



## UNIVERSITY BRAND GUIDE

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VERSION 1.0

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# KANSAS STATE UNIVERSITY BRAND GUIDE

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# INTRODUCTION

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SECTION 01

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## DON'T MAKE THE WORLD WAIT

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:** <https://www.k-state.edu/vpcm/branding/resources/>

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**



# CAMPAIGN PLATFORM

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SECTION 02

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## 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 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.



## PURPOSE

Developed to align with K-State's strategic plan priorities, the brand campaign 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.**

### Campaign 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.

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## DON'T MAKE THE WORLD WAIT

The world is waiting for the next difference-makers and game changers in agriculture, technology, health and the humanities. K-State students and graduates will be educated, trained, inspired and activated to turn their talents and education into the ideas, breakthroughs and problem-solving the world is desperately waiting for.

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## **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.

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**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.**

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# COPYWRITING

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SECTION 03

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## 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.

### Headlines

Headlines need to be bold, pre-emptive, intriguing and attention-getting. There are two distinct types of headline: primary and secondary.

Primary headlines will be used for high-profile elements and executions such as covers and divide pages in publications, website landing pages, and social media profiles, as well as print, out-of-home and digital display ads.

The K-State campaign theme, "Don't Make the World Wait," also serves 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 small-town hero?**

someone who helped rebuild after a natural disaster, a soldier in uniform coming home, a police officer, a person coordinating a food drive

#### **Next environmental defender?**

#### **Next protector of the world's food supply?**

#### **Next preventer of a world pandemic?**

#### **Next pioneer in flight?**

drone, helicopter pilot, aeronautical engineer designing

#### **Next defender of human rights?**

a lawyer in a courtroom, a rally scene, a march, etc.

#### **Next wildlife explorer?**

photographer, botanist

#### **Next social justice activist?**

#### **Next voice of change?**

someone speaking at a town hall meeting/leading a rally

**Are you the...****Next protector of the adventurous?**

astronauts, rock climber, designing a space suit, designing climbing gear, building a robot

**Next voice of a generation?**

podcaster in front of microphone, blogger on a laptop, journalist/musician

**Next great storyteller?**

from writing script to filming, a documentarian talking to subjects, video equipment, songwriter noodling on guitar/piano and taking notes

**Next breakthrough cancer researcher?****Next developer of sustainable energy sources?**

laser/thin film technology, solar panels

**Next global literacy advocate?**

a volunteer reading to children or working with adult learners

**Next protector of those without a voice?**

animals, children

**Next preserver of human history?**

archivist, librarian, mural artist, anthropologist with artifacts

**Next change maker?**

high school teacher in classroom, young activist making a sign about environmental issue, young activist doing show and tell in classroom about current issue

**Next great city builder?**

architect, engineer, blue prints, design tablet/software, grand skyline

**Next protector of their community?**

doctor examining patient, athletic trainer working with athletes, big-animal veterinarian

**Next first responder?**

EMTs, people in hard hats pulling up pieces of a destroyed house/building, adult helping a child, helpers in a crisis, community banding together

Secondary headlines are to be used in places such as sections within case statements and web pages. They will not incorporate “Don’t Make the World Wait” verbatim. However, they will need to work within the context of the brand’s strong sense of exploring, discovering, becoming, changing. Some examples of secondary headlines:

**World, we’ve got this.**

**Today K-State, tomorrow the world.**

**The world is waiting for the next world-changer.**

**A cure is out there. Will you be the one to find it?**

**Community builders shape the future and change lives.**

Whether writing primary or secondary headlines, remember to be bold, attention-getting, challenging and always optimistic.

### **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.

### **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 should be consulted. The university guide may be found at: [k-state.edu/vpcm/styleguide](http://k-state.edu/vpcm/styleguide).

**KANSAS STATE**  
**UNIVERSITY**

# TYPOGRAPHY

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SECTION 04

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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. 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.



# CAMPAIGN TYPOGRAPHY

## **DIN 2014**

This font should be used for all body copy and secondary headlines in uppercase. If being used on top of black and white photography, color of text should be white. If used on white background, color of text should be mainly black, with purple used sparingly to call out key elements.

### Din 2014 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz • 1234567890

### Din 2014 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz • 1234567890

### Din 2014 Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz • 1234567890

### Din 2014 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz • 1234567890

### Din 2014 Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz • 1234567890

## CAMPAIGN TYPOGRAPHY

### ACRYLIC HAND THICK SVG REGULAR

Acrylic Hand Thick is a defining element of the campaign look and should be used only with the “Don’t Make the World Wait” tag and other approved lines (page 13). Primary headlines in this font should always be placed at the top of 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.

As the defining element of this campaign, headlines set in this font should be the largest element in the design hierarchy, aside from photography.

Because this is an 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**  
**UNIVERSITY**

# GRAPHIC ELEMENTS

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SECTION 05

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## PAINT GRAPHIC

There are two instances where this graphic element can be used.

If being used on the campaign's black and white imagery – the graphic should be used only to hold the Kansas State logo. The logo on this graphic element should be sized and placed consistently throughout all creative pieces.

This graphic element can also be used as a large texture behind a headline if placed on an all-white background. Headlines placed on top of this texture can either be the “Don't Make the World Wait” headline typeset in Acrylic Hand or a custom headline that makes sense for the creative piece typeset in Din 2014.



## 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.**

**KANSAS STATE**  
**UNIVERSITY**

# PHOTOGRAPHY

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SECTION 06

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## PHOTOGRAPHY

Photography in the “Don’t Make the World Wait” paid advertising campaign represents K-State students, faculty and administration in a dramatic and powerful way. The campaign features pictures of people in the moment – focused on their work, concentrating on the task at hand, or interacting with purpose. It has an editorial feel and subjects should be looking off camera. Shallow depth of focus allows the subject to remain the focal point. And a slight bit of grain in the photos add to the “in the moment” aspect of each photo.

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.

The primary photography for the paid campaign will be black & white; however, outside of the paid campaign there will certainly be instances where color photography will be used – in viewbook interior spreads, internal communications, and other materials.



# VIDEOGRAPHY

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SECTION 07

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## 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.

### Video and the Don't Make the World Wait campaign

In general, when utilizing video to express the university's brand essence through the Don't Make the World Wait campaign, a strong focus should be placed on individual stories. 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 university-wide 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 rotate, distort or be 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:** Branded university and campaign 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 <https://www.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 <https://www.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 <https://www.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/>.

**KANSAS STATE**  
**UNIVERSITY**

**COLOR  
PALETTE**

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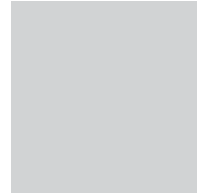
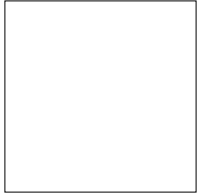
SECTION 08

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## 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+**

C 82  
M 100  
Y 0  
K 12

**White**

C 0  
M 0  
Y 0  
K 0

**K/Black**

C 0  
M 0  
Y 0  
K 100

**20% K/Black**

C 0  
M 0  
Y 0  
K 20

**40% K/Black**

C 0  
M 0  
Y 0  
K 40

R 81  
G 40  
B 136

R 255  
G 255  
B 255

R 0  
G 0  
B 0

R 209  
G 209  
B 209

R 167  
G 167  
B 167

HEX #512888

HEX #FFFFFF

HEX #000000

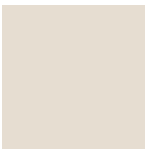


HEX #D1D1D1

HEX #A7A7A7






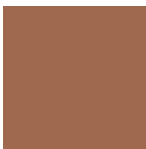
## SECONDARY COLOR PALETTE

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, vpcm@k-state.edu.














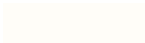
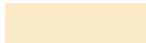


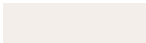
### Neutrals

		
<b>PMS 7528</b>	<b>PMS 7530</b>	<b>COOL GREY 9</b>
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

					
<b>PMS 617</b>	<b>PMS 1205</b>	<b>PMS 141</b>	<b>PMS 7407</b>	<b>PMS 7503</b>	<b>PMS 7525</b>
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

**KANSAS STATE**  
**UNIVERSITY**

**LOGOS  
AND USAGE**

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SECTION 09

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## 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**  
**UNIVERSITY®**

**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](mailto: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**  
**UNIVERSITY®**

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](mailto:vpcm@k-state.edu), or Trademark Licensing, 785-532-6269, [logos@k-state.edu](mailto: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](mailto:vpcm@k-state.edu), or Trademark Licensing, 785-532-6269, [logos@k-state.edu](mailto: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](http://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:

- **Departmental student organizations:** These student organizations enjoy use of the same university marks as used by their sponsoring department.
- **Independent student organizations:** These organizations are welcome to create their own unique logos. However, registered university marks MAY NOT be used – in part or whole – to create the logo design. If an independent student organization wishes to indicate a connection with the university, an independent student organization mark is available for use.

### Independent Student Organization Mark

Independent student organizations are granted the privilege of using the iconic Powercat (with registration mark) to indicate a connection to the university. To accommodate a range of uses the mark is provided in both a horizontal and vertical orientation. All apparel, merchandise and promotional items must be produced by licensed vendors. The phrases Kansas State University and Kansas State are not permitted to be used in front of an organization name; however, the phrase “at Kansas State University” or “at Kansas State” may follow the organization or club name (i.e. Ad club at Kansas State University or Ad club at Kansas State). The word “at” must be formatted in the same font, size and weight as “Kansas State University” or “Kansas State,” ensuring the words appear together as one contiguous phrase. The registered trademark K-State and the letters KSU should not be used. No other use of the Kansas State University marks by independent student organizations will be permitted.

### Mark sizing, spacing and color

To ensure legibility, the mark may not be reproduced in sizes less than 1” wide. The minimum size for electronic media is 72px wide. The clear, uncluttered space surrounding the mark maintains its integrity, impact and legibility. This mark may appear in purple (PMS 268) or black, or may print as white on a solid background.

### Acquiring the mark

Please do not recreate this logo. Contact the Center for Student involvement, [studentinvolvement@k-state.edu](mailto: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



### 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.



## 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](mailto: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	•		•

# POLYTECHNIC CAMPUS WORDMARKS

**Kansas State Polytechnic  
Wordmark**



**Polytechnic Full  
Unit Signatures**



Misuse of Identity



# 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](mailto: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**  


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**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



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.

**K-STATE**  
Research and Extension



#### 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** |  Pottawatomie  
Research and Extension County

## 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

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

**Kansas State University Agricultural Experiment Station and Cooperative Extension Service**

*K-State Research and Extension is an equal opportunity provider and employer.*

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

*Publications from Kansas State University are available at [ksre.ksu.edu](http://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.*

**KANSAS STATE**  
**UNIVERSITY**

# EXAMPLES

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SECTION 10

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## EXAMPLES

Now that we have detailed the individual elements that comprise the “Don't Make the World Wait” brand campaign, you can see that its distinctive look and tone is achieved using a variety of variables. It is intended to give you creative freedom as you bring campaign assets to life, so long as the guidelines are followed. To help illustrate the application of this style guide, we have provided several sample executions that cover a range of media channels.

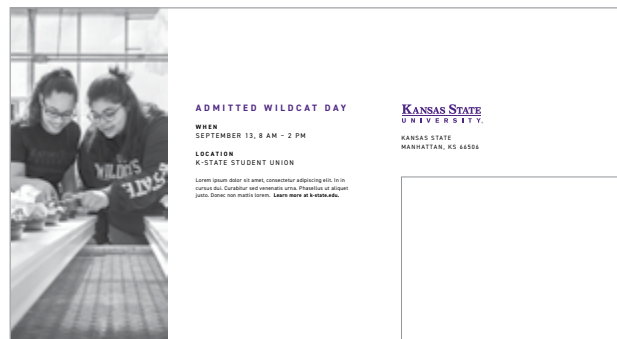
### Print Ads



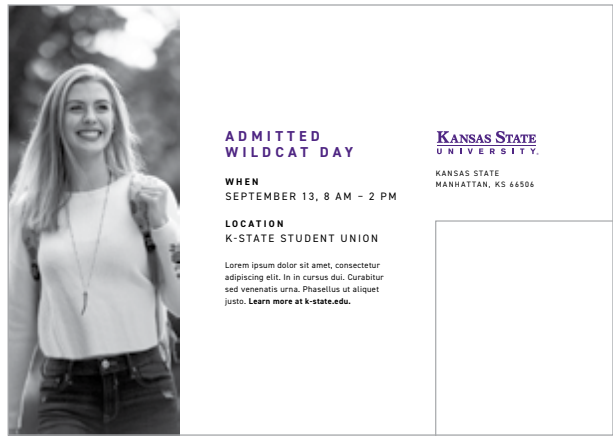
Digital Display Ads



Postcards



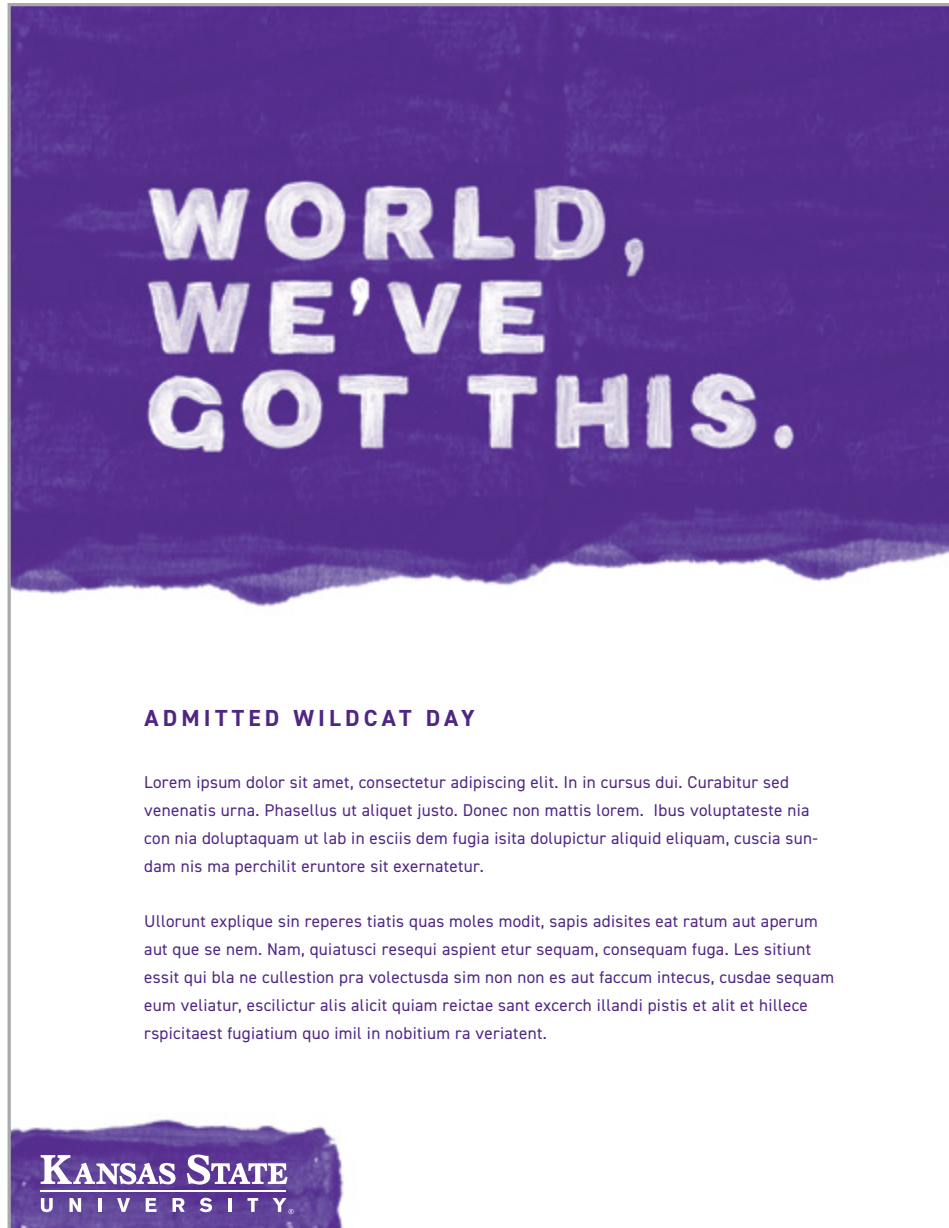
Postcards



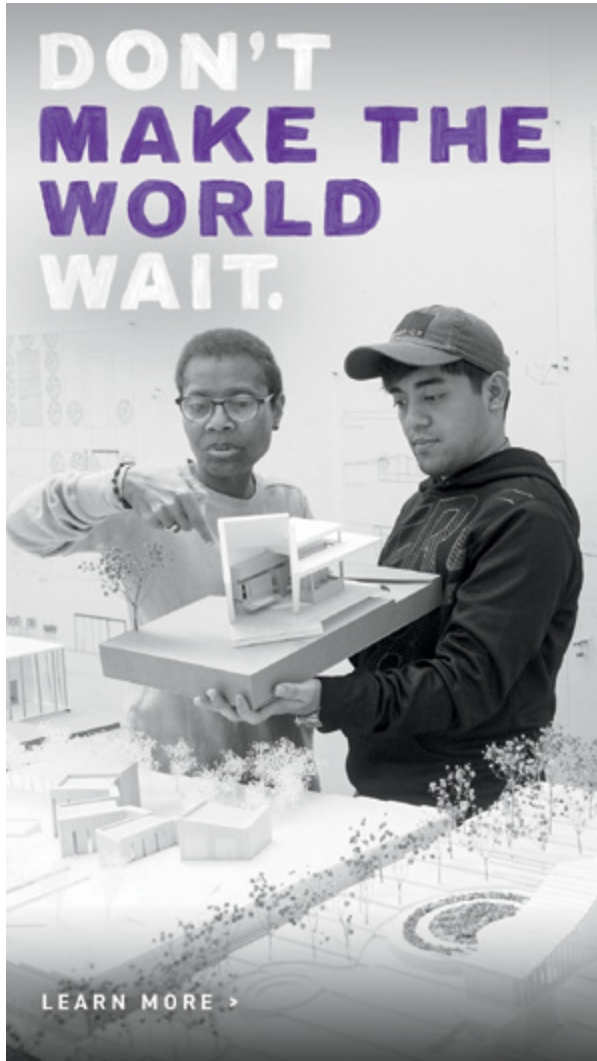
Flyers



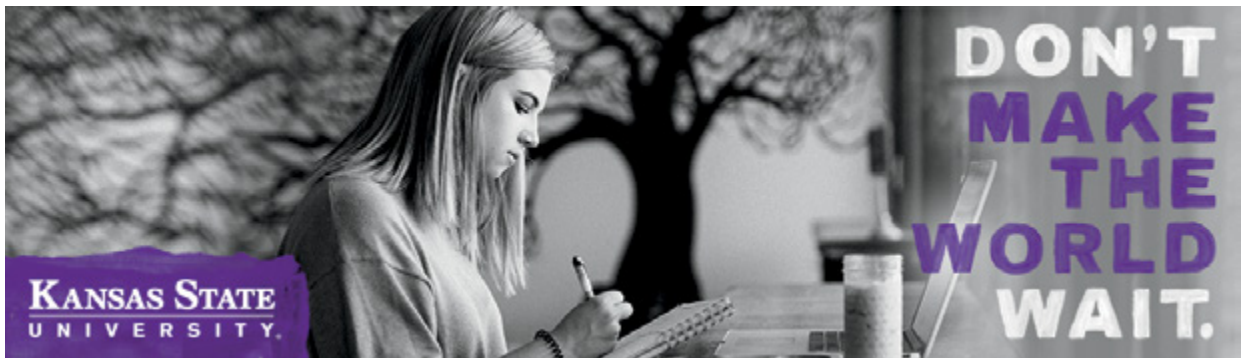




Social Media



Email Headers





# FREQUENTLY ASKED QUESTIONS

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SECTION 11

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## 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.

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

- A. PMS 268 Purple for print, hex code #512888 for Web.  
See page 28 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 32 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 32 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 30 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 35.

**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 outdated 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](mailto: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](mailto:vpcm@k-state.edu) or Trademark Licensing, 785-532-6269 or [logos@k-state.edu](mailto:logos@k-state.edu).

**DON'T MAKE THE WORLD WAIT**



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