

CKI brand guide



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





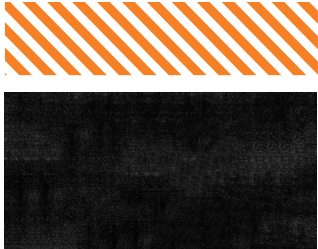

It adapts to new technology, trends and inspirations—and emerges as an even better version of itself. As our brand continues to evolve, we’ll be uploading new graphics and tools for you to use.



Since 1947

Brand

What makes CKI look like CKI?

 <p>Wordmark</p>	 <p>Seal</p>	<p>Fonts</p> <p>Fonts</p> <p>Fonts</p> <p>Typefonts</p>	 <p>Colors</p>
 <p>Tagline graphic</p>	 <p>Stripes and textures</p>	<p>Circle K International is the premier collegiate and university community service, leadership development and friendship organization in the world.</p> <p>Copy style</p>	 <p>Photography</p>

Logo

**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.

CKI[®] Circle K
International

Black wordmark on
white background

Downloadable as eps, jpg or png

CKI[®] Circle K
International

White reverse wordmark
on black background

Downloadable as eps, jpg or png



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

Logo

Don't crowd our wordmark. Give it lots of space.

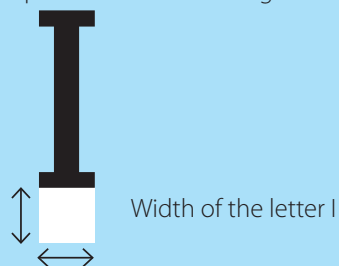


Primary use horizontal logo

CKI®

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

Call it I 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.



See pg 6 for district and club versions of the logo.



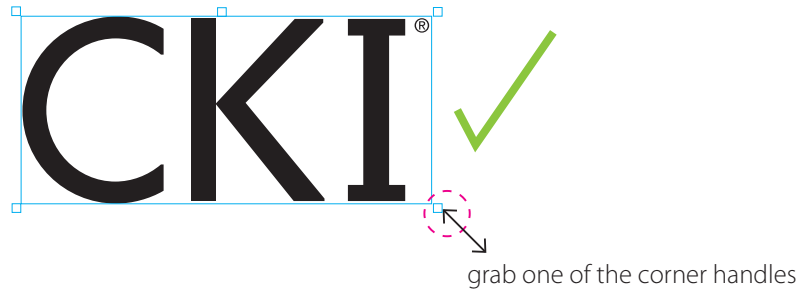
Stacked version



Centered option

Logo

Don't squish, stretch or shrink the wordmark.



scaled smaller than minimum size

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!

CKI ✓

INDIANA DISTRICT
Butler University



CKI X Circle K International

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.

Logo

Our tradition is real—show it with the seal.

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.



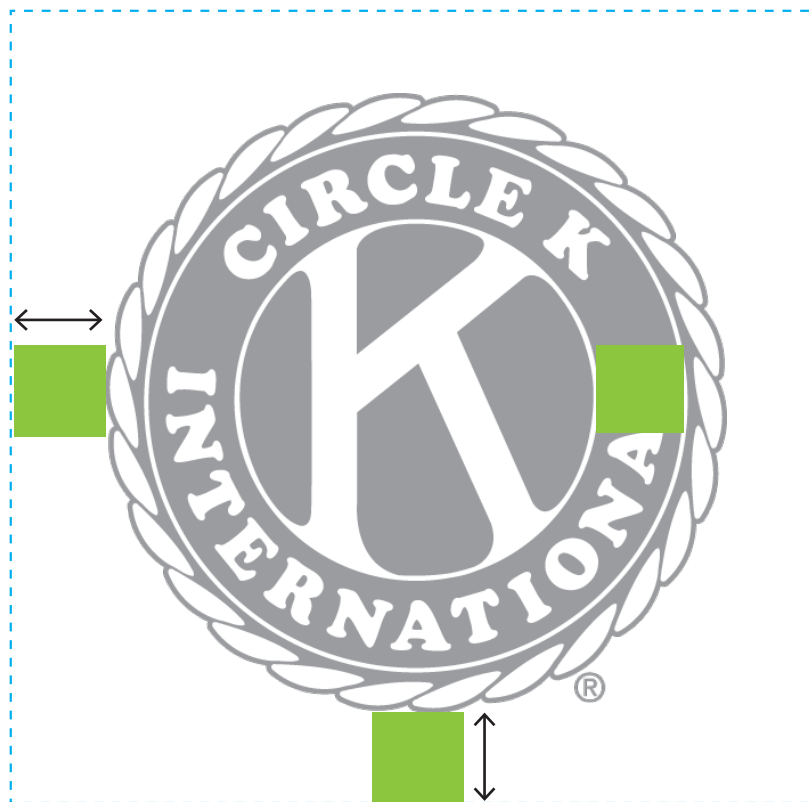
Preferred color options for CKI wordmark—black, blue, blue/gold or white

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 = .75 inches wide
Minimum seal web size = 54 pixels wide



Logo

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).



Kiwanis[®]
Service Leadership Programs

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



Kiwanis[®]
Service Leadership Programs

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



Kiwanis[®]
Service Leadership Programs

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



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

Logo

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

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.

<h1>Myriad Pro</h1> <p>Primary sans serif font</p>	<h1>Century Gothic</h1> <p>Alternate sans serif font</p>	<h1>Verdana</h1> <p>Alternate sans serif font</p>
<h1>Garamond Premier Pro</h1> <p>Primary serif font</p>	<h1>Goudy Oldstyle</h1> <p>Alternate serif font</p>	<h1>Archer American Typewriter</h1> <p>Optional display fonts</p>

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.

12 pt. Myriad Pro

Bold head goes here.

14 pt. Myriad Pro Bold

(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.

12 pt. Garamond Premier Pro

(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.

12 pt. Myriad Pro

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

Hexidecimal

For specifying color in code
<body bgcolor="E6E6FA">

Colors

Make it pop with color

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.



CMYK 0 / 0 / 0 / 100	CMYK 100 / 67 / 0 / 38	CMYK 100 / 0 / 5 / 5	CMYK 45 / 0 / 80 / 33	CMYK 0 / 61 / 97 / 0
RGB 35 / 31 / 32	RGB 0 / 61 / 121	RGB 0 / 165 / 217	RGB 103 / 145 / 70	RGB 245 / 128 / 37
HEX 231f20	HEX 003d79	HEX 00a5d9	HEX 6a9448	HEX f58025



CMYK 0 / 0 / 0 / 80	CMYK 0 / 100 / 60 / 55	CMYK 20 / 10 / 0 / 0	CMYK 9 / 0 / 43 / 38	CMYK 6 / 7 / 55 / 0
RGB 88 / 89 / 91	RGB 130 / 0 / 36	RGB 199 / 214 / 238	RGB 158 / 163 / 116	RGB 242 / 225 / 139
HEX 58595b	HEX 820024	HEX c7d6ee	HEX 9ea374	HEX f2e18b

Graphic elements

Make a big impact. Use our tagline graphic.

You know CKI's awesome. Let others know too by adding the tagline graphic to your CKI stuff.



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



Available in 7 CKI colors

Graphic elements

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.

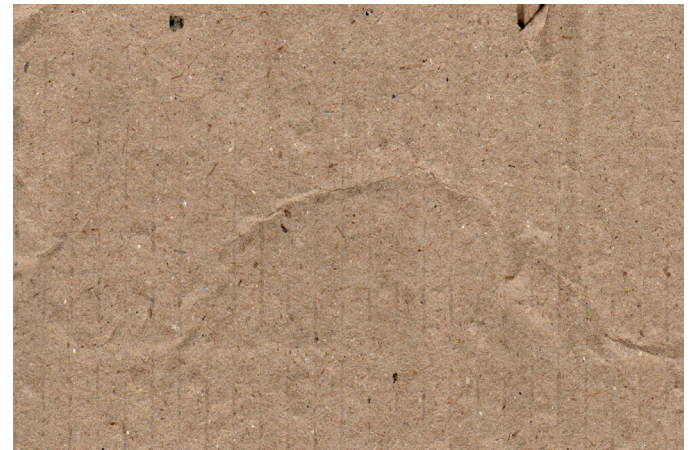
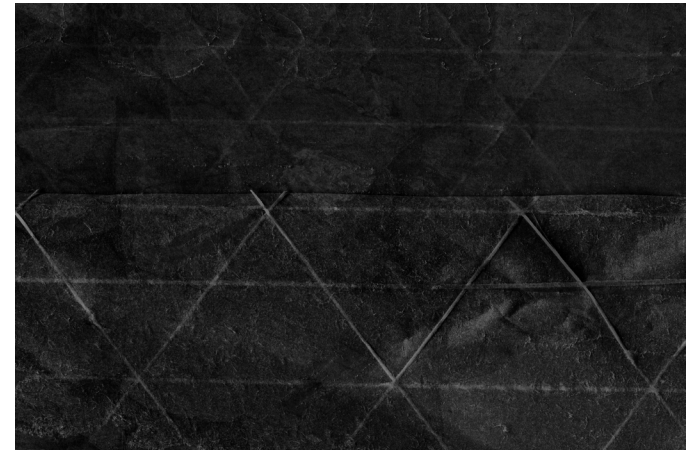
In the past, the CKI megaphone was mandatory. Now it's not. In fact, we recommend that you avoid using the "old" megaphone design.

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

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 black logo combined with your university's name in Myriad Pro



CKI black logo combined with your university's name in Myriad Pro



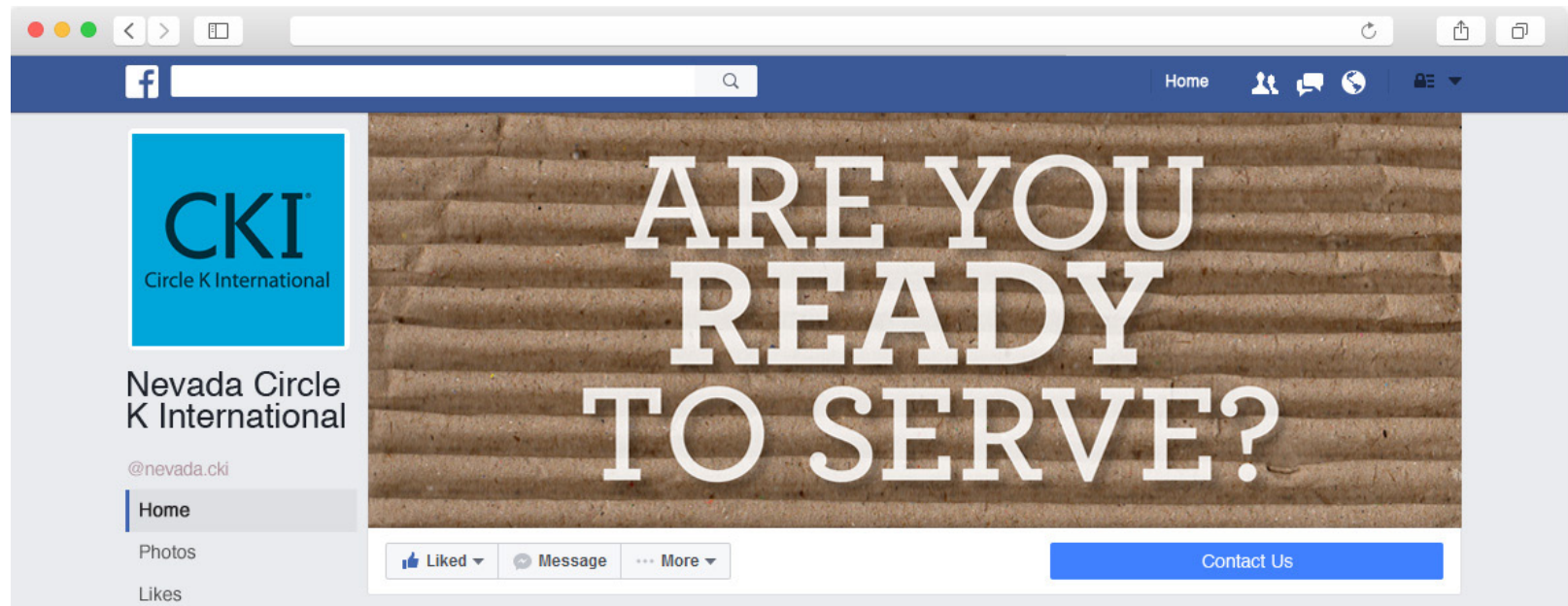
Examples

Feel free to steal these ideas for your newsletter



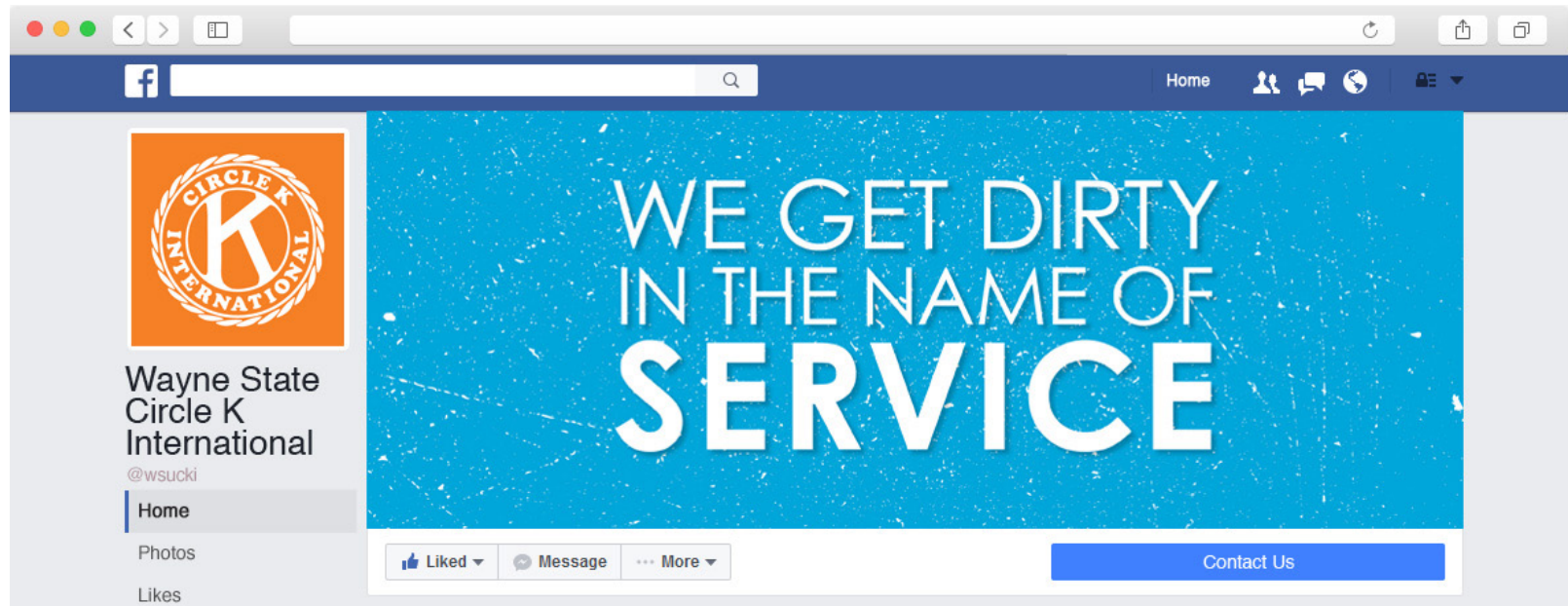
Examples

Update Facebook



Examples

Update Facebook



Picture perfect

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.

- **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

TOO LOW:

351k
300 x 400 pixels

RIGHT SIZE:

5.5 megs or more
1200 x 1600 pixels

BEST SIZE:

24 megs or more
2400 x 3600 pixels

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.

File extensions

The ABCs of EPS, JPG and PNG

EPS

Used for: High-quality print jobs, printing with a vendor, T-shirts and other merchandise.

Techie terms: High-resolution, vector-based art, scalable

JPG



















Used for: Websites, PowerPoint templates, email, social media, some print

Techie terms: Low-resolution, raster-based, not transparent (for print use at least 300 dpi)

PNG

Used for: Websites, video, PowerPoint templates, email, social media

Techie terms: Transparent, raster-based, low-resolution (not for print use)

Offset Print Use	EPS	JPG	PNG
Adobe InDesign			
Adobe Illustrator			
QuarkXPress			
Desktop/Printer Use	EPS	JPG	PNG
Microsoft Publisher			
Microsoft Word			
Microsoft PowerPoint			
Microsoft Excel			
Web/On-line Use	EPS	JPG	PNG
Adobe Dreamweaver			
Other Program			

Copy

Your written style is as important as the way your stuff looks. Remember these three things:

“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.

- **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.

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.