KANSAS STATE UNIVERSITY

**Primary Marks**

- **K-State Purple**: Use PANTONE® 268
  - **C**:86%  **M**:100%  **Y**:0%  **K**:12%
- **K-State Gray**: Use PANTONE® 877
  - **C**:0%  **M**:0%  **Y**:0%  **K**:40%
- **K-State Light Gray**: Use 30% PANTONE® 877
  - **C**:0%  **M**:0%  **Y**:0%  **K**:12%
- **K-State Black**: Use PANTONE® Process Black

**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.

**Helmet Mark**

**Baseball Marks**

**Mascot Mark**

**Men's Basketball Marks**

**Color Information**

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<th>Process Colors</th>
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October 2017

learfield.trademarxonline.com
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**UNIVERSITY COLORS**

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**SPORT SPECIFIC MARKS**

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

**UNIVERSITY WORDMARKS**

**SEAL**

**COLOR INFORMATION**

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**STUDENT ORGANIZATION MARKS**

- KANS5-00075
- KANS5-00076
- KANS5-00077
- KANS5-00078
- KANS5-00079
- KANS5-00080

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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.
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