

KIWANIS SERVICE LEADERSHIP PROGRAMS

BUILDERS CLUB

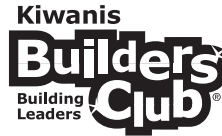
Builders Club promotional materials generally follow the same standards as Kiwanis International, with a few exceptions: logo, colors, and accent graphics.



Pantone 311 & Pantone 295



Grayscale



Black & White



White

Logo Colors



Pantone 311

68% Cyan
0% Magenta
13% Yellow
0% Black

12 Red
198 Green
222 Blue

HTML 0CC6DE



Pantone 295

100% Cyan
56% Magenta
0% Yellow
34% Black

0 Red
47 Green
95 Blue

HTML 002F5F



Pantone 144

0% Cyan
52% Magenta
100% Yellow
0% Black

233 Red
131 Green
0 Blue

HTML E98300



Pantone 641

100% Cyan
25% Magenta
0% Yellow
18% Black

0 Red
115 Green
176 Blue

HTML 0073B0

Accent Colors

To re-create the Builders Club color palette:

If using a Mac:

- Go to Microsoft Word or PowerPoint.
- Click appropriate color fill box.
- Click "More fill colors" at bottom.
- Enter values of colors.

If using a PC:

- Go to Microsoft Word.
- Click color fill box.
- Click "More fill colors" at bottom.
- Enter values of colors.

or

- Go to Microsoft PowerPoint.
- Click color fill box.
- Click "More fill colors" at bottom.
- Click custom.
- Enter Red, Green, Blue (RGB) values of colors.



INSIDE

The Builders Club logo should be used on the cover with the bar, and Kiwanis International graphic and contact information used on the back.

TYPEFACE

Two primary typefaces are used in all Kiwanis materials: Verdana for headings and Palatino for text (see examples here). Kiwanis materials include Web site, letterhead, taglines, marketing materials, videos, and promotional products.

Banners/Headers:

Typeface: Verdana Bold
 Color: Recommended Pantone 295 CV
 Maximum size: 98 point
 (Size may vary if it suits the layout.)
 Kerning: 5

Subheads:

Typeface: Verdana Regular or Verdana Bold
 Colors: Recommended Pantone 295 CV or
 Pantone 1245 CV
 Maximum size: 24 point
 (Size may vary if it suits the layout.)
 Kerning: 5

Bar Text:

Typeface: Verdana Regular
 Maximum size: 12 point
 Kerning: 5

General Text:

Typeface: Palatino 10 point
 Leading: max 17 pt/min 13.5 point
 (Size may vary if it suits the layout.)
 Kerning: 0
 Color: 100% black

Internet Usage:

Text that doesn't change often—such as headers and button graphics—should be designed in the Verdana or Palatino typefaces and placed in the Web-page content. Not all computers can reproduce these primary typefaces, so Arial can be used.

Kiwa

Subhead

Subhead

Serving the Children of the World®

www.kiwanis.org

Kiwanis International teaches leadership through service to build stronger communities and make the world a better place for children.