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

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White
K-State Gray - PMS 877
K-State Light Gray
30% PMS 877
Black

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For licensing information, please contact Affinity at (760) 860-7004.
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

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• 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.
GENERAL INFORMATION

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

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

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

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

Volleyball
Established: 1974
Stadium: Ahearn Fieldhouse

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 alcohol, 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.
• No use of current players’ names, images, or likenesses are permitted on commercial products as per NCAA rules and regulations.

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