Put Your Best Brand Forward
Amy Wiser
Chief Communications Officer
Kiwanis International
Our image matters
The Kiwanis Brand
Other global brands

- Starbucks
- McDonald's
- Target
- Shell
- Nike
- Apple
McDonald’s
Coca-Cola
The Kiwanis Brand
Our image?

Kiwanis Meadows Croquet Club

Kiwanis Club of Kingstree

Kiwanis Pancake Breakfast and Music Fest

Kiwanis Club of Lafayette

Kiwanis Club Tilburg

Kiwanis Santa Monica

Snook Homish Kiwanis

Kiwanis International Silver Bow Butte
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!
New Brand Book

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
  Sacramento High School
- 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.
OUR MOTTO

SERVING THE CHILDREN OF THE WORLD
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.
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ENRICHING EVERY COMMUNITY WE SERVE AND EVERY MEMBER WE ENGAGE

BRAND PROMISE
Our brand fulfills the emotional needs of people we hope will join us.
KEY MESSAGES

PURPOSE
Kiwani focuses on serving children around the world so that future generations will thrive.

RELEVANCE
Kiwani unifies generations with opportunities to make transformational differences that leave a legacy in communities around the world.

SERVICE DIVERSITY
Kiwani values the enthusiasm of members to pursue creative ways to serve the needs of children in their communities.

MISSION CONNECTION
Kiwani is a global community of clubs, members and partners dedicated to improving the lives of children.
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AUDIENCE PROFILES

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

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.”
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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

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.”

PAIN POINTS
- Feel younger generations may not value their ideas
- Tired of something new/never having from tradition
- Health: physical abilities waning
- Health of friends and family

12 AUDIENCE PROFILES
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
- Optimistic; can be moody
- 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.”
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LOGO, COLORS & TYPOGRAPHY
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.
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**PRIMARY LOGO**

- A 2-color: Blue

![Kiwanis Logo](image)

**VARIATIONS**

**THIS LOGO IS AVAILABLE IN TWO FORMATS.**

**HORIZONTAL**

- This is the go-to logo for 99.9 percent of the things you'll make.

**VERTICAL**

- These logos work for thin vertical banners, bookmarks and the sleeves of long-sleeved T-shirts.

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**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 squashed, stretched or otherwise altered, it loses its power. And so does the Kiwanis brand.

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All approved logos are available for download in a variety of formats. Visit kiwanis.org and type “logos” into the search field.

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For specific logo questions, please email brand@kiwanis.org.
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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.

Kiwanis

Club logo

YOU'RE PART OF THE KIWANIS FAMILY.

Make the Kiwanis logo part of your club's brand. Use Avantin Next LT Pro Bold to typeset your club's name. If you have questions or concerns about doing so, please contact brand@kiwanis.org.

Kiwanis

YOUR CLUB NAME HERE

Kiwanis

YOUR LONG CLUB NAME HERE

Kiwanis

YOUR SHORT CLUB NAME HERE

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.

Kiwanis

1.25 in or 3.17 cm

Kiwanis

.75 in or 1.95 cm
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 tails 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 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 at 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.
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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.

**Knockout**
HTF67 FullBantamwt
For use in headlines only and in all caps.

**Knockout**
HTF69 FullLightweight
For use in subheads and other descriptive lines in all caps.

**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.

**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.

**Adobe Garamond Regular**
For use in long form, multi-page and editorial copy.

**Adobe Garamond Italic**
For use in long form, multi-page and editorial copy.

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.
New Brand Book

**TYPOGRAPHY IN ACTION**

**KNOCKOUT HTF67 IS FOR HEADLINES.**

Use Knockout HTF69 for short subheads.

**TYPOGRAPHY ALTERNATE FONTS**

**DON'T HAVE ACCESS TO THE PRIMARY FONTS?**

*Use these options for internal communications and club needs.*

**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 is used in an intro paragraph in all caps with 18-point text and 16-point leading. Can also be used for short blocks of text or 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.

**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.

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**Alternate for Adobe Garamond**

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

**Alternate for Adobe Garamond Italic**

For use in long-form, multi-page, and editorial copy.
PHOTOGRAPHY
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.
“Do Good” cards

THANKS.
The world needs more of that.
“Do Good” cards
Thank you!

Amy Wiser
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