

THE BRAND BOOK

Updated January 2023





We are an
organization
of **strong**
and **bold**
individuals who
collectively
work together
to **uplift others.**

TABLE OF CONTENTS

Introduction	3
History	4
Mission	5
Core Values	6
Key Messages	7
Civitan Seal	9
Logo Variations.....	10
Improper Logo Usage.....	11
Colors.....	12
Fonts.....	13
Brand Elements.....	14
Club Logos	15
Affiliate Logos	16
CIRC.....	17
Impact Areas.....	18
Impact Area Branding.....	19

INTRODUCTION

Civitan has a long-standing history of being Champions of Service. We were founded out of a desire to support our local communities on a level that meant more than just personal networking. We've since evolved into an international community of doers; individuals who are bound together with a common passion to follow The Golden Rule.

Whether we are in the Great Lakes of Michigan, the rivers of Alabama or the mountains of South Korea, it is important that our organization is represented in the same light. In all corners of the world, wherever there is a Civitan club, we must work together to ensure Civitan is presented under a cohesive brand. The following pages will help guide our organization as we grow to maintain the strong brand recognition we have built over the past 100 years.

HISTORY

For more than a century, good citizens around the world have worked in tireless service to impact the lives of those in need. They call themselves Civitans.

Beginning with one local club in 1917, a group of business leaders in Birmingham, Alabama, formed a global organization based on the empowering message of fellowship, knowledge and service to others. Within a decade of that first meeting, more than 100 Civitan clubs were born.

Throughout history, Civitans have demonstrated courage to stand up and lead by example. In the 1940s, Civitan was the first service organization to integrate in the South – marking one of many organizational milestones. In 1974, Civitan again made history as the first major service club in America to admit women to full membership. Several years later Polly Mooney was elected to serve as International President for the 1990-1991 term, marking her the first female leader of a major service organization.

From adopting Intellectual and Developmental Disabilities as a primary focus in 1956 to sponsoring a cutting-edge research center – the Civitan International Research Center – in 1989, Civitan has served its communities across the globe for over 100 years. Learn more about Civitan's rich history [here](#).





Our vision is to be a global community where people of all abilities and talents make the world a better place.

MISSION

The worldwide mission of Civitan International is to build good citizenship through the collective efforts of local clubs dedicated to serving individual and community needs, with an emphasis on helping people with developmental disabilities.



CORE VALUES

The values that make the heart of a Civitan amplify the tenets we've held dear since our founding: knowledge, fellowship and service.

- **Service** – Selflessly serving individuals in our communities.
- **Inclusion** – Giving everyone a seat at the table.
- **Respect** – Treating all people with the dignity and respect they deserve.
- **Fellowship** – Providing a place of belonging and kinship to neighbors and strangers alike.
- **Courage** – Having the confidence and conviction to stand up for what we believe in.
- **Leadership** – Embracing our knowledge to step up and lead within our communities.

KEY MESSAGES

Civitan changes lives.

Civitan is the only service organization dedicated to serving people with intellectual and developmental disabilities, and through the Civitan International Research Center, we are expanding knowledge, providing training and developing treatments for autism, Rett syndrome, Down syndrome and many more brain-related disorders.

Civitans are Champions of Service.

Civitan offers people of all ages the opportunity to selflessly serve their communities and make the world a better place. Whether building wheelchair ramps, developing inclusive playgrounds or fundraising for the Civitan International Research Center, we are a hands-on organization ready to roll up our sleeves to positively impact individuals in our communities.

Civitan spans the globe.

Since the beginning, Civitans have united under a universal mission rooted in service. Spanning more than 20 nations in North America, Africa, Europe, Asia and the Pacific Islands, Civitan is truly a global organization dedicated to serving others.



BRANDING ASSETS



CIVITAN SEAL

Our logo, the Civitan seal, is a visual representation of the foundation set by our founders and our growing legacy. It represents the work we do within our communities and globally through the Civitan International Research Center.

The Civitan seal is the most used Civitan logo. The seal should always be used in an upright position, with one scalloped edge in the 12 o'clock position. The seal can be used alone on any of your club's marketing materials as it is the most recognizable.



LOGO VARIATIONS

Civitan has several logo variations available for use, depending on where it will be placed. Using the correct variation of the Civitan logo is important to help build recognition and trust within your community. Over time, people will be able to take one look at the Civitan logo and recognize your club as a beloved community partner.



Full Color Horizontal



Full Color Seal



One Color Seal



White Horizontal



White Seal

IMPROPER LOGO USAGE

Any alteration of the Civitan logo is not consistent with the Civitan brand, affecting the brand's presence and credibility. Please do not alter the logo in any way and always scale proportionally, so the logo's integrity remains intact.



Do not change the color of the logo



Do not place the logo on a busy background



Do not place the logo on a high contrast or vibrant color background



Do not add gradients, drop shadows or unnecessary effects



Do not skew, rotate, warp, bend or distort the logo in any way

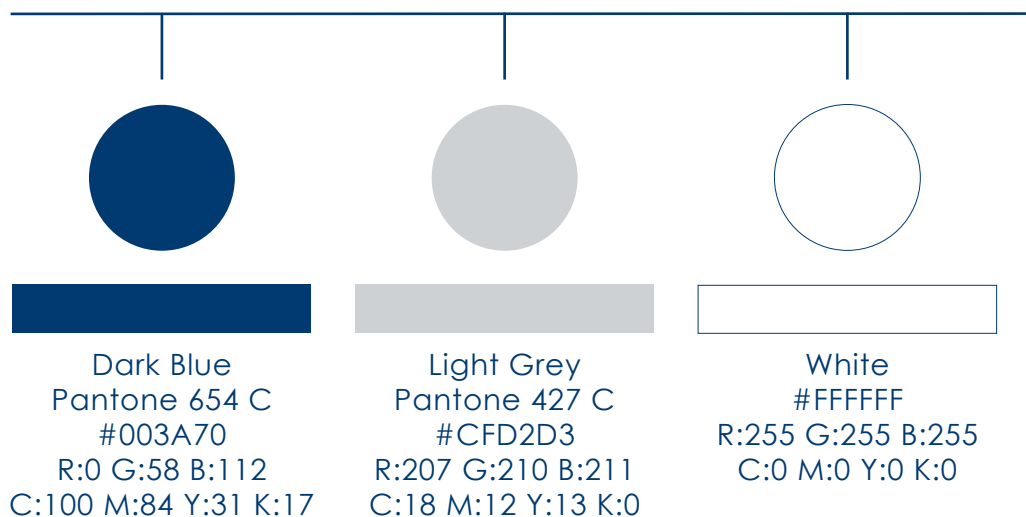


Do not fade the logo or add transparencies

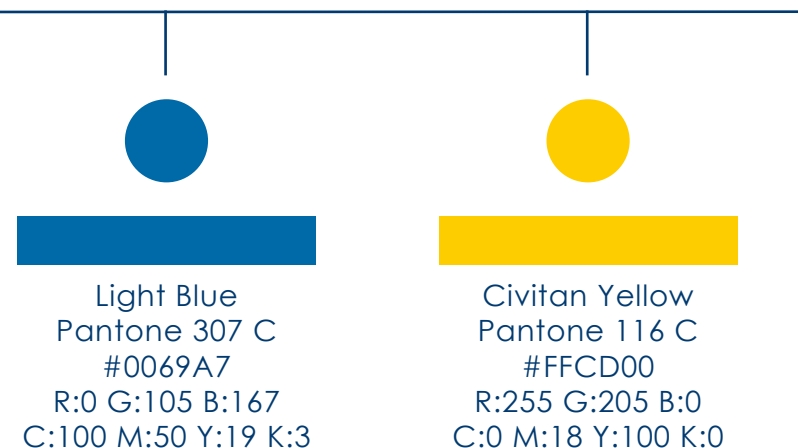
COLORS

Civitan International has five official colors - three primary and two accents. To keep the Civitan brand consistent, accent colors should be used sparingly only to complement primary colors. The hex code and RGB colors are best used for digital items, while CMYK is best for printed items. However, use the official Pantone color first wherever possible.

PRIMARY COLORS



ACCENT COLORS



FONTS

Civitan International has adopted the following fonts to maintain a consistent look when putting together presentations, brochures or other branded assets.

Century Gothic

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1234567890 !@#\$%^&*() []{}-=_+ | \ ; ' , " < > ? /

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1234567890 !@#\$%^&*() []{}-=_+ | \ ; ' , " < > ? /

Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1234567890 !@#\$%^&*() []{}-=_+ | \ ; ' , " < > ? /

Palatino Linotype

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1234567890 !@#\$%^&*() []{}-=_+ | \ ; ' , " < > ? /

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1234567890 !@#\$%^&*() []{}-=_+ | \ ; ' , " < > ? /

Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1234567890 !@#\$%^&*() []{}-=_+ | \ ; ' , " < > ? /

TYPOGRAPHY EXAMPLE

MAIN HEADING

Century Gothic Bold | All Caps | Size 18

Subtitle

Century Gothic Italic | Sentence Case | Size 16

SUBHEADER

Century Gothic Regular | All Caps | Size 14

This is an example of paragraph or body text where more details are needed.

Palatino Linotype | Sentence Case | Size 12

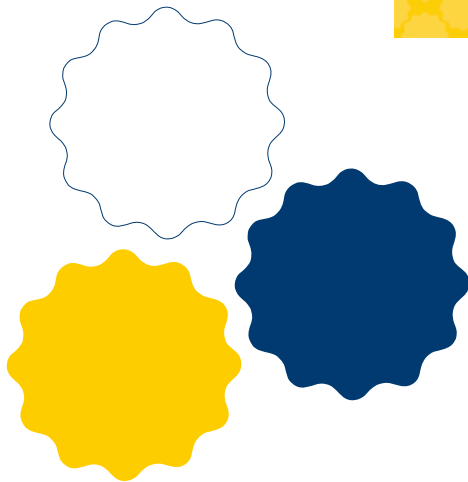
BRAND ELEMENTS

Civitan International has special brand elements you can use in creative materials. The below patterns and gears are available for download; however, like the Civitan logos, they should never be altered, stretched or skewed. See below examples of how to bring the brand elements to life in your designs.

Dark Blue Pattern



Yellow Pattern



Individual Gears
(available in white,
dark blue and yellow)

Examples



CLUB LOGOS

Just like the Civitan International logos, we are excited to provide you with custom logos to represent your local Civitan club. [Click here](#) to fill out the logo request form and please allow at least 14 business days to receive your logos. Turnaround times may vary depending on request volume.



Full Color Horizontal



Full Color Seal



One Color Seal



White Horizontal



White Seal

AFFILIATE LOGOS

Civitan's are champions of service and offer people of all ages the opportunity to selflessly serve their communities, including students. Like our local clubs, Junior Civitan and Campus Civitan provide opportunities for personal growth, leadership training and organizational experience. Students are able to make a difference in the lives of others, serving alongside like-minded individuals in their communities.



JUNIOR CIVITAN
INTERNATIONAL

Junior Civitan is Civitan's longest standing program and brings together thousands of middle and high school students across the globe in the name of service. Our local Junior Civitan clubs participate in service projects and have an incredible opportunity to grow in their leadership skills by holding officer positions at the club, district or international level.



Campus Civitan is our collegiate branch built on the pillars of knowledge, service and fellowship. Just like Junior Civitan, Campus Civitan provides students with the opportunity to develop leadership skills, make new friends and be a strong force of good in their community.

CIRC

Civitan's flagship project, the Civitan International Research Center (CIRC) located at The University of Alabama at Birmingham, is making strides in life-changing research for people affected by IDD. Focused on the development of the mind-brain, CIRC aims to expand knowledge, provide training and develop services and programs specific to IDD.

Over the last 10 years, The Civitan Sparks clinics have seen **more than 25,000 patients**, improving the lives of both children with IDD and their families, all while training the next generation of neurodevelopmental clinicians.

Civitan has fulfilled its initial **\$20 million commitment**, allowing **more than 130 scientists** to conduct research, therapy and treatment under the CIRC banner. Today, CIRC has become one of the world's leading clinics for Rett Syndrome and was named a Clinical Research Center of Excellence in 2016. With Civitan's continued fundraising support, so much more is possible to improve the lives of individuals with IDD.



IMPACT AREAS

Civitan International's four Impact Areas demonstrate how we live out our mission statement in our local communities. They help our clubs and members focus their efforts on improving the lives of individuals with intellectual and developmental disabilities, advocating for change, and spreading the good work of Civitan throughout the world.



EDUCATION & EMPLOYMENT

Advocate for people with IDD to reach their fullest potential through the classroom, job experiences and continued learning.



HEALTH & WELLNESS

Create avenues for those with IDD to focus on their physical, emotional and mental health while financially supporting integral research to discover better therapies and treatments.



FAMILY & COMMUNITY SUPPORT

Stand behind those who love people with IDD and the agencies that support them, so opportunities can be realized.



ACCESSIBLE & INCLUSIVE COMMUNITIES

Make the world open and welcoming to those with intellectual and developmental disabilities, both seen and unseen.

IMPACT AREA BRANDING

Our impact areas are so important to our organization that they have their own logos and colors. The impact area colors complement one another and should only be used together with Civitan's dark blue.

IMPACT AREA LOGOS

Horizontal Impact Area



Vertical Impact Area



IMPACT AREA COLORS



Blue
Pantone 299 C
#00A0DF
R:0 G:160 B:223
C:81 M:18 Y:0 K:0



Green
Pantone 7489 C
#71A850
R:113 G:168 B:80
C:62 M:14 Y:91 K:1



Purple
Pantone 7648 C
#9D1D64
R:157 G:29 B:100
C:37 M:100 Y:34 K:9



Yellow
Pantone Yellow C
#FFDD00
R:255 G:221 B:0
C:3 M:9 Y:100 K:0

THE BRAND BOOK

Updated January 2023



Civitan International

P.O. Box 382857
Birmingham, AL 35238

Phone: 205.591.8910
Toll Free: 800.CIVITAN

Email: civitan@civitan.org

civitan.org