

# BRAND STANDARDS

All approved logos are available for download in a variety of formats.  
[kiwanis.org/brand](http://kiwanis.org/brand)

## USING THE LOGO



## PRIMARY LOGO

**A** 2-color: Blue and Gold



**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.

# 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

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.

## 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.