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

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

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
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.
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

WORKHORSES

AUDIENCE PROFILES

PRIMARY TARGET

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

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.”
LOGO, COLORS & TYPOGRAPHY
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.
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!

This logo is available in two formats.

**A**
- 2-color: Blue

**B**
- 1-color black
- 1-color blue

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

Don’t use long club or district name like this.

Keep the Kiwanis brand strong.

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

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

Seal as graphic:
Set straight. No tilt.
The palette for the Kiwanis brand relies on cool, rich blues and a gold metallic to support the colorful photography.

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cool, rich blue</td>
<td>PANTONE 295</td>
<td>100, 70, 0</td>
<td>0, 57, 116</td>
<td>#003874</td>
</tr>
<tr>
<td>Light blue</td>
<td>PANTONE 291</td>
<td>37, 8, 1, 0</td>
<td>154, 202, 235</td>
<td>#99CAEA</td>
</tr>
<tr>
<td>Gold (metallic)</td>
<td>PANTONE 872</td>
<td>20, 30, 70, 15</td>
<td>180, 151, 90</td>
<td>#B49759</td>
</tr>
<tr>
<td>Black</td>
<td>PANTONE black</td>
<td>0, 0, 0, 100</td>
<td>0, 0, 0</td>
<td>#000000</td>
</tr>
<tr>
<td>Gray 6</td>
<td>PANTONE gray 6</td>
<td>35, 29, 28, 0</td>
<td>170, 169, 170</td>
<td>#A9A8A9</td>
</tr>
</tbody>
</table>
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.

**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 Ww 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 Ww 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 Ww 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 Ww 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 Ww 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 Ww Xx Yy Zz
1234567890 +/-,.?!@#$%^&*()_`~

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**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.

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

Use these fonts for short block of copy and intro paragraphs.

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

headline

Knockout HTF67

Knockout HTF69

Subheads

Knockout HTF69

Knockout HTF67

Body copy

Adobe Garamond

Regular

Alternate for Knockout HTF67 & HTF69

For use in headlines and subheads only and in all caps.

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.

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.

Alternate for Adobe Garamond

Regular

Alternate for Adobe Garamond Italic

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

Alternate for Adobe Garamond

Italics

Alternate for Avenir Next LT Pro

Regular

Alternate for Knockout HTF67

For use in headlines and subheads only and in all caps.
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.