

Registered Student Organizations

Compliance with University Brand Standards

Independent student organizations are **not** required to use the Independent Student Organization Mark and may create their own logos. All unique independent student organization logos must be completely distinct and not based in any way on registered Kansas State University marks.

These requirements protect and control use of the university's marks. Kansas State University places significant emphasis on the ability of its marks to communicate with its many audiences and such marks are identified as being associated with the university.

Use of the Independent Student Organization Mark does not constitute endorsement by the university of the student organization's purpose, mission or conduct, and any independent student organization using the mark should not consider or portray itself as acting on behalf of Kansas State University.

CONTACT

Division of Communications
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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 studentinvolvement@k-state.edu to request your preferred file format (.pdf, .jpg, .png, .eps.)



Horizontal format



Vertical format



100 PERCENT K/BLACK



REVERSE-TO-WHITE