

# Graphic Standards

# Visual Identity

This manual contains guidelines  
and specific requirements  
for use of the Kin Canada  
trademark logos and designs.

2007/08



**Kin Canada**  
Association of Kinsmen, Kinette and Kin clubs

# Purpose of Graphic Standards

## WHY IS BRANDING IMPORTANT?

A brand is designed to express and embody an organization's internal values and mission, and is closely related to the organization's reputation. The development of a successful brand depends on a number of things, not least of which is an internal culture which is consistent with the Association's external positioning. It is people who project a brand through behaviour, attitudes, language and actions. Each of our members is a daily part of the living out of the Kin Canada brand.

A brand is identified visually, and most obviously, by its logo and/or watermark. Consistent use of these is essential to reinforcing brand identity in the minds of others.

The development of a strong brand identity for Kin Canada is important because it encapsulates how other people perceive us, and how we perceive ourselves.

- The culture of Kin Canada will become associated with our visual identity/logo, and vice versa. Our success as a brand will depend on:
  - The extent to which our internal values and culture accurately reflect our chosen external positioning and image;
  - The extent to which we consistently apply the use of the external visual representation of our brand, in other words, our logo and other trademarks, in all of our communications.

## THE PURPOSE OF THESE GUIDELINES

The graphic standards set out in this Visual Identity manual are intended to achieve the following:

- To establish that the logo of the Association consists of two parts: the Kin Canada crest and accompanying copy of the Association's official name and tagline to the right side of the crest:



**This style manual is specific to the crest only and its usage. Subsequent releases will address the logo in its entirety.**

Its purpose is:

- To ensure development of a strong brand identity for Kin Canada. A fundamental element of this is the correct and consistent use of the Kin Canada crest and logo.
- To provide a set of standardized templates for Kin Canada documentation, presentations, stationery, signage, publications (print/electronic) and advertising.
- To provide for the development of individual visual identities for committees, districts, zones and clubs that are supportive of and in alignment with the Kin Canada brand.

## CONTACT FOR LICENSING MATTERS

For more information regarding the Kin Canada brand and logo usage, please contact:  
Michelle Rickard, Communications Coordinator, at tel: (800) 742-5546 ext. 205 or [mrickard@kincanada.ca](mailto:mrickard@kincanada.ca).

## Ownership of Intellectual Property

The value of a brand must be protected through diligently exercising control over its use, including the authorized rights of use, in order to protect its integrity. All of the current and future intellectual property of the Association, including but not limited to the current and all former corporate names, trade-names, crests, trade-marks, design marks and copyrights of the Association are and shall continue to be the exclusive proprietary property of the Association and no district, zone, club, auxiliary club, person or any other third party are entitled to use the same in any manner whatsoever without the express written consent of the Association as evidenced by a written license agreement with National Headquarters, signed and accepted by the Executive Director. (See G.O.B. sec. 2.02 (j))

### REPLICAS OF THE CREST:

Replicas of the crest may be obtained only from Kin Canada National Headquarters and may be reproduced only with written authorization for the use of the districts, zones, clubs and their auxiliary clubs and may not be used for commercial purposes or for any other purpose other than those authorized by the Executive Director or his designate. No change in the form of the crest is permitted.

### ACCEPTABLE USES

- Drop shadows are permitted



## The Kin Canada Crest

### COMPOSITION

The official description of the Kin Canada crest is as follows:

"The crest of the Association shall be composed of a saltire and mascle intertwined, surrounded by thirteen (13) maple leaves, beneath which is a scroll carrying the word "Canada." Across the mascle or square the word "KIN" shall be superimposed."

### RATIONALE

The Saltire is a St. Andrew's Cross which has been the symbol of "service by personal sacrifice" for centuries and is the underlying principle of the Kin organization.

The Mascle, or Square, has been the symbol of uprightness and rectitude of life, also for centuries.

The 13 maple leaves represent Canada's 10 provinces and three territories.



The letters "K" "I" "N" are superimposed over the square and represent:

K – Kinship: the relationship which exists between all, regardless of race, creed or colour.

I – Individual: a reminder of each member's personal obligation.

N – National: we are an all-Canadian organization, from coast to coast. As well, we are reminded that our work can extend beyond our local communities across the country.

## **POSITIVE APPLICATIONS:**

### **Spot Full Colour**

The permitted colour versions of the crest are PANTONE 1788 C 2X or PANTONE 485 C. Except for special print techniques, these are the only colours that may be used to print the crest in colour. The choice between the two colour numbers is given because 'reds' are often difficult to reproduce consistently on different print surfaces such as uncoated and coated stock.

### **Special print techniques**

The crest may be engraved (plaques), blind embossed (invitations), metal foil stamped (envelope seals) or produced in gold on lapel pins.

### **Website colour use**

The correct RGB conversion for 1788 C 2X is Red 239/Green 34/Blue 5

### **Process (CMYK) Colour**

The four-colour process equivalent for PANTONE 1788 C 2X is 87% magenta and 91% yellow.

### **Black**

The crest may be printed in 100% black. For watermark applications, a 10% screen of black is acceptable.

## **PRINT BACKGROUNDS/LIGHT**

The crest may be printed on almost any background colour.

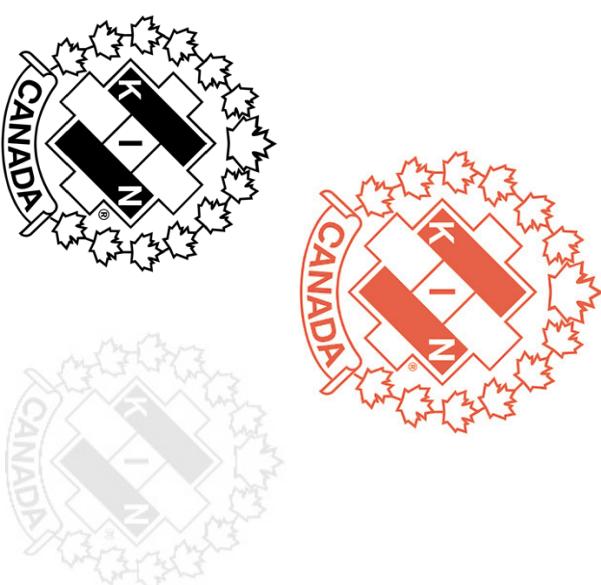
The crest may be printed on any solid colour, screen of colour, textured, illustrative or photographic background that is light enough to provide sufficient contrast for clarity and legibility. No words or images should over lap or merge with the crest.

## **PRINT BACKGROUNDS/DARK**

To produce the crest on a dark background, it should be reversed ('white') out of the background.

The crest may be reversed out of any solid colour, screen of colour, textured, illustrative or photographic background that is dark enough to provide sufficient contrast for clarity and legibility.

**Please Note:** In order to preserve clarity, the EPS versions of the mark may be enlarged or reduced in size, but can only be used in the colours in which they are created (4-colour process and black). The JPEG versions of the mark may not be enlarged, but may be reduced in size. The black JPEG version can be converted to an appropriate spot colour when used in a pagination software like Quark XPress or PageMaker.



# Kin Canada Crest Usage

## KIN CANADA CREST USAGE:

The Kin Canada name and/or crest should be used on all literature and incorporated into documents when an event or activity is external/public. The Kin Canada crest (alone) may also be used on literature and incorporated into documents when an event or activity is external/public and where club recognition will accompany the graphic (see below for example).

## CLUB USAGE

The crest can be combined with a club, district, or zone name providing the text is to the right of the crest or immediately below.



**Kinsmen Club  
of Orangeville**

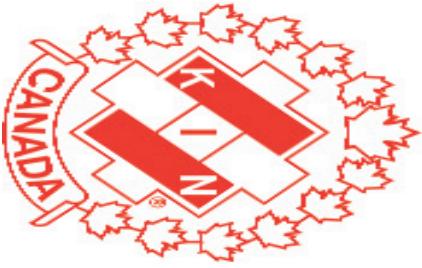
## DISTRICT/ZONE LOGO USAGE:

A district/zone/club logo may be used in place of the Kin Canada crest when:

- The document has been developed by the district/zone/club and relates to the district/zone/club; and
- The document is to be used within the Association only (not to be distributed externally).

## RESTRICTIONS

- Do not stretch or distort the crest in a non-proportionate manner vertically or horizontally (Images A and B)
- Do not rotate, disassemble, or otherwise modify any part of the crest (Image C)
- Do not create an outline version of the crest (Image D)
- Do not create alternate colour options of the crest (Image E)



A



B



C



D



E

## USE OF OLD CRESTS AND NAMES

To be consistent with brand uniformity across the country, clubs are strongly encouraged to discontinue use of the old Association crest (at right) and begin using the current Kin Canada crest as adopted by the Association in August 2003.

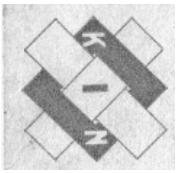
The Kin Canada crest with the ™ should be replaced with the newer version with the ® symbol.

No new usages of the old oval Kinsmen and Kinette logo (any versions) is to be used. Likewise, no new usages of the former Kinsmen crest is to be used.

The old Association names (Kinsmen & Kinette Clubs of Canada or Association of Kin Clubs) should not be used in any circumstances.

KINSMEN  
KINETTE

Kinsmen & Kinette Clubs of Canada  
Les Clubs Kin du Canada



## USE IN RELATION TO OTHER LOGOS/CO-SPONSORS

The crest and/or/logo cannot appear smaller than a comparable level sponsor or advertiser on printed or electronic material.

To ensure the Kin Canada crest and/or/logo has stature and is visible, it must be kept clear of other visual elements such as type and images.

Never reproduce or recreate the crest manually or electronically. Website versions are not acceptable for print use as they are low resolution. Always use the digital artwork available from Kin Canada's Communications Department. For a copy of the approved Association crest and license agreement, please contact Michelle Rickard at Kin Canada Headquarters [mrickard@kincanada.ca](mailto:mrickard@kincanada.ca) or (800) 742-5546 ext. 205.

## Trademarked Phrases and Taglines

Certain phrases often used by Kin Canada that may be introduced from time to time are trademarked and should carry the trademark symbol whenever they are used. The symbol should appear in superscript at the end of the phrase in the appropriate language.

- Serving the Community's Greatest Need™
- Grow. Learn. Make Friends. Have Fun™
- Milk-for-Britain™

## National Partner Logos

Kin Canada's national partners also have standards for the use of their respective logos and you must obtain permission from their offices. For additional information about the use of partner logos, please contact: Communications Coordinator at tel: (800) 742-5546 ext. 205.

- General Paint
- Shop and Support™
- Canadian Cystic Fibrosis Foundation
- Karbon

**It is the responsibility of all members, employees, volunteers, partners and sponsors of Kin Canada to follow the Kin Canada Graphic Standards.**