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## Identity

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The Kansas State University brand is one of our most valuable assets and defines who we are and what we do. As a leading public research and teaching university, it is imperative we convey a consistent, high-quality image. This brand guide helps ensure all parts of the university are working together to communicate with a unified image and voice in Kansas, across the nation and around the world. Given this dynamic environment and these diverse audiences, it is increasingly important to express a single, compelling voice in everything we do.

The marks, visuals and voice used to describe the university help establish and maintain a clear, unified brand identity. Included are general guidelines for the Kansas State University brand as well as specific directions for the application of university marks and related elements. Please contact the Division of Communications and Marketing with other questions related to branding.

CONTACT

Division of Communications and Marketing
785-532-2535
vpcm@k-state.edu
Identity
Kansas State University has four primary visual marks:

- Kansas State University Wordmark
- K-State Wordmark
- Seal
- Spirit Mark

All are trademarks of Kansas State University.

Use of Kansas State University trademarks for licensed products and communications by individuals or entities outside the institution must be approved by the director of Trademark Licensing. In general, the use of Kansas State University’s marks is restricted to representation of official partnerships or sponsorships.

Contact:
Division of Communications and Marketing
785-532-2535
vpcm@k-state.edu

Trademark Licensing
785-532-6269
logos@k-state.edu
To provide immediate brand recognition, the Kansas State University Wordmark should be used on all print and electronic publications and websites.

Place the wordmark on either the front or back cover of all publications and in the upper left of every university website, as shown in the header of the university home page banner: k-state.edu

For high-resolution files (.eps, .png and .jpg) of the Kansas State University Wordmark, contact the Division of Communications and Marketing, 785-532-2535 or vpcm@k-state.edu.

**Primary mark**

The Kansas State University Wordmark shown here is the primary logo for the university. Alternate versions include: PMS 268, reversed-to-white on PMS 268, reversed-to-white on black, 100 percent black and 40 percent black. No other color combinations are allowed.

This wordmark must stand alone. It should be used as a singular graphic element. It should not be used as part of another mark and should not be combined with another logo, mark, graphic or other visual element.

**Logo sizing**

To ensure legibility in print media, the logo may not be reproduced in sizes less than 1” wide. The minimum size for electronic media is 72px wide.

**Logo spacing**

The clear, uncluttered space surrounding the logo maintains the mark’s integrity, impact and legibility. When scaling (enlarging or reducing) the wordmark, always make sure the shift key is used to maintain the original proportion of the mark.
Wordmark Usage Rules

How to treat it:

• **Do** use only approved, unaltered versions of the Kansas State University Wordmark.

• **Do** ask if you don’t have the correct file or file type. To obtain official versions of the wordmark, contact the Division of Communications and Marketing, 785-532-2535, vpcm@k-state.edu, or Trademark Licensing, 785-532-6269, logos@k-state.edu.

• **Do** remember when scaling (enlarging or reducing) the wordmark, to always make sure that the shift key is used to maintain the original proportion of the mark.

• **Do** use the wordmark when a Kansas State University logo must appear within a list of visual marks from other entities. The wordmark provides added visual weight, allowing the university identity to more effectively cut through visual clutter.

Practices to avoid:

• **Don’t** re-create the Kansas State University Wordmark.

• **Don’t** use the Kansas State University Wordmark within text.

• **Don’t** combine the Kansas State University Wordmark with any other marks, graphic elements or words, except as specified.

• **Don’t** outline the Kansas State University Wordmark.

• **Don’t** alter the Kansas State University Wordmark, except to enlarge or reduce it proportionally.

CONTACT

Division of Communications and Marketing
785-532-2535
vpcm@k-state.edu

Trademark Licensing
785-532-6269
logos@k-state.edu
The K-State Wordmark was designed for limited use. The Kansas State University Wordmark should always be considered for primary use.

How to treat it:

- **Do** use only approved, unaltered versions of the K-State Wordmark.
- **Do** ask if you don’t have the correct file or file type. To obtain official versions of the wordmark, contact the Division of Communications and Marketing, 785-532-2535, vpcm@k-state.edu, or Trademark Licensing, 785-532-6269, logos@k-state.edu.
- **Do** use this mark as a stand alone and separate mark from any other element.
- **Do** remember when scaling (enlarging or reducing the wordmark) to always make sure the shift key is used to maintain the original proportion of the mark.

Practices to avoid:

- **Don’t** re-create the K-State Wordmark.
- **Don’t** use the K-State Wordmark on university stationery or external university publications, websites or other visual communications.
- **Don’t** outline the K-State Wordmark.
- **Don’t** alter the K-State Wordmark, except to enlarge or reduce it proportionally.

CONTACT

Division of Communications and Marketing
785-532-2535
vpcm@k-state.edu

Trademark Licensing
785-532-6269
logos@k-state.edu
There are two versions of the seal for use on diplomas, documents and other university communications.

**University Seal**

The University Seal is designated for general use. Portions of this seal may be modified for use as graphic elements with permission from the Division of Communications and Marketing.

A “watermark” effect may be achieved through screening. Screening may never be less than 10 percent.

This seal may be printed in PMS 268, black or white (at different screened values depending on its application). The University Seal may be cropped, but its proportional integrity must be maintained.

**President’s Seal**

The President’s Seal may be used only with permission from the Kansas State University president.
Preferred usage

The primary mark of K-State Athletics, Inc. is the Powercat spirit mark.

• The Powercat must appear in official university colors, shown here. For any exceptions, contact the director of Trademark Licensing.

• In academic marketing, the Powercat must stand alone. It should be used as a singular graphic element. It should not be used as part of another mark and should not be combined with another logo, mark, graphic or other visual element.
Spirit Mark Usage Rules

- Any use of the Powercat on a product must be produced by a licensed vendor.
- No markings may be made on top of or through the Powercat.
- The Powercat cannot be modified in any way.
- Standard use of the Powercat is facing to the right.

CONTACT
Trademark Licensing
785-532-6269
logos@k-state.edu
Registered Student Organizations

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.)

### CONTACT

Division of Communications and Marketing
785-532-2535
vpcm@k-state.edu

---

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.
**Full unit signatures**

To protect the brand of Kansas State University, a unified identity must be presented. That's why communications representing any facet of the university should use the brand consistently. The Kansas State University Wordmark is the official university logo and serves as the umbrella identity for all three campuses. When choosing how to brand communications, it is always the first choice.

To allow colleges, departments and other university units to emphasize that they are an integral part of the university, the Kansas State University Wordmark may be customized with the unit name. This mark is to be used on any and all items for an audience external to the university. For specific examples, please see the chart on page 14.

For questions about usage or to obtain a customized full unit signature, please contact the Division of Communications and Marketing, 785-532-2535, vpcm@k-state.edu.

PLEASE NOTE: The university's stationery system remains unchanged, branded with the full unit signature in horizontal format only. Among the most visible forms of communication, business cards, letterhead and envelopes provide a consistent identity that tie all of us in the Kansas State University family together.
Abbreviated unit signatures

To allow colleges, departments and other university units to emphasize their focus, an abbreviated unit signature has been developed.

This mark has limited use and was developed particularly for instances where space is limited. This mark should not be used on stationery or business cards. For specific usage examples, please see the chart on page 14.

For questions about usage, or to obtain a customized abbreviated unit signature, please contact the Division of Communications and Marketing, 785-532-2535 or vpcm@k-state.edu.

CONTACT

Division of Communications and Marketing
785-532-2535
vpcm@k-state.edu

KANSAS STATE
College of Engineering

KANSAS STATE
College of Engineering
Department of Civil Engineering

KANSAS STATE
College of Engineering
Department of Industrial and Manufacturing Systems Engineering
# Unit Signatures Usage Chart

## Full and Abbreviated Unit Signature Usage Chart

<table>
<thead>
<tr>
<th>Full Unit Signature</th>
<th>Abbreviated Unit Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stationery</td>
<td>✓</td>
</tr>
<tr>
<td>(Letterhead, envelopes, business cards, etc.)</td>
<td>✓</td>
</tr>
<tr>
<td>Brochures/Postcards</td>
<td>✓</td>
</tr>
<tr>
<td>Newsletters/Magazines</td>
<td>✓</td>
</tr>
<tr>
<td>Advertising/Billboards</td>
<td>✓</td>
</tr>
<tr>
<td>Invitations</td>
<td>✓</td>
</tr>
<tr>
<td>Videos</td>
<td>✓</td>
</tr>
<tr>
<td>Banners</td>
<td>✓</td>
</tr>
<tr>
<td>Displays</td>
<td>✓</td>
</tr>
<tr>
<td>Padfolios/Binders</td>
<td>✓</td>
</tr>
<tr>
<td>Apparel</td>
<td>✓</td>
</tr>
<tr>
<td>Specialty items</td>
<td>✓</td>
</tr>
<tr>
<td>(Pens, key chains, etc.)</td>
<td>✓</td>
</tr>
</tbody>
</table>

Questions about additional items and how to use either the full or abbreviated unit signatures may be directed to the Division of Communications and Marketing, 785-532-2535, vpcm@k-state.edu, or Trademark Licensing, 785-532-6269, logos@k-state.edu.
Olathe Campus Wordmarks

Kansas State University Olathe Wordmark

KANSAS STATE UNIVERSITY
Olathe

PMS 268

REVERSE-TO-WHITE ON PMS 268

KANSAS STATE UNIVERSITY
Olathe

100 PERCENT K/BLACK

Department-Specific Wordmark

KANSAS STATE UNIVERSITY
Olathe
Urban Water Institute

100 PERCENT K/BLACK

CONTACT

Division of Communications and Marketing
785-532-2535
vpcm@k-state.edu
Co-Branding

Kansas State University has a strong history of research centers, institutes and partnerships with university and professional entities that are great attributes of being a leading land grant university. Co-branding can strengthen the images of these research centers, institutes and partnerships associated with the university. Co-branding with Kansas State University provides instant recognition for clients, partners and public entities working with associated groups and partners of the university.

To successfully co-brand, the university discourages the use of visual marks, colors and identities that do not place the units within the university brand. To ensure your entity is properly co-branded with Kansas State University, we ask that you follow the co-branding guidelines below:

**Size**
The co-branded entity’s logo and the Kansas State University Wordmark should be the same size and proportional to one another. The entity’s logo can be smaller, but must never be larger than the wordmark.

**Color**
The preferred, primary color of the co-branded entity’s logo is PMS 268. Alternative colors may be black or white, and the use of other colors must be approved by the Division of Communications and Marketing. For questions, contact the Division of Communications and Marketing, 785-532-2535 or vpcm@k-state.edu.

**Separation**
The entity’s logo and the Kansas State University Wordmark should be separated by at least one half the width of the wordmark. Ideally, the wordmark and entity logo will appear on opposite sides of the page on documents, displays, etc., being utilized by the co-branded entity.
K-State Research and Extension has a statewide presence, with offices in every Kansas county. The wordmark identifies the organization as a representative of Kansas State University and the land-grant system, as well as a partner with Kansas citizens and campus groups.

The following guidelines for the K-State Research and Extension wordmark must be followed in addition to following the Kansas State University guidelines outlined on previous pages.

**Primary mark**

The K-State Research and Extension wordmark is the organization’s official, primary logo. This wordmark may only appear in the official university colors.

The K-State Research and Extension wordmark must appear at least on the front page of all printed materials and digital files, including but not limited to newsletters, brochures, fliers, websites and PowerPoint presentations. The wordmark with or without the Powercat is acceptable.

**Wordmark sizing**

To ensure legibility in print media, the wordmark may not be reproduced in sizes smaller than 1.25 inches wide. The wordmark must be resized proportionally and cannot be combined into a single graphic with other groups’ logos or graphic elements.

**Name usage**

The abbreviation KSRE should never be used on external documents, always spell out: K-State Research and Extension.

The full name of the organization, Kansas State University Agricultural Experiment Station and Cooperative Extension Service, must appear on all printed and digital publications.
District, county and program branding

Communications representing any facet of K-State Research and Extension should use the brand consistently to present a unified identity. The K-State Research and Extension wordmark serves as the umbrella identity for all districts and counties. To allow counties, districts and programs to emphasize that they are an integral part of K-State Research and Extension, the wordmark may be customized with the program name immediately followed by the district or county name. This mark should be used on any and all items for external audiences. For specific examples, please see the chart on the following page.

For questions about usage, or to obtain a customized wordmark, please contact Megan Macy.
Vertical wordmark for district, county and program branding

For pieces with limited space, a vertical wordmark is available. This mark should not be used for stationery or business cards. For specific examples, please reference the chart below. For questions about usage, or to obtain a customized wordmark, please contact Megan Macy.

| Stationery (Letterhead, envelopes, business cards, etc.) | ✓ | ✓ |
| Brochures/Postcards | ✓ | ✓ |
| Newsletters/Magazines | ✓ | ✓ |
| Posters | ✓ | ✓ |
| Advertising/Signage | ✓ | ✓ |
| Invitations | ✓ | ✓ |
| Videos | ✓ | ✓ |
| Banners | ✓ | ✓ |
| Displays | ✓ | ✓ |
| Padfolios/Binders | ✓ | ✓ |
| Apparel | ✓ | ✓ |
| Specialty items (Pens, key chains, etc.) | ✓ | ✓ |
Co-branding

K-State Research and Extension’s strengths include its variety of partnerships which, when used correctly, can strengthen a marketing message. Combining the strength of two or more brands is called co-branding. Follow the guidelines below and please allow Megan Macy to review to ensure proper co-branding.

Co-branding with non-extension entities
1. Place the K-State Research and Extension wordmark on the left side of the page.
2. Keep separation between elements. When the program originates with Kansas State University and other logos are included on materials, the K-State Research and Extension wordmark with program branding should always appear on the far left of other groups’ logos. Keep clear separation between elements on the same level.
3. Maintain proportion between elements.
   a. When K-State Research and Extension is the primary sponsor, its wordmark may be enlarged, if desired. Maintain equal size on other sponsors.
   b. When K-State Research and Extension is a secondary sponsor, the primary sponsor’s logo may be enlarged. Maintain equal size on other sponsors.
   c. Leave adequate space between sponsors’ logos.

Co-branding with extension entities
4-H is a K-State Research and Extension program and also a national organization with a nationally recognized brand. To maintain the integrity of the national 4-H brand and emphasize it as an integral part of K-State Research and Extension, the wordmark may be customized with the 4-H clover immediately followed by the district or county name.

Note:
In order to maximize brand equity, any marketing materials created without using a provided marketing template or using outside resources (volunteers, agencies, etc.) must be reviewed by Megan Macy before being printed. Please allow time for possible edits before printing.

CONTACT
Megan Macy
K-State Research and Extension
Marketing Specialist
785-532-2110
mnmacy@k-state.edu
Notice of non-discrimination

For letterhead, most brochures, posters and other marketing materials, the following statement must be used:

Kansas State University Agricultural Experiment Station and Cooperative Extension Service
K-State Research and Extension is an equal opportunity provider and employer.

For materials related to events – flyers, event invitations, save the dates, etc. — the following statement must be used:

Kansas State University is committed to making its services, activities and programs accessible to all participants. If you have special requirements due to a physical, vision, or hearing disability, contact LOCAL NAME, PHONE NUMBER.

Kansas State University Agricultural Experiment Station and Cooperative Extension Service
K-State Research and Extension is an equal opportunity provider and employer.

For publications, fact sheets and other numbered publications, the following statement must be used:

Publications from Kansas State University are available at ksre.ksu.edu
Publications are reviewed or revised annually by appropriate faculty to reflect current research and practice. Date shown is that of publication or last revision. Contents of this publication may be freely reproduced for educational purposes. All other rights reserved. In each case, credit the authors, publication title, Kansas State University, Month Year.

Kansas State University Agricultural Experiment Station and Cooperative Extension Service
K-State Research and Extension is an equal opportunity provider and employer. Issued in furtherance of Cooperative Extension Work, Acts of May 8 and June 30, 1914, as amended. Kansas State University, County Extension Councils, Extension Districts, and United States Department of Agriculture Cooperating, John D. Floros, Director.
Brand Voice

**Voice**
Powerful, consistent imagery and well-protected marks are vital ingredients to maintaining a unique identity. Visuals, however, are only part of the story. Brand personality is also the product of the printed and spoken word. What is said is the message; how it’s said is the voice.

Kansas State University is a strong, progressive research institution with deep, Midwest roots that form a solid foundation for national and international achievement. Written and verbal communications that emanate from the university, or carry its marks for identification, should reflect and reinforce these characteristics.

**Editorial style**
Consistent punctuation, grammar and overall style also is key to clear, efficient and professional communication. For official marketing and communications on behalf of the university, the Associated Press Stylebook should be consulted. In addition, for items specific to Kansas State University, the university style guide should be consulted. The university guide may be found at: k-state.edu/vpcm/styleguide

Messaging assistance and writing support is available from DCM News and Editorial Services. Its professional staff members are available to write news releases, newsletters, magazines and marketing collateral and to contribute to many other print and electronic vehicles. For assistance, contact the director of News and Editorial Services, 785-532-2535 or ebarcomb@k-state.edu.

Please Note:
Remember to include the university’s notice of non-discrimination on all communications materials. It can be found at: k-state.edu/nondiscrimination.html.

CONTACT
Division of Communications and Marketing
785-532-2535
vpcm@k-state.edu
Official Kansas State University colors

The only color to be used for the logo mark is Pantone Color 268+ or color build as shown below.

All trademarked images may be displayed only in black, white and Kansas State University official purple (Pantone 268+ or hex code #512888 for Web).

<table>
<thead>
<tr>
<th>PMS 268+</th>
<th>WHITE</th>
<th>K/BLACK</th>
<th>20 PERCENT K/BLACK</th>
<th>40 PERCENT K/BLACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 82 PERCENT</td>
<td>C –</td>
<td>C –</td>
<td>C –</td>
<td>C –</td>
</tr>
<tr>
<td>M 100 PERCENT</td>
<td>M –</td>
<td>M –</td>
<td>M –</td>
<td>M –</td>
</tr>
<tr>
<td>Y 0 PERCENT</td>
<td>Y –</td>
<td>Y –</td>
<td>Y 100 PERCENT</td>
<td>Y 20 PERCENT</td>
</tr>
<tr>
<td>K 12 PERCENT</td>
<td>K –</td>
<td>K –</td>
<td>K 100 PERCENT</td>
<td>K 20 PERCENT</td>
</tr>
<tr>
<td>R 81</td>
<td>R 255</td>
<td>R 0</td>
<td>R 209</td>
<td>R 167</td>
</tr>
<tr>
<td>G 40</td>
<td>G 255</td>
<td>G 0</td>
<td>G 209</td>
<td>G 167</td>
</tr>
<tr>
<td>B 136</td>
<td>B 255</td>
<td>B 0</td>
<td>B 209</td>
<td>B 167</td>
</tr>
<tr>
<td>HEX #512888</td>
<td>HEX #FFFFFF</td>
<td>HEX #000000</td>
<td>HEX #D1D1D1</td>
<td>HEX #A7A7A7</td>
</tr>
</tbody>
</table>
The dominant color for all printed jobs is PMS 268+.

The neutrals palette for printed materials connects with campus architecture by using a more compatible collection of color. This palette is to be used for neutral backgrounds. Darker versions of neutrals may be used for text.

Accent colors are just that – they should take up no more than 15 percent of any particular printed page or project. The accent range is used in the recruitment package, which includes the viewbook, brochures, signage and other collateral materials. Additional accent colors may be used if approved by the Division of Communications and Marketing, 785-532-2535, vpcm@k-state.edu.

Neutrals

<table>
<thead>
<tr>
<th>Color</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 7528</td>
<td>3 PERCENT</td>
<td>M</td>
<td>8 PERCENT</td>
<td>Y</td>
</tr>
<tr>
<td>PMS 7530</td>
<td>5 PERCENT</td>
<td>M</td>
<td>3 PERCENT</td>
<td>Y</td>
</tr>
<tr>
<td>COOL GREY 9</td>
<td>1 PERCENT</td>
<td>M</td>
<td>7 PERCENT</td>
<td>Y</td>
</tr>
</tbody>
</table>

Accent Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 617</td>
<td>2 PERCENT</td>
<td>M</td>
<td>5 PERCENT</td>
<td>Y</td>
</tr>
<tr>
<td>PMS 1205</td>
<td>5 PERCENT</td>
<td>M</td>
<td>22 PERCENT</td>
<td>Y</td>
</tr>
<tr>
<td>PMS 141</td>
<td>4 PERCENT</td>
<td>M</td>
<td>19 PERCENT</td>
<td>Y</td>
</tr>
<tr>
<td>PMS 7407</td>
<td>19 PERCENT</td>
<td>M</td>
<td>36 PERCENT</td>
<td>Y</td>
</tr>
<tr>
<td>PMS 7503</td>
<td>38 PERCENT</td>
<td>M</td>
<td>37 PERCENT</td>
<td>Y</td>
</tr>
<tr>
<td>PMS 7525</td>
<td>36 PERCENT</td>
<td>M</td>
<td>52 PERCENT</td>
<td>Y</td>
</tr>
</tbody>
</table>

Neutrals Accent Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 7503</td>
<td>38 PERCENT</td>
<td>M</td>
<td>37 PERCENT</td>
<td>Y</td>
</tr>
<tr>
<td>PMS 7407</td>
<td>19 PERCENT</td>
<td>M</td>
<td>36 PERCENT</td>
<td>Y</td>
</tr>
</tbody>
</table>

Accent colors may be used in shade variations.

Note: use as a guide for printed materials only

CONTACT
Division of Communications and Marketing
785-532-2535
vpcm@k-state.edu
Myriad Pro is clean and contemporary. It communicates a modern and efficient approach. Myriad has a warmth and readability that result from the humanistic treatment of letter proportions and design detail. As the primary font, Myriad Pro complements the university branding. It is an excellent choice for text typography that is comfortable to read, while the wide variety of weights and widths in the family provides a generous creative palette for even the most demanding display typography.

Myriad Pro

Four commonly used families below with such variations as light, light italic, semi-bold, condensed, etc.

<table>
<thead>
<tr>
<th>FAMILY</th>
<th>EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>REGULAR</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz  •  1234567890</td>
</tr>
<tr>
<td>ITALIC</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz  •  1234567890</td>
</tr>
<tr>
<td>BOLD</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz  •  1234567890</td>
</tr>
<tr>
<td>BOLD ITALIC</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz  •  1234567890</td>
</tr>
</tbody>
</table>

CONTACT

Division of Communications and Marketing
785-532-2535
vpcm@k-state.edu
Adobe Caslon Pro
The first printings of the American Declaration of Independence and the U.S. Constitution were set in Caslon. Ideally suited for text in sizes ranging from six to 14 point, Adobe Caslon Pro is known for its classic, timeless and lasting look. Adobe Caslon Pro is the recommended serif font used for a body of printed work, because its individual letter forms are more distinctive and are easy to identify.

Adobe Caslon Pro  Four commonly used families below with such variations as semi-bold, semi-bold italic, etc.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>REGULAR</td>
<td></td>
</tr>
<tr>
<td>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</td>
<td>abcdefghijklmnopqrstuvwxyz • 1234567890</td>
</tr>
<tr>
<td>ITALIC</td>
<td></td>
</tr>
<tr>
<td>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</td>
<td>abcdefghijklmnopqrstuvwxyz • 1234567890</td>
</tr>
<tr>
<td>BOLD</td>
<td></td>
</tr>
<tr>
<td>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</td>
<td>abcdefghijklmnopqrstuvwxyz • 1234567890</td>
</tr>
<tr>
<td>BOLD ITALIC</td>
<td></td>
</tr>
<tr>
<td>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</td>
<td>abcdefghijklmnopqrstuvwxyz • 1234567890</td>
</tr>
</tbody>
</table>
To communicate most effectively, business cards should contain only essential information, organized in the user-friendly format shown here. All university business cards must be of standard size (3.5” x 2”).

Front

• College or division name may occupy one or two lines.
• Department name may occupy one or two lines.
• Name and degree designation must use only one line.
• Title appears below name and degree, in one or two lines.
• Mobile phone number appears next to office phone number.
• No other elements may appear on business card front.

Back (optional)

• Small Powercat mark printed in black.
• Quick Response (QR) code may appear in bottom right-hand corner (optional).
• Card center may include a tagline or mission statement.

CONTACT

Division of Communications and Marketing
785-532-2535
carddept@k-state.edu
Just as business cards represent individuals, letterhead represents university offices and departments. Format consistency is important. Please follow the guidelines shown here.

- Upper left-hand corner includes the Kansas State University Wordmark.
- Unit name appears directly right of wordmark in one or two lines.
- If needed, department name appears beneath in one or two lines.

- The mailing address is centered in a single bottom line and includes room number, building name, city/state/nine-digit ZIP, phone number, fax number and university home page, www.k-state.edu.

CONTACT
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785-532-2535
vpcm@k-state.edu

KANSAS STATE UNIVERSITY
Office of the President

110 Anderson Hall, Manhattan, KS 66506-0112 | (785) 532-6221 | Fax: (785) 532-7639 | www.k-state.edu

KANSAS STATE UNIVERSITY |
Brand Guide 31
Envelopes include the Kansas State University Wordmark in the upper left-hand corner and information to the right of the wordmark following this general format:

- College or division name in one or two lines
- Department name, if needed, in one or two lines
- Street/city/state/nine-digit ZIP (available from Facilities Support Services)
- If needed, postal meter number (available from Central Mail Services: 785-532-7751 or centralmailservices@k-state.edu)

Only the information described here may be printed on general correspondence envelopes, unless required by postal or federal regulations. These exceptions must be approved by the Division of Communications and Marketing.

Other standard envelope sizes are available from University Printing: 785-532-6308 or printservices@k-state.edu

CONTACT
Division of Communications and Marketing
785-532-2535
vpcm@k-state.edu
Trademark Licensing
Trademark Licensing protects and promotes the names, marks and logos of Kansas State University and is administered as part of the business office of K-State Athletics, Inc. The university has contracted with Licensing Resource Group (LRG) to aid in the administration, protection and marketing of the program.

How to start the licensing process

Download a license application and submit it to LRG. Product samples must be sent along with your application. As a member of the Fair Labor Association (FLA), the university wants to ensure that our products are made under safe conditions where workers’ rights are protected.

If you are seeking a craft agreement, please contact LRG at 616-395-0676 and speak to Licensing Administration.

CONTACT

Trademark Licensing
785-532-6269
logos@k-state.edu

Purchase K-State products:
k-state.edu/logos/current-retailers2.pdf

Download a license application:
http://lrgusa.com/licensing
Photography
Compelling photography is key to marketing Kansas State University. This is why the university provides professional photography to official university units free of charge.

University units may download and use images free of charge at: ksuphoto.zenfolio.com

For information about ordering prints: k-state.edu/photo/services.html

To schedule photo shoots contact: photo@k-state.edu
Videos
The Division of Communications and Marketing has experienced video/audio professionals available to assist colleges and units at all campuses at no charge for their creative services, to assist with the creation of well-crafted and branded videos across a wide variety of media distribution channels.

For information about video services:
k-state.edu/video

One of the most effective tools for communicators at K-State is video. To ensure a consistent user experience and brand standards it is critical that videos are of high quality, demonstrate excellent production values, and are distributed in the proper format and resolution.

**Acquisition standards:**

**Video**

High definition, 1080i, 1920x1080 (16:9) aspect ratio

SD to HD up-conversion should be avoided, if possible, due to artifacts created in the up-conversion process.

**Audio**

- Clipping is to be avoided at all costs
- Maximum level is 0 (clip point)
- Audio peaks should average around -8 dB (from clip)
- Tone level (if used) is -18 dB (from clip)
- Use professional lavalier or hand-held microphones for audio capture. Avoid “shotgun” mics wherever possible.
- Digital recording standard: 44.1 kHz sample rate, 16 bit minimum (CD quality)

**Distribution standards:**

YouTube and other online video channels enforce copyright for music in all uploaded videos. Even music to which Kansas State University has rights may be “flagged,” preventing viewing of the video. After a limited number of “flags,” the online channel may discontinue support for the University, so it is imperative copyrighted music not be included on videos uploaded to YouTube, Vimeo and other video service providers.

**Common elements/policies:**

**Aspect ratio**

16:9

**Title/closing slates**

5-8 seconds preceding and following content (Please contact the Division of Communications and Marketing for Photoshop and text templates for standard title slates)

**Commercial spots/PSAs**

All broadcast videos are to be reviewed and approved by the Division of Communications and Marketing before distribution to media outlets for air.
Websites
Web Services collaborates with campus clients to design, build and support websites and Web applications for the university community, specifically for administrative units, faculty members and student organizations.

For information about web services: k-state.edu/webservices/

Content management system

With the implementation of a content management system for university websites, clients can focus on the site content, while our web professionals ensure consistency and maximize usability. Our staff will help you communicate with your audiences and deliver the relevant information that is key in today’s web environment.

OmniUpdate serves as the university Content Management System (CMS). This tool enables academic departments and offices to easily create and modify websites in accordance with university branding efforts. A central CMS also allows for the creation of additional tools/features and integrated social media for everyone across campus.

If you are interested in learning more, please contact Web Services at webservices@k-state.edu. There is no fee associated with using the CMS.
Social Media
Social media services

Social media services oversees the central social media pages for Kansas State University, helping students, alumni, faculty, staff and fans stay connected and up-to-date on events and news. Staff cultivates conversations, provides exclusive content for channels like Facebook and Twitter and monitors emerging social media trends. The social media team provides overall guidance and works with colleges and units across all three campuses to develop effective messages for social media outlets, consistent with plans developed by the marketing services staff.

Policies

Employees managing and/or posting on behalf of the University on official social media accounts are generally expected to adhere to the same standards of conduct online as anywhere else in the workplace. All Kansas State University policies apply to social media outlets to the extent applicable.

When a unit, department, program, or other authorized effort of the University desires to open a social media account, that account may only be opened and operated as an official University social media account.

Profile icon graphics guidelines

NOTE: Social Media profile icons are to be used for social media purposes only. Icons are NOT to be used in other web, print publication or merchandise materials.
Resources
Templates

The Division of Communications and Marketing maintains many templates to assist with the creation of presentations, name tags, brochures, magazines, banners, eNewsletters and other communications. To access available online resources, please visit: k-state.edu/vpcm/resources

PowerPoint templates

- Horizontal
- Vertical

For customized PowerPoint templates that feature unit signatures or assistance with name tags, please contact the Division of Communications and Marketing.

Print name tag templates

Plastic and metal name tag templates also are available.

**CONTACT**

Division of Communications and Marketing
785-532-2535
vpcm@k-state.edu
Frequently Asked Questions

Kansas State University must convey a consistent image as a leading public research and teaching university. A brand guide helps ensure that all parts of the university are working together to communicate this image.

Q. What color is K-State purple?  
A.  PMS 268 Purple for print, hex code #512888 for Web. See page 24 for more information.

Q. I want to produce a T-shirt and some give-away items with a university mark. Do I need approval from someone?  
A.  Yes. Please contact Trademark Licensing at 785-532-6269 or logos@k-state.edu

Q. What is the Kansas State University Wordmark?  
A.  The Kansas State University Wordmark is the standardized graphic representation of the Kansas State University name. See page 6 for more information.

Q. I’d like to modify the wordmark to fit my specific needs. How do I do that?  
A.  Use only approved, unaltered versions of the Kansas State University Wordmark. See pages 6-7 for guidelines.

Q. What formats are available for the Kansas State University wordmark?  
A.  Three formats are available: Adobe Illustrator (AI), Encapsulated PostScript (EPS) and Portable Document Format (PDF). Colors provided are purple on white, black on white, and white on purple.

Q. Do guidelines exist for campus and vehicle signage?  
A.  Yes, contact the vice president of Communications and Marketing, 785-532-2535 or vpcm@k-state.edu, for guidelines and approval.

Q. I’ve designed a logo for my department and want to use it with the K-State Wordmark. Is that OK?  
A.  No supplementary logos are to be used with the wordmark. We all benefit when a consistent graphic identity represents Kansas State University. See page 8 for more information.

Q. Which seal should I use?  
A.  The University Seal is designated for use on documents, diplomas and other official purposes. The President’s Seal may be used only with the permission of the Kansas State University president. See page 9.

Q. What are the rules regarding advertising?  
A.  Kansas State University must be identified in all university-generated advertising that promotes any unit of the institution. While preferably this will generally take the form of the Kansas State University Wordmark, it may also be featured with type identifying Kansas State University. This applies to all online ads, magazine and newspaper advertising, posters, banners and billboards. When advertising is used to promote an event, university identification must appear prominently, but sizing should reflect the relative roles of the event, the sponsoring unit and the university.

Q. Should I throw away existing stationery and business cards without current branding?  
A.  Yes. Please recycle all stationary and business cards with out-dated branding.

Q. How did the university develop the Kansas State University Wordmark and Unit Signatures?  
A.  This was a collaborative effort with input from faculty, staff, students, alumni and friends. The marks were designed by a team of internal graphic designers. Designers from offices all over campus provided input and suggestions during the process.

Q. Can I use multiple marks together to represent outside partnerships?  
A.  Yes, but certain guidelines apply. For more information, contact the Division of Communications and Marketing at vpcm@k-state.edu or 785-532-2535.

Q. What if I have more questions?  
A.  Please contact the Division of Communications and Marketing at 785-532-2535 or vpcm@k-state.edu or Trademark Licensing, 785-532-6269 or logos@k-state.edu.

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