Aktion Club brand guide

NEW LOGO!
SUMMER 2014

BRAND YOURSELF & YOUR CLUB

Kiwanis AKTION CLUB
A brand is just like you—constantly changing.

Like you, a brand adapts to new technology, trends and inspirations. Thanks to those influences, it emerges as an even better version of itself. That’s the idea behind Aktion Club’s brand. And that’s why the brand will continue to evolve.

This guide has been created to keep you up to date—and to help you make the most of your communications. As our brand continues to evolve, we’ll be uploading new graphics and tools for you to use.

KEEP IT FRESH
**What makes Aktion Club look like Aktion Club?**

All the parts that make up Aktion Club’s brand resemble the program itself—and the people in it. The brand is fun. It’s active. It’s modern. It reflects what Aktion Club is all about.

<table>
<thead>
<tr>
<th>Logo</th>
<th>Symbol</th>
<th>Typography</th>
<th>Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Aktron Club Logo" /></td>
<td><img src="image" alt="K Symbol" /></td>
<td><img src="image" alt="Fonts" /></td>
<td><img src="image" alt="Colors" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Seal</th>
<th>Graphics &amp; textures</th>
<th>Copy style</th>
<th>Photography</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Seal" /></td>
<td><img src="image" alt="Graphics &amp; textures" /></td>
<td><img src="image" alt="Copy style" /></td>
<td><img src="image" alt="Photography" /></td>
</tr>
</tbody>
</table>

Members of Aktion Club want to serve and improve their communities. They’re energetic, they’re dedicated—they’re adults with disabilities who are passionate about making a difference in their communities.
Here are a few guidelines for using our logo. Please be cool and follow them.

The single-line logo is Aktion Club’s primary logo. When people see the logo used consistently and correctly over time, they’ll start to recognize it—and your club. Include the logo on all your Aktion Club stuff.

Remember: all of the logos can be downloaded at the brand-guide website. Each is available as EPS, JPEG and PNG files.

Preferred color options for Aktion Club logo—3PMS, black, blue or white

3-color logo on white background

1-color logo on white background

White reverse logo on black background

White reverse logo with orange “K” on black background
An alternative stacked logo version

The single-line logo is Aktion Club’s primary logo, but sometimes space requires the stacked logo. All of the same spacing and color guidelines apply to this version too!

Remember: all of the logos can be downloaded at the brand-guide website. Each is available as EPS, JPG and PNG files.

Preferred color options for Aktion Club logo—3PMS, black, blue or white
Don’t crowd our logo. Give it lots of space.

How much space is enough? Let’s call it the "A space"—take the height of the letter A—in whatever size you’re using the logo—and allow an "A space" all around the logo.

Minimum logo (print size) = 1.5 inches wide
Minimum logo (web size) = 90 pixels wide
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.

Make sure the logo is no smaller than 1.5 inches wide (print size) or 90 pixels wide (web size).
Please don’t make up new logos by combining logos or graphics. 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.
Want to put your club name with the logo? Here’s how:

The type size, font and color of your club name should match the “Kiwanis” part of the Aktion Club logo. Set your name in Myriad Pro Bold (or Verdana Bold if you don’t have the Myriad Pro font).

www.aktionclub.org/brandguide
The Aktion Club 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 Aktion Club seal—black, blue, blue/gold or white
Like logo, like 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.

Minimum seal print size = .75 inches wide
Minimum seal web size = 54 pixels wide
Get with the programs. Use the Kiwanis Service Leadership Programs logo.

Use the Kiwanis Service Leadership Programs logo on all official Aktion Club materials. But place the SLP logo right next to the Aktion Club logo.

The Aktion Club logo should be more prominent (i.e. header, larger size, top of newsletter, front of brochure), while the SLP logo should be less prominent (i.e. footer, smaller size, bottom of newsletter, back side of brochure, etc.).

Remember: all of the logos can be downloaded at the brand-guide website. Each is available as EPS, JPG and PNG files.

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

Blue logo on white background
Black logo on white background
White reverse logo on black background
# Fonts

## Aktion Club font families

The fonts in our menu of options are: Elston (Bold and Light), Myriad Pro, and Garamond Premier Pro.

If you don't have these fonts on your computer, look for downloads online. Elston Bold & Elston Light are available at marketplace.veer.com/font/Elston.

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 13.

**Remember:** it's fine to use Verdana and Palatino. They're not as “fancy,” but they do the job.

<table>
<thead>
<tr>
<th>ELSTON</th>
<th>Myriad Pro</th>
<th>Verdana</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headline/Subhead font</td>
<td></td>
<td></td>
</tr>
<tr>
<td>This is Aktion Club logo font</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary sans serif font</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alternate san serif font</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Century Gothic</th>
<th>Garamond Premier Pro</th>
<th>Goudy Oldstyle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alternate sans serif font</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary serif font</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alternate serif font</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Fonts

The pros in action—Myriad and Garamond

There are several types of fonts in the Myriad and Garamond family. The Aktion Club 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) Members of Aktion Club want to serve and improve their communities. They’re energetic, they’re dedicated—they’re adults with disabilities who are passionate about making a difference in the world.

(body copy) Members of Aktion Club want to serve and improve their communities. They’re energetic, they’re dedicated—they’re adults with disabilities who are passionate about making a difference in the world.
Colors

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

PANTONE 295 Blue

PMS
295

CMYK
100 / 70 / 0 / 40

RGB
0 / 47 / 95

HEX
003366

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

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

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

Hexadecimal
For specifying color in code<br>
<body bgcolor="E6E6FA">
Make it pop with color

Color is a key component of any successful brand. Choose from our palette—and pick the color code that works for your piece. It can be difficult to match across varying media, but this chart will help you get pretty close.

<table>
<thead>
<tr>
<th>PANTONE  Black</th>
<th>PANTONE 295 Blue</th>
<th>PANTONE 021Orange</th>
<th>PANTONE 3005 Blue</th>
<th>PANTONE 362 Green</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK 0 / 0 / 0 / 100</td>
<td>CMYK 100 / 70 / 0 / 40</td>
<td>CMYK 0 / 65 / 100 / 0</td>
<td>CMYK 100 / 43 / 3 / 0</td>
<td>CMYK 78 / 15 / 100 / 2</td>
</tr>
<tr>
<td>RGB 0 / 47 / 95</td>
<td>RGB 0 / 47 / 95</td>
<td>RGB 254 / 80 / 0</td>
<td>RGB 0 / 120 / 201</td>
<td>RGB 61 / 155 / 53</td>
</tr>
<tr>
<td>HEX 231f20</td>
<td>HEX 003366</td>
<td>HEX fe5000</td>
<td>HEX 0078c9</td>
<td>HEX 3d9b35</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PANTONE 123 Yellow</th>
<th>PANTONE Purple</th>
<th>PANTONE 633 Teal</th>
<th>PANTONE 1795 Red</th>
<th>PANTONE 376 Green</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK 0 / 22 / 91 / 0</td>
<td>CMYK 37 / 86 / 0 / 0</td>
<td>CMYK 100 / 36 / 25 / 2</td>
<td>CMYK 0 / 96 / 93 / 2</td>
<td>CMYK 60 / 4 / 100 / 0</td>
</tr>
<tr>
<td>RGB 255 / 200 / 46</td>
<td>RGB 188 / 52 / 186</td>
<td>RGB 0 / 125 / 164</td>
<td>RGB 211 / 34 / 42</td>
<td>RGB 119 / 184 / 0</td>
</tr>
<tr>
<td>HEX ffc82e</td>
<td>HEX bc34ba</td>
<td>HEX 007da4</td>
<td>HEX d3222a</td>
<td>HEX 77b800</td>
</tr>
</tbody>
</table>
Graphic elements

The Leaping K

The new Aktion Club logo delivers a burst of enthusiasm, just like your club's members. The orange Leaping K is the source of that excitement. The K symbol can be used as a graphic element all on its own to bring some instant energy to your materials!

If you only want to use the Leaping K, it's available in its own file. Be sure to use one of the special graphic files—don't try to separate the Leaping K from the logo file. The K can be used in solid color, tinted or white.

Preferred color options for Leaping K symbol—
PANTONE Orange 021, PMS 3005 Blue, PMS 362 Green, PMS 123 Yellow, Kiwanis Blue, White & Black
Graphic elements

Layer it up!

The Aktion Club brand has a playful “scrapbook” feel. Angling the elements and layering them over a cork texture (see page 18) will add dimension. Make the graphics leap off the page—just like the Leaping K!

These items are available to download in a variety of colors.

www.aktionclub.org/brandguide
Examples

Feel free to steal these ideas

AKTION CLUB

www.aktionclub.org/brandguide

AKTION CLUB PLEDGE

I pledge on my honor to follow the
Objects of Aktion Club.
To better my community, my country and myself.
To help those in need.
To demonstrate loyalty to our community and nation.
And to encourage others to do the same.

www.aktionclub.org/brandguide

www.aktionclub.org/brandguide

Leaping K symbol
Facebook is a great place for updates and new information. So take advantage, and post new stuff. Keep the look updated too—so members and visitors know right away that your page stays fresh. See a couple of cover-photo examples below.
Photography

Picture perfect

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

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

3. **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.

4. **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>351k</th>
<th>300 x 400 pixels</th>
</tr>
</thead>
<tbody>
<tr>
<td>RIGHT SIZE:</td>
<td>5.5 megs or more</td>
<td>1200 x 1600 pixels</td>
</tr>
<tr>
<td>BEST SIZE:</td>
<td>24 megs or more</td>
<td>2400 x 3600 pixels</td>
</tr>
</tbody>
</table>
Photography

Capture the moment

Think about lighting and composition

Plan ahead and think about using props and Aktion Club-branded materials

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

Keep it simple in the background

www.aktionclub.org/brandguide
Get the gear, make cool stuff

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

2. **See what is possible.** 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.

3. **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.

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

5. **Think about fit.** When you’re designing, say, a T-shirt, think about where graphics will fall on the body.
Merchandise

It’s time for T-shirts (and more)
Merchandise

Buttons and stuff

CERTIFICATE OF MEMBERSHIP

This is to certify that

Is elected an active member of the Aktion Club of

and is given the fellowship and privileges of such membership.

Date

President

Club secretary
# File extensions

## The ABCs of EPS, JPG and PNG

### Offset Print Use

<table>
<thead>
<tr>
<th>Program</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>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Desktop/Printer Use

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

### Web/On-line Use

<table>
<thead>
<tr>
<th>Program</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>

**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)
File types

What to do when you have no clue

**If I’m making a T-shirt, which file formats should I use?**
EPS files and certain types of JPG files (made from Adobe Illustrator files) work well, because these file types can be resized without losing quality.

**If I’m making a printed piece, which file formats should I use?**
For the best quality, you should print at high resolution. You can create a high-resolution PDF of an Adobe InDesign file, a Microsoft Word file or a Microsoft Publisher file. For photos, JPG formats will work well. To be sure, ask your printer what would work best—and be sure to run a test sample and check for quality.

**What about a website or email?**
For online materials, such as websites and email communications, JPG and PNG files will be your best options.
File types

What resolution do I need for photos for print?
For most print pieces, you’ll need a resolution of at least 300 dots per inch (dpi) if the original photo will be the same size as what you’re printing.

What resolution do I need for photos for a website or email?
72 dpi, (or dots per inch) is adequate.

Our members have posted photos on Facebook. Can I use those for a printed piece?
In most cases, no. When you upload photos to Facebook or other social media sites, the files are compressed to a smaller size. The smaller size means your photos will not be at a resolution high enough for a good quality print. For best quality, use photos that you have pulled directly from your camera.

What does “transparent background” mean, and why does it matter?
If an image has a transparent background, that means you can place it on top of any color and it will blend in. (Items that aren’t transparent often have a white background that shows up on a non-white background.) GIF files have transparent backgrounds. So do PNG files if you have saved them originally with a transparent background.
Your written style is as important as the way your stuff looks. Remember these three things:


2. **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.

3. **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.

“conference”
Upper case when used with the full name of a specific event. For example: Aktion Club Training and Leadership Conference. Lower case when used as a general reference to an event, without the name: “We’ll see you at next year’s conference!”

The same guideline is true for “convention.”

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

Brand guide
www.aktionclub.org/brandguide

New Aktion Club marketing tools
www.aktionclub/newtools

Style guide for the written word
www.KiwanisOne.org/styleguide

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