ELIMINATE
maternal/neonatal tetanus

STYLE GUIDE
Why read this style guide?

This style guide is a must-read for anyone who communicates about The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus. Whether you’re a district coordinator for The Eliminate Project, a Kiwanis club president, a Key Club or CKI board member—or anyone who helps spread the word—this guide will help you improve your work as a marketer, fundraiser and campaign volunteer.

Please note that the guide provides guidelines for The Eliminate Project logo as well as tools and references to help you write and speak about The Eliminate Project. In many cases, you’ll be able to lift the provided copy for your own purposes.

Thank you for your dedication to The Eliminate Project and your careful stewardship of the UNICEF and Kiwanis brands.
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If you’re on a panel or being interviewed about The Eliminate Project, take a look at these messages and bring them along as reference.

**About The Eliminate Project**

- The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus is a global campaign that will save or protect millions of mothers and newborns.
- The Eliminate Project is a partnership between Kiwanis International and UNICEF.
- Tetanus can infect newborns, spreading quickly, causing excruciating pain and killing within days. It’s a terrible disease, preventing even the comfort of a mother’s touch—but it’s highly preventable.
- MNT is easily prevented by giving women of childbearing age a series of three vaccine doses, which cost roughly US$1.80. This cost includes the vaccinations, syringes, safe storage, transportation and more.
- Kiwanis International will raise US$110 million by 2015, which will make Kiwanis the world’s largest single donor to MNT elimination efforts.
  - Using the US$1.80 average, this US$110 million will ultimately protect at least 61 million women and their future babies.
  - The Eliminate Project will also create a path for additional services, such as health education, clean water, nutrition and other vaccines.
- Kiwanis has chosen to focus where the needs are greatest and populations least served. In fact, Kiwanis is tackling the hardest leg of a difficult journey—MNT is nearing elimination, but UNICEF and the people it serves sorely need a champion to complete the work.
  - By choosing to serve the poorest of the poor, Kiwanis is sending a loud message—that these women matter, they deserve to give birth to healthy babies, and their babies deserve to achieve their full human potential.

**About maternal and neonatal tetanus**

- One newborn dies every nine minutes from tetanus. That is about 160 newborns each day.
- MNT results when tetanus spores, which are present in soil everywhere, enter the bloodstream. It is mainly caused by a lack of access to sanitary birthing conditions, unclean instruments used to cut the umbilical cord and unclean post-partum cord care.
- Once the disease is contracted, the fatality rate can be as high as 100 percent in underserved areas.
- Most mothers and newborns who die of tetanus live in areas of Africa, South Asia and East Asia, where many women are poor, have little access to health care, have limited information about safe delivery procedures and continue harmful cord care practices.
- If a woman is properly vaccinated against tetanus, she will have immunity through most of her childbearing years.
- Babies born to mothers who have been vaccinated will be protected through the first several months of life.
- When women are vaccinated for tetanus and learn about maternal health, they become empowered to take control of their well-being and that of their newborns.
About Kiwanis’ partnership with UNICEF

- Funds raised through The Eliminate Project support UNICEF and its partners, which have already eliminated MNT in more than 20 countries. More than 30 countries remain at risk, and more than 100 million women need to be vaccinated.
  - Between 1999 and 2010, nearly 100 million women were protected against tetanus in some of the most remote places on Earth, and the lives of thousands were saved each year.
- Kiwanis and UNICEF have a proven history of joining forces to deliver results for children around the world. In 1994, Kiwanis initiated its groundbreaking iodine deficiency disorders campaign in partnership with UNICEF.
  - Kiwanis raised and leveraged nearly US$105 million to prevent IDD.
  - That historic undertaking helped increase the world’s access to iodized salt from less than 20 percent to more than 70 percent in just one decade. Iodine supplementation is the most effective means of preventing mental and developmental disabilities from iodine deficiency.
- Teaming up once again, Kiwanis and UNICEF are natural champions for The Eliminate Project.
- Kiwanis’ global volunteer network and strength in reaching communities and leaders, along with UNICEF’s field staff, technical expertise and unbeatable supply chain, will help eliminate MNT—a cruel, centuries-old disease—and pave the way for other interventions.

About global MNT elimination efforts

- The MNT Elimination Initiative is an international private-public partnership that includes national governments, UNICEF, WHO, UNFPA, GAVI, USAID/Immunization Basics, CDC, UNICEF National Committees, the Government of Japan, Save the Children, PATH, RMHC, The Bill & Melinda Gates Foundation, Kiwanis International and Pampers—a division of Procter & Gamble, and BD.

About Kiwanis International

- Kiwanis International is a global organization of nearly 600,000 members dedicated to serving the children of the world.
- Kiwanis and its family of clubs—including Circle K International for university students, Key Club for students age 14–18, Builders Club for students age 11–14, Kiwanis Kids for students age 6–12 and Aktion Club for adults living with disabilities—annually raise more than US$107 million and dedicate more than 18 million volunteer hours to strengthen communities and serve children.
- Service is at the heart of every Kiwanis club, no matter where in the world it’s located.

About UNICEF

- Working in 190 countries and territories, UNICEF helps children survive and thrive, from early childhood through adolescence.
- The world’s largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation and AIDS.
COPY STYLE

Use these guidelines for written materials in English. For materials in other languages, the word “Eliminate” should not be translated, with the exception of Japanese and Spanish. Capitalization also varies depending on the language. For general style references, Kiwanis International follows The Associated Press (AP) Stylebook, 45th edition (2010). Some Kiwanis-specific exceptions are detailed in the Kiwanis International style guide for the written word (available at www.KiwanisOne.org/standards).

Address
The Eliminate Project: Campaign Office
Kiwanis International Foundation
3636 Woodview Trace
Indianapolis, IN 46268 USA

Campaign
Never refer to the campaign as “The Eliminate Campaign.” On first reference, refer to it as The Eliminate Project’s fundraising campaign. On second reference, refer to it as: fundraising campaign or campaign (lowercase “f” and “c”).

Committee
International Committee on The Eliminate Project’s fundraising campaign

Comprehensive Method or the K-Way of fundraising
The combination of fundraising techniques that clubs can use to raise funds. These techniques include gifts from individual members, funds raised from club events, gifts from the club treasury, gifts from club foundations and gifts from local businesses or foundations.

Donations
When referring to donations, include this copy:
Please make checks payable to the Kiwanis International Foundation. Write “The Eliminate Project” in your check's memo line.

Doses
A woman is protected against tetanus when she receives a properly-spaced series of three doses of tetanus toxoid vaccine. Please refer to a “series of three doses” and not a “set of three doses.”

Eliminate Project, The
Refer to the project as “The Eliminate Project.” Never use the word “Eliminate” without “The” in front of it and “Project” after it. Do not type the word “Eliminate” in all caps (ELIMINATE).

No one, other than Kiwanis International, has the authority to change the name of the project in any country.

On first reference: For audiences unfamiliar with The Eliminate Project (including general Kiwanis-family audiences), refer to it as “The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus.” When brevity is more convenient, you may communicate the purpose of The Eliminate Project (eliminating maternal and neonatal tetanus) separately from its title. For example:

The Eliminate Project
Every nine minutes, a baby dies from tetanus. The Kiwanis family is working with UNICEF to eliminate maternal and neonatal tetanus from the face of the Earth. How? By raising US$110 million by 2015. You and your club can help save or protect millions of women and babies. Learn more at www.TheEliminateProject.org.

For audiences already familiar with the project (such as campaign coordinators or readers of The Eliminate Project newsletter), you need only use “The Eliminate Project” on first reference.

For all audiences, “The Eliminate Project” is acceptable for all references after the first one.
**Elimination**
The term “elimination” must be used in discussing the goal of the project, as it is a medical term. Tetanus is a naturally-occurring spore present in the Earth’s soil. It can never be eradicated and can only be eliminated.

Elimination is achieved when there is less than one case of neonatal tetanus per 1,000 live births in every district of a country.

**Eradication**
This term means extermination of an infectious agent so that no further cases of the related disease can occur. For the reason cited under “Elimination,” tetanus can never be eradicated. Please do not use this term when discussing The Eliminate Project.

**Fundraising campaign office**
The Eliminate Project: Campaign Office

**Global Campaign for Children**
Kiwanis International’s ongoing campaign for children, which includes The Eliminate Project

**Immunization**
Immunization is the process; vaccine is the liquid

**Lead Gift**
A gift or pledge of US$100,000 or more

**Major Gift**
A gift or pledge of US$25,000 to US$99,999

**Model Club**
A club that commits to give a US$750 per-member average or greater. Model Clubs have up to five years to fulfill their commitment.

**Titles**
- Campaign chairman
  - Randolph L. DeLay, campaign chairman for The Eliminate Project
  - The Eliminate Project Campaign Chairman Randolph L. DeLay
- Campaign club coordinator or Club coordinator
- Campaign division coordinator or Division coordinator
- Campaign multi-division coordinator or Multi-division coordinator
- Campaign region coordinator or Region coordinator
CREATIVE COPY

Use the guidelines and text samples below as tools to help you create brochures, websites and other creative materials for your club or district.

Tone
The Eliminate Project is:
• Positive and hopeful
• Empowering for Kiwanians
• Subtly urgent
• Inspiring—part of a grand alliance
• Determined but not pushy
• “We have a solution—we can solve this problem.”

Voice
The voice should reflect the spirit of the campaign itself—serious in intent, yet accessible to people of all ages, nationalities, income levels, medical/technical knowledge, etc. Conversational but not “jokey.” Comprehensible on a technical level but not condescending. Urgent when appropriate, but not panicked. Think of an intelligent adult who wants to impart passion and knowledge to a friend or peer (or an engaged, respected youth when relevant).

Copy samples
Feel free to copy and paste these copy samples into your club’s or district’s creative materials.

Headlines
Could be used on brochures, T-shirts or other materials.
• Protect the connection
• Save a baby’s life
• Change the world
• Take out tetanus

Paragraphs
Protect the connection
Every nine minutes, a newborn baby dies from tetanus. It is excruciating, and a mother can only watch. The baby’s sensitivity to light, sound and contact prevents even the comfort of her touch. You can help protect that connection. The worldwide Kiwanis family is joining forces with UNICEF for The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus. It’s time to do your part.

Our goal
To eliminate MNT, more than 100 million women must be immunized to protect them and their future babies. This comes at a cost of roughly US$240 million. Millions of dollars have already been committed. But a US$110 million funding gap remains. With The Eliminate Project, our goal is to fill this gap by raising US$110 million by 2015. In fact, Kiwanis will become the world’s largest single donor in the effort to eliminate MNT.
Our work will make a profound and historic impact. On average, US$1.80 can protect a woman and her future newborns from this horrific disease. Using this average, we will save or protect more than 61 million women and their future babies. We’ll also pave the way for other improvements to maternal and infant health. After all, there are times when something as simple as a mother’s touch requires a group effort. The worldwide Kiwanis family has the power to protect that connection.

**Kiwanis and UNICEF**

The Eliminate Project is the Kiwanis family’s biggest campaign for children yet. But it’s not our first. And we’re not alone. In 1994, Kiwanis joined UNICEF and partners for Kiwanis’ first worldwide service project to virtually eliminate iodine deficiency disorder, the world’s leading cause of preventable mental disability. Kiwanis-family members raised and leveraged nearly US$100 million. The effort spared millions of children the pain of disability and continues to make an impact in more than 103 countries. Thanks to The Eliminate Project, we’re doing it again. Together, Kiwanis and UNICEF continue to make the world a better place for children.

The Eliminate Project combines Kiwanis’ global volunteer network and strength in reaching communities and leaders with UNICEF’s expertise, global field staff and unbeatable supply chain. This dynamic partnership will not only eliminate MNT—it will pave the way for other health interventions in some of the world’s most underserved communities.

**Global impact**

- This is a pivotal time to join the fight. UNICEF has been working for years to combat MNT, and the organization’s progress has put historic change within reach. MNT is on the brink of elimination. Now it’s time for the final push—to eliminate MNT from the face of the Earth. It is the hardest leg of a difficult journey, and a committed champion like Kiwanis is needed to complete the work.
- Get involved. Inspire others. Make a donation. For you and your club, this is a chance to save or protect millions of lives—and to be at the forefront of a monumental global effort. This is our chance to make history.
- Help Kiwanis send a loud and important message—that these women matter, that they deserve to give birth to healthy babies and that their babies deserve to achieve their full human potential.

**Family connection**

**Literal families:**

We can save or protect millions of women and their babies. We can keep families whole. Thanks to The Eliminate Project, we can change the world.

**Kiwanis family:**

- By coming together, the worldwide Kiwanis family has the power to keep millions of newborns safe from a deadly disease—and in the comfort of their mothers’ arms. We have the power to put tetanus where it belongs: in medical history books.
- Protecting millions of newborns’ lives—and millions of mothers from broken hearts—depends on the day-to-day commitment of every member of the Kiwanis family. That’s all 600,000 of us, in every district and club.

**Kiwanis pride**

Who better than the Kiwanis family to make an impact that’s measurable and lasting? We have an honored name and a nearly 100-year history. We have a spirit of service and generosity that thrives throughout our worldwide membership. We have an opportunity to make history.
The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus

The Eliminate Project is Kiwanis International’s Global Campaign for Children in partnership with UNICEF. The campaign will raise US$110 million to eliminate maternal and neonatal tetanus from the face of the Earth. Learn more about The Eliminate Project at www.TheEliminateProject.org.
The Eliminate Project is a global partnership between Kiwanis International and UNICEF. The Eliminate Project logo includes the word “ELIMINATE” and the disease name: “maternal and neonatal tetanus.” These two parts can NEVER be used separately or be altered in the logo.

Kiwanis and UNICEF are the campaign partners in this project, which is part of a global effort to eliminate MNT. The above format is the completed appearance we suggest when applying the logo.

The logos of the campaign partners—Kiwanis and UNICEF—do not necessarily have to be placed under The Eliminate Project logo, but they are required to be present on the same material or medium when The Eliminate Project logo is applied. Please see page 14 for logo variation options.
To maintain a consistent look and identity, do not stretch or compress the logos in any way. It is essential that the logos remain in proportion. Always include the logos of the campaign partners—Kiwanis and UNICEF—on the same material. See page 14 for logo variation options. The logo may not be used without the campaign partners’ (Kiwanis and UNICEF) logos.

**CLEAR SPACE**

Clear space maintains the logo’s integrity by keeping it separate from all other elements on the page. The clear space is measured by 1/2 of the height of the “E” in “ELIMINATE.” Do not allow any distracting graphical elements, such as copy, photography, illustration or another organization’s logo to clutter up the clear space.

**MINIMUM SIZE**

The following minimum size applies to The Eliminate Project logo with or without the campaign partners’ logos.

- minimum print size: at least 1.75” width
- minimum web size: at least 150 pixels width
The primary colors of The Eliminate Project logo are blue and cyan. The blue is Kiwanis International’s corporate color. The cyan color is UNICEF’s logo color.

These two colors represent Kiwanis International and UNICEF working together with confidence and optimism to eliminate maternal and neonatal tetanus throughout the world.

The color values (CMYK/PANTONE/RGB/HEX) must always follow the numbers indicated in the guidelines. These two colors are also the primary colors to use when designing communications materials.

**Kiwanis blue**
- **Print Pantone:** PMS 295
- **Print CMYK:**
  - C 100
  - M 70
  - Y 0
  - K 40
- **Screen RGB:**
  - R 0
  - G 47
  - B 95
- **Web-safe color (HEX):** 003366

**UNICEF cyan**
- **Print Pantone:** Process cyan
- **Print CMYK:**
  - C 100
  - M 0
  - Y 0
  - K 0
- **Screen RGB:**
  - R 0
  - G 47
  - B 255
- **Web-safe color (HEX):** 003366
LOGO VARIATIONS

Color principles

1. Consistently using Kiwanis blue and UNICEF cyan in logo variations enhances the identity’s impression.
2. Exceptions might apply to some promotional items.

To maintain visibility and avoid identity-color confusion, only the following logo variations are allowed. Please apply the rules specified for each variation.

All of these versions are available for download at www.TheEliminateProject.org/logos.

Color versions

TWO COLORS: Kiwanis Blue+UNICEF Cyan

Rules for the color versions

1. Please follow the color values indicated in these guidelines.
2. Please keep appropriate clear space around the logo and the campaign partners’ logos. (See page 12.)
3. Choose the best way to maintain the visibility of the logo. The two-color version can only be placed on a white background. When using this color logo on top of other colors, textures or photographic backgrounds, the white background must be framed by appropriate clear space. Or use the white reverse logo instead. Please see the examples below.
4. Use the one-color version when the two-color version won’t work in the piece you’re creating.

Examples

ONE COLOR: Kiwanis Blue

ONE COLOR: UNICEF Cyan
Rules for the grayscale version
1. The gray color is 50% black.
2. Please keep the appropriate clear space around the logo and the campaign partners’ logos.
3. The grayscale version should only be placed on a white background and only be used when necessary (e.g., newspaper or black-and-white printing).

Rules for the black-and-white version
1. When neither the color nor the grayscale version is applicable, you may use the black-and-white version instead.
2. Please keep appropriate clear space around the logo and the campaign partners’ logos. (See page 12.)
3. This version should only be placed on a white background.

Rules for the white reverse version
1. Please keep appropriate clear space around the logo and the campaign partners’ logos. (See page 12.)
2. When using this version, please use it over black, dark blue, cyan or a photographic background.

Rules for the grayscale reverse version
1. The gray color is 50% black.
2. Please keep appropriate clear space around the logo and the campaign partners’ logos. (See page 12.)
3. The grayscale reverse version should only be placed on a black background and used only when necessary (e.g., when printing on a black background).
Format principles

The stacked version of The Eliminate Project logo with the campaign partners’ logos is the suggested format for most usages. However, due to the requirements of some media, other formats are also acceptable with appropriate surrounding clear space.

Horizontal usage example

Vertical usage examples

Separate usage example

Space from logo should be at least 2 times the height of the “E” in “Eliminate”

Space from logo should be at least 1/2 the height of the “E” in “Eliminate”
Since The Eliminate Project will be coordinated and executed by more than one organization, it is important to consider an appropriate hierarchy and relationship between the partners when designing The Eliminate Project’s communications materials.

**Campaign partners**

*Kiwanis International and UNICEF are the campaign partners in The Eliminate Project.* When The Eliminate Project logo is used, the campaign partners’ logos should also be present with recognizable sizes and appropriate clear space. They do not always have to be placed under The Eliminate Project logo.

**Supporting partners**

Kiwanis-family brands (e.g., Key Club and CKI) are considered supporting partners when co-branding with The Eliminate Project. In The Eliminate Project’s communications materials, the supporting partners’ presence should not overpower the campaign partners’ presence. Except for supporting Kiwanis-family brands, please contact Kiwanis International Foundation headquarters before using any other brand in conjunction with The Eliminate Project brand.

**Campaign partners**

[Logo: Kiwanis International and UNICEF]

**Supporting Kiwanis-family brands**

[Logo: Kiwanis International Foundation, CKI, Key Club, Kiwanis Builders Club, Kiwanis K-Kids Club, Kiwanis Aktion Club]
**CO-BRANDING**

**Rules**

1. The supporting partners’ logos should not overpower the campaign partners’ logos.
2. Appropriate clear space should always be maintained.
3. The words “supports” or “supported by” should be used to help explain the relationship.
4. When multiple secondary partners’ logos are placed, separating bars are preferred but may not always be possible.
5. When representing supporting partners’ logos, black-and-white or grayscale versions are preferred to reduce the visual clutter, especially when representing multiple supporting partners’ logos.

**Example 1**

![Example 1](image1)

**Example 2**

![Example 2](image2)

**Example 3**

![Example 3](image3)

**Example 4**

![Example 4](image4)

When using The Eliminate Project logo on your organization’s communications materials, please use the stacked version with the campaign partners’ logos.
Wrong usage

The following are some examples of misusing The Eliminate Project logo and the campaign partners’ logos. If you have any concerns or questions about logo usage, please contact TheEliminateProject@kiwanis.org. The branding team will be happy to assist you.

Do not stretch the logo.

Do not change logo colors.

Supporting logo should be separated from campaign logo by at least as much clear space as the campaign partners’ logos.

Do not compress the logo.

Do not leave insufficient clear space around the logo.

Secondary logo should not be placed between The Eliminate Project logo and the campaign partners’ logos.

Colors of primary partner logos cannot be changed.

Do not rotate the logo.
TYPOGRAPHY

Typeface

Typography is an integral part of the visual identity. It is important to follow the typesetting specifications in the guidelines. This will help create a strong, unified brand with consistent communication. The primary typeface for The Eliminate Project is Univers. The secondary typeface is Palatino. Univers is a san-serif font providing a clean and modern look. Palatino is a serif font providing a classic and elegant feeling. Univers should be used in most print communication materials. We suggest using Univers Bold for headlines and Univers Roman or Light for body copy in printed collateral. Sometimes, Palatino can be used for subheadlines or a large amount of body copy to enhance the hierarchy or legibility. The general principle for The Eliminate Project typography is to consider both balance and contrast in all design.

PRIMARY TYPEFACE

Univers is not available on all systems. Verdana may be used as a substitute.

**UNIVERS 75 BLACK**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,:;!@#$%&!?

**UNIVERS 65 BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,:;!@#$%&!?

**UNIVERS 55 ROMAN**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,:;!@#$%&!?

**UNIVERS 45 LIGHT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,:;!@#$%&!?

SECONDARY TYPEFACE

**PALATINO BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,:;!@#$%&!?

**PALATINO REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,:;!@#$%&!?
Substitute digital media typeface

When the primary typeface is not available for use (such as HTML, Word®, PowerPoint® or some Web-based applications), Verdana can be used as a substitute. Verdana should never be used in place of the primary or secondary typefaces when those are available. All printed communications should use the primary typeface.

VERDANA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,:;!@#$%&!?  

VERDANA REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,:;!@#$%&!?  

Examples

PROTECT THE CONNECTION

Every nine minutes, a newborn baby dies from tetanus. It is excruciating, and a mother can only watch. The baby’s sensitivity to light, sound and contact prevents even the comfort of her touch. You can help protect that connection. The worldwide Kiwanis family is joining forces with UNICEF for The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus. It’s time to do your part.

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PHOTOGRAPHY

Guidelines

Whatever you’re creating to support The Eliminate Project, great photography will help you inspire and engage your audience. Always choose photos that will convey Kiwanis’ caring spirit and optimism. Be sure to choose photos that reflect diversity—in both gender and ethnicity.

Photos for The Eliminate Project fall into three main categories:

1. **To educate and inspire**
   Touching moments between mothers and babies in countries with maternal and neonatal tetanus.
   FIND IT: Download photos you can use in your materials at www.TheEliminateProject.org/photos.
   A photo credit will be embedded in each photo.

2. **To engage**
   Photos of Kiwanis-family members involved with The Eliminate Project at fundraisers and other activities.
   FIND IT: Recruit a talented photographer to take photos at your events. Prepare a plan and a shot list for the photographer. File the photos you collect, and develop a plan to use them in your promotional efforts.

3. **To recognize**
   Photos of Kiwanis-family members receiving recognition for their efforts, such as Walter Zeller Fellowship and Model Club recognition ceremonies.
   FIND IT: Recruit a good photographer to take pictures at your recognition ceremonies. Post photos on your website and in other media and print materials. Keep photos on file to promote future recognition opportunities.

Find photos at www.TheEliminateProject.org/photos.
Here are examples of photos you can use to inspire, engage and recognize. Find photos at www.TheEliminateProject.org/photos. Please include the photo credits listed when using these photos.
Design guidelines

Please visit www.TheEliminateProject.org for guidance on merchandise featuring The Eliminate Project brand and logo. The following are examples of merchandise produced by Kiwanis International Headquarters.

Sample t-shirt for a walk fundraiser

Sample t-shirt for a dance-a-thon
Design guidelines

When designing printed materials for The Eliminate Project, use Kiwanis blue and UNICEF cyan as the primary colors and follow the photography guidelines. Keep the design simple and clean. Always use the correct version of the logo according to the style guidelines.
The Eliminate Project is a monumental effort to protect one of the most intimate bonds on Earth. With your help, we can protect millions of lives ... and save the crucial connection between mother and child.