marketing materials for Kiwanis International and its various entities. All images were selected for acceptable representation of the mission of serving the children of the world. The photos are available to ensure that a consistent image is maintained for the organization.

How to access the photo library:

- Open the disk.
- Click on the category desired.
- Scroll through the photo gallery to view the choices.
- When you have located a photo you wish to use, follow the download instructions.

You also will find image subcategories that appeal to specific geographical locations around the world. These image resources are designed to allow all Kiwanis members, no matter in which continent they live, to accurately and comfortably represent the character and culture of their particular region.

Resolution:

- For print applications, select an image at 300 dpi printed size utilizing a CMYK build.
- For online applications, select an image at 72 dpi utilizing an RGB build.

STATIONERY SYSTEM

A primary form of the communication of Kiwanis International's identity is its stationery system. This set of elements, including letterhead, mailing label, business cards, and more, all must immediately convey a consistent quality and appearance of Kiwanis International. It is important that Kiwanis members always use the official corporate stationery system in all communications to ensure Kiwanis International's character and identity remain clear to all its audiences worldwide.

Throughout these materials, great attention is paid to the size and graphic variations that may result from geographic differences. Provisions have been made to create materials that are sensitive to each location around the globe while retaining a consistent identity of Kiwanis International.

To this end, we have made the stationery system available through downloadable templates on our Web site through this link: <http://www.kiwanis.org/resources/club>. It is important to utilize these templates and not attempt to re-create any part of the stationery system. The CD included with this manual contains high resolution art files of this letterhead and envelope suitable for printing only.





www.kiwanis.org

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