



ATHLETICS BRANDING IDENTITY /// USAGE & STYLE GUIDE

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This guide promotes consistent, coherent and effective identification of K-State Athletics in all its communication and marketing.

Best practices demand that we have specific rules governing the use of our names, logos, colors and references. A professional, coordinated approach establishes a strong identity for K-State while still allowing offices and teams to project their own information. It balances the realities of decentralized activities with the benefits of a consistent core image reinforced by the power of repetition.

MODIFICATIONS & AMENDMENTS

These guidelines anticipate that new technology, delivery methods and design practices will continually challenge the boundaries of this guide. The Branding Committee welcomes comments, questions and requests.

Along with oversight responsibility for primary materials produced on behalf of K-State Athletics, the Branding Committee has been tasked to approve exceptions and extensions to these guidelines. As new and accepted uses are authorized, they will be incorporated into the online version of this guide as illustration of current practice. Any amendments will be posted and publicized annually, on or about July 1.

BRANDING COMMITTEE

Tami Breymeyer
Al Cerbe
Ella Henton
Hank Jacobs
Daren Koudele
Kenny Lannou
Will Rodecap
Jill Shields
Joni Smoller

PRIMARY COLOR PALETTE



K-STATE PURPLE

OFFICIAL CMYK FOR PRINT:
81, 100, 0, 50

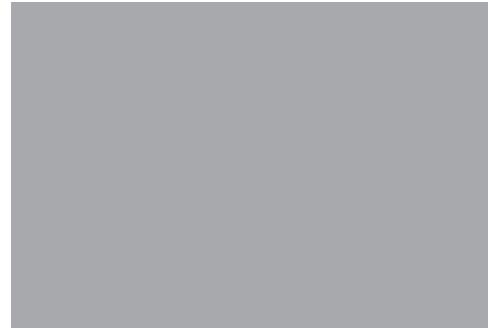
OFFICIAL RGB FOR DIGITAL:
51, 10, 87

OFFICIAL HEX FOR DIGITAL:
#330a57

This color purple was designed specifically for K-State Athletics to match uniform and facility colors.

Sun Graphics printing company has a spot color specifically formulated for our printing purposes.

If a Pantone color is requested, please use Pantone 2695C. This is an exact match to uniforms, but not acceptable for process 4-color printing or use on the web.



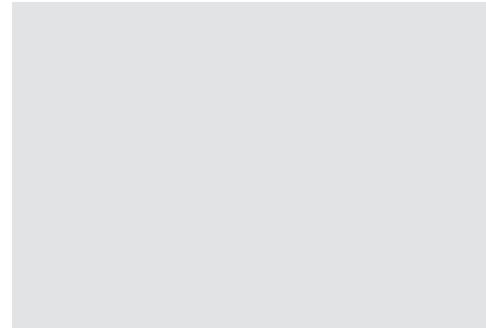
K-STATE DARK GRAY

OFFICIAL CMYK FOR PRINT:
0, 0, 0, 40

OFFICIAL RGB FOR DIGITAL:
167, 169, 172

OFFICIAL HEX FOR DIGITAL:
#a7a9ac

OFFICIAL PANTONE:
PANTONE 877



K-STATE LIGHT GRAY

OFFICIAL CMYK FOR PRINT:
0, 0, 0, 12

OFFICIAL RGB FOR DIGITAL:
226, 227, 228

OFFICIAL HEX FOR DIGITAL:
#e2e3e4

OFFICIAL PANTONE:
PANTONE 877 at 30%

PRIMARY LOGO



The Powercat is the primary identity for K-State Athletics and should be used in all instances including but not limited to: advertisements, banners, billboards, booklets, brochures, cards, certificates, facility graphics, invitations or posters.

ACCEPTABLE COLOR VERSIONS:



The Powercat may be used in any of K-State's approved primary colors: K-State Purple, K-State Dark Gray, K-State Light Gray, Black or White.

MISUSE OF THE POWERCAT:



Never use colors outside of the official color palette.
Never use a color Powercat with a stroke. If using a stroke, the fill of the logo must be transparent.
Never reverse the orientation of the Powercat.
Never modify the proportions of the Powercat.

The Powercat is allowed to be used by faculty and staff of Kansas State University. Please reference the Kansas State University Brand Guide for more information.

WORDMARKS

K-STATE[®]

K-State Wordmark

 **K-STATE**[®]

Powercat with K-State Wordmark horizontal lockup

 **K-STATE**[®]

Powercat with K-State Wordmark vertical lockup

WILDCATS[™]

Wildcats Wordmark

ACCEPTABLE COLOR VERSIONS:

K-STATE

K-STATE

K-STATE

K-STATE

Secondary marks may be used in any of K-State's approved primary colors: K-State Purple, K-State Dark Gray, K-State Light Gray, Black or White.

Powercat and wordmark should **ALWAYS** be the same color.

All misuse of Powercat rules apply to secondary logos.

MARK, NOT TEXT:

The wordmark is based on the font Serpentine Extra Bold Oblique.

Typing "K-STATE" in Serpentine or K-State Sans font is not the same as the wordmark. The kerning is different. Always use the wordmark, NEVER type out "K-State" in Serpentine or K-State Sans font.

PRIMARY FONT

GOTHAM FONT FAMILY

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
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
0 1 2 3 4 5 6 7 8 9

GOTHAM EXTRA LIGHT

GOTHAM LIGHT

GOTHAM BOOK

GOTHAM MEDIUM

GOTHAM BOLD

GOTHAM BLACK

GOTHAM ULTRA

The Gotham font family is the primary font for K-State Athletics and should be used in headlines, sub-headlines, body copy and everyday communications. All weights of the Gotham family are acceptable for use.

SPORT SPECIFIC LOGOS

K-STATE
ATHLETICS

K-STATE
WILDCATS

K-STATE
BASEBALL

K-STATE
MEN'S BASKETBALL

K-STATE
WOMEN'S BASKETBALL

K-STATE
CROSS COUNTRY

K-STATE
FOOTBALL

K-STATE
MEN'S GOLF

K-STATE
WOMEN'S GOLF

K-STATE
ROWING

K-STATE
SOCCER

K-STATE
TENNIS

K-STATE
TRACK & FIELD

K-STATE
VOLLEYBALL

ACCEPTABLE COLOR VERSIONS:

K-STATE
ATHLETICS **K-STATE**
ATHLETICS

K-STATE
ATHLETICS **K-STATE**
ATHLETICS

Sport logos may be used in any of K-State's approved primary colors: K-State Purple, K-State Dark Gray, K-State Light Gray, Black or White.

Wordmark and sport name should ALWAYS be the same color.

Sport logos should never be used with a stroke.

ALTERNATIVES

Generic wordmarks can be used in place of, but NEVER in conjunction with, the gender specific wordmark.

K-STATE
BASKETBALL

K-STATE
GOLF

SPORT SPECIFIC LOCKUPS



See next page for color information.

SPORT SPECIFIC LOCKUPS

ACCEPTABLE COLOR VERSIONS:



Sport lockups may be used in any of K-State's approved primary colors: K-State Purple, K-State Dark Gray, K-State Light Gray, Black or White.

Powercat, wordmark and sport name should ALWAYS be the same color.

Sport lockups should never be used with a stroke.

ALTERNATIVES

Generic wordmarks can be used in place of, but NEVER in conjunction with, the gender specific wordmark.



SECONDARY SPORT MARKS



ACCEPTABLE COLOR VERSIONS:

The Baseball KS may be used in any of K-State's approved primary colors: K-State Purple, K-State Dark Gray, K-State Light Gray, Black or White.

Letters K and S should always be the same color. Stroke of the letters K and S should always be the same color.



ACCEPTABLE COLOR VERSIONS:

The Soccer Crest may be used in any of K-State's approved primary colors: K-State Purple, K-State Dark Gray, K-State Light Gray, Black or White.

The Powercat and crest lines should always be the same color.

MISUSE OF THE SOCCER CREST:

Never use the "Est. 2016" version of the Soccer Crest.



MISUSE OF IDENTITY



Never use colors outside of the official color palette.



Never modify the proportions of the marks.



Never use a stroke on the marks.



Never reverse the orientation of the marks.



Never modify or remove elements of the marks.



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.



Never use K-State Sans in conjunction with the wordmark.



Never use K-State Sans in everyday communications.



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



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

REFERENCES

PREFERRED NICKNAMES

K-State
K-State Wildcats
**K-State Football,
Basketball, etc.**
K-State Fans

ACCEPTABLE
Kansas State University
Wildcats
Cats
Wildcat Fans

TEAMS

Baseball
Basketball
Men's Basketball
Women's Basketball
Cross Country
Men's Cross Country
Women's Cross Country
Football
Golf
Men's Golf
Women's Golf
Rowing
Soccer
Tennis
Track & Field
Men's Track & Field
Women's Track & Field
Volleyball

FACILITIES & DEPARTMENTS

Bill Snyder Family Stadium
Wagner Field at Bill Snyder Family Stadium
Bramlage Coliseum
Ahearn Field House
Colbert Hills Golf Course
Tointon Family Stadium
R.V. Christian Track Complex
Body First Tennis & Fitness Center
Mike Goss Tennis Stadium
Brandeberry Indoor Facility
Ice Family Basketball Center
Football Indoor Facility
Buser Family Park
Athletics Department
Athletics Director
Director of Athletics
Ahearn Fund
Ahearn Fund, K-State's National Fund for
Student-Athlete Excellence
Big 12 Conference
Willie the Wildcat

NEVER

Kansas State
K-State University
Kansas St.
Kan. St.
KSU
**Kansas State Football,
Basketball, etc.**
K-State Cats
Kansas State Cats
Kansas State University Cats

Wildcats Fans
Snyder Stadium
Snyder Family Stadium
Bramlage Arena
Bradenberry Indoor
Basketball Training Facility
Ahearn Scholarship Fund
Big XII Conference
Willie Wildcat
Men's Baseball
Lady Cats
Lady Wildcats
Ladies Basketball
Women's Rowing
Women's Soccer
Women's Tennis
Women's Volleyball



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