A brand is just like you—a living, breathing thing that’s constantly changing.

It adapts to new technology, trends and inspirations—and emerges as an even better version of itself. As our brand continues to evolve, we’ll be uploading new graphics and tools for you to use.
**Brand**

**What makes CKI look like CKI?**

<table>
<thead>
<tr>
<th>Wordmark</th>
<th>Seal</th>
<th>Typefonts</th>
<th>Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>CKI®</td>
<td>CIRCLE K INTERNATIONAL</td>
<td>Fonts</td>
<td></td>
</tr>
</tbody>
</table>

**Tagline graphic**

**Stripes and textures**

**Copy style**

Circle K International is the premier collegiate and university community service, leadership development and friendship organization in the world.

**Photography**
Here are a few guidelines for using our wordmark. Please be cool and follow them.

The CKI wordmark is our primary logo. When people see the wordmark used consistently and correctly over time, they’ll start to recognize it—and your club. Include the wordmark on all your CKI stuff.

The CKI wordmark is our primary logo. When people see the wordmark used consistently and correctly over time, they’ll start to recognize it—and your club. Include the wordmark on all your CKI stuff.

Black wordmark on white background
Downloadable as eps, jpg or png

White reverse wordmark on black background
Downloadable as eps, jpg or png

Preferred color options for CKI wordmark—black, blue or white
Don’t crowd our wordmark. Give it lots of space.

Call it 1 space: Take the width of the letter I—in whatever size you’re using the wordmark—and allow an “I space” all around the logo.

Minimum wordmark print size = 1 inch wide
Minimum wordmark web size = 72 pixels wide

See pg 6 for district and club versions of the logo.
Don’t squish, stretch or shrink the wordmark.

When you change the logo by squishing or stretching it, you change the brand.

Here’s how to change the size while maintaining the logo’s proportions:

1. Select the object.
2. Hold down SHIFT.
3. Move the mouse pointer over one of the corner handles and then click and drag the mouse.
4. Release the mouse button before you release SHIFT.
Logo

Please don’t make up new logos by combining logos or graphics or type fonts. Our logo will thank you!

The logo is the logo. That’s how we make it instantly recognizable to people. When you mess with it, it loses power. Keep it clean.

For more examples how you can personalize the CKI logo for your club or district, see page 18.

www.circlek.org/brandguide
The CKI seal is our traditional logo. You’ll see it on official materials—pins, banners, the gong and gavel, certificates and awards. Use it on all of your official stuff— including T-shirts.

Preferred color options for CKI wordmark—black, blue, blue/gold or white
Logo

Don’t crowd our seal. Give it lots of space too.

A simple rule of thumb: Take the width of the outer circle and allow that amount of space all around the logo.

When using transparency, the Seal looks best when used as a 15% screen of black or blue.

Minimum seal print size = 0.75 inches wide
Minimum seal web size = 54 pixels wide

Width of outer circle
Get with the Programs. Use the Kiwanis Service Leadership Programs logo.

Use the Kiwanis Service Leadership Programs logo on all official CKI materials. Don’t place the Kiwanis Service Leadership Programs logo right next to the CKI wordmark.

The CKI wordmark should be more prominent (i.e. larger size, top of newsletter header, front of brochure), while the Kiwanis Service Leadership Programs logo should be less prominent (i.e. smaller size, bottom of newsletter footer, back side of brochure).

Preferred color options for Kiwanis Service Leadership Programs logo—black, blue or white

- Blue logo on white background
  - Downloadable as eps, jpg or png

- Black logo on white background
  - Downloadable as eps, jpg or png

- White reverse logo on black background
  - Downloadable as eps, jpg or png
Work well with others

Here's how the CKI wordmark works with the March of Dimes, and Kiwanis International’s Logo.

Preferred colors—black, 295 Blue and Cyan
## Fonts

### CKI font families

<table>
<thead>
<tr>
<th>Myriad Pro</th>
<th>Century Gothic</th>
<th>Verdana</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary sans serif font</td>
<td>Alternate sans serif font</td>
<td>Alternate sans serif font</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Garamond Premier Pro</th>
<th>Goudy Oldstyle</th>
<th>Archer American Typewriter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary serif font</td>
<td>Alternate serif font</td>
<td>Optional display fonts</td>
</tr>
</tbody>
</table>

If you don’t have these fonts on your computer, look for downloads online. You can also buy fonts at:

- www.myfonts.com
- www.adobe.com/type
- www.fonts.com
- www.fontshop.com
- www.linotype.com
- www.veer.com

For more about serif and sans serif fonts, see page 12.
Fonts

The pros in action—Myriad and Garamond

There are several types of fonts in the Myriad and Garamond family. The Circle K International Office uses Myriad Pro and Garamond Premier Pro. You can go pro too!

**Serif font**
Serifs are the small lines tailing from the edges of letters.

**Sans serif font**
Without serifs.

Headline sample.

**Bold head goes here.**

(body copy) Circle K International is the premier collegiate and university community service, leadership development and friendship organization in the world. Its members are referred to as CKI members. Generally, use Circle K International on first reference and CKI on subsequent references.

(body copy) Circle K International is the premier collegiate and university community service, leadership development and friendship organization in the world. Its members are referred to as CKI members. Generally, use Circle K International on first reference and CKI on subsequent references.
Colors

PMS, CMYK, RGB, HEX—crazy color codes and when to choose them

**PANTONE 295 Blue**

**PMS**
295

**CMYK**
100 / 70 / 0 / 40

**RGB**
0 / 47 / 95

**HEX**
003366

**PMS**

- **Pantone Color Matching System**
  - For screen printing (banners, merchandise, T-shirts) and other professional printing (letterhead, business cards)

**CMYK**

- **Cyan, Magenta, Yellow, Black (K)**
  - For professional and desktop printing (brochures, posters, newsletters)

**RGB**

- **Red, Green, Blue**
  - For online use (web, video, television, multimedia, electronic slide presentations)

**HEX**

- **Hexadecimal**
  - For specifying color in code
  
  ```html
  <body bgcolor="E6E6FA">
  ```
Choose from our palette—and pick the color code that works for your piece. Color is a key component of any successful brand. It can be difficult to match across varying media, but this chart will help you get pretty close.
You know CKI’s awesome. Let others know too by adding the tagline graphic to your CKI stuff.

Make a big impact. Use our tagline graphic.

Available in 7 CKI colors

White reverse logo on black background
Downloadable as eps, jpg or png
In the past, the CKI megaphone was mandatory. Now it’s not. In fact, we recommend that you avoid using the “old” megaphone design.

These new graphics are available in seven colors at circlek.org/brandguide.

**Stripes**

Be creative with the stripes. Layer over textures and images.

**Carets**

Spice up a typical bulleted list with a caret.

**Quotation marks**

Make sure your voice is heard with these fun, bold quotation marks.
Graphic elements

Textures

Textures will make your CKI projects even more interesting. Here are some you can use in your materials.
Examples

Make the logo your own. Personalize the CKI logo for your club or district.

Represent your club or district during your CKI activities by personalizing your T-shirts, websites and printed materials. You can include any information you want—district name, club name, your own name—as long as you use official CKI fonts.

Want some color? Highlight your university’s name in one of your school’s colors.

CKI
INDIANA DISTRICT
Butler University

CKI
ALABAMA DISTRICT
University of Alabama

CKI
INDIANA DISTRICT
Butler University

Don't have Garamond Pro? Substitute Myriad Pro.
Examples

Feel free to steal these ideas for your newsletter

Serving a community doesn’t necessarily mean only serving your local community. Your club’s impact can reach anywhere in your world community to help people you don’t even know.

Wherever you establish yourself after graduation, joining a Kiwanis club will make the transition easier.

“Seeing the children’s love for reading grow, and their energy for learning develop, is beyond inspiring.”
Kimbrlei McCain, 2012–13 Alabama District Governor

“If we can just plant one seed in their minds about going to a university, then I think it’s worth it.”
Keiko Gomez-Gurley, 2012–13 Carolinas District Governor

“Wherever you establish yourself after graduation, joining a Kiwanis club will make the transition easier.”

TIP
TURN SOCIAL MEDIA FRUSTRATIONS INTO OPPORTUNITIES TO WORK WITH AN OLDER GENERATION. CHANCES ARE, THEY ASK FOR HELP TO DO SOMETHING “TECHIE” BECAUSE IT COMES NATURALLY TO YOU.
Examples

Update Facebook

![Facebook Update Example](https://www.circlek.org/brandguide)
Examples

Update Facebook

![Facebook Update Example]
Picture perfect

Plan ahead. Don’t wait for the right image to come to you—create it. Consider your location, props and composition.

Keep the background simple. Make sure the background doesn’t distract from the subject, and that nothing behind the subject affects the image.

Think about your lighting. Make sure your subject stands in the best light—it might be bright out, but the sun can cast shadows on a face.

Capture faces. Expressions, reactions, moments, emotions and action make great photos. The best way to get them: concentrate on people’s faces when taking photos. Avoid shooting mugshots.

Print photo resolution

<table>
<thead>
<tr>
<th>TOO LOW:</th>
<th>RIGHT SIZE:</th>
<th>BEST SIZE:</th>
</tr>
</thead>
<tbody>
<tr>
<td>351k</td>
<td>5.5 megs or more</td>
<td>24 megs or more</td>
</tr>
<tr>
<td>300 x 400 pixels</td>
<td>1200 x 1600 pixels</td>
<td>2400 x 3600 pixels</td>
</tr>
</tbody>
</table>

Shoot high-resolution photos. Resolution is an indication of the quality of your photos. The higher the resolution, the sharper and more detailed your photo. Every digital image is made up of pixels, or tiny, light-sensitive squares. The number of pixels determines the resolution. The more pixels your photo has, the sharper your photo remains as you increase its size. Most digital cameras allow you to change the resolution, so you can select the quality of your photos as you take them.
Photography

Capture the moment

Think about lighting and composition

Plan ahead and think about using props and CKI-branded materials

Bring the person close to the camera and let the background be far away

Use black-and-white photography as an option
Merchandise

Get the gear, make cool stuff

Work with a licensed vendor. Choose from our list of Kiwanis International’s licensed vendors.

See what you can do. Before you start, see what your vendor can do—and what options you have within your budget. Vendors do charge extra for additional colors or imprint areas.

Go with PMS. Make sure you use PMS colors—not CMYK or RGB—so the colors that will be printed on your merchandise match the ones you choose from the color palette.

Use vector art. Vector art, sometimes known as EPS vector art, is scalable. The EPS files you’ll find on circlek.org can be printed at any size.

Think about fit. When you’re designing, say, a T-shirt, think about where graphics will fall on the body.
### The ABCs of EPS, JPG and PNG

#### Offset Print Use

<table>
<thead>
<tr>
<th>Application</th>
<th>EPS</th>
<th>JPG</th>
<th>PNG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adobe InDesign</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adobe Illustrator</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>QuarkXPress</td>
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<td></td>
</tr>
</tbody>
</table>

#### Desktop/Printer Use

<table>
<thead>
<tr>
<th>Application</th>
<th>EPS</th>
<th>JPG</th>
<th>PNG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microsoft Publisher</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Microsoft Word</td>
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<tr>
<td>Microsoft PowerPoint</td>
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<tr>
<td>Microsoft Excel</td>
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</tbody>
</table>

#### Web/On-line Use

<table>
<thead>
<tr>
<th>Application</th>
<th>EPS</th>
<th>JPG</th>
<th>PNG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adobe Dreamweaver</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Program</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Your written style is as important as the way your stuff looks. Remember these three things:

- **Be consistent.** It never hurts to have a guide. For writing style, CKI follows “The Associated Press (AP) Stylebook,” 45th edition (2010).

- **Be concise.** The fewer words you use, the better your message sinks in. Make your writing easy to follow and fun to read. In fact, reread what you write—then revise. You might be surprised what you can do without.

- **Go easy on the eye.** When it comes to visual appeal, the copy is important too. Don’t make people feel overwhelmed by words. Got a series of items or instructions? Use a “bullet-pointed” or numbered list. Got a key point? Try subheads in bold type. Some people skim—so make it skimmable.

“convention”
Uppercase when used with the full name of a specific Kiwanis International convention.

Never write “the international convention.” Instead, say “the Circle K International convention.”

“international”
Uppercase when used in the formal name of the organization and in other formal uses; otherwise, lowercase.

Never use alone with “president” (title), “board” or “convention.” Instead, use: Circle K International president or Circle K International Board.

For more, check out the Kiwanis-family style guide at www.KiwanisOne.org/styleguide.
Helpful links

Brand guide

www.circlek.org/brandguide

New CKI marketing tools

www.circlek.org/newtools

Style guide for the written word

www.KiwanisOne.org/styleguide

Got a question? Contact us at circleknews@kiwanis.org.