

# **KANSAS STATE**

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# **UNIVERSITY**

Graphic Standards Guide

## Usage and requirements for logos and marks

Kansas State University must convey a consistent image as a top 50 public research and teaching university. A graphic identity system helps ensure that all parts of the university are working together to communicate this image visually. These graphic standards outline the requirements and details of the university's graphic system, including use of university trademarks and Kansas State University's stationery system.

## Kansas State University marks

Kansas State University has four primary visual marks — the Kansas State University wordmark, academic icon, university seal and spirit mark — all of which are registered trademarks, as are the words “Kansas State University.”

Use of Kansas State University trademarks for licensed products and communications by individuals or entities outside the institution must be approved by the director of Trademark Licensing, [logos@k-state.edu](mailto:logos@k-state.edu) or 785-532-6269. In general for communications, the use of Kansas State University marks is restricted to representation of official partnerships or sponsorships.

## Kansas State University wordmark

The Kansas State University wordmark is the standardized graphic representation of the Kansas State University name. It is a custom-designed mark.

The Kansas State University wordmark is the primary graphic element that identifies the university. As such, it is required to appear on all external publications, websites and other visual communications developed by any administrative or academic unit of the university, except K-State Athletics Inc.



**KANSAS STATE**  
**UNIVERSITY**



**KANSAS STATE**  
**UNIVERSITY**



**KANSAS STATE**  
**UNIVERSITY**

## Use of Kansas State University wordmark

- Use approved, unaltered versions of the Kansas State University wordmark only. (Provided by the director of Trademark Licensing, logos@k-state.edu or 785-532-6269.)
- Do not recreate the Kansas State University wordmark.
- Do not use the Kansas State University wordmark within text.
- Do not combine with any other marks, graphic elements or words except as specified. (Additional guidelines forthcoming.)
- Do not alter the Kansas State University wordmark except to enlarge or reduce proportionally.
- The Kansas State University wordmark may be used on give-away promotional items such as T-shirts, mugs, key chains, etc., with prior written approval from Trademark Licensing.



## K-State wordmark

The K-State wordmark is designed for limited purposes described below. Questions regarding the K-State wordmark should be directed to the Division of Communications and Marketing at [vpcm@k-state.edu](mailto:vpcm@k-state.edu) or 785-532-2535.

# K-STATE

### The use of the K-State wordmark

- Use of the K-State wordmark is recommended when a Kansas State University mark must appear within a list of visual marks from other entities. Using this format provides more weight, allowing the university identity to more effectively cut through the visual clutter.
- Use approved, unaltered versions of the K-State wordmark only. (Provided by the director of Trademark Licensing, [logos@k-state.edu](mailto:logos@k-state.edu) or 785-532-6269.)
- Do not use the K-State wordmark on university stationery or external university publications, websites or other visual communications.
- The K-State wordmark may be used on give-away promotional items such as T-shirts, mugs, key chains, etc., with prior written approval from Trademark Licensing.

## University seal

The university seal was designed to be used on diplomas and official documents and for other official purposes.

There are two versions of the university seal. The seal that reads “Kansas State University of Agriculture and Applied Science” is the official version and may be used only with the permission of the Kansas State University president. The seal reading “Kansas State University, February 16, 1863” may be used without permission for internal documents. Portions of the unofficial seal may be modified to be used as a graphic element with permission from the vice president for communications and marketing. Permission must be sought for each instance of use.

For copies of the seal, contact Trademark Licensing, [logos@k-state.edu](mailto:logos@k-state.edu) or 785-532-6269.



## Spirit mark

K-State Athletics Inc., uses the Powercat spirit mark with a modified Serpentine typeface as its primary mark.

**Use of the spirit mark:**

- No markings are allowed on top of or through the Powercat mark.
- The Powercat mark cannot be modified in any way.
- Standard use of the Powercat mark is facing right.
- Student organizations may use the Powercat mark if they are registered with the Office of Student Activities and Services. Student club sports must use the phrase "club sport" on any items that include the Powercat mark.
- Any use of the Powercat mark on a product must be produced by a licensed vendor.
- The Powercat mark must appear in official university colors. For any exceptions, contact the director of Trademark Licensing, [logos@k-state.edu](mailto:logos@k-state.edu) or 785-532-6269.
- In academic marketing, the Powercat must be used as a singular graphic element. It may not be used as part of another mark and may not be combined with another academic mark.



## K-State Research and Extension

K-State Research and Extension has a statewide presence with an office in every county in Kansas. Research shows that Kansans are intimately familiar with “K-State” and its association with the Powercat. As such, these marks bring strong brand value to K-State Research and Extension because its target audience and stakeholders are people living in Kansas.

Approved marks for use only by K-State Research and Extension are to the right.

Full usage guidelines may be found at <http://www.ksre.ksu.edu/p.aspx?tabid=200>

**K-STATE**  
Research and Extension

**K-STATE**  
Research and Extension



**K-STATE**  
Research and Extension



**K-STATE**  
Research and Extension

## Co-branding with the university mark

Campus academic units are to use the university wordmark for such items as business cards, stationery, envelopes and other promotional items. The mark can be used with the unit name per the guidelines.

When co-branded with another mark the university wordmark must always be on the left or top, depending on the orientation.

Academic unit marks and the university wordmark must not be placed so close together that they appear to be a single mark. The marks must be noticeably separate. Also, the words "Kansas State University" should not appear within a unit's individual mark, unless granted a specific exemption by the vice president for communications and marketing. For details, contact the Division of Communications and Marketing at [vpcm@k-state.edu](mailto:vpcm@k-state.edu) or 785-532-2535.

The Division of Communications and Marketing will help units establish a unique graphic treatment for a unit's marketing materials and will ensure compliance with the university's overall brand.

New marks should not be developed for academic units and will not be developed by the Division of Communications and Marketing. Questions may be directed to the Division of Communications and Marketing at 785-532-2535 or at [vpcm@k-state.edu](mailto:vpcm@k-state.edu)

## Icons for social media

Icons for use in social media may be developed by the Division of Communications and Marketing, but only for this very specific use. These icons should not be used elsewhere.

## Official Kansas State University colors

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

### Printed collateral materials

- PMS 268 Purple (spot color)
- PMS 268 Purple (C=83, M=100, Y=0, K=12)
- Black

### Web and PowerPoint

- #512888 (hexadecimal value)
- RGB breakdown: 81 Red, 40 Green, 136 Blue

## University publications and websites

To provide immediate brand recognition and connect university units with the Kansas State University brand, print and online publications as well as websites for all university units should reflect consistent graphic identity standards.

- Place the Kansas State University wordmark on either the front or back cover of all publications.
- Include the Kansas State University wordmark in the upper left on every university website, as shown in the header of the university home page banner.
- Contact Communications and Marketing at [vpcm@k-state.edu](mailto:vpcm@k-state.edu) or 785-532-2535 for questions regarding the use of multiple marks when partnerships with outside entities must be represented.
- Include Kansas State University's notice of nondiscrimination if appropriate, based on the target audience. Read the Notice of Nondiscrimination, [www.k-state.edu/nondiscrimination.html](http://www.k-state.edu/nondiscrimination.html).

## Use of trademarks on promotional items

Use of any university trademark on a promotional item of any type requires prior written approval from the director of Trademark Licensing, [logos@k-state.edu](mailto:logos@k-state.edu) or 785-532-6269. This applies to all products, including those designed by students or student groups.

## Use of university identification in advertising

Kansas State University must be identified in all university-generated advertising that promotes any unit of the institution. While preferably this will take the form of the Kansas State University wordmark most of the time, 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.

### **Kansas State University wordmark**

Kansas State University offers one wordmark for letterhead, envelopes and business cards. The wordmark uses “Kansas State University,” the primary name by which the university is known.

No other type or graphic elements can be combined with the Kansas State University wordmark. The design is standard and cannot be altered.

The wordmark must be reproduced from authorized sources and may not be redrawn or repropotioned in any way. Additional guidelines for use of the wordmark on other types of publications, both printed and electronic, appear in the Kansas State University Graphic Standards Guide.

The wordmark is to be used by:

- All units and agencies of the university.
- Any Kansas State University unit funded by the state of Kansas.
- Any enterprise with funds administered by the university, regardless of source.
- Any nonstudent unit identifying itself with Kansas State University.

### **Kansas State University purple**

Kansas State University official purple is best reproduced with ink called Pantone #268.

### **Preprints**

The Kansas State University wordmark has been preprinted in purple on letterhead, envelopes and business cards through University Printing. All additional information is printed in black.

### **Ordering**

Orders for Kansas State University stationery are processed through University Printing to ensure consistent editorial and graphic standards.

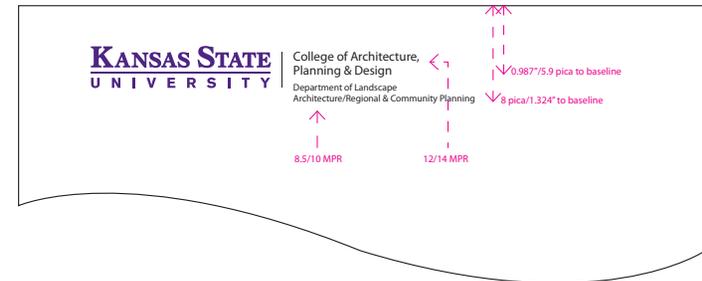
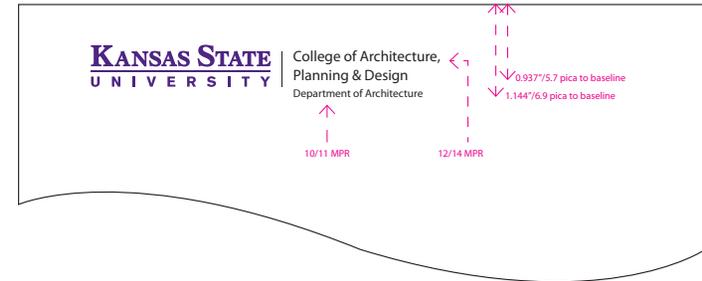
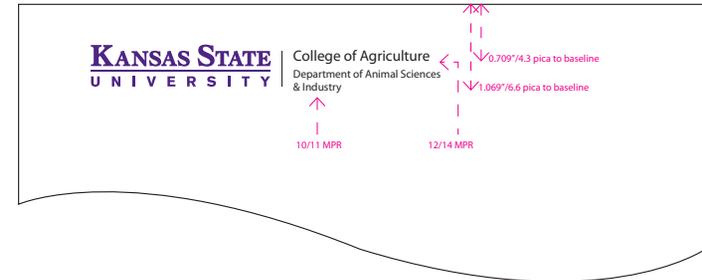
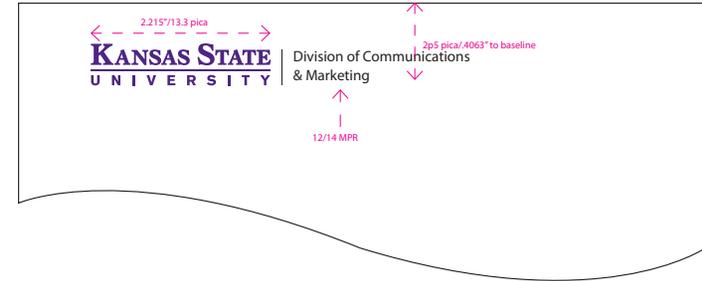


# Letterhead

The most frequent contact with Kansas State University for many audiences is through letterhead. Letterhead is for offices and departments within the university. Business cards are for individuals within the university.

Kansas State University letterhead follows this general format:

1. The upper left-hand corner includes the Kansas State University wordmark.
2. The name of the college or division appears directly right of the wordmark. The name uses one or two lines set in Myriad Pro Regular 12/14 + p4 or Myriad Pro Regular 10/11.
3. The name of the department appears under the name of the college or division, if needed. The name uses one or two lines set in Myriad Pro Regular 10/11 or Myriad Pro Regular 8.5/10.



4. A single line centered at the bottom of the letterhead includes the following information in order:

- The mailing address. University mailing addresses use the following format:

- a. The room number must appear first, without the word “room” and without a zero in front of the number. All addresses must include a room number. Room numbers that are a combination of numbers and letters must appear with the number first and the letter at the end.

- b. The building name must be followed by the designation “Hall” (i.e., 5 Anderson Hall) or “Building” (i.e., 104 Pittman Building) as appropriate.

- c. Occupants of Bluemont Hall need an additional line in their addresses because of duplication with Manhattan street names.

Bluemont Hall is located at 1100 Mid-Campus Drive. The department room number and the building name (i.e., 127 Bluemont Hall) may appear next to the street address.

Example of an address in Bluemont Hall: 492 Bluemont Hall,  
1100 Mid-Campus Drive, Manhattan, KS, 66506-5302

- The city, state and zip code, including the zip plus-four designation. For questions about this designation, please contact the manager of Facilities Support Services at 785-532-1718.

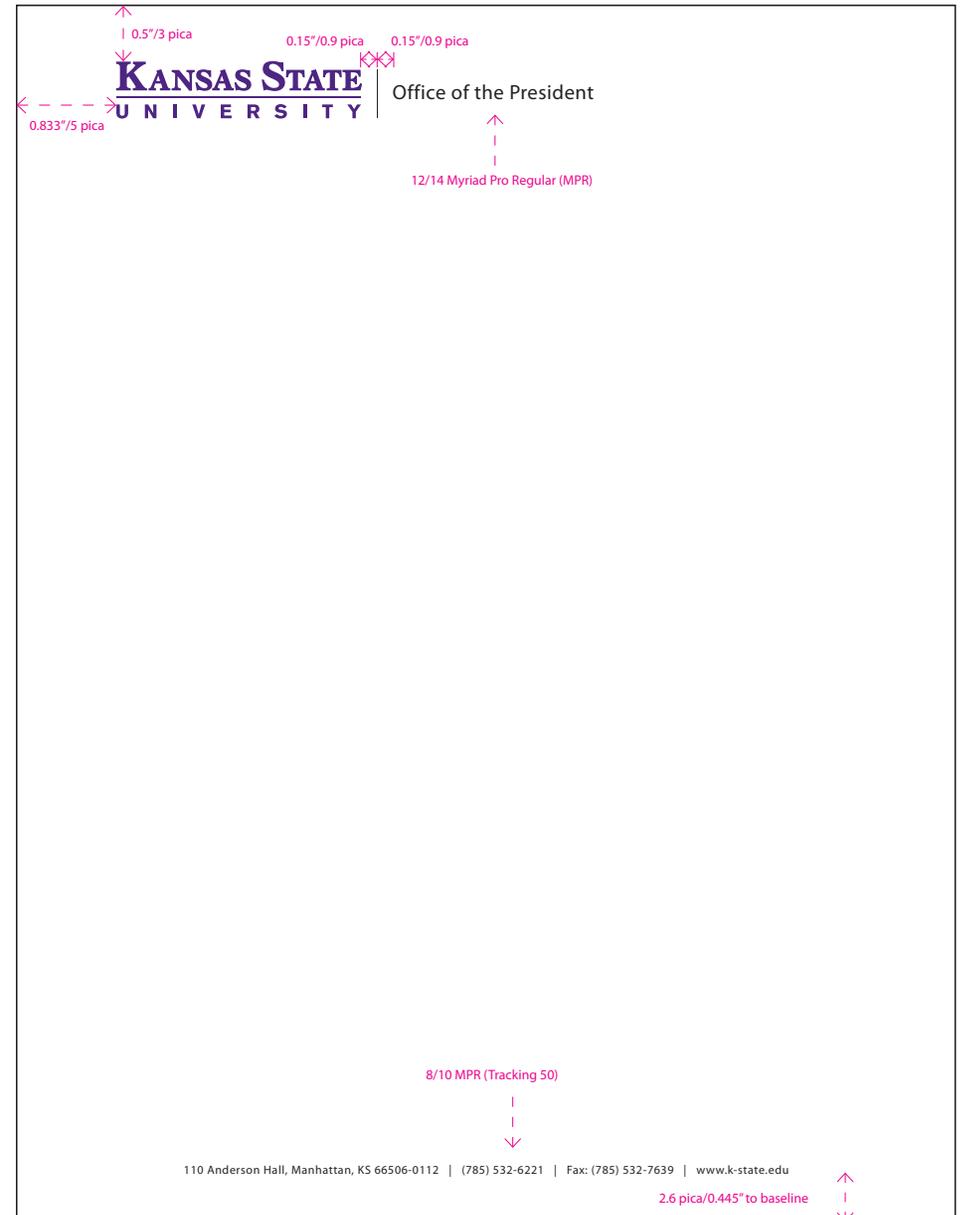
- Phone number.

- Fax number. This is labeled “Fax.”

- The university home page address. This is listed as “www.k-state.edu.”

- All of the information on the bottom is set in Myriad Pro Regular 8/10.

For any questions regarding letterhead, contact the Division of Communications and Marketing at [vpcm@k-state.edu](mailto:vpcm@k-state.edu) or 785-532-2535.



# Envelopes

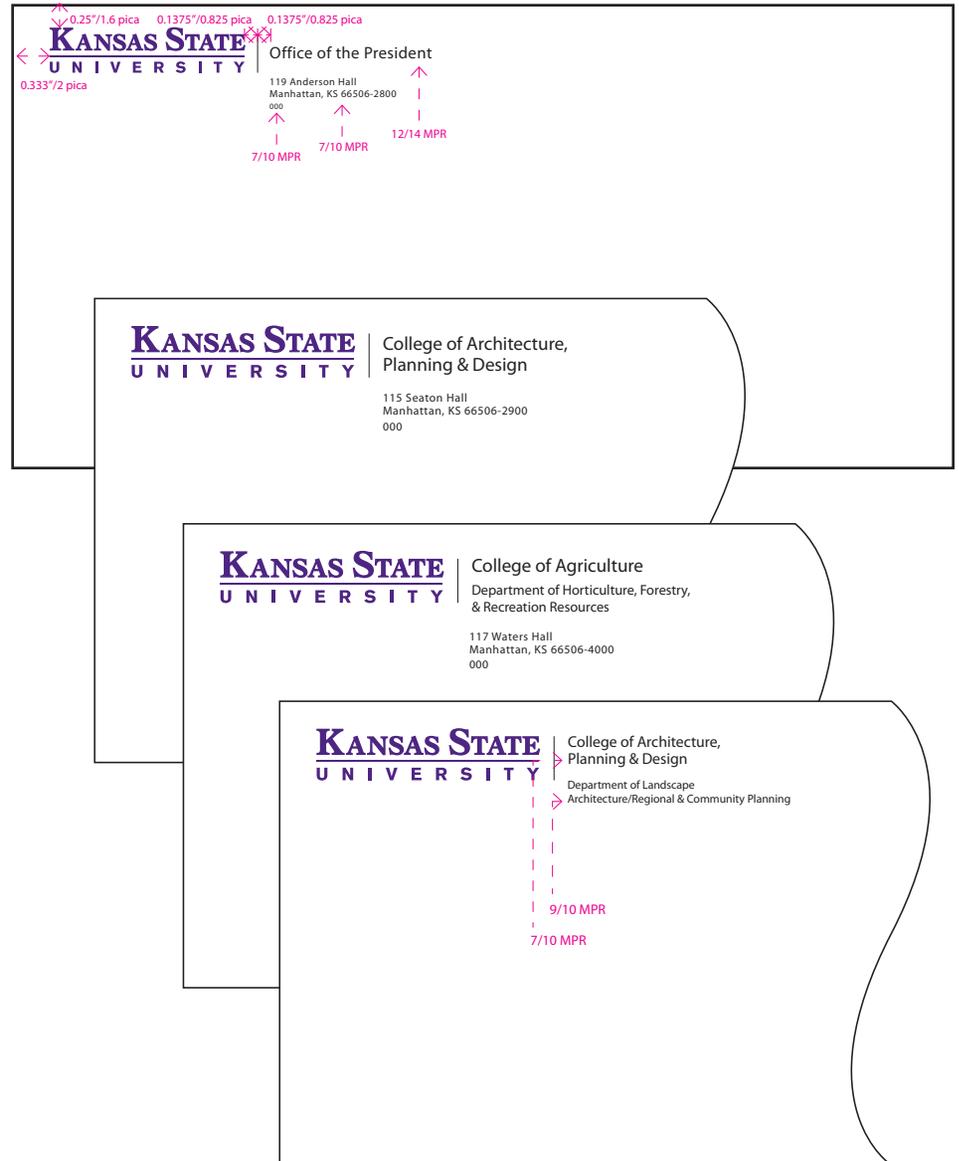
The Kansas State University envelope includes the Kansas State University wordmark, which appears in the upper left-hand corner of the envelope.

Kansas State University envelopes include information that appears to the right of the wordmark and follows this general format:

1. The name of the college or division. This uses one or two lines set in Myriad Pro Regular 12/14 + p2.
2. The name of the department, if needed. This uses one or two lines set in Myriad Pro Regular 9/10 + p2.
3. The mailing address. This line is set in Myriad Pro Regular 7/10.
4. The city, state and zip code, including the zip plus-four designation. This line is set in Myriad Pro Regular 7/10. For questions about the zip plus-four designation, please contact the manager of Facilities Support Services at 785-532-1718.
5. The postal meter number may also be added. This line is set in Myriad Pro Regular 7/10. For questions about meter numbers, contact Central Mail Services at 785-532-7751.

No other information will be printed on general correspondence envelopes unless required by postal or federal regulations. These exceptions will be reviewed and approved by the Division of Communications and Marketing.

Other standard envelope sizes are available from University Printing.



# Business cards

The purpose of the Kansas State University business card is to locate a person within the university and provide information so people can write, call or visit. The business card notes a person's affiliation with Kansas State University, not with other organizations.

Business cards are the most complex of the stationery elements. In order to communicate effectively, use only the most essential information. All business cards must use the standard business card size (2" x 3.5"). They must include the Kansas State University wordmark.

Kansas State University business cards follow this general format:

1. The upper left-hand corner includes the Kansas State University wordmark.
2. The name of the college or division appears directly right of the wordmark. The name may use one or two lines and is set in Myriad Pro Regular 8/10.
3. The name of the department appears under the name of the college or division, if needed. The name may use one or two lines and is set in Myriad Pro Regular 8/10.
4. The middle of the card includes the person's name and degree designation, such as Ph.D., MFA or PE. The name and degree designation must use only one line and are set in Myriad Pro Semibold 12/15.
5. The person's title appears below the name and degree designation. The title may use one or two lines and is set in Myriad Pro Regular 9/10.



6. The bottom left-hand corner includes the following information in order:

- The mailing address.
- The city, state and zip code, including the zip plus-four designation. For questions about this designation, please contact the manager of Facilities Support Services at 785-532-1718.
- The university home page address. This is listed as “k-state.edu.”

7. The bottom right-hand corner includes the following information in order:

- The office phone number. A cell phone number appears next to the office phone number.
- The fax number. This is labeled “Fax.”
- Email address. The ending part of the email address must be written in the “@k-state.edu” format.

8. Two lines are recommended for all information that appears at the bottom of the card, however, it is possible to add a third line to accommodate necessary information. All information at the bottom of the card is set in Myriad Pro Regular 7/8.

No other elements or copy may appear on the front of university business cards.

For questions regarding information to include on business cards, contact the Division of Communications and Marketing at [vpcm@k-state.edu](mailto:vpcm@k-state.edu) or 785-532-2535.



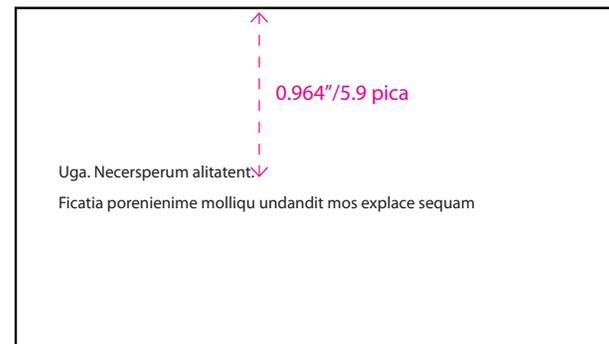
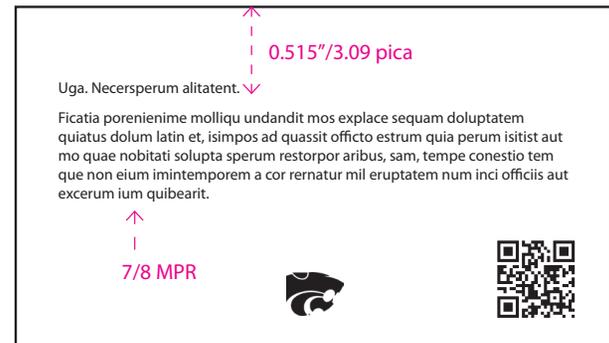
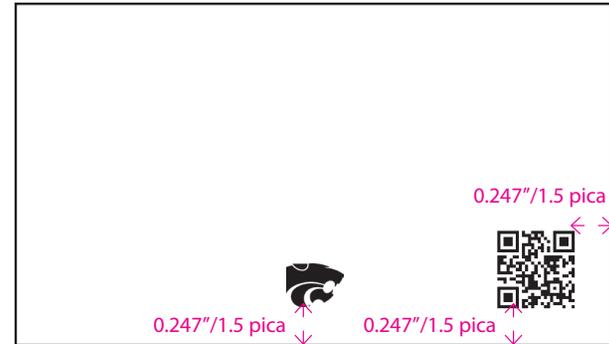
## Backside of business cards

Each business card also includes a backside.

The elements that are used on the backside of business cards include:

1. The bottom center includes a small Powercat printed in black.
2. The bottom right-hand corner may include a QR code (short for Quick Response) to provide additional information about the university unit or the person listed on the business card. A QR code is a readable barcode for smart phones. This is optional.
3. The center of the business card may include a tagline or mission statement if desired. This is optional.

For questions regarding information on the backside of business cards, contact the Division of Communications and Marketing at [vpcm@k-state.edu](mailto:vpcm@k-state.edu) or 785-532-2535.



### Transition period

There will be a two-year transition period for the new stationery materials. You may immediately convert to the new system or you may continue to use your old supply of letterheads, envelopes and business cards until inventory is depleted. Should you choose to immediately convert to the new system, University Printing can convert your old letterhead to blank memo pads at no charge.

Letterhead and envelopes should match with the same wordmark.

### Exceptions

Exceptions to these guidelines include the following units, although they are welcome to use the new stationery system:

- Marianna Kistler Beach Museum of Art
- Fred Bramlage Coliseum
- K-State Athletics Inc.
- K-State Alumni Association
- KSU Foundation
- McCain Auditorium
- Centers, institutes, journals, etc., if they are part of a cooperative relationship or consortium of other universities. For any questions, please contact the Division of Communications and Marketing at [vpcm@k-state.edu](mailto:vpcm@k-state.edu) or 785-532-2535.

### For more information

For questions about Kansas State University letterhead, envelopes, and business cards, contact:

Division of Communications and Marketing, [vpcm@k-state.edu](mailto:vpcm@k-state.edu),  
785-532-2535.

For more information about the services that the Division of Communications and Marketing provides, go to [www.k-state.edu/vpcm](http://www.k-state.edu/vpcm).

## Frequently Asked Questions

Kansas State University must convey a consistent image as a top 50 public research and teaching university. A graphic identity system helps ensure that all parts of the university are working together to communicate this image visually.

**Q. I want to produce a T-shirt and some give-away items with a K-State logo. Do I need approval from someone?**

A. Yes. Please contact Trademark Licensing at [logos@k-state.edu](mailto:logos@k-state.edu) or 785-532-6269.

**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. It is a custom-designed mark and is required to appear on all external publications, websites and other visual communications developed by any administrative or academic unit of the university except K-State Athletics Inc.

**Q. I'd like to modify the wordmark to fit my specific needs. How do I do that?**

A. Use approved, unaltered versions of the Kansas State University wordmark only. The guidelines about how to use the wordmark are included in the Graphic Standards Guide.

**Q. What formats are available for the 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. 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.

**Q. Where can I use the university seal?**

A. The university seal was designed to be used on diplomas and official documents and for other official purposes. There are two versions of the university seal. The seal reading "Kansas State University, February 16, 1863" may be used without permission for internal documents. The seal that reads "Kansas State University of Agriculture and Applied Science" is the official version and may be used only with the permission of the Kansas State University president.

**Q. What color is K-State purple exactly?**

A. PMS 268 Purple for printed materials, hex code #512888 for Web.

**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 take the form of the Kansas State University wordmark most of the time, 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. Do you expect me to throw away my supply of stationery and business cards?**

A. Definitely not! We don't want people to throw away perfectly good materials, and we certainly will want people to use them until they run out. When you order new items we ask that you use the new wordmark.

**Q. When is the change to the new wordmark effective?**

A. We will officially change to the new wordmarks on July 1, 2011. Anyone who wants to start using the new wordmarks can get them from K-State's Trademark Licensing office, [logos@k-state.edu](mailto:logos@k-state.edu), or phone 532-6269.

**Q. How did K-State develop the new wordmark?**

A. This was a collaborative effort with input from faculty, staff, students, alumni and friends. The wordmark was designed by a team of internal graphic designers. Designers from offices all over campus provided input and suggestions during the process, which began last summer. Many people donated their time to help make this a reality.

**Q. What if I have more questions?**

A. Contact Trademark Licensing, [logos@k-state.edu](mailto:logos@k-state.edu) or 785-532-6269, or the Division of Communications and Marketing at [vpcm@k-state.edu](mailto:vpcm@k-state.edu) or 785-532-2535.

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