

## PR/Marketing

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What's in a brand?

When you see the Golden Arches do you immediately get hungry, crave a Big Mac and fries? Do you get thirsty for coffee or a soft drink when you see the Starbucks or Coca Cola logo? That's the power of the brand – enforced by the logo. These iconic symbols have been around for a while and we have been trained to see the steaming cup of coffee, soft drink on ice, or burger and fries.

Now, what happens when you see the Kiwanis logo? Do you envision kids smiling, a mother getting a tetanus shot, children on the playground, or even a room filled with people at a pancake breakfast?

Kiwanis is about children and we want our audience to attach the "K" with the smiling children or kids just being kids.

Kiwanis International has embarked on a mission to firmly attach these images to our logo which has been streamlined and modernized. The "bird cage" or globe around the K is gone, leaving the K in the circle that has been the foundation of the Kiwanis logo for many years.

Many clubs, divisions and districts that have taken the Kiwanis logo and "tweaked it" into something that it's not, adding backgrounds or other words. This is the preferred trademarked logo for all in Kiwanis to use.

Trademarks should never be altered. This new information should be used as issued by Kiwanis International so every club, division or district uses the same images, and the visual recognition will build. Along with this KI has developed and keeps developing new tools for us to use, pictures, backgrounds and colors so people all over the world will see the images of Kiwanis.

If you go to [Kiwanis.org/brand](http://Kiwanis.org/brand), you can download logos, pictures and read through the new brand book which will give you information on how to use this information, how to talk or write about Kiwanis and tips on working with local vendors.

Your club can also get a free logo by completing the online form. The process takes a couple of weeks, from first proof to receiving a folder of all files your club will need. To access to the information, go to [www.kiwanis-ny.org/logos.htm](http://www.kiwanis-ny.org/logos.htm).

I am here to help you with any questions revolving around the use of our trademarked brand symbols. With the help of all the trained Public Relations Coordinators throughout the Kiwanis world and the team at international, we want to make the transition to this standardized logo and accompanying fonts, colors, backgrounds, etc., simple for you to use.

You should feel free to contact me with your questions (and comments.) The more feedback we get from our members, the easier we can make this process.



## Wristband Frenzy

On Dec. 11 "Wristband Frenzy" took place where the North Shore Key Club hosted an event for the entire community and made 5,000 wristbands to be given out to children with illnesses. The wristbands will be delivered to children who are ill to make them feel better and the first delivery will be Cohen Children's Medical Center on Dec. 23. This project is part of the Single Service Project 2016-17 working with the Healing Headbands Organization. A special thank you to both founders of the organization, Joan Accolla and Barbara Grapstein, for working with the Key Club.

## New York Represented at Kiwanis Rose Parade

On Dec. 30, Kiwanis Club of Chinatown members James Tong and Grace Tong attended Kiwanis International President's Luncheon at Pasadena University Club in Pasadena, Calif. The event was part of the effort supporting the annual Kiwanis float in the Rose Bowl parade. From left, Kiwanis International President Jane Erickson, Grace Tong, James Tong, K Kids Club Kate Seh, and Larry Madick, president of Kiwanis Club of Pasadena Rose Float.

