



**Knights of
Columbus®**

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Knights of Columbus Brand Visual Assets Guide for State Officers

WHAT AND WHY

The Knights of Columbus Supreme Council has registered its name and emblem, the Fourth Degree Emblem, and various other wordmarks and logos as trademarks in the various countries in which the Order operates. These “marks” constitute a significant part of the Knights of Columbus brand..

Protecting this valuable brand and the good name of the Knights of Columbus is one of the most important responsibilities of any Knights of Columbus officer and especially the state deputy. Proper use of the Order's registered trademarks is critical in protecting the Knights of Columbus brand, particularly from bad actors that attempt to use those marks to denigrate our Order or profit at its expense.

Councils and assemblies (never home corporations) have permission from the Supreme Council to use the licensed marks for “Ordinary Fraternal Use,” which is described in detail on the Officers Desk Reference. “Ordinary Fraternal Use” pertains to the *use* of the marks, not to the source of products bearing the marks. Accordingly, **all members, councils and assemblies are expected to use authorized vendors.** By using these vendors, we ensure that Knights of Columbus-branded merchandise is of good quality and designed correctly, thus enhancing the strength and prestige of the brand. This practice also keeps our valuable marks out of the hands of third-party entities who may misuse the marks for their own benefit.

Below are some resources to assist you in protecting the Order’s brand:

- For general guidance on the use of the Order’s marks, see our “Brand Assets” webpage: kofc.org/brand. High-quality files of the name and emblem are available for download on this page. These high-quality, updated images should be used in all cases.



WHO WE ARE WHAT WE DO GET INVOLVED NEWS HUB



Emblem Wordmark

Our Brand Signature

Over 130 years, we have developed a rich heritage. In the same way we’re evolving our strategy to show the appeal of Catholic values for the modern man, we’re evolving our logo to show how our identity translates for a modern world.

The Knights of Columbus logo is made up of two components: the emblem, and the wordmark. While these components have been updated, we have retained the integrity of the original emblem, while optimizing it for contemporary reproduction methods. Our wordmark uses our new typeface, McGivney. We also use this typeface in the emblem, so it is even more closely linked to the wordmark.

Please note: The updated typeface with the emblem is locked and is to be strictly used for key content areas such as wordmarks and headlines, not for body copy. That licensed font is locked with usage only with the emblem by Supreme or authorized parties. Arial is the approved font for use in body copy.

[Logo for digital usage \(rgb\)](#)
download includes .png & .eps

[Logo for print usage \(cmyk\)](#)
download includes .png & .eps

[Logo 1 color \(black & white\)](#)
download includes .png & .eps

For guidance on the use of the Knights of Columbus brand online and on social media, see our Social Communications Policy (Officers Online > Officers Desk Reference > Social Communications > Member Social Communications Policy and Guidelines).

For guidance on brand issues relating to home corporations, see the Handbook for Councils Using Home Corporations (Officers Online > Home Corporations > Name and Emblem Issues).

We are also pleased to provide new digital assets specifically for state councils.

In the past, state councils have needed to spend considerable time developing new logos and slogans to serve as their state council brand. Though necessary at the time, this practice resulted in an excess of words, images, and designs that diluted the Order's unified brand.

To strengthen and unify the Order's brand and to assist new state officers at the beginning of their term, the Supreme Council Office has created new standardized logos for each state council.

These high-quality resources will be available at the start of a term of office, so that state officers will be able to devote more time and creativity to projects central to the Knights of Columbus' mission. It is essential that the new logos be used on (1) state council websites, (2) social media homepages, and (3) official print and digital communications of the state council. These logos may also be used in a jurisdiction's membership promotional materials, on signage or promotions pertaining to state council events, business cards and correspondence from state leaders, as well as apparel for state council leaders.



The horizontal logo is the standard state council logo arrangement and should be used on most stationery, signage, ads, and apparel.



In limited situations a given design may necessitate the use of the vertical arrangement of the logo. Use of the vertical format is limited to: single column ads, pull-up vertical banners, podium wraps, and some apparel. In all other cases, state councils should use the horizontal logo. Our approved vendors for supplies and apparel have these files and know to adhere to the proper use guidelines and policies governing the Knights of Columbus brand.

The next section will explain how you and your jurisdiction can access and use these marks to promote the Knights of Columbus brand with professionalism and consistency across many platforms, including letterhead, webpages, business cards, signage, Knights Gear custom apparel, etc.

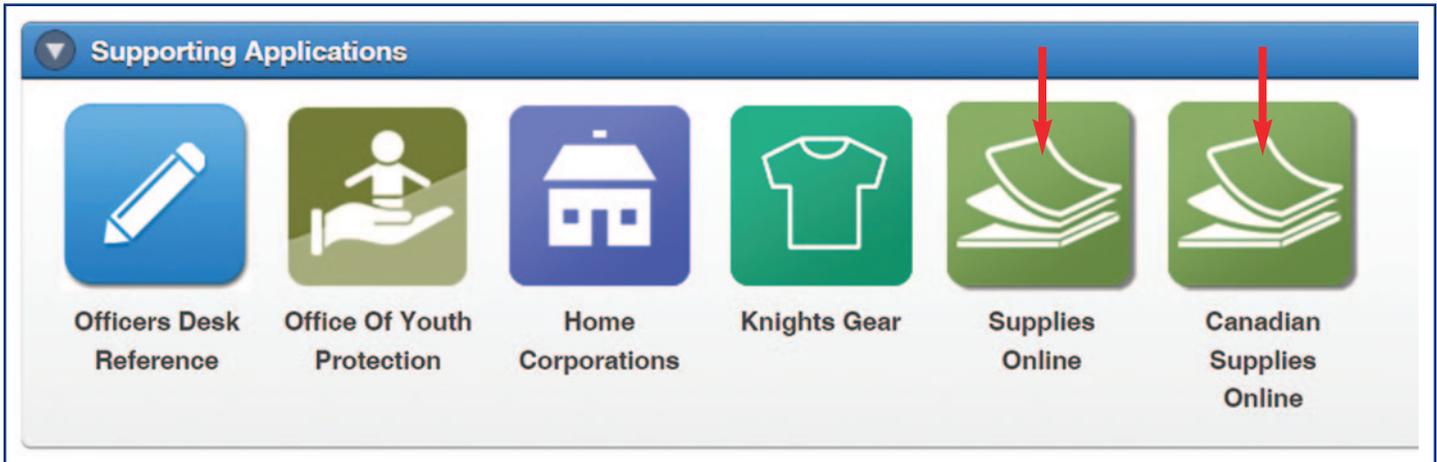
Please reach out to brand@kofc.org with any questions and we will be glad to assist you.

WHERE AND HOW

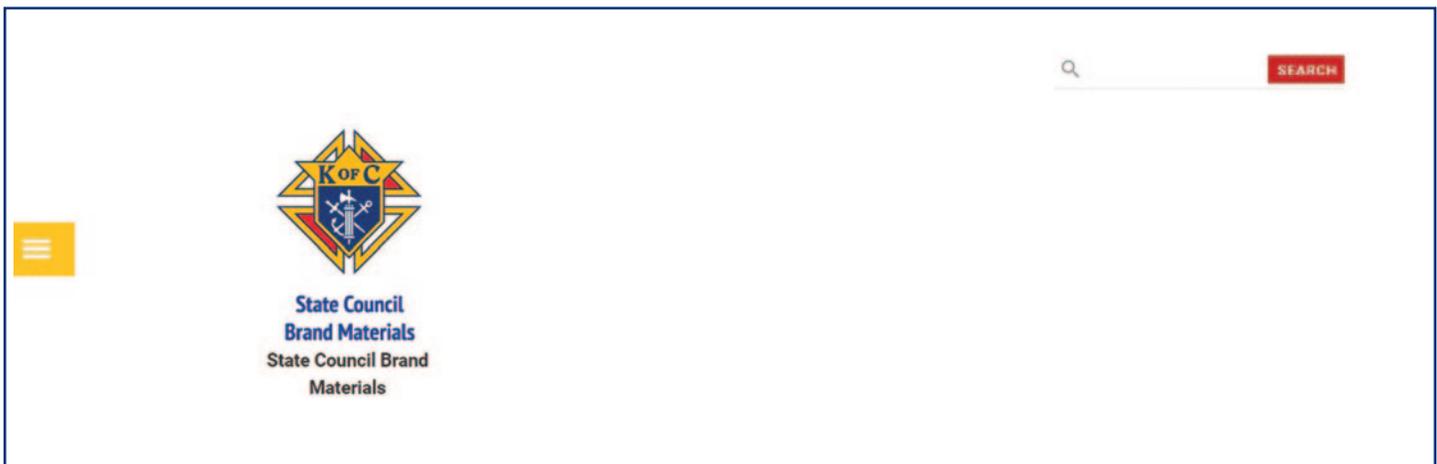
To access the new state council logos, stationery, and ad templates – Supplies Online

Sign into Officers Online

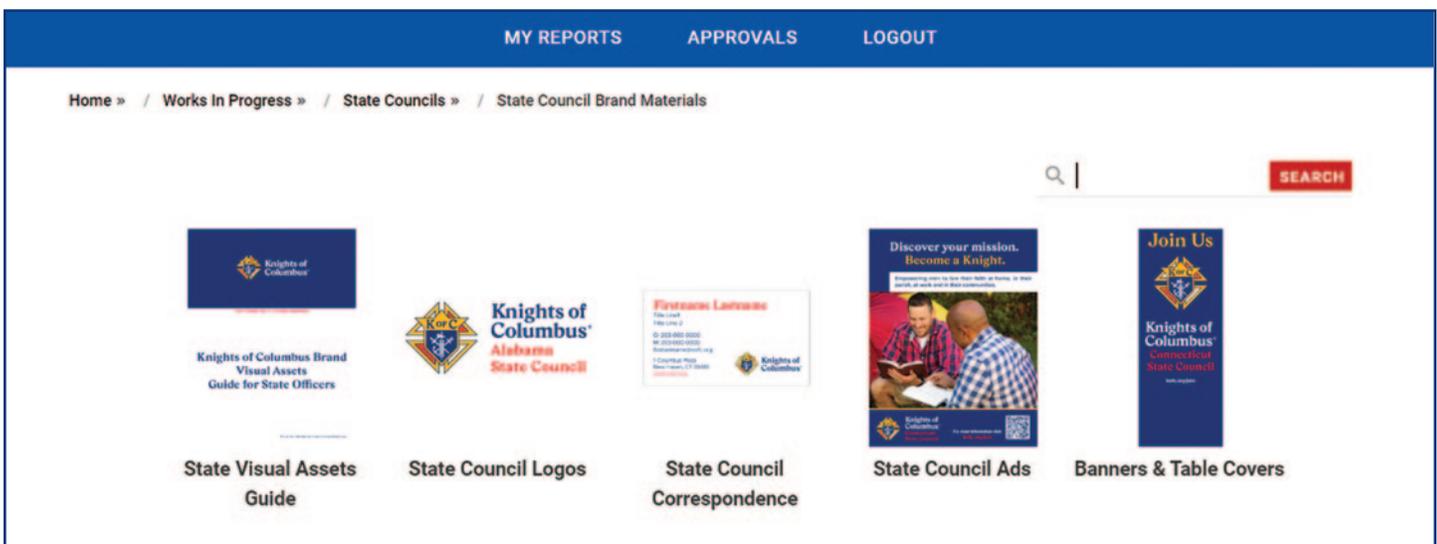
Click on the “Supplies Online” icon



Select the “Brand Central” catalog, click on the State Council Branding folder



Review materials in each folder for access to all logo file formats, correspondence resources, membership/events ads, and more.



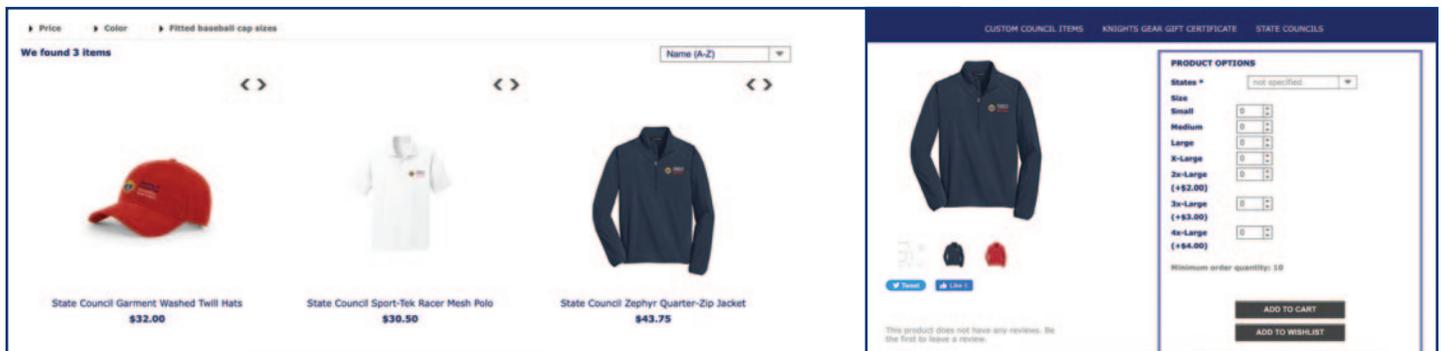
To order state council branded apparel – Knights Gear

- go to knightsgear.com (USA) or knightsgear.ca (Canada)



KnightsGear has two options for you to use when ordering state council items.

State Council Catalog (*Permissioned Access only*) – State Council Officers, State Membership and Program Directors, and Executive Secretaries will be given access to a sign-in only State Council section, where they can place bulk orders for state council apparel from an approved catalog of items.



State Council Microsite – Jurisdictions can open up a online ordering page for a limited period of time; state council leaders can then place individual orders on this webpage during the open period. Knights Gear offers a suggested catalog of items, and state deputies can work with Knights Gear to add custom items.

For questions on State Council offerings on KnightsGear, call 1-833-695-4872 or email [KnightsGear USA at Support@KnightsgearUSA.com](mailto:Support@KnightsgearUSA.com) or [KnightsGear Canada at Support@KnightsgearCA.com](mailto:Support@KnightsgearCA.com)

Frequently Asked Questions

1. Where are the state council logos available for download?

State Council logos and additional digital and print-ready assets are available through the U.S. and Canada Supply Stores, operated by our vendor WebbMason. State Council leaders can access these resources in Supply Store via the Brand Central >State Council Brand folders.

2. When should we use the state council logo and brand resources?

The logo and approved elements should only be used in association with state council events, promotions and publications. It is expected that the state council branding assets will be used at a minimum on state council websites, social media homepages, and official communications of the state council.

3. Who should use these state council brand assets?

State Officers, district deputies, and state council chairmen and staff when they are acting in those capacities. Final direction and expectations for usage should be given by the State Deputy of each jurisdiction.

4. Do subordinate units below the state level have permission to use the new state council logos?

No, use of the state council logos should be reserved for use by the officers of the state council and their state council team. This includes state council staff and chairmen, as well as district deputies.

5. Is there a default logo that the state council should use?

Yes. State Councils should use the full color horizontal logo as the standard. The other files are provided only for very specific design formats or items.

6. Are various logo file formats available?

Yes, logos are available for both print “.eps” format and digital “.png” format use. For printed products, use the files that have “CMYK” in the name. For digital products, use the files that have “RGB” in the name.

7. Can the state council still make customized state lapel pins for the Supreme Convention?

Yes. State councils are free to create designs for lapel pins and are encouraged to do so, in keeping with their state council traditions. These designs should not be used on any materials other than lapel pins.

8. How will our insurance agents use the logo in their marketing and sale of financial services products?

Knights of Columbus Insurance agencies operate under their own brand guidelines to market their services to be compliant with state and national laws. Insurance agents and agencies will not use the state council logos.

9. Where do I go for further guidance? Where can I get help accessing and using the images?

For specific questions on state council brand, you can send an email to the brand compliance team at brand@kofc.org

If you have issues accessing the files on Supply Store, contact WebbMason at:

Toll Free: 1-833-591-7770, Direct: 1-443-541-8550, or customersupport@webbmason.com

10. How can I order state council branded apparel and items for state council staff and events

For questions on State Council offerings, and to setup your state council microsite on KnightsGear, call 1-833-695-4872 or email KnightsGear USA at Support@KnightsgearUSA.com or KnightsGear Canada at Support@KnightsgearCA.com

11. How do state council logos vary by language?

All available state council logos employ our unified “K of C” emblem, shared by the entire Order. These new logos have been created and are available in English for all jurisdictions and territories of the Knights of Columbus. This approach builds off the Masterbrand, the K of C emblem and Knights of Columbus wordmark. In some cases, state council jurisdictions have been provided an additional option using the primary language of their country.

DO	DON'T
Use the new standardized state logos in all public marketing of the state Knights of Columbus.	Use the new logos on name badges for offices below the state level.
Use the new logos on letterhead, Knights Gear custom apparel, webpages, business cards, signage, and any official records.	Send the logos to unauthorized vendors to produce merchandise.
Ask for help by emailing brand@kofc.org if you cannot find the new materials or if you have any other questions.	Adjust or customize the approved logos.
Follow the guidelines on www.kofc.org/brand regarding color and approved font usage when developing material	Use the “McGivney” font in your communications — this font is proprietary to the Supreme Council.

