BUILDERS CLUB

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

To re-create the Builders Club color palette:

If using a Mac:
- Go to Microsoft Word or PowerPoint.
- Click appropriate color fill box.
- Click “More fill colors” at bottom.
- Enter values of colors.

If using a PC:
- Go to Microsoft Word.
- Click color fill box.
- Click “More fill colors” at bottom.
- Enter values of colors.
or
- Go to Microsoft PowerPoint.
- Click color fill box.
- Click “More fill colors” at bottom.
- Click custom.
- Enter Red, Green, Blue (RGB) values of colors.

The Builders Club logo should be used on the cover with the bar, and Kiwanis International graphic and contact information used on the back.
**TYPEFACE**

Two primary typefaces are used in all Kiwanis materials: Verdana for headings and Palatino for text (see examples here). Kiwanis materials include Web site, letterhead, taglines, marketing materials, videos, and promotional products.

**Banners/Headers:**

Typeface: Verdana Bold  
Color: Recommended Pantone 295 CV  
Maximum size: 98 point  
(Size may vary if it suits the layout.)  
Kerning: 5

**Subheads:**

Typeface: Verdana Regular or Verdana Bold  
Colors: Recommended Pantone 295 CV or Pantone 1245 CV  
Maximum size: 24 point  
(Size may vary if it suits the layout.)  
Kerning: 5

**Bar Text:**

Typeface: Verdana Regular  
Maximum size: 12 point  
Kerning: 5

**General Text:**

Typeface: Palatino 10 point  
Leading: max 17 pt/min 13.5 point  
(Size may vary if it suits the layout.)  
Kerning: 0  
Color: 100% black

**Internet Usage:**

Text that doesn’t change often—such as headers and button graphics—should be designed in the Verdana or Palatino typefaces and placed in the Web-page content. Not all computers can reproduce these primary typefaces, so Arial can be used.

For the complete Kiwanis International graphic standards go to www.kiwanisone.org/standards