

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



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>
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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>
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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>
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