

BRAND STANDARDS

All approved logos are available for download in a variety of formats.
kiwanis.org/brand

USING THE LOGO



PRIMARY LOGO

A 2-color: Blue and Gold



A 1-color blue



1-color black



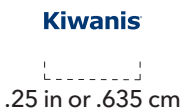
Reverse



B 2-color: Blue and Gold



MINIMUM SIZE



VARIATIONS

Club & District logos



KEEP THE
KIWANIS BRAND
STRONG.

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

THE COLORS

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 cool gray 6
CMYK: 35, 29, 28, 0
RGB: 170, 169, 170
HEX: A9A8A9

TYPOGRAPHY PRIMARY FONTS

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.

AB

Haettenschweiler

Alternate for Knockout HTF67 & HTF69

For use in headlines and subheads only and 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/Aa

Arial
Bold/Regular

Alternate for Avenir Next LT Pro

For use in short blocks of body copy, photo captions and 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.

Aa/Aa

Georgia
Regular/Italic

Alternate for Adobe Garamond

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

DON'T HAVE ACCESS TO THE PRIMARY FONTS?

USE THESE OPTIONS: