

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.

AUDIENCE PROFILES

We've identified three demographic profiles of those who would be receptive to the Kiwanis mission and becoming members.



PRIMARY TARGET

WORKHORSES

CHARACTERISTICS

- Adults between 30 and 55
- Family-focused and/or job-focused
- Skewing younger, likely parents with children in the home
- Skewing older, may be career-driven with packed workweek
- Likely active in community service earlier in life and looking to continue/re-engage
- Self-reliant/self-sufficient
- Crave autonomy
- Prefer e-mail communication

SELLING DRIVERS

- Active opportunities to make a difference locally
- Giving back to their community
- Inspiring and working alongside their own children
- Desire to meet other like-minded people in the community
- Socializing/networking for business purposes
- Opportunities to engage when time allows
- Applying a skill they may not often use
- Leading outside of work
- Working alongside leaders in the community

PAIN POINTS

- Time-strapped
- Mandatory meetings that lack focus; waste of time
- Unrewarded loyalty
- Being micromanaged
- Aging parents also require attention/time

II AUDIENCE PROFILES

WHY I VOLUNTEER

“A chance to give back to my community and make some business connections.”

WHY KIWANIS?

“I want to give back in a way that inspires me, my family and the children in my community.”



SEASONED VOLUNTEERS

CHARACTERISTICS

- Adults over 50
- Empty nesters
- Professional volunteer mentality
- Looking for something meaningful to occupy their time
- Have a sense of civic duty
- Likely active volunteers throughout their lives and would like to step up their involvement
- Have accumulated some wealth; more apt to donate or help raise money than to roll up their sleeves
- Prefer in-person or phone communication
- Hard-working; loyal
- Confident
- Like managing others
- Appreciate meetings and structure

SELLING DRIVERS

- Value social engagement
- Active opportunities to make a difference locally
- A way to give back to their neighborhood and community
- Connect/reconnect with different generations
- Leadership and legacy opportunities
- Apply skills they may not often use or have learned through their careers

PAIN POINTS

- Feel younger generations may not value their ideas
- Trying something new/veering from tradition
- Health; physical abilities waning
- Health of friends and family

12 AUDIENCE PROFILES

WHY I VOLUNTEER

“I want a meaningful, enjoyable way to stake my legacy in the community.”

WHY KIWANIS?

“Helping children is a great way to stay active, stay young and make a difference.”



YOUTHFUL PROFESSIONALS

CHARACTERISTICS

- In their 20s to early 30s, generally
- Physically active; driven
- Early in their careers
- Value frequent communication/feedback
- Digital/social thinkers and communicators
- Grew up in a global society; globally minded
- Entitled; can be needy
- Impatient; need to see value quickly
- Always rewarded for participation
- Raised to be high achievers; determined

SELLING DRIVERS

- Hands-on service opportunities
- Meaningful volunteering with people their age
- A chance to do something cool and meaningful locally and internationally
- Learning from people who have done it before
- A chance to socialize and network for personal and career purposes
- A chance to lead or take on responsibility

PAIN POINTS

- Not seeing impact/value quickly
- Feel their ideas are often dismissed by older generations
- Paying dues when there are free volunteer opportunities
- "What's in it for me?"
- Too much of a time commitment
- Easily bored; feel that committees = stagnation

WHY I VOLUNTEER

“A chance to make a meaningful, immediate impact and make some career connections.”

WHY KIWANIS?

“It’s a prestigious global child-focused service organization with local and international service opportunities.”





Kiwanis[®]

LOGO, COLORS & TYPOGRAPHY

USING THE LOGO

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.

PRIMARY LOGO

A 2-color: Blue



A

1-color blue



1-color black



Reverse



B 2-color: Blue



VARIATIONS

THIS LOGO IS AVAILABLE IN TWO FORMATS.

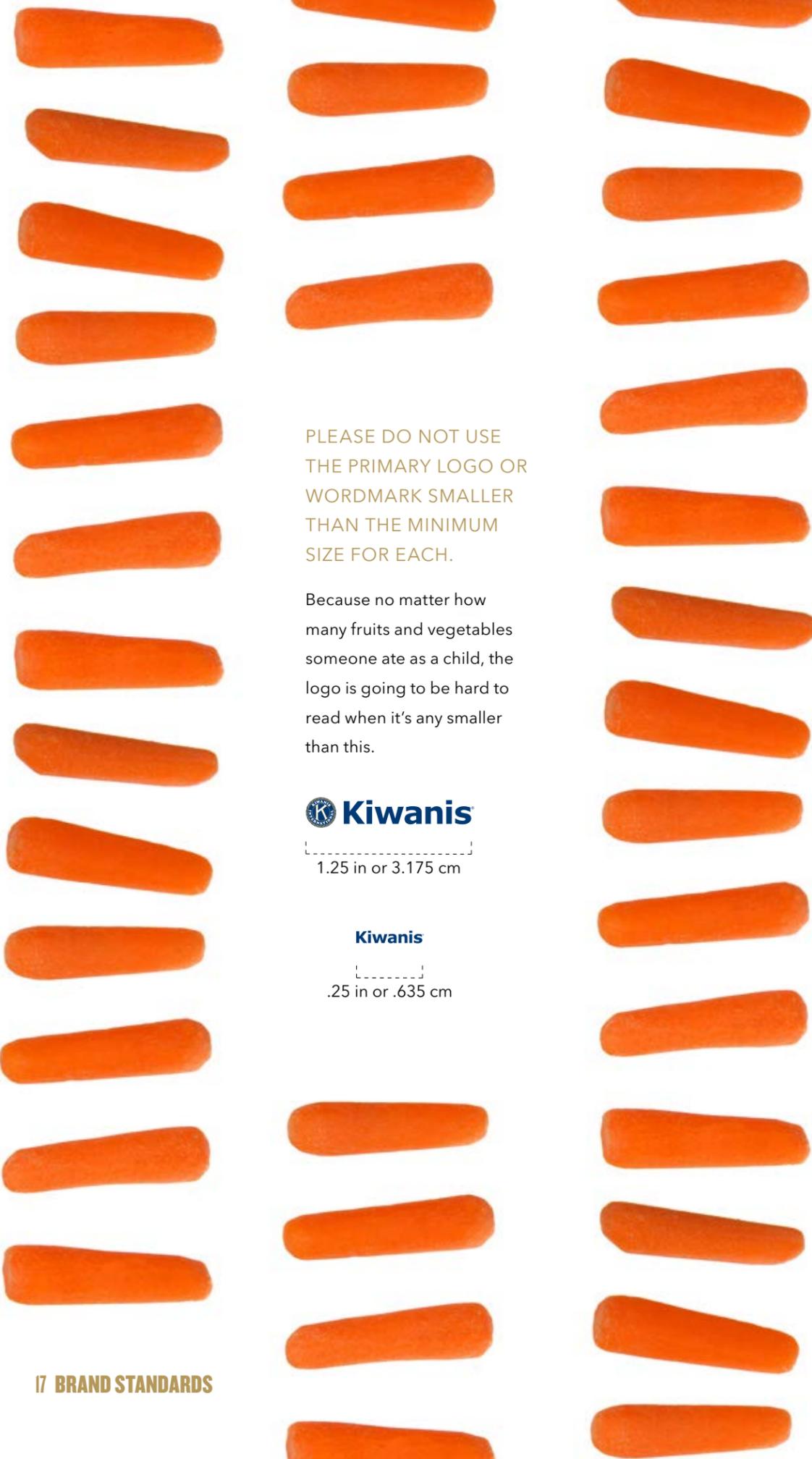
WHEN PEOPLE SEE THE PRIMARY KIWANIS LOGO USED CONSISTENTLY AND CORRECTLY OVER TIME, THEY'LL GET TO KNOW IT AND START RECOGNIZING YOUR CLUB. WHATEVER YOU'RE MAKING, INCLUDE THE LOGO AND BUILD YOUR BRAND!

A 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 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



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.

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

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 consequatibus 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.

