

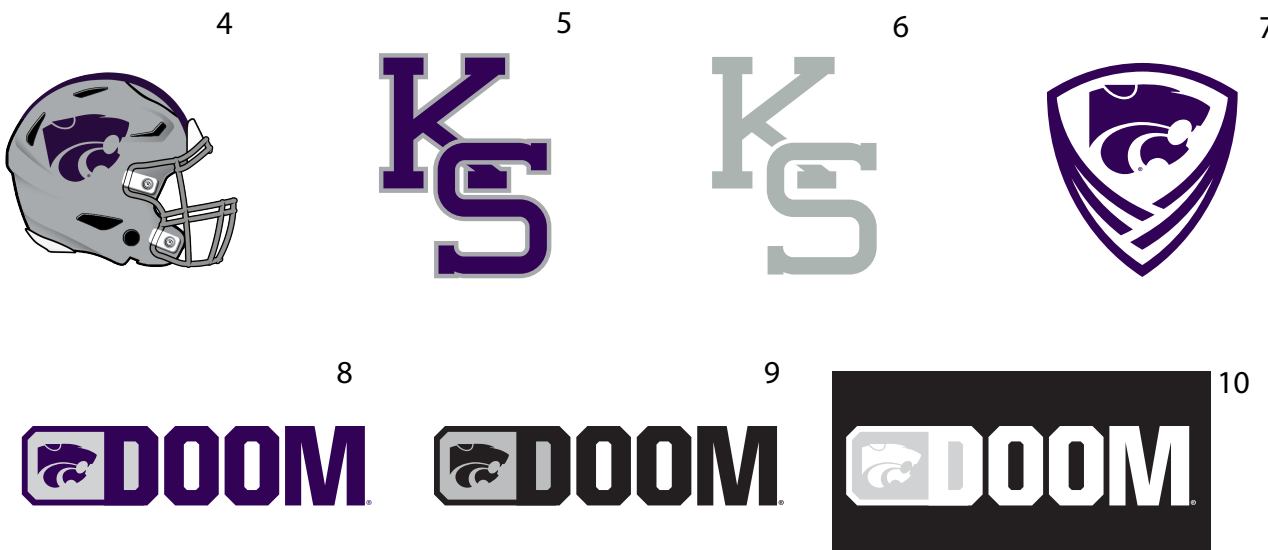
## Primary Athletic Mark



### Restrictions:

- No markings are allowed on top of or through the Powercat mark.
- No alterations of the Powercat mark are allowed.
- Primary Marks should always face right.

## Secondary Athletic Marks



**Athletics Purple - PMS 2695 C**

**White**

**K-State Gray- PMS 877**

**K-State Light Gray  
30% PMS 877**

**Black**

## Mascot Mark



11

## Youth Marks



12



13

## Athletic Wordmarks



14



15



16



17



18



19



20



21



22



23



24



25

## Sport Specific Marks



26



27



28

Examples of sport specific marks above. All sport specific marks are available for download from Trademarx and comprise:

Athletics  
Baseball  
Basketball  
Men's Basketball

Women's Basketball  
Cross Country  
Football  
Golf

Men's Golf  
Women's Golf  
Rowing  
Soccer

Tennis  
Track & Field  
Volleyball

## Primary University Mark

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**KANSAS STATE**  
UNIVERSITY®

30

**KANSAS STATE**  
UNIVERSITY®

31

**KANSAS STATE**  
UNIVERSITY®

## Secondary University Marks

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Independent Student Organization

33



Independent Student Organization

34



Independent Student Organization

35



Independent  
Student  
Organization

36



Independent  
Student  
Organization

37



Independent  
Student  
Organization

- Registered Student Organizations are NOT required to use these marks.
- For more information on registered student organization policy, located on page 12 of the Kansas State University Brand Guide.

## University Seal

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## K-State Salina

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**KANSAS STATE**  
UNIVERSITY®

Salina

Aerospace and Technology Campus

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**KANSAS STATE**  
UNIVERSITY®

Salina

Aerospace and Technology Campus

Purple - PMS 268

White

## GENERAL INFORMATION

**Location:** Manhattan, Kansas  
**Mascot:** Wildcats  
**Mascot Nickname:** Willie the Wildcat  
**University Established Date:** February 16, 1863  
**Conference:** Big 12

**Men's Basketball**  
**Established:** 1902  
**Coliseum:** Bramlage Coliseum (since 1988)  
**Coliseum Nickname:** Octagon of Doom™

**Volleyball**  
**Established:** 1974  
**Stadium:** Ahearn Fieldhouse

**Football**  
**Established:** 1896  
**Stadium Location:** Since 1968  
**Stadium Name:** Bill Snyder Family Stadium  
**Field:** Wagner Field

**Women's Basketball**  
**Established:** 1968  
**Coliseum:** Bramlage Coliseum (since 1988)

**Baseball**  
**Established:** 1897  
**Stadium:** Tointon Family Stadium  
**Field:** Frank Myers Field

## VERBIAGE

**K-State®**  
**Kansas State University®**  
**Catbackers®** - for Catbacker Club use only  
**K-State Proud®** - for the Student Foundation use only  
**Octagon of Doom™**

**Kansas State™**  
**Powercat™**  
**Wildcats™**  
**Willie the Wildcat™**

**EMAW™**  
**Every Man a Wildcat™**  
**The Bill™**  
**Purple and White™**

## FIGHT SONG - WILDCAT VICTORY

Fight you K-State Wildcats  
 For Alma Mater  
 FIGHT! FIGHT! FIGHT!  
 Glory in the combat  
 For the purple and the white.

Faithful to our colors.  
 We will ever be,  
 Fighting ever fighting for a  
 Wildcat Victory!  
 GO STATE!!

## ALMA MATER

I know a spot that I love full well  
 'Tis not in forest nor yet in dell,  
 Ever it holds me with magic spell,  
 I think of thee, Alma Mater.

K-S-U, we'll carry thy banner high.  
 K-S-U, long, long may thy colors fly.  
 Loyal to thee, thy children will swell the cry.  
 Hail, Hail, Hail, Alma Mater.

## USAGE GUIDELINES

- K-State does not allow caricatures of Wildcats or cats of any kind to be used in conjunction with their trademarks.
- K-State will consider trendy/fashion colors (excluding blue and red) and designs as "filters" within logos and verbiage on a case-by-case basis.
- No references to drugs or tobacco related products may be used in conjunction with university marks.
- References to firearms or weapons or branding including firearms or weapons will not be allowed.
- Use of current players' names, images, or likenesses are permitted on commercial products per NIL policies and approved on a case-by-case basis. For more information about NIL group licensing, please contact Ryan Moss at The BrandR Group at [ryan.moss@tbgusa.com](mailto:ryan.moss@tbgusa.com).