

KEY LEADER

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



Pantone 300
& Pantone 295

Grayscale

Black & White

White

Logo Colors



Pantone 300

100% Cyan
42% Magenta
0% Yellow
0% Black

0 Red
101 Green
189 Blue

HTML 0065BD



Pantone 295

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

0 Red
47 Green
95 Blue

HTML 002F5F

Accent Colors



Pantone 143

0% Cyan
32% Magenta
86% Yellow
0% Black

238 Red
175 Green
48 Blue

HTML EEA330



Pantone 7495

30% Cyan
4% Magenta
85% Yellow
30% Black

135 Red
150 Green
55 Blue

HTML 879637

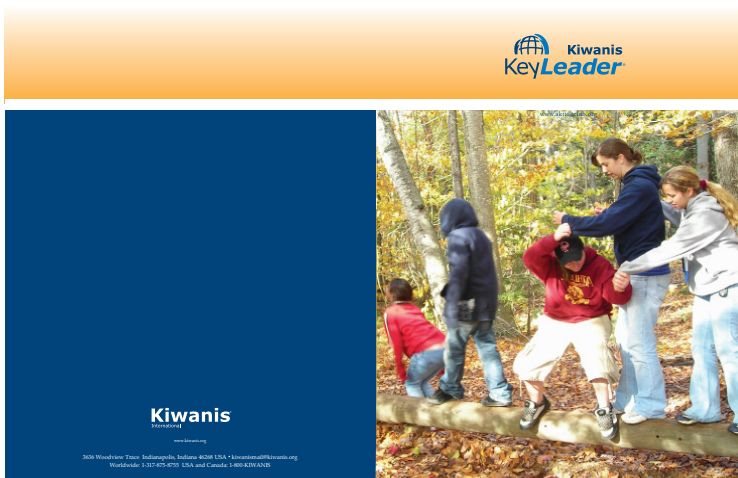
To re-create the Key Leader color palette:

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.



The Key Leader 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.