



Student Governing
Association

SGA BRAND GUIDE

VERSION 1.0

STUDENT GOVERNING ASSOCIATION BRAND GUIDE

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INTRODUCTION

SECTION 1

INTRODUCTION

Kansas State University Student Governing Association (SGA) is a sponsored student organization at K-State that acts as the official voice of students on campus.

PURPOSE

The purpose of the KSU SGA shall be the establishment and maintenance of student government, the enactment and enforcement of the just laws and the promotion of such activities as are appropriate for the student body.

WHY A BRAND GUIDE?

As a part of Kansas State University, SGA first prioritizes all brand guidelines laid out by [Kansas State University Brand Guidelines](#). As an organization whom strives to reach and engage the viewpoints of all students, it is important that as an organization that we have consistent messaging and doing our best work to connect with students around campus. With consistent guidelines, our branding year after year is able to stay more consistent and easier for students to understand.



TITLES

SECTION 2

TITLES

UNIVERSITY TITLES

With such a large campus, it can be difficult to keep the correct names of places and things on campus straight. [Visit here](#) to view K-State's proper names. This is important for student senators writing legislation, official SGA communications, etc.

SGA TITLES

There are many positions/committees/groups in SGA and it can be hard to keep them all straight. Below is the list of correct titles for all aspects of SGA.

POSITIONS

Student Body President
 Student Body Vice President
 Chief of Staff
 Cabinet Member
 Speaker of the Student Senate
 Speaker pro tempore of the Student Senate
 Parliamentarian
 Committee Chair
 Student Senator
 Committee Member
 Attorney General
 Deputy Attorney General
 Student Review Board Chair
 Student Tribunal Chancellor
 Student Review Board Member
 Student Tribunal Board Member
 Communications Director
 Elections Commissioner
 Emerging Leaders Coordinator
 Mentee (Referring to Emerging Leaders)

LOCATIONS

Wildcat Chambers
 Student Programs & Involvement Conference Room
 SGA Offices

GROUPS WITHIN SGA

Student Body President's Cabinet
 Legislative Advocates
 Student Senate
 Senate Executive Committee
 Senate Operations Committee (Ops)
 Student Services Fee Committee (SSF)
 Student Allocations Committee (SAC)
 Diversity, Equity, Inclusion, and Belonging Committee (DEIB)
 Tuition Enhancements Committee (TEX)
 Strategic Oversight Committee (SOC)
 Tuition and Fees Strategies Committee (SFSC)
 Student Review Board
 Student Tribunal
 Emerging Leaders Program

FUNDING

Student Services Fee
 Student Allocations
 Diversity Programming Fund
 Education Opportunity Fund
 Student Centered Tuition Enhancements





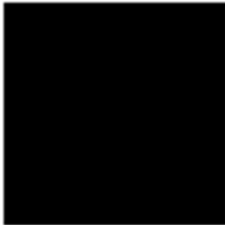


COLOR PALETTE

SECTION 3

COLOR PALETTE

SGA uses the same color palette as Kansas State University. Below are the official colors used by Kansas State University.

Official Kansas State University Colors

				
PMS 268+	White	K/Black	20% K/Black	40% K/Black
C 82	C 0	C 0	C 0	C 0
M 100	M 0	M 0	M 0	M 0
Y 0	Y 0	Y 0	Y 0	Y 0
K 12	K 0	K 100	K 20	K 40
R 81	R 255	R 0	R 209	R 167
G 40	G 255	G 0	G 209	G 167
B 136	B 255	B 0	B 209	B 167
HEX #512888	HEX #FFFFFF	HEX #000000	HEX #D1D1D1	HEX #A7A7A7



LOGOS

SECTION 4

LOGOS

SGA has 2 primary visual marks.

- Student Governing Association Seal
 - Kansas State University Student Governing Association Wordmark
-

**Student Governing Association
Seal**



**Kansas State University
Student Governing Association
Wordmark**



LOGOS

When using SGA visual marks, all Kansas State University guidelines must be upheld to **match the branding of the university**. This includes but is not limited to distorting the image, placing marks on busy backgrounds, changing the color, inverting the mark, placing marks within words, adding outlines, etc.

SGA marks have a few color variations that may be used based on the situation. If you have questions on which mark to use, please contact us at k-state.edu/sga



KANSAS STATE
UNIVERSITY

Student Governing
Association



KANSAS STATE
UNIVERSITY

Student Governing
Association

KANSAS STATE
UNIVERSITY

Student Governing
Association

LOGOS USAGE

Both of our marks are used in our communications, but each have specific uses based on the mode or purpose of communications.

Student Governing Association Seal

- Social media
- Advertising
- Event sponsorship
- Student outreach



Kansas State University Student Governing Association Wordmark

- Formal communications
- Instances when SGA should be clearly linked to the university
- Document footers





TYPOGRAPHY

SECTION 4

TYPOGRAPHY

It is important that communications from SGA match that of the branding of Kansas State University. This leads to a more streamlined and consistent look to communications from the organization.

K-State Primary Brand Font: Myriad Pro

Use **Lucida Sans**, **DIN 2014**, or **Open Sans** if Myriad Pro is not available.

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz | 1234567890

Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz | 1234567890

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz | 1234567890

Myriad Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz | 1234567890

K-State Secondary Brand Font: Adobe Caslon Pro

Use **Times New Roman** if Adobe Caslon Pro is not available.

Adobe Caslon Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz | 1234567890

Adobe Caslon Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz | 1234567890

Adobe Caslon Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz | 1234567890

Adobe Caslon Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz | 1234567890



MORE FROM SGA

CONTACT

To stay up to date with the latest from Student Governing Association, there are many ways you can do that!

Follow us on social media!



[K-State Student Governing Association](#)



[@sgakstate](#)



[@sgakstate](#)



[K-State Student Governing Association](#)

Keep up with the latest Student Senate with our YouTube livestreams!



[K-State SGA](#)

Visit our office at 114 K-State Student Union

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