USING THE LOGO

Primary Logo

2-color: Blue and Gold

A

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

Primary Logo

A

1-color blue

1-color black

Reverse

Variations

Club & District logos

MINIMUM SIZE

1.25 in or 3.175 cm

.25 in or .625 cm

KEEP THE KIWANIS BRAND STRONG.

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

<table>
<thead>
<tr>
<th>PMS:</th>
<th>PANTONE 295 blue</th>
<th>CMYK:</th>
<th>100, 70, 0, 40</th>
<th>RGB:</th>
<th>0, 57, 116</th>
<th>HEX:</th>
<th>003874</th>
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<tbody>
<tr>
<td>PMS:</td>
<td>PANTONE 291 light blue</td>
<td>CMYK:</td>
<td>37, 8, 1, 0</td>
<td>RGB:</td>
<td>154, 202, 235</td>
<td>HEX:</td>
<td>99CAEA</td>
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<tr>
<td>PMS:</td>
<td>PANTONE 872 gold (metallic)</td>
<td>CMYK:</td>
<td>20, 30, 70, 15</td>
<td>RGB:</td>
<td>180, 151, 90</td>
<td>HEX:</td>
<td>B49759</td>
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<tr>
<td>PMS:</td>
<td>PANTONE black</td>
<td>CMYK:</td>
<td>0, 0, 0, 100</td>
<td>RGB:</td>
<td>0, 0, 0</td>
<td>HEX:</td>
<td>000000</td>
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<td>PMS:</td>
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<td>CMYK:</td>
<td>35, 29, 28, 0</td>
<td>RGB:</td>
<td>170, 169, 170</td>
<td>HEX:</td>
<td>A9A8A9</td>
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</table>

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.

**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**

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

DON’T HAVE ACCESS TO THE PRIMARY FONTS?

Use these options:

**AB**

Haettenschweiler
Alternate for Knockout HTF67 & HTF69
For use in headlines and subheads only and in all caps.

**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/Aa**

Georgia Regular/Italic
Alternate for Adobe Garamond
For use in long-form, multi-page and editorial copy.