

# KIWANIS SERVICE LEADERSHIP PROGRAMS

## K-KIDS

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

To learn more about sponsoring a K-Kids Club go to [www.kkids.org](http://www.kkids.org)



Pantone 375  
& Pantone 295



Grayscale



Black & White



White

### Logo Colors



Pantone 375

47% Cyan  
0% Magenta  
94% Yellow  
0% Black

146 Red  
212 Green  
0 Blue



Pantone 295

100% Cyan  
68% Magenta  
8% Yellow  
52% Black

0 Red  
47 Green  
95 Blue

### Accent Colors



Pantone 300

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

0 Red  
101 Green  
189 Blue



Pantone 377

51% Cyan  
5% Magenta  
98% Yellow  
23% Black


115 Red  
150 Green  
0 Blue



The K-Kids logo should be used on the cover with the bar, and Kiwanis International logo and contact information used on the back.

**BUG, TERRIFIC KIDS, AND YCPO**


BUG, Terrific Kids, and YCPO all follow the Kiwanis International graphic standards.



Pantone 377  
& Pantone 295

**Kiwani's  
Bring Up  
Grades®**

Black and White






White

**Kiwani's  
Bring Up  
Grades®**

Grayscale

**Logo Colors**


 <p>Pantone 377</p> <p>51% Cyan 5% Magenta 98% Yellow 23% Black</p> <hr/> <p>115 Red 150 Green 0 Blue</p>	 <p>Pantone 295</p> <p>100% Cyan 68% Magenta 8% Yellow 52% Black</p> <hr/> <p>0 Red 47 Green 95 Blue</p>
--	---



Pantone 137  
& Pantone 295

**Kiwani's  
Terrific  
Kids®**

Black and White






White

**Kiwani's  
Terrific  
Kids®**

Grayscale

**Logo Colors**


 <p>Pantone 137</p> <p>0% Cyan 38% Magenta 95% Yellow 0% Black</p> <hr/> <p>255 Red 161 Green 0 Blue</p>	 <p>Pantone 295</p> <p>100% Cyan 68% Magenta 8% Yellow 52% Black</p> <hr/> <p>0 Red 47 Green 95 Blue</p>
---	---



Pantone 180  
& Pantone 295

**Kiwani's  
Young Children  
Priority One**

Black and White





White

**Kiwani's  
Young Children  
Priority One**

Grayscale

**Logo Colors**

 <p>Pantone 180</p> <p>3% Cyan 92% Magenta 84% Yellow 12% Black</p> <hr/> <p>189 Red 54 Green 50 Blue</p>	 <p>Pantone 295</p> <p>100% Cyan 68% Magenta 8% Yellow 52% Black</p> <hr/> <p>0 Red 47 Green 95 Blue</p>
--	---