



CKI

Circle K International

graphic standards

serving the children
of the world

CKI

Circle K International

Dedicated
to the
tenets
of **service,**
leadership,
and **fellowship**

How to use the new Circle K International graphic standards

Check out CKI's HOT new look!

This is something to get really excited about!

CKI is a global organization of 12,500 members in 550 clubs representing 17 nations. It is imperative that our organization communicates a consistent message from every campus. Just as Nike's brand is easily identified worldwide through its Swish logo, CKI is STEPPING UP TO THE CHALLENGE to establish our branding and marketing identity worldwide! You can help. When we all follow CKI's graphic standards, we send a unified message, which evokes a consistent emotional response from every brochure, Web site, letterhead, newsletter, poster, booklet, flier...from all materials we produce.

How? Follow this guide and use the provided templates, signature colors, and look. It's really that simple!

Together, we'll watch CKI grow in a big way. World, hope you're ready for us!

Thank you!

CKI

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logo usage:



The CKI logo and wordmark are a key part of this new look and feel.

Color:

When reproduced, the logo and wordmark are to appear only in the colors as seen below:



Circle K International

black



Circle K International

pms 7518



Circle K International

white



black



pms 295 &
pms 4505



pms 295



white

Using the Key Club logo in black or white will give the design a more contemporary feel.

Size:

To be placed no larger than 1½ inches wide on anything smaller than a banner. Logo must always be proportionate as seen below:



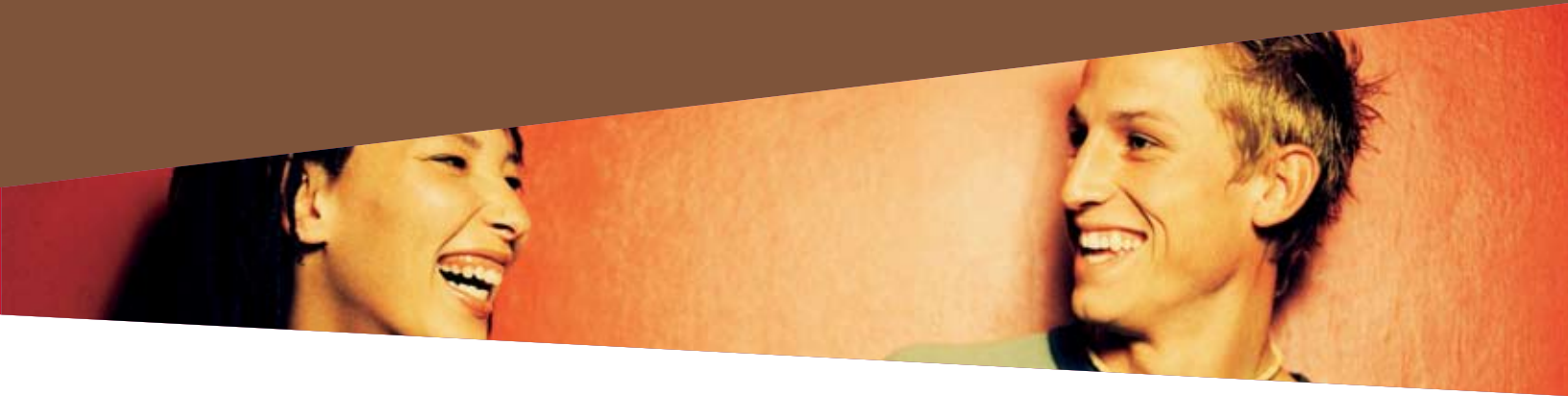
Circle K International



Circle K International

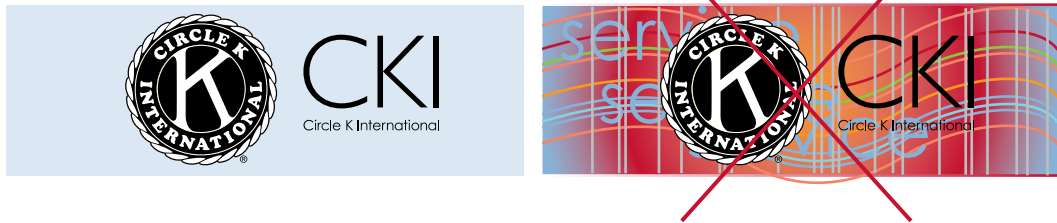


logo usage:



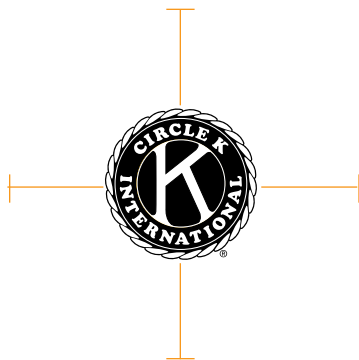
Background:

Should be placed on a neutral background;



Area of isolation:

There should be nothing within a half inch of all sides of the logo.



fonts:

Here they are... the CKI fonts!

Two primary and one accent font. Century Gothic is the primary headline font. Goudy Old Style is the primary copy font, and your choice of any funky font is the accent font.

Header and Subheads:

Font-Century Gothic

Vertical scale 100 percent, Horizontal scale 100 percent

Space between each letter - 0

HEADER FONT - Century Gothic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Accent:

Font-To be used for some headers, subheads and emphasized wording to make the piece more contemporary and personalized.

ACCENT CONTEMPORARY FONT - Your Choice
CKI office will be using FloMotion for 2006-07 school year
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

In Windows possible accent fonts:
Goudy Stout, Juice, Tempus Sans or Viner Hand ITC

General text:

Font-Goudy Old Style

Vertical scale 100 percent, Horizontal scale 100 percent

Space between each letter - 0

Color- Black

Size- 9.5 Point / 13 Leading (space between each line)

COPY FONT - Goudy Old Style
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

A Web site is the exception. In this instance, Arial may be used.

the look:



All materials:

Consistency in visual layouts is key to retaining the image of CKI worldwide!

Introducing...
the Megaphone!



Megaphone area:

Placement-Megaphone with CKI wordmark should always be placed on the cover or front of whatever is being produced.





service leadership fellowship

Megaphone color:

A CKI-designated color, see page 10, can fill the megaphone with the logo reversing out to white or may always be used in white with the black wordmark.



Megaphone size:

The megaphone's sides should always horizontally touch the right and left edge. On 8½- by 11-inch pieces, the height should be two inches at its tallest point, ¾" at the shortest point and sized proportionately to other sized pieces.



The background:

- The area above and below the megaphone can be a CKI color, see page 10, or an image (photo or illustration) in any combination. See below for ideas.
- Always keep the target audience and purpose of the project in mind to market CKI most effectively!



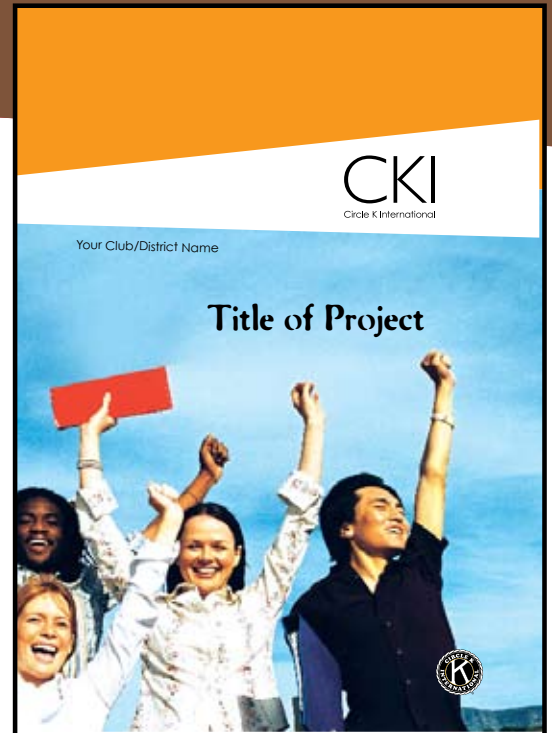
the look:

Logo placement:

- As stated before, the CKI wordmark should always appear in the megaphone on a cover.
- CKI logo can be placed on the front, but not within 5 inches of the megaphone.

Club or district logo placement:

- Can be placed anywhere but inside the megaphone.



Inside look:

- The wordmark does not need to be placed in the megaphone.
- The use of angled boxes and CKI colors and fonts will maximize the effectiveness of the piece.





Back cover look:

- The Circle K logo is always centered on the lower back of the piece, not to exceed one inch in proportionate width.
- “a Kiwanis-family member,” Web site and contact information are to be placed below the logo in Century Gothic 9 Pt. Please keep upper/lowercase consistent as shown, and spacing between lines the same.



a Kiwanis-family member
www.circlek.org

3636 WOODVIEW TRACE INDIANAPOLIS, IN 46268 USA 1-317-875-8755 • US AND CANADA: 1-800-KIWANIS



a Kiwanis-family member
www.circlek.org

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the colors:

New CKI colors ROCK!

Below are the only colors to be used on all CKI materials:

Primary color:

This PMS color is to be used in all materials accented with one or more of the colors below.



0% Cyan
40% Magenta
55% Yellow
60% Black

109% Red
80% Green
71% Blue

Accent colors:

One or more accent colors should be used with the chocolate color from above.

PMS 644	PMS 636	PMS 7416	PMS 187	PMS 376	PMS 144	PMS 668
42% Cyan 15% Magenta 0% Yellow 6% Black	45% Cyan 0% Magenta 9% Yellow 0% Black	0% Cyan 60% Magenta 60% Yellow 0% Black	0% Cyan 100% Magenta 79% Yellow 20% Black	50% Cyan 0% Magenta 100% Yellow 0% Black	0% Cyan 48% Magenta 100% Yellow 0% Black	65% Cyan 64% Magenta 0% Yellow 30% Black
147% Red 177% Green 204% Blue	144% Red 215% Green 231% Blue	224% Red 104% Green 75% Blue	167% Red 25% Green 48% Blue	122% Red 184% Green 0% Blue	233% Red 131% Green 0% Blue	97% Red 77% Green 125% Blue

Logo colors:

Black and white or reversed out will give the materials a more contemporary feel.

BLACK	PMS 295	PMS 872	PMS 4505
	100% Cyan 56% Magenta 0% Yellow 40% Black	Metallic-for two color printing	0% Cyan 15% Magenta 78% Yellow 36% Black
	0% Red 47% Green 95% Blue		152% Red 134% Green 66% Blue

the imagery:



The photos and illustrations used in marketing materials should communicate CKI's mission.

Photos and illustrations should:

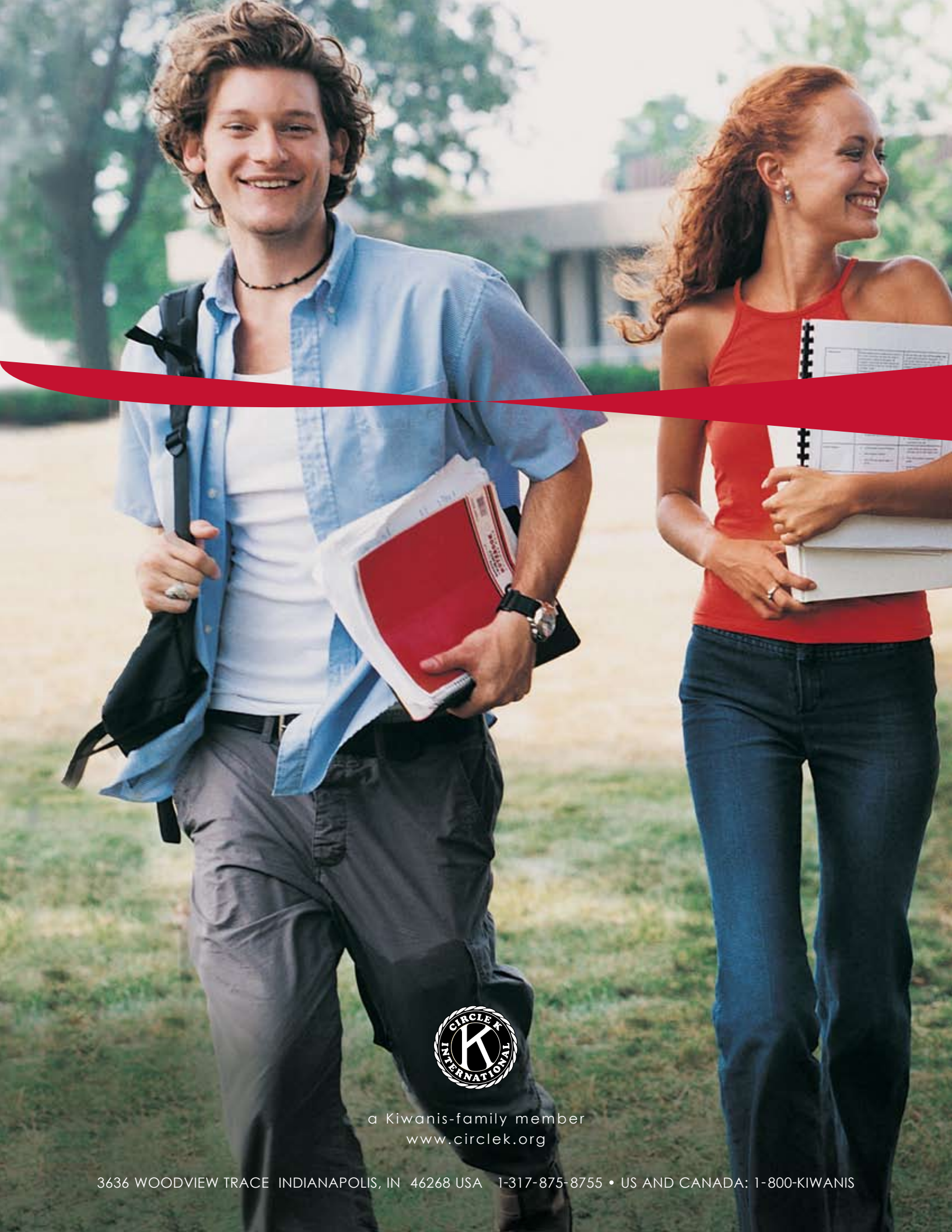
- Be energetic.
- Have a call to action.
- Be diverse.
- Have an area around the subject that is open to attract the viewer's eye and create an empowering feeling.
- Make sure image colors reflect the CKI color palette, page 10.
- Ensure core values are represented in the imagery.



Check out our template library with letterhead, envelope,
business card, brochures, poster, newsletter, Web site and more!

www.circlek.org/templates

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