



UNIVERSITY BRAND GUIDE

VERSION 4.0

KANSAS STATE UNIVERSITY BRAND GUIDE

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INTRODUCTION

SECTION 01

CREATING CONNECTIONS. PURSUING POSSIBILITY. ADVANCING SOCIETY.

The Kansas State University brand is more than a logo and school colors. It's what students, faculty, alumni, corporations, peers and outside audiences all think, feel and respond to when they encounter anything and everything Kansas State University. The first, and sometimes only, tangible expressions of our brand are the communications created by the university. No matter the medium, they play an important role in elevating the university's brand and identity as a leading public research and teaching university. As part of the K-State family, we are all brand ambassadors and have a role in creating consistent and cohesive communications.

This document outlines the system that was created based on a strategic communications platform and 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. To ensure proper usage of branding elements, we have developed this document of guidelines and a toolkit that consists of several source files.

To obtain the toolkit, please visit:

k-state.edu/communications-marketing/brand-style/assets-downloads

Please contact the Division of Communications and Marketing with questions related to branding:

Division of Communications and Marketing

785-532-2535

vpcm@k-state.edu



UNIVERSITY BRAND PLATFORM

SECTION 02

POSITIONING

The K-State brand positioning is intended to leverage a core human value that represents the intersection between K-State's brand essence and those things that resonate on a personal level with our audience. It is meant to be meaningful, compelling, unique and ultimately, inspiring.

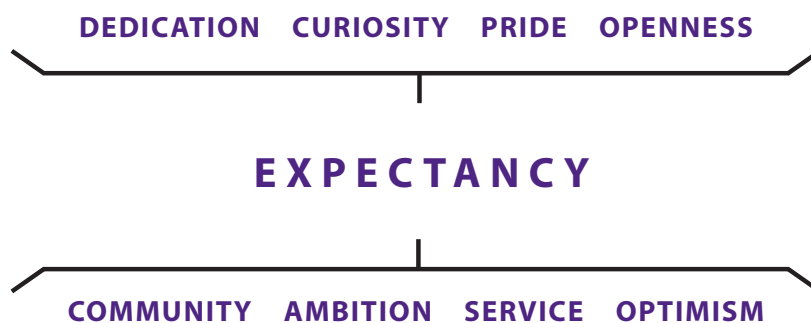
Identifying our core shared value begins with exploring our brand framework. Simply put: what we do, how we do it, and why we do it. Our why — that element that makes our what and how more meaningful — is our core value.

OUR WHAT: A forward-thinking, progressive land-grant university dedicated to fostering a welcoming and inclusive community, where all students feel connected, supported and empowered to take intellectual risks to prepare them to advance society and enrich the world for those who follow.

OUR HOW: Joined together in diversity of thought and experience, students, faculty and staff at K-State are united in our commitment to solving issues affecting the future of societies across the globe by harnessing the collective power of technology, innovative learning, discovery and engagement.

OUR WHY: By being open and optimistic to all that is to come, we will achieve beyond what we ever imagined.

Though the K-State brand and our audience share many values born out of our relentless drive for student success, our caring and compassionate culture and our deep commitment to the growth of our state and its people, the one value that they all feed into is Expectancy. Expectancy embodies our dedication to the communities we serve and our future-focused commitment to creating change in the world. The word expectancy is not intended to appear in external-facing messaging, but rather as a guiding value that informs our work.



CONNECTING THE BRAND TO THE CREATIVE CAMPAIGN

Developed to align with K-State's strategic plan priorities, the University Brand Platform is intended to promote K-State's reputation as a leader and encourage student enrollment, attraction of gifted faculty and engagement with the alumni and the community.

K-State is the next generation land-grant institution that is open and optimistic to all that is to come, creating the future of education for the state of Kansas and beyond.

University Brand Platform

In our creative platform, we turn the positioning into creative executions through messaging that uses a specific voice/tone and curated, intentional visuals to help bring the value of expectancy to life for our core audiences.

BRAND PILLARS

Rooted in the core value of expectancy, the university's brand pillars reflect the unique character of K-State and should be expressed through our communications, both in words and in visualization.

If in each message we convey one or more of these strengths, our stories feel more authentic and the identity of our university will be more recognizable.

Our brand pillars — Creating Connections, Pursuing Possibility and Advancing Society — offer a framework for communicating K-State's strengths and value to our audiences. Associated values that align to the brand pillars can also serve as a starting point when developing communications, both written and visual.

Creating Connections

The K-State culture is enthusiastic, inclusive and creative. On our connected campuses, you'll find welcoming people and a place where you belong. Whether it lies in research discoveries, victories on the field or memories that last a lifetime, the connections made follow us to all corners of the world. Joined together in diversity of thought and experience, we are united in our commitment to solving some of the society's most pressing issues, empowering us to embrace challenges together. Because when we come together as one, there is no challenge too big for us to tackle.

Associated values:

- Community
- Pride
- Openness

Pursuing Possibility

The K-State community is filled with passionate explorers, constantly questioning what's possible and evolving to meet the needs of society. Our breadth of academic and experiential offerings represents our ambition to be one of the top public institutions in the country. The groundbreaking research done here sparks new ideas to find novel solutions to the most pressing issues impacting the future of the communities we serve. With open minds and curious spirits, we are answering the questions of today and solving the problems for tomorrow.

Associated values:

- Ambition
- Curiosity
- Optimism

Advancing Society

As the nation's first operational land-grant university, we hold ourselves to high standards. Our midwestern work-ethic drives our resilience to succeed against odds, and we empower our students to do the same. Since 1863, we have been courageously open to discovering and unleashing people's full potential through new ideas, transforming our students into the global citizens necessary to advance the well-being of Kansas, the nation and the international community.

Associated values:

- Dedication
- Service

Campaign Anthem

Our campaign anthem expresses our inspiration for tomorrow. It captures the K-State spirit and sets the stage for all the great things yet to come. Familiarity with it will help you craft communication elements that resonate with our audiences.

There's a world out there just waiting for you to make something of it.

A world more open than ever to your ideas, your curiosity, your ambition and your optimism.

At Kansas State University, we know the opportunities before you are as expansive as the limitless prairie we call home.

We hold sunlight in our hands, illuminating infinite possibilities.

We dream wonders, then work to make them come true.

We rebuke ambivalence and apathy, and choose to welcome what comes next, savoring the unknown, and living an adventure rich in opportunity and hope.

Ours is the generation that rejects the false dichotomy of work or service, confident that we can succeed in a way that lifts not just us, but those around us.

We will pursue the good. Expand expectations. And demand the most from ourselves and our lives.

We are the open-minded. The adaptive. The communicators, problem-solvers, explorers, and intellectual adventurers who never shy away from change, knowing that in the right hands, change can lead to something better.

At Kansas State University, there's no limit to what you can expect.



COPYWRITING

SECTION 03

BRAND VOICE

Just like a person, K-State has a personality, and this personality has a distinct voice.

K-State's brand is about optimism, opportunity and creating a better future. The brand voice reflects and expresses these characteristics. Language is aspirational, forward-thinking, confident and inspiring. It conveys with emotion that K-State students are prepared, inspired and activated to turn their talents and education into the ideas, breakthroughs and problem-solving the world is waiting for.

Written and verbal communications that emanate from the university, or carry its marks for identification, should reflect and reinforce these characteristics.

Crafting messaging

When crafting key messaging, consider your unit's core strengths, attributes, experiences, activities and offerings and categorize them within the university's brand pillars:

- Creating connections
- Pursuing possibility
- Advancing society

This ensures your core messages connect to the institutional brand, lifting our audiences' understanding of who K-State is as a whole and what experiences are core to our institution.

If you need assistance in crafting and connecting your core messages to the university's brand pillars, contact the Division of Communications and Marketing.

Headlines

Headlines need to be bold, pre-emptive, intriguing and attention-getting.

- On transactional pieces, headlines should be descriptive and contextual.
- On motivational pieces, the campaign theme of "Don't Make the World Wait" can be used as an integral element in primary headline construction.
- In essence, it becomes the response and resolution to questions that challenge readers to consider their great potential to impact the world. Some examples of this two-part headline construction:
 - Are you the next environmental defender? Don't Make the World Wait
 - Are you the next pioneer in flight? Don't Make the World Wait
 - Are you the next voice of change? Don't Make the World Wait

- Additionally, the campaign theme can be reflected in alternative ways that do not use the “Don’t Make the World Wait” phrasing specifically. These headlines work within the context of the brand’s strong sense of exploring, discovering, becoming, changing. Examples include:
 - World, we’ve got this.
 - Today K-State, tomorrow the world.
 - The world is waiting for the next game-changer.

Body Copy

The copy should follow the brand tone: aspirational, forward-thinking, confident and inspiring. The copy itself should invite the reader to learn more about K-State and the world of opportunities that are waiting to be discovered and experienced. The language should feel fresh, optimistic and confident, reflecting K-State’s commitment to positive change, problem-solving and a readiness to rise to whatever opportunity or challenge the world presents next.

Call to action

When writing any type of marketing copy, it is strongly advised that a core call to action is included as appropriate. The call to action can be specific (i.e. apply today, schedule your visit, find your advisor, etc.), or it can be yet another place that the campaign theme can be reflected when the tone is more aspirational (i.e. Don’t Make the World Wait).

Editorial Style

Consistent punctuation, grammar and overall style also are key to clear, efficient and professional communication. For official marketing and communications on behalf of the university, the Associated Press Stylebook serves as the foundation for university style. The university style guide, which includes many university-specific style references not specified by the Associated Press, may be found at: k-state.edu/communications-marketing/brand-style/voice-style/style-guide.

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TYPOGRAPHY

SECTION 04

Typography is an extremely powerful tool. Correctly used, the right font commands attention, elicits emotions and helps create a voice. This is why typography is so essential to our brand identity and should always be used.

BRAND TYPOGRAPHY

Primary Brand Font: MYRIAD PRO

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

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

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. **DIN 2014** is also an acceptable alternative as a sans serif font. For online materials, **Lucida Sans** is the substitute font.

BRAND TYPOGRAPHY

Secondary Brand 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 6 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. Four commonly used families below with such variations as semi-bold, semi-bold italic, etc

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

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.

BRAND TYPOGRAPHY

Optional accent font for headlines: Acrylic hand thick SVG regular

Acrylic Hand Thick can also serve as a defining visual element for primary headlines that are prominently placed in creative pieces.

- If placed in the upper left, the headline should be left-aligned.
- If placed in the upper right, the headline should be right-aligned.
- Placement will be dictated based on where the cleared space in the photo is.

Headlines set in this font should be the largest element in the design hierarchy, aside from photography.

Because this is a SVG font, all copy and color edits must be made in Photoshop. There is also a non-SVG weight of that font that still has some painterly effect, but usage should be limited as this version is significantly more flattened.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

KANSAS STATE
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**GRAPHIC
ELEMENTS**

SECTION 05

PAINT GRAPHIC

Standardized graphic elements that offer ways to accent key design components and/or messages are available for you use. The paint graphic is most often used in two key ways:

- The paint graphic is often used as a background behind the Kansas State University wordmark as a way to set the mark off and differentiate it from other competing elements on the page. The wordmark placed on this graphic element should be sized and placed consistently throughout all creative pieces.
- The paint graphic can also be used as a large texture behind a headline if placed on a contrasting plain background. Headlines placed on top of this texture can either be the optional Acrylic Hand accent font for primary headlines or a custom headline that makes sense for the creative piece typeset in Myriad Pro.



PAINTED ELEMENT COLORS

The K-State purple (PMS 268) should be used on headlines at 100% whenever possible but can be set at 90% for legibility over higher contrast images if needed. The same guidance applies for the paint graphic.

DON'T
MAKE
THE
WORLD
WAIT.

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PHOTOGRAPHY

SECTION 06

PHOTOGRAPHY

Kansas State University brand photography represents K-State students, faculty and staff in an authentic and powerful way. Photography aims to capture a moment in time:

- Individuals photographed should be focusing on their work or concentrating on the task at hand.
- Small groups are shown to be interacting with purpose.

Core to consideration when planning photography is understanding how to express our brand pillars in the visuals, particularly K-State's strong, connected community. An emphasis is placed on showing students, faculty and staff together, as at K-State, you never go it alone.

When capturing students, faculty and staff, always also be mindful of ensuring appropriate representation across your imagery. K-State is comprised of individuals from many cultures and backgrounds; our photography should not only showcase our diverse community but celebrate it.

Full-color photography executions are preferred in the current post-pandemic era. Black and white photography can be effectively used to make our designs "stand out" among a sea of full-color designs in the market. It should, however, be used sparingly and only with purpose.

Composition

The photography has an editorial feel, with subjects looking off camera to aid in authenticity and ensure a genuine feel. Shallow depth of focus allows the subject to remain the focal point. Editing in a slight bit of grain to the photos adds to the "in the moment" feel.

Each photo should be composed in a way that accommodates the painted type featured in the headline. To do so, ensure that there is an area above, to the left or to the right of the subject where the message can appear. In some cases, we will overlay the type over a portrait where necessary.

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VIDEOGRAPHY

SECTION 07

VIDEOGRAPHY

Video is a powerful, emotive communication medium — one that can immerse its viewers in the essence of the K-State brand in a way that no other medium can.

To ensure effective videos, producers should always:

- Define the goal of the communication: In addition to evoking emotion and brand experience, video also aids in achieving specific communication goals. Defining the goal first and foremost will inform the script, treatment and more.
- Consider the intended audience: Treatment, stylization and visuals presented will vary depending on the target audience.
- Understand the use case(s) and distribution plan: The use cases will help define the appropriate video length, outputs and more.

Showcasing the K-State brand

In general, when utilizing video to express the university's brand essence, a strong focus should be placed on stories and testimonials. Visually, this is represented through portraits of students, faculty, alumni and other stakeholders who are intently focused and engaged in their work, an activity, a conversation, etc. Subjects can certainly appear with others in balance across the video, but a strong focus on individuals is always present.

- Portraits should have shallow depth of field and focus on the subject, but backgrounds, settings and costume are important to tell the story.
- Wide shots and certain portraits should leave ample empty space, framing the subject to the side or corner to overlay text when necessary.
- Try to backlight the subject when possible (light source is behind the subject; subject is between the camera and light source). Use natural light when possible or staged lighting to mimic natural light.
- A black and white execution evokes the power and intensity of the Don't Make the World Wait branded spirit, but color imagery can and should be used in concert as well, especially when utilizing video to offer environmental context.
- Videographers should take special care in pre-production planning, as intentionality is required to maximize the black and white executions.

Video graphics

A standard video graphics package has been developed for use across university units. The package includes options for lower thirds, transitions and wordmarks. These assets can be used as is for universitywide videos. Questions regarding the video graphics package can be directed to Video Production Services at **785-532-2535**, ves@k-state.edu.

- **Kansas State University Wordmark:** The wordmark should not be animated in any way beyond what is provided in the video graphics package. It should not be rotated, distorted or altered in any way.
- **The Powercat:** The Powercat should be treated as a flat element and should not rotate, distort or be altered in any way. Use of the Powercat in video will require review and approval from Communications and Marketing.
- **Fonts:** University brand fonts should be used in video just as they are in other media.

Resources, services and policy referrals

- **Photo/Video releases:** We recommend obtaining signatures from participants in your photo and video projects. Please use the approved university release form, which you may modify for your own project.
- **Drones/UAS:** If you are interested in obtaining drone imagery, first familiarize yourself with the Unmanned Aircraft Systems policy, available at k-state.edu/policies/ppm/7800/7860.html. Questions regarding drones/UAS can be directed to Video Production Services at **785-532-2535**, ves@k-state.edu. A UAS request form is also available at k-state.edu/policies/ppm/7800/uas-request-form.html.
- **Commercial photo/video on campus:** Commercial projects on campus require special permission from the Vice President for Communications and Marketing, **785-532-2535**, vpcm@k-state.edu. The policy is available at k-state.edu/media/mediaguide/video-guidelines.html.
- **Video for social media:** If you are interested in posting your video to the official K-State YouTube or other social media platforms, please contact Communications and Marketing at **785-532-3152**, vpcm@k-state.edu.
- **Electronic Media Services:** Electronic Media Services is available through the Office for Mediated Education for hire to produce videos for campus units. This includes live streaming, instructional capture and promotional videos. Their services do have cost-recovery fees. Learn more at <https://ome.ksu.edu/services>.

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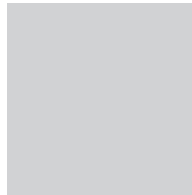

**COLOR
PALETTE**

SECTION 08

PRIMARY COLOR PALETTE

The only color to be used for the logo mark is Pantone Color 268+. For best results in print, use the CMYK color build 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).

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

SECONDARY COLOR PALETTE

The neutral 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% 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](tel:785-532-2535), vpcm@k-state.edu.

Neutrals



PMS 7528	PMS 7530	COOL GREY 9
C 0	C 0	C 0
M 3	M 8	M 1
Y 10	Y 21	Y 0
K 10	K 32	K 51

Accent Colors



PMS 617	PMS 1205	PMS 141	PMS 7407	PMS 7503	PMS 7525
C 0	C 0	C 4	C 19	C 38	C 36
M 2	M 5	M 22	M 36	M 37	M 52
Y 48	Y 31	Y 75	Y 64	Y 60	Y 51
K 17	K 0	K 0	K 0	K 5	K 8



Accent colors may be used in shade variations.

Note: use as a guide for printed materials only

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**LOGOS
AND USAGE**

SECTION 09

LOGOS AND USAGE

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
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K-State Wordmark

K-STATE®

University Seal



Spirit Mark



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 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. 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% black and 40% 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 your design software scale the mark proportionately.

KANSAS STATE
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PMS 268

KANSAS STATE
UNIVERSITY®

REVERSED-TO-WHITE ON PMS 268

KANSAS STATE
UNIVERSITY®

REVERSED-TO-WHITE ON BLACK

KANSAS STATE
UNIVERSITY®

100% K/BLACK

KANSAS STATE
UNIVERSITY®

40% 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, always make sure your design software maintains the original proportions 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



K-STATE WORDMARK

The K-State Wordmark was designed for limited use, particularly within the state of Kansas where the abbreviated K-State name is most recognized. 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, always make sure your design software maintains the original proportions 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.



PMS 268



REVERSE-TO-WHITE



100% K/ BLACK



40% K/BLACK

SEAL

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%.

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

SPIRIT MARK

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

Preferred usage

- 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% K/BLACK



40% K/BLACK



REVERSE-TO-WHITE

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.



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.

REGISTERED STUDENT ORGANIZATIONS

Registered student organizations at Kansas State University are divided into two categories:

- **Sponsored organizations:** These student organizations enjoy use of the same university marks as used by their sponsoring department.
- **Affiliated 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 affiliated student organization wishes to indicate a connection with the university, an affiliated student organization mark is available for use.

Affiliated Student Organization Mark

Affiliated 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 affiliated 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).



HORIZONTAL FORMAT



VERTICAL FORMAT



100% K/BLACK



REVERSE-TO-WHITE

FORMAL UNIT SIGNATURE

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 signature is used in more prominent and formal communications to leverage the reputation of the overarching Kansas State University brand. The formal unit logo includes the name of the campus, college, school or center typeset below the university wordmark. Individual academic programs should utilize their department or college signature.

Formal Unit Signatures

KANSAS STATE
UNIVERSITY | College of InsertNameHere

KANSAS STATE
UNIVERSITY
College of InsertNameHere

Used for:

- Formal communications
- For instances where the unit should be clearly visibly linked to the university, typically to these audiences:
 - Alumni and donors
 - Prospective faculty
 - Peer institutions
 - Industry partners
 - Community members

Does not have to be the primary mark for:

- Student- or college-level communications
- Informal communications

Abbreviated Unit Signature

Following the same format as the full unit signature, this mark has limited use and should only be used in instances where space is limited.

KANSAS STATE
College of InsertNameHere

INFORMAL POWERCAT UNIT SIGNATURE

The informal Powercat unit signature, which combines a unit name with the Powercat mark with Kansas State type, may be used on both internal and external communications that are more experiential or casual in nature. It also brings increased prominence to the college over the university. The addition of the Powercat enhances visibility and ties into the experiential aspects of the Kansas State brand, making the Powercat signature particularly effective for advertising and promotional purposes.

Powercat Unit Signatures College Level



Powercat Unit Signatures Department Level



Used for:

- Instances where identification of the college or department is paramount
- For college-level communications such as on-campus events, internal communications or recruitment, typically to these audiences:
 - Current and prospective students
 - Current faculty, staff and administration

Not the primary mark for:

- Communications intended to represent the university as a whole
- Formal communications

UNIT SIGNATURE USAGE GUIDE

When determining which logo is most appropriate for a communication, think first about who the target audience is for that communication. Understand what resonates most with them and choose the appropriate logo accordingly.

In almost every communication channel and/or medium, the formal unit signature is appropriate to use. But, in certain situations there are opportunities to use either the informal Powercat signature or the abbreviated signature. For questions about usage or to obtain a customized signature, please contact the Division of Communications and Marketing, **785-532-2535**, vpcm@k-state.edu.

	Formal Unit Signature	Informal Powercat Unit Signature	Abbreviated Unit Signature
Stationery (Letterhead, envelopes, business cards, etc.)	•		
Brochures/Postcards to Prospective Students	•	•	
Internal newsletters	•	•	
Advertising	Contact DCM to identify the most appropriate strategy for your specific use case.		
External Event Invitations	•		•
Banners/Displays	•		•
Padfolios/Binders	•	•	•
Apparel	•	•	•
Specialty items	•	•	•
Magazines or External Newsletters	•		
Videos	•		
Billboards	•		
Social Media	•	•	
Website	The Informal Powercat Signature is built into the header of our new website templates, while the formal university wordmark is built into the footer.		
Internal Event Invitations	•	•	
Brochures/Postcards to Alumni Donors	•		•

SALINA CAMPUS WORDMARKS

**Kansas State Salina
Wordmark**



REVERSE-TO-WHITE ON PMS 268



**Kansas State
Salina Wordmark
with Campus
Designation**



OLATHE CAMPUS WORDMARKS

**Kansas State University
Olathe Wordmark**



Department-Specific Wordmark



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

CO-BRANDING

As a best practice, do not use multiple logos in the same communication. Instead, use the logo that best covers both entities.

Example:

If two colleges are jointly writing a proposal, use the university level mark.



Example:

If two departments within a college are involved, use the college level mark.



For more specific usage guidelines, please see the chart on page 41. The formal unit signature is always a viable option. However, under specific use cases, you have additional options available to you.

As a general practice, do not use more than one mark type on any given piece or product. While it is the standard practice to only use one mark, in longer communications, it may be acceptable to use the formal university mark in conjunction with the informal unit signature. An example of this would be utilizing the informal Powercat unit signature on a cover of a print piece with the formal university signature on the mailing panel on the back of the piece.

K-STATE RESEARCH AND EXTENSION

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. To keep the K-State Research and Extension brand unified and allow the voice to be clearly identified, secondary marks are not permitted.

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.

K-STATE
Research and Extension
PMS 268

K-STATE
Research and Extension
100% K/BLACK

K-STATE
Research and Extension

REVERSE-TO-WHITE ON PMS 268


K-STATE
Research and Extension
PMS 268 W/POWERCAT

K-STATE
Research and Extension
.....
1.25"
MINIMUM WORDMARK SIZE

Note: Primary mark without Powercat preferred

K-STATE RESEARCH AND EXTENSION

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.

COUNTY/DISTRICT
HORIZONTAL FORMAT

K-STATE
Research and Extension

Pottawatomie
County

PROGRAM
HORIZONTAL FORMAT

K-STATE
Research and Extension

Master Gardener
Riley County

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 see the chart on the following page.

COUNTY/DISTRICT VERTICAL FORMAT

K-STATE
Research and Extension
Pottawatomie County

PROGRAM VERTICAL FORMAT

K-STATE
Research and Extension
Master Gardener
Riley County

For questions about usage, or to obtain a customized wordmark, please contact K-State Research and Extension's Communications Solutions team.

K-STATE RESEARCH AND EXTENSION

District, county and program branding logo usage guide



	Horizontal wordmark	Vertical wordmark
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.)	•	•

For questions about usage, or to obtain a customized wordmark, please contact K-State Research and Extension’s Communications Solutions team.

K-STATE RESEARCH AND EXTENSION

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 contact K-State Research and Extension's Communications Solutions team 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.



K-STATE RESEARCH AND EXTENSION

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 statements must be used

K-State Research and Extension is committed to providing equal opportunity for participation in all programs, services and activities. Program information may be available in languages other than English. Reasonable accommodations for persons with disabilities, including alternative means for communication (e.g., Braille, large print, audio tape, and American Sign Language) may be requested by contacting the event contact [insert name] four weeks prior to the start of the event [insert deadline date] at [insert phone number and email]. Requests received after this date will be honored when it is feasible to do so. Language access services, such as interpretation or translation of vital information will be provided free of charge to limited English proficient individuals upon request.

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 statements 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, in cooperation with the U.S. Department of Agriculture, Director of K-State Research and Extension, Kansas State University, County Extension Councils, Extension Districts.



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