Registered Student Organizations

Registered student organizations at Kansas State University are divided into two categories:

- **Departmental student organizations:** These student organizations enjoy use of the same university marks as used by their sponsoring department.

- **Independent student organizations:** These organizations are welcome to create their own unique logos. However, registered university marks MAY NOT be used—in part or whole—to create the logo design. If an independent student organization wishes to indicate a connection with the university, an independent student organization mark is available for use.

**Independent Student Organization Mark**

Independent student organizations are granted the privilege of using the iconic Powercat (with registration mark) to indicate a connection to the university. To accommodate a range of uses the mark is provided in both a horizontal and vertical orientation. All apparel, merchandise and promotional items must be produced by licensed vendors.

The phrases Kansas State University and Kansas State are not permitted to be used in front of an organization name; however, the phrase “at Kansas State University” or “at Kansas State” may follow the organization or club name (i.e. Ad club at Kansas State University or Ad club at Kansas State). The word “at” must be formatted in the same font, size and weight as “Kansas State University” or “Kansas State”, ensuring the words appear together as one contiguous phrase. The registered trademark K-State and the letters KSU should not be used.

No other use of the Kansas State University marks by independent student organizations will be permitted.

**Mark sizing, spacing and color**

To ensure legibility, the mark may not be reproduced in sizes less than 1” wide. The minimum size for electronic media is 72px wide.

The clear, uncluttered space surrounding the mark maintains its integrity, impact and legibility.

This mark may appear in purple (PMS 268) or black, or may print as white on a solid background.

**Acquiring the mark**

Please do not recreate this logo. Contact the Center for Student Involvement (e-mail address) to request your preferred file format (.pdf, .jpg, .png, .eps.)

**Contact**

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