

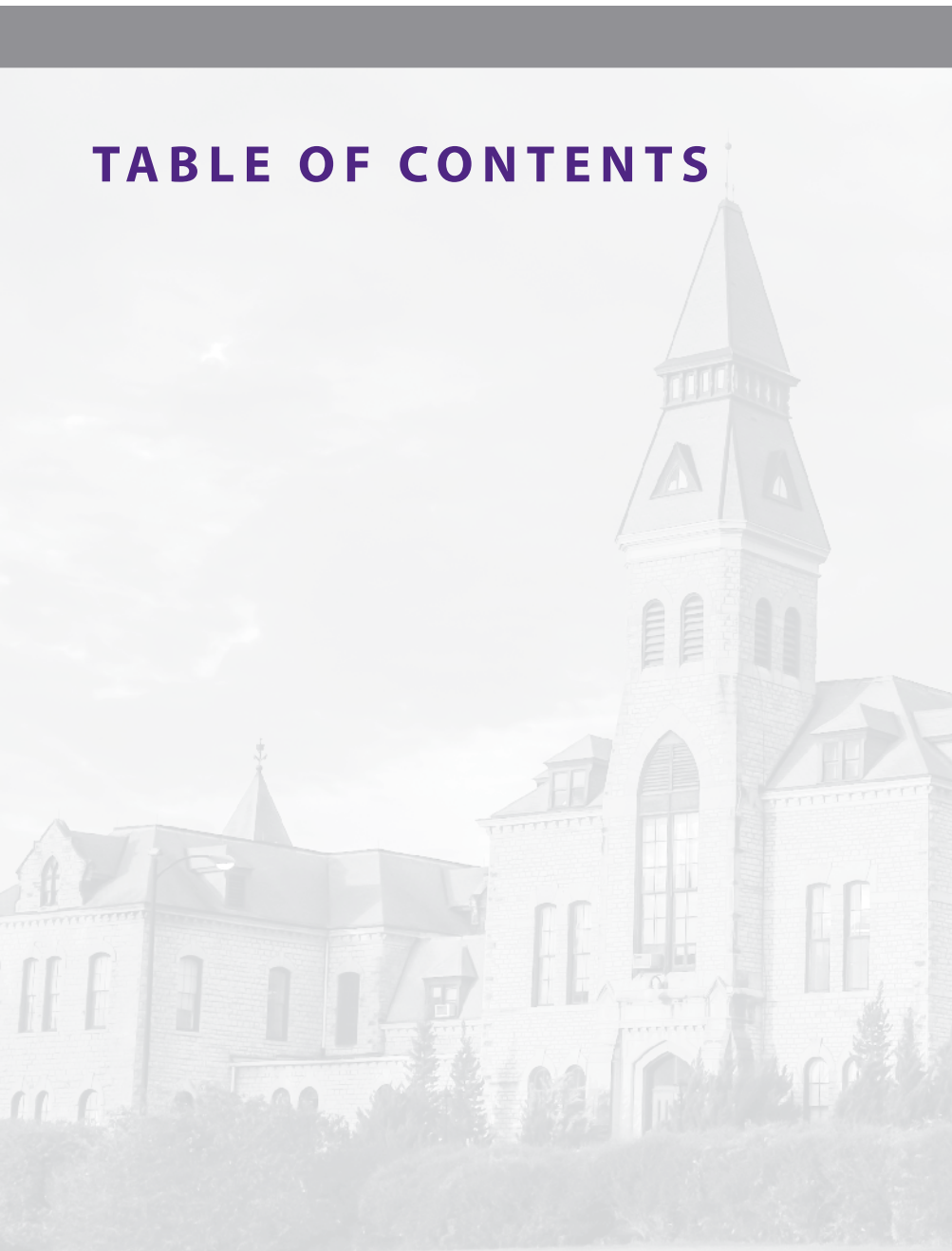
KANSAS STATE

UNIVERSITY®

BRAND GUIDE

UPDATED 2015

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Introduction

The Division of Communications and Marketing has a charge to fully integrate the delivery of the Kansas State University image, as well as to increase the impact, efficiency and consistency of institutional communications and marketing initiatives.

To that end, the division's mission is to create and lead a comprehensive communications and integrated marketing program that emphasizes the university's unique brand and enhances its visibility.

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



Section
One

Identity

Identity/Primary Marks

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.

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.

Kansas State University Wordmark

KANSAS STATE
UNIVERSITY®

K-State Wordmark

K-STATE®

University Seal



Spirit Mark



CONTACT

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

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

Kansas State University Wordmark

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.

CONTACT

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785-532-2535
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.

KANSAS STATE
UNIVERSITY.

PMS 268

KANSAS STATE
UNIVERSITY.

REVERSED-TO-WHITE ON PMS 268

KANSAS STATE
UNIVERSITY.

REVERSED-TO-WHITE ON BLACK

KANSAS STATE
UNIVERSITY.

100 PERCENT K/BLACK

KANSAS STATE
UNIVERSITY.

40 PERCENT K/BLACK

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.

Misuse of Identity



CONTACT

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

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

K-State Wordmark

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

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

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

K-STATE®

PMS 268

K-STATE®

REVERSE-TO-WHITE

K-STATE®

100 PERCENT K/ BLACK

K-STATE®

40 PERCENT K/BLACK

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.



University Seal



President's Seal

CONTACT

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

Spirit Mark

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.



PMS 268



100 PERCENT K/BLACK



40 PERCENT K/BLACK



REVERSE-TO-WHITE

CONTACT

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

Spirit Mark Usage Rules

- 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.
- Student organizations may use the Powercat if they are registered with the Office of Student Activities and Services. 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.
- Club sports must identify themselves as "Kansas State Club _____" (e.g. Kansas State Club Volleyball, or Kansas State Rugby Club, are both acceptable uses.) If using the Powercat, it must 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.
- Any use of the Powercat on a product must be produced by a licensed vendor.



Never use colors outside of the official color palette



Never modify the proportions of the marks



Never reverse the orientation of the marks



Never modify or remove elements of the marks



Never use excessive outlines or graphic elements



Never resize or rearrange elements of the marks



Never use the Powercat inside text or other marks



Never replace fonts in wordmarks; never use non official fonts



Never use Serpentine in conjunction with the wordmark



Never type K-STATE in Serpentine; always use the official wordmark



Never use marks or student-athlete's name, image or likeness on commercial products in violation of NCAA rules. For more information, visit k-statesports.com/compliance



Never use K-State Athletics marks or logos in conjunction with references to or imagery of alcohol, drugs or tobacco-related products.

CONTACT

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

Full Unit Signatures

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.



Horizontal format



College of Agriculture

Justified left format



College of Agriculture

Centered format

CONTACT

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

Abbreviated Unit Signatures

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.

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

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

Unit Signatures Usage Chart

Full and Abbreviated Unit Signature Usage Chart



Full Unit Signature

Abbreviated Unit Signature

Stationery <small>(Letterhead, envelopes, business cards, etc.)</small>	✓	
Brochures/Postcards	✓	
Newsletters/Magazines	✓	
Advertising/Billboards	✓	
Invitations	✓	
Videos	✓	
Banners	✓	✓
Displays	✓	✓
Padfolios/Binders	✓	✓
Apparel	✓	✓
Specialty items <small>(Pens, key chains, etc.)</small>	✓	✓

CONTACT

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

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

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.

Polytechnic Campus Wordmarks

Kansas State Polytechnic Wordmark

KANSAS STATE
P O L Y T E C H N I C

PMS 268

KANSAS STATE
P O L Y T E C H N I C

100 PERCENT K/BLACK



REVERSE-TO-WHITE ON PMS 268

Polytechnic Full Unit Signatures

KANSAS STATE
P O L Y T E C H N I C

Unmanned Aircraft
Systems

KANSAS STATE
P O L Y T E C H N I C

Office of the CEO and Dean

Misuse of Identity

KANSAS STATE
UNIVERSITY | ~~Salina~~

K-STATE
~~SALINA~~

K-STATE
~~SALINA~~

CONTACT

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

Olathe Campus Wordmarks

Kansas State University Olathe Wordmark

KANSAS STATE | Olathe
UNIVERSITY.

PMS 268

KANSAS STATE | Olathe
UNIVERSITY.

REVERSE-TO-WHITE ON PMS 268

KANSAS STATE | Olathe
UNIVERSITY.

100 PERCENT K/BLACK

Department-Specific Wordmark

KANSAS STATE | Olathe
UNIVERSITY. Urban Water Institute

100 PERCENT K/BLACK

CONTACT

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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.



KANSAS STATE UNIVERSITY
FOUNDATION

BRI

CONTACT

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

K-State Research and Extension

K-State Research and Extension has a statewide presence, with offices covering every Kansas county. Research shows Kansans are intimately familiar with “K-State” and the Powercat mark. These marks provide strong brand value to K-State Research and Extension because its target audience and stakeholders are primarily people living in Kansas.

These marks are approved for use only by K-State Research and Extension. For usage guidelines, please visit: ksre.ksu.edu/p.aspx?tabid=200

CONTACT

K-State Research and Extension
785-532-5820
ksre@k-state.edu

K-STATE
Research and Extension

PMS 268



K-STATE
Research and Extension

PMS 268 W/POWERCAT



K-STATE
Research and Extension

100 PERCENT K/ BLACK



REVERSE -TO- WHITE ON PMS 268

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

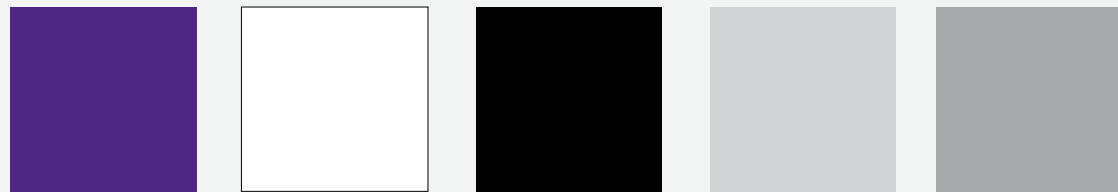
Division of Communications
and Marketing
785-532-2535
vpcm@k-state.edu

Brand Colors

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).



PMS 268		WHITE		K/BLACK		20 PERCENT K/BLACK		40 PERCENT K/BLACK	
C	82 PERCENT	C	–	C	–	C	–	C	–
M	100 PERCENT	M	–	M	–	M	–	M	–
Y	0 PERCENT	Y	–	Y	–	Y	–	Y	–
K	12 PERCENT	K	–	K	100 PERCENT	K	20 PERCENT	K	40 PERCENT
R	79	R	255	R	35	R	209	R	167
G	38	G	255	G	31	G	211	G	169
B	131	B	255	B	32	B	212	B	172
HEX	#512888	HEX	#FFFFFF	HEX	#000000	HEX	#333333	HEX	#666666

CONTACT

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

Utilize shades of black for two-color jobs.

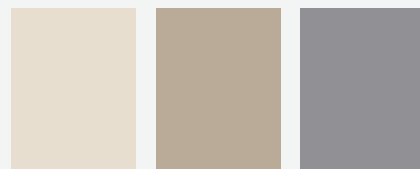
Secondary Color Palette

The dominant color for all jobs is PMS 268.

The neutrals palette 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 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

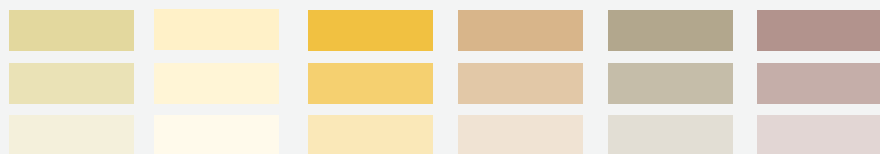


PMS 7528	PMS 7530	COOL GREY 9
C –	C –	C –
M 3 PERCENT	M 8 PERCENT	M 1
Y 10 PERCENT	Y 21 PERCENT	Y –
K 10 PERCENT	K 32 PERCENT	K 51 PERCENT
R 231	R 185	R 145
G 222	G 171	G 145
B 208	B 151	B 149
HEX #FOCE86	HEX #BAAB99	HEX #919195

Accent Colors



PMS 617	PMS 1205	PMS 124	PMS 7407	PMS 7503	PMS 7525
C –	C –	C –	C 19 PERCENT	C 38 PERCENT	C 36 PERCENT
M 2 PERCENT	M 5 PERCENT	M 28 PERCENT	M 36 PERCENT	M 37 PERCENT	M 52 PERCENT
Y 48 PERCENT	Y 31 PERCENT	Y 100 PERCENT	Y 64 PERCENT	Y 60 PERCENT	Y 51 PERCENT
K 17 PERCENT	K –	K 6 PERCENT	K –	K 5 PERCENT	K 8 PERCENT
R 220	R 255	R 238	R 206	R 159	R 158
G 206	G 238	G 177	G 163	G 145	G 120
B 134	B 187	B 17	B 109	B 112	B 112
HEX #DBCE86	HEX #FFEDBA	HEX #EDAF11	HEX #CEA36C	HEX #39F9170	HEX #9E776F



Accent colors may be used in shade variations.

CONTACT

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

Brand Primary Font

Authorized typefaces are an important part of Kansas State University's brand identity and should always be used. For print materials, use the font shown here. For online materials, **Lucida Sans** is the substitute font.

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.*

REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890
ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz • 1234567890</i>
BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890
BOLD ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz • 1234567890</i>

CONTACT

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

Brand Secondary Font

Authorized typefaces are an important part of Kansas State University's brand identity and should always be used. For print materials, use the font shown here. For online materials, **Times New Roman** is the substitute font.

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.

REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890
ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz • 1234567890</i>
BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz • 1234567890
BOLD ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz • 1234567890</i>

CONTACT

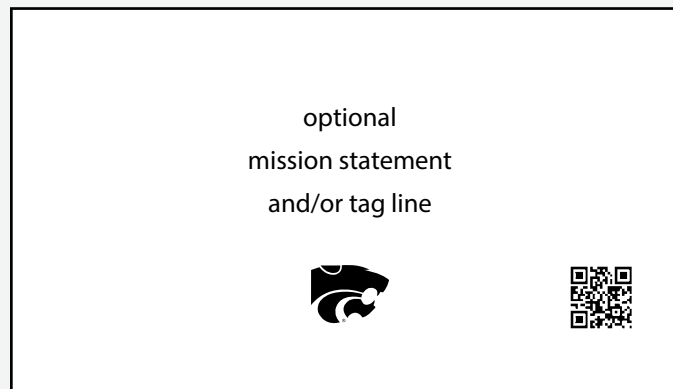
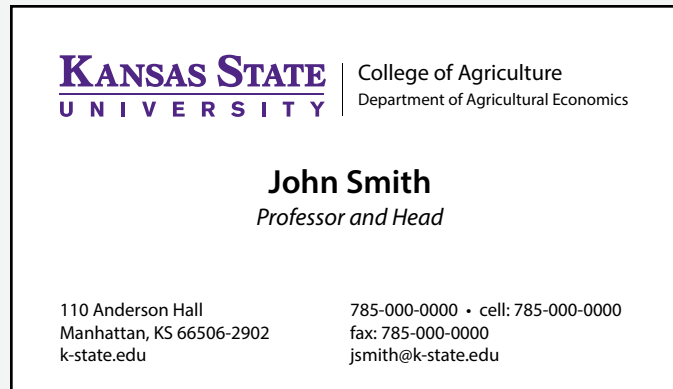
Division of Communications
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785-532-2535
vpcm@k-state.edu

Section
Two

Print

Business Cards

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

Letterhead

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.

KANSAS STATE
UNIVERSITY | Office of the President

KANSAS STATE
UNIVERSITY | Division of Communications
and Marketing

KANSAS STATE
UNIVERSITY | College of Agriculture
Department of Animal Sciences
and Industry

- 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.

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

CONTACT

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

Envelopes

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

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)

KANSAS STATE UNIVERSITY | Office of the President
119 Anderson Hall
Manhattan, KS 66506-2800

KANSAS STATE UNIVERSITY | College of Architecture,
Planning and Design
119 Anderson Hall
Manhattan, KS 66506-2800

KANSAS STATE UNIVERSITY | College of Agriculture
Department of Horticulture, Forestry,
and Recreation Resources
119 Anderson Hall
Manhattan, KS 66506-2800

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

Section
Three

Trademark Licensing

Trademark Licensing

The use of any university trademark on a promotional item of any type requires prior written approval. This applies to all products, including those designed by students or student groups.

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.

Purchase K-State products:

k-state.edu/logos/current-retailers2.pdf

Download a license application:

<http://lrgusa.com/licensing>

CONTACT

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

Section
Four

Photography

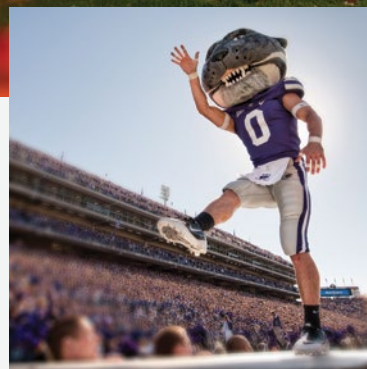
Photography

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



CONTACT

Division of Communications
and Marketing
785-532-2535
vpcm@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

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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.

Section
Six

Websites

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.

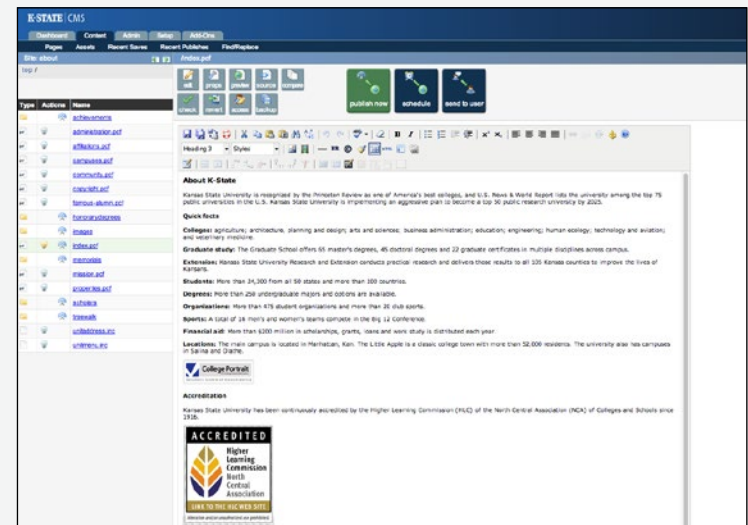
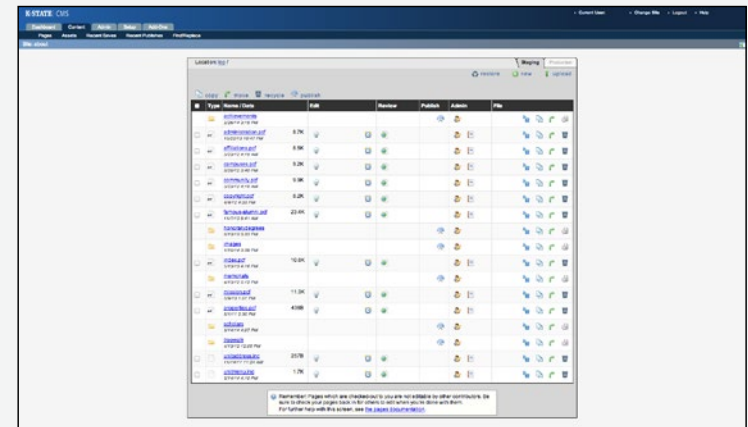
For information about web services:
k-state.edu/webservices/

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.



CONTACT

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

Section
Seven

Social Media

Social Media

DOWNLOAD

Guidelines:
k-state.edu/socialmedia/bestpractices.html

Social media directory:
k-state.edu/socialmedia/official.html

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.

CONTACT

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

Resources

Templates

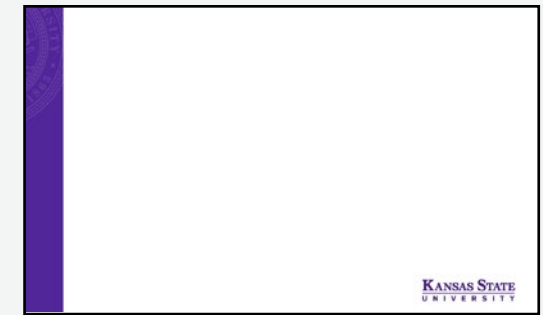
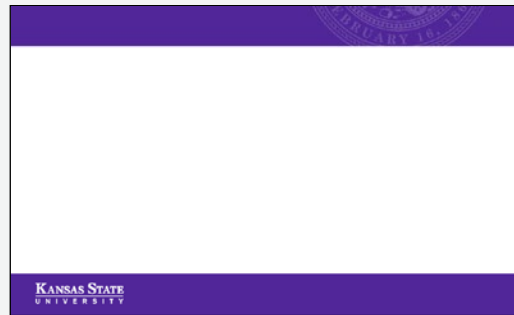
The Division of Communications and Marketing maintains many templates to assist with the creation of presentations, name tags, brochures, magazines, banners, eNewsletters and other communications. To access available online resources, please visit:

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.

CONTACT

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

Q. What color is K-State purple?

A. PMS 268 Purple for print, hex code #512888 for Web. See page 20 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 stationery 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.