

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



Black and White






Grayscale




White

Logo Colors


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




Pantone 137
& Pantone 295



Black and White






Grayscale




White

Logo Colors


	
Pantone 137	Pantone 295
0% Cyan	100% Cyan
38% Magenta	68% Magenta
95% Yellow	8% Yellow
0% Black	52% Black
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255 Red	0 Red
161 Green	47 Green
0 Blue	95 Blue




Pantone 180
& Pantone 295



Black and White





Grayscale



White

Logo Colors

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