



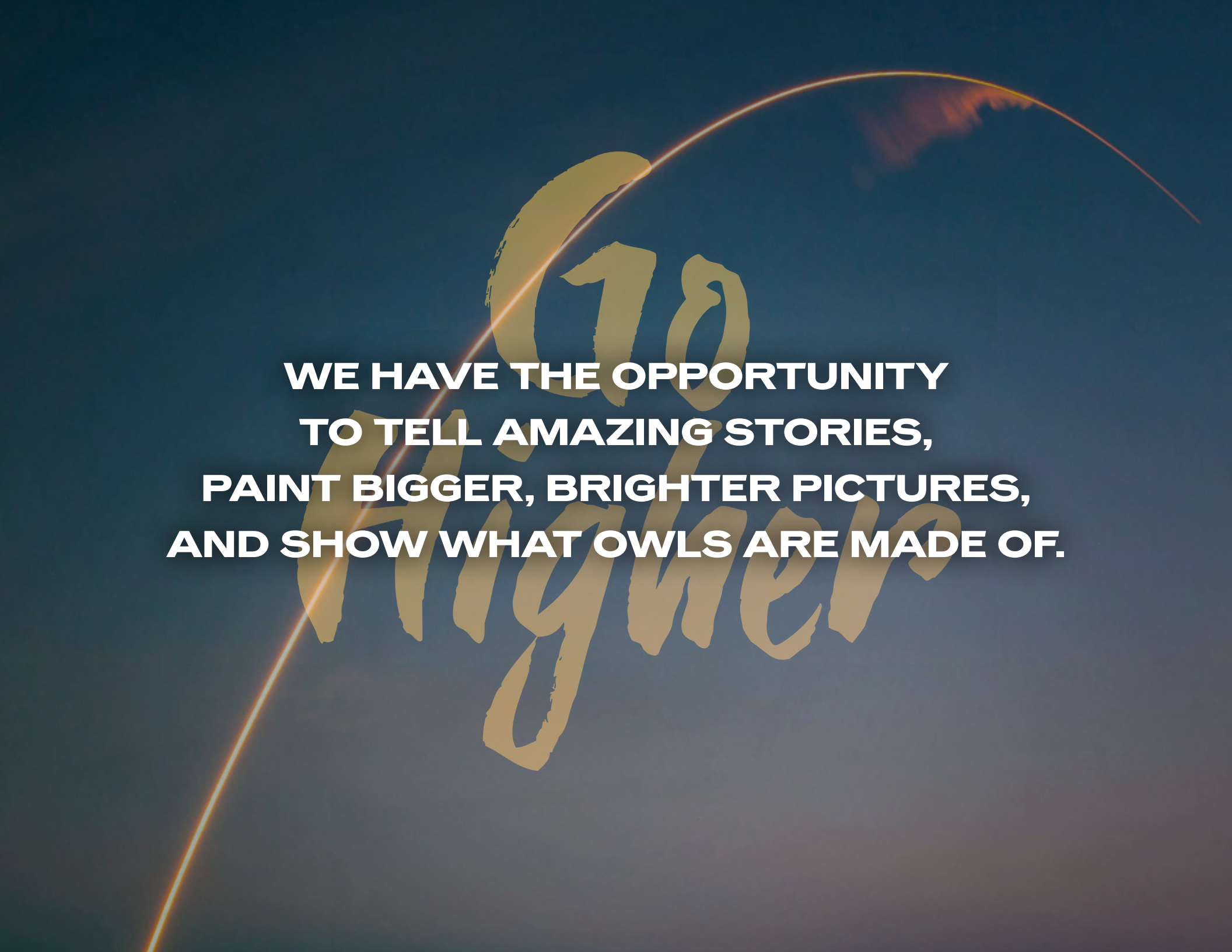
**KENNESAW STATE UNIVERSITY
BRAND GUIDELINES**



OUR TIME
IS NOW



**WE ARE A COMMUNITY DRIVEN TO RISE.
EVERY DAY WE CHALLENGE, CLIMB, AND PUSH
BEYOND ALL EXPECTATIONS.
THIS IS THE ESSENCE OF OUR BRAND.
AND NOW, IT IS IN YOUR HANDS.**



**WE HAVE THE OPPORTUNITY
TO TELL AMAZING STORIES,
PAINT BIGGER, BRIGHTER PICTURES,
AND SHOW WHAT OWLS ARE MADE OF.**

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HOW TO USE THIS BRAND GUIDE

Kennesaw State University (KSU) owns all trademarks, designs, logos, seals, symbols, mascots, and slogans associated with or referring to Kennesaw State University. The Office of Communications and Marketing works to protect and manage the use of these marks, as well as ensure the quality, diversity, accuracy, appropriateness, and brand consistency of products, promotions, and advertising for which the marks are used in representing KSU. All material using a university logo or university identity **MUST** be submitted for review and design approval.

The Kennesaw State University Brand Guide establishes official policy and standards for the design of Kennesaw State publications, stationery, signage, and other applications, including the web.

This guide establishes consistent visual usage of the official Kennesaw State University brand. The logo and official university names have registered trademark protection, and any use of the logo or official university names other than those identified in this guide is prohibited.

This KSU Brand Guide outlines specific rules and standards to be followed by authors and editors. Adhering to these standards will help ensure that communications from every college, department, and office speak with a clear and uniform voice that best represents the image and brand of Kennesaw State University.

Kennesaw State's Brand Guide is an important element of the University's overall brand strategy. Having a cohesive and integrated brand helps the university be visually referenced and easily recognized.

Please submit approval requests to <https://campus.kennesaw.edu/offices-services/stratcomm/project-request/index.php>

The brand guidelines are not designed to be restrictive. In fact, the system was created to be flexible, easy to use, and accommodating for units and colleges that wish to simultaneously market their attributes. The Office of Strategic Communications and Marketing is here to help answer questions and/or guide how Kennesaw State's branding efforts can strengthen the marketing in your particular units. Please feel free to call (770) 423-6203 if you have any questions.

Our brand is the sum of how students, faculty, peers, and others in the community think, feel, and respond when they see or hear the name, Kennesaw State University. With every interaction, we have the opportunity to shape what our brand stands for.

This guide is an aid for all brand ambassadors and third parties to guide their communications and ensure it aligns with the brand's core.

In the following pages you will find guidelines for appropriate usage of Kennesaw State's brand, logo, design elements, and messaging across a variety of media. This guide serves as an aid for third parties, such as designers, agencies, printers, specialty companies, and others who are producing communications and marketing materials for Kennesaw State.

TAKE STOCK BEFORE TAKING FLIGHT

A brief look at where we came from and where we're going.

The Kennesaw State University story begins in 1962 with the formation of a school dedicated to providing local residents with the skills and training to join the workforce. While we've come a long way, that strong work ethic and commitment to making a difference in the lives of students and the community has never faded.

KSU has always been and always will be an institution with a relentless spirit. It has propelled our rise to become a top-tier research institution with two campuses and thousands and thousands of students. And it will continue to fuel our rise to even greater heights.

That devotion to academic excellence and achievement is reflected in KSU's brand. Through words, colors, photos, and graphics, the KSU brand comes to life.



Willingham Hall
Kennesaw State University
1995

WHY IS THE BRAND IMPORTANT?

Our brand is the shared language that helps us rise higher by rising as one.

At Kennesaw State, our brand is more than how we look or what we say—it's how we move forward, together.

A strong brand gives us more than a consistent voice. It gives us clarity. It aligns our storytelling, sharpens our message, and helps the world understand exactly who we are—and where we're headed. It's a unifying force that connects every audience we serve and supports the strategic goals we're working toward as one institution.

At its heart, the KSU brand reflects what's already true about us: we are bold, determined, and built for real-world impact. It's not an aspiration. It's a mindset, a momentum. One that rises in every classroom, lab, partnership, and performance—and lifts higher when we rise together.

Because when our message is clear, our purpose is amplified. And when we move as one, there's no limit to how high we can climb.

The Office of Strategic Communications and Marketing team is here to help. Contact them at stratcomm@kennesaw.edu with any questions.

01

BRAND PLATFORM

Our Brand Platform contains the foundational ideas and concepts that make up the framework of the Kennesaw State University brand.



BRAND PLATFORM

10

BRAND POSITION

A concise statement big enough to embody the entirety of the brand, speak to all of its relevant audiences, and serve as the North Star to guide all brand touchpoints and communications.

BRAND TONE

Defines and standardizes how we sound talking to various audiences. Captures the personality and emotion behind the words, shaping how the brand is perceived.

BRAND STORY

An extended emotional expression that brings the brand position to life.

BRAND PERSONALITY

Themes and concepts most applicable to the brand, helping to anchor our messaging and visual communications.

MESSAGING PILLARS

The primary ideas we want to be known for and which we focus our communications, providing messaging consistency.

CAMPAIGNS

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Brand Position

The **BRAND POSITION** Statement is a concise statement big enough to embody the entirety of the brand, speak to all of its relevant audiences, and serve as the North Star to guide all brand touchpoints and communications.

For high-achieving students, faculty, staff, and industry partners from all walks of life, across the nation and around the world, Kennesaw State University is the bold, community-powered, full-experience university whose **relentless spirit** transforms ambition into achievement and **rises** to every challenge, exceeding expectations to deliver real-world impact and work-ready graduates.

Messaging Pillars

The **Messaging Pillars** are the primary ideas we want to be known for and through which we focus our communications. This provides a consistent and cohesive messaging structure.

MADE TO MEET THE MOMENT

Throughout our history, KSU has faced many crossroads. From expanding advanced degree offerings, to becoming an R-2 institution, to joining Conference USA, we have proven ourselves to be up to the task, and we're poised to meet every moment yet to come.

Messaging Pillars

The Messaging Pillars are the primary ideas we want to be known for and through which we focus our communications. This provides a consistent and cohesive messaging structure.

POWERING OUR COMMUNITIES

From our first day as an institution, our mission has been to teach the skills people need to make an immediate impact that improves their lives and strengthens their communities. That dedication to creating a better future for all extends to every corner of our campus today—from the research labs to the industry partnerships to the opportunities provided to our students.

Messaging Pillars

The Messaging Pillars are the primary ideas we want to be known for and through which we focus our communications. These pillars provide a consistent and cohesive messaging structure.

GUIDED BY EXCELLENCE

From our academic standards, to the faculty we hire, to the partnerships we form, KSU is committed to providing excellence in everything we do. It is a mindset that holds us accountable to a higher standard. It has fueled our rise, brought us prominence, and changed perceptions.

Messaging Pillars

The Messaging Pillars are the primary ideas we want to be known for and through which we focus our communications. These pillars provide a consistent and cohesive messaging structure.

TOGETHER, FOR BETTER

We are a collaborative institution with faculty-mentors working closely with students to set them up for future success. Our research teams work across campus to develop groundbreaking solutions that aren't stuck in academia but implemented into the real world. We also partner with other Georgia universities to teach and learn and elevate our standing.

Brand Story

The **BRAND STORY** is an extended emotional expression that brings the brand position to life.

When you summit a peak, what's next? Take a seat and enjoy the view? Worry about the steep drop surrounding you? Or survey the landscape for the next mountain to climb?

For decades, Kennesaw State has been setting our sights on higher, bigger, better. We view challenges like stepping stones. Besting each one, then rising up to face the next. It's who we are, always pushing, driving, committed to making ourselves and each other better so we can make the world better.

On our campus, determination is contagious. You see it written on every face. At KSU, we don't wait for opportunities; we create them. We're the innovators who turn questions into quests. The

trailblazers who confidently carve our own paths. Together, we hail from cities, suburbs, and quiet towns alike, sharing a common mindset to put knowledge into action.

And out in the world? Owls make the difference. We're champions for positive change, combining excellence with tenacity and elevating the industries that lead, educate, heal, and grow our society. This is because we don't just measure impact in stats and figures but in the lives improved and communities strengthened.

We're gaining momentum. Looking forward. And we're driven, relentlessly driven, to continuously rise.

Strategic Vision

Kennesaw State will achieve national prominence as a public university known for education, research, and community programs that foster inquiry and advance society.



02

VERBAL IDENTITY

Our Verbal Identity defines the way we talk about the brand, through tone, voice, and language. It ensures that every message, no matter the audience or channel—feels consistent, confident, and true to who we are.



Brand Personality

The **BRAND PERSONALITY** comes through in the themes and concepts that are most applicable to the brand. They help anchor our verbal and visual communications while providing a starting point for ideation.

RISING

NEVER WAVERING

DETERMINATION

SELF-BETTERMENT

ALWAYS IMPROVING

ASCENDING

CONSTANT GROWTH

HARD WORK

PURSUIT

Brand Tone

The **BRAND TONE** defines and standardizes how we sound when we are talking to various audiences. **Tone Words** refer to the way a brand communicates with its audience, capturing the personality and emotion behind the words. It shapes how the brand is perceived and ensures that every interaction reflects the brand's values, whether in a professional, approachable, or playful manner. Our tone is crucial because it creates consistency across all touchpoints, builds trust, and strengthens the connection with the target audience.

BOLD

but not boastful

HUMBLE

but not meek

PROUD

but not arrogant

RESILIENT

but not obstinate

BRIGHT

but not know-it-all

ACCOMPLISHED

but not conceited

Tone Meter

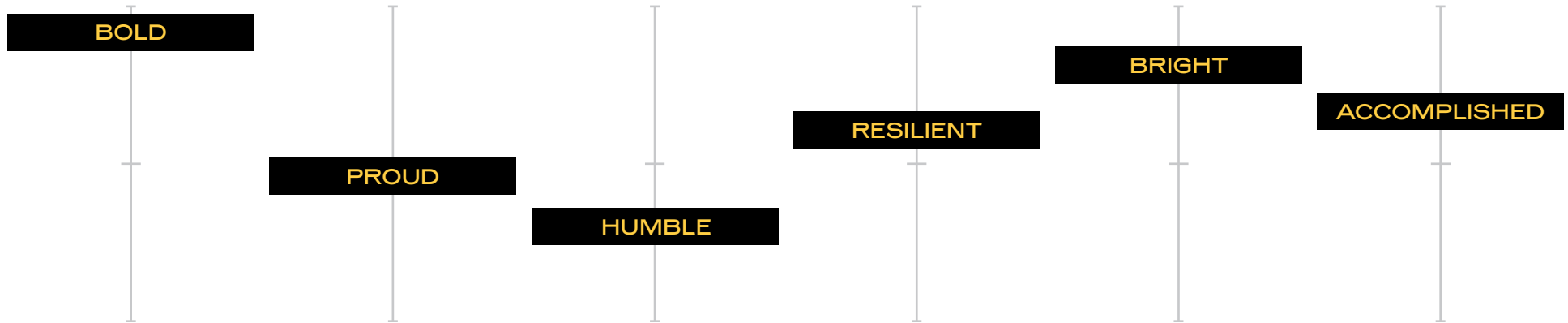
Think of the tone words as if they are on a slider where the volume can be dialed up or down, dependent on which audience we are communicating with. All of the tone words can be included, but generally for a specific audience, or a specific subject matter, we'll be leaning into a smaller range of tones.



Tone Meter

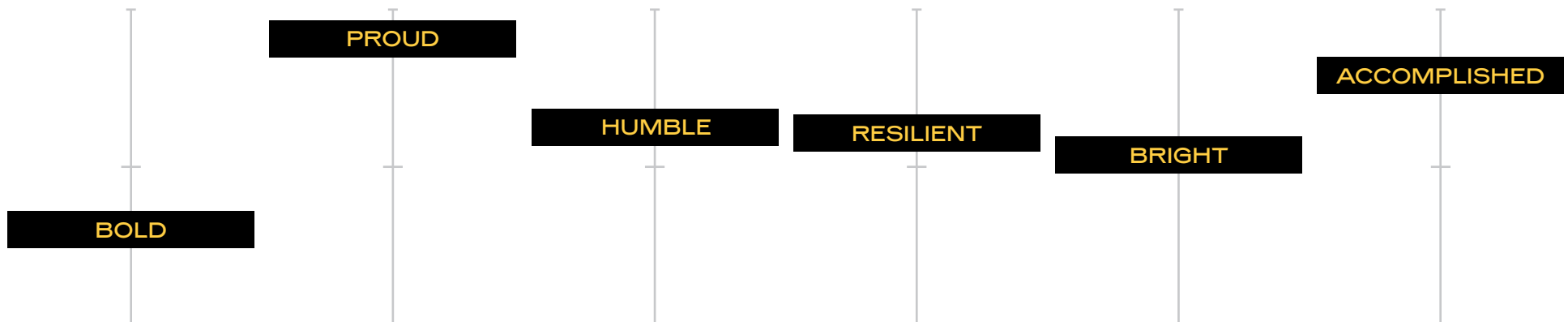
PROSPECTIVE STUDENTS

KSU students are intelligent, lively, and ready to learn. Making a connection through messaging involves emphasizing our Bold, Bright, and Accomplished tone words.



FACULTY/STAFF

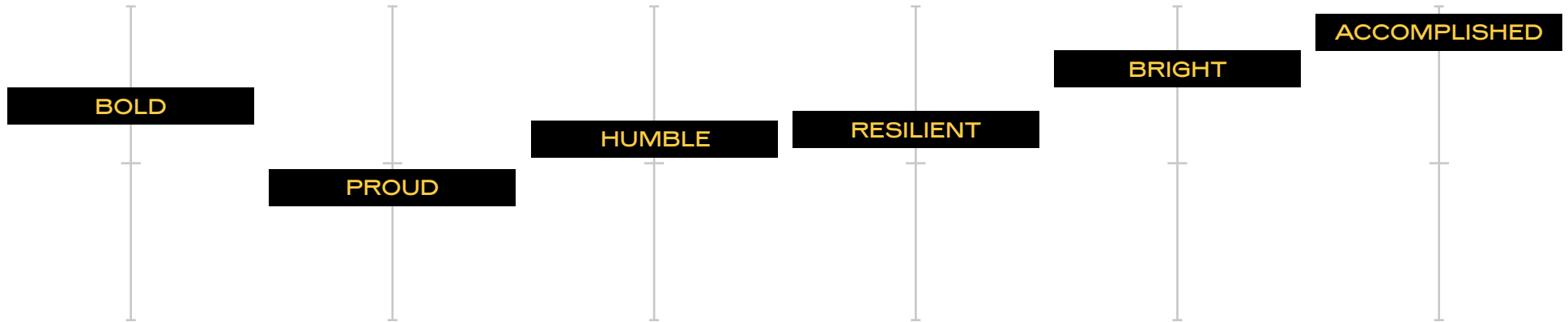
When speaking to prospective faculty, we may want to lead with our knowledge and sense of culture that's committed to students and each other. So, our Proud, Accomplished, and Resilient tone words rise near the top.



Tone Meter

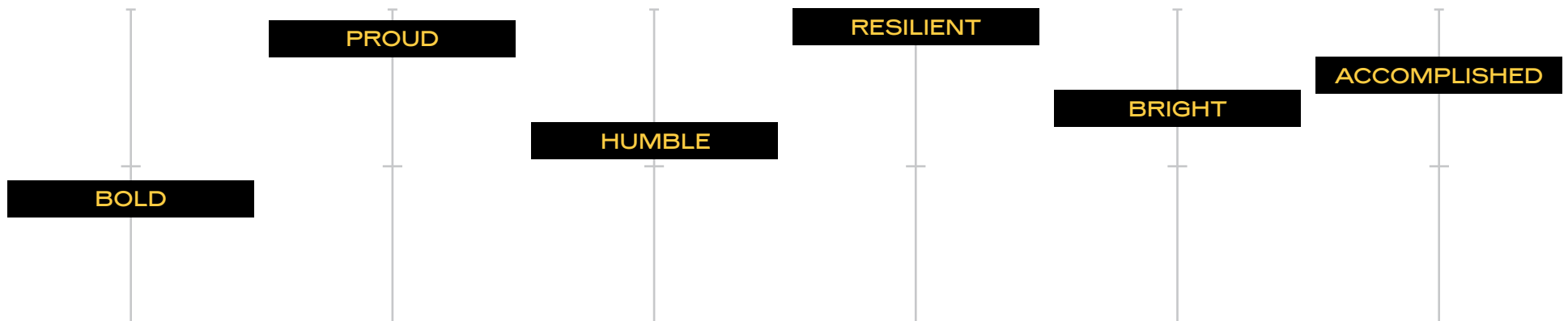
PEERS

We want to tell our peer institutions about our academic excellence, dedication to student success, and desire to impact whole communities. Here our Accomplished, Bright, and Bold tone words are dialed up.



INDUSTRY PARTNERS

When speaking to industry partners, we highlight collaboration, innovation, and real-world outcomes. Our Proud, Resilient, Bright, and Accomplished tone words underscore the value we bring to business and community partnerships.



Headline Examples

Using our brand voice and tone words, headlines and short pieces of copy can speak effectively to different audiences.

MASTER'S DEGREE IN AI

AI Is on the Rise. So Are We.

When speaking to our peer audience, we want to position KSU as a leader. Leaning into the *Made to Meet the Moment* pillar and using a word like “Rise” not only is on-brand for KSU, but also makes a bold statement in relation to AI that helps grab attention in a digital or social medium where the viewer can click to learn more.

STUDENT LIFE

Where Will You Go From the Top? Anywhere You Want.

KSU students are energetic, enthusiastic, and bold. All of which are key elements of our brand. Our writing should reflect these qualities and create a conversation students find interesting. Here, we pose a question that speaks to their desire for greatness and never-stop-attitude, and positions KSU as a means to achieve it.

Headline Examples

Using our brand voice and tone words, headlines and short pieces of copy can speak effectively to different audiences.

NURSING SCHOOL

Elevating Nursing Programs. Raising the Bar for Patient Care.

Leaning into our *Together, For Better* pillar, this shows that the impact of our programs has far-reaching effects, especially in the health care sector. Using the words “Elevating” and “Raising” promote our nursing program, considered one of the best in the state, in a brand-specific way. It also speaks to a bigger mission of serving the community.

CAREER PLANNING AND DEVELOPMENT

You Can See Your Future From Up Here.

Our words can paint a picture in a brand-relevant way. In this case, we’re suggesting our students are looking out from a high perch and have an excellent view of the world before them. Using storytelling, as opposed to straight-forward language, is a great way to infuse the KSU brand.

Long-Form Copy Examples

ATHLETICS

Before we put on our game faces, we face the daily grind. The hours, days, and months of sweat and pain. Where talented becomes unstoppable. Where All-Conference becomes All-America. Where competitors become winners. It's a 24/7 championship mindset. And every Owl has it.

No other group has more passion for the Owls than our athletics audience. Their grit and relentless effort fits within the KSU brand structure. To match the get-down-to-business, get-to-work attitude, we use shorter, choppiest sentences. And tell a story that Owls are champions on and off the field.

Long-Form Copy Examples

RESEARCH

Worldwide, 830 million people live with diabetes, many of whom have to prick their fingers multiple times a day to check their blood sugar. For adults, it can be painful. For kids—traumatizing. But Kennesaw State University researcher Maria Valero has discovered a better way: use light, not blood, to measure glucose. Her GlucoCheck devices are set to revolutionize the industry and countless lives through a less invasive and much more comfortable method to manage diabetes. Valero's research makes a real difference, one difference, that millions will feel. With no pain.

This example channels KSU's *Powering Our Communities* pillar by showing how research directly improves lives. It uses clear, empathetic language to reflect our Bright, Humble voice—focused on practical innovation and real-world impact.

Long-Form Copy Examples

STUDENTS

Welcome Flight '29. Your four-year journey starts now. As a member of KSU's Flight program, you'll make lifelong friendships, learn how to navigate college, and even rush the field at Fifth Third Stadium. So, let's get together, give a mighty Hooty Hoo, and take flight!

This example taps into the *Together, for Better* and *Made to Meet the Moment* pillar by emphasizing community, belonging, and shared experiences. The tone is Bold, Proud, and Bright—energized, welcoming, and student-first—while staying grounded in KSU tradition and spirit.

03

LOGOS & USAGE

The KSU logo is the most recognizable symbol of our brand. Consistent, proper use reinforces our identity, builds trust, and unites all communications under a clear, cohesive visual presence.



General Logo Usage Summary

The following standards govern the use of the University logo in all forms of communication, including, but not limited to, print and electronic media. More detailed standards are spelled out throughout this guide.

- The University logo is an essential means of visual communication.
- The University logo must be used as the prominent graphic element in all publications—print and electronic—affiliated with the University.
- The University logo should not be modified in any manner. These symbols may be reproduced only from original master copies. To request a master brand logo in the vertical and horizontal versions, contact the Office of Strategic Communications and Marketing at logos@kennesaw.edu.
- The University logo is the primary identifier of the University and must be used as described in this guide.
- The University logo is not permitted to be disassembled.
- Outside of retail usage, the KS monogram without University identity lock-up is acceptable on a case-by-case basis, with prior approval from the Office of Strategic Communications and Marketing.
- The interior of the KS monogram must be lighter than the first outer stroke.
- The seal is reserved for presidential, official, ceremonial, or formal uses.

Any associations or affiliates of the University that wish to use a specific identifier other than the University logo must have prior written approval from the Office of Strategic Communications and Marketing, and follow all brand guidelines.

Use of the University brand, which includes the University logo, name, and other brand identifiers, must be reviewed by the Office of Strategic Communications and Marketing. Please submit approval requests to <https://www.kennesaw.edu/stratcomm/project-request/>.

The University official logo is available for download at <https://owlbrand.kennesaw.edu/>.

Official Master Brand

The University logo consists of two parts: the KS monogram and the words Kennesaw State University in vertical and horizontal configuration options. The name “Kennesaw State University” appears in the Montserrat typeface. The registered trademark “®” symbol must be present. Use only official logos. No other typefaces or combinations of typefaces are permitted in the master brand.



KENNESAW STATE
U N I V E R S I T Y



KENNESAW STATE
U N I V E R S I T Y

Logo Icon

The KS is paired with the Kennesaw State University wordmark to create Kennesaw State's official logo in vertical and horizontal formats. The KS should only be used separate from the wordmark within a communication that already contains the full logo, and/or the University name is present, as well as for internal University communications or community projects where the audience is familiar with the KS symbol. The "Kennesaw State" or "Kennesaw State University" name should always be present in all communications.



Logo Wordmark

The Kennesaw State wordmark is specially created art, owned by Kennesaw State University. It is not a typeface and should never be recreated using fonts. The wordmark is to be used in combination with the KS monogram to make up the Kennesaw State logo and should never appear without the KS monogram on any application.

KENNESAW STATE
U N I V E R S I T Y

Logo Variations

The full-color logo is preferred and should be used whenever possible. Versions of black and white lettering are available for background color application of the brand. Full-color printing is required for the brand if full colors are used in the overall design. The two-color master brand logo does not include a gray stroke and can be used on both white and gray backgrounds. Two-color versions are available for instances of printing limitations. When possible, the full-color version is preferred. Dark backgrounds, such as black, require a full-color or white one-color application. The black one-color logo should be used on light or soft color backgrounds, such as white, gray, or gold. The interior of the KS monogram must be lighter than the first outer stroke. The all-white one-color option must be used on darker-colored backgrounds. The interior of the KS monogram must be lighter than the first outer stroke.



Full Color



Two Color



White Letters



White Color



Black Color



Full Color



Two Color



White Letters



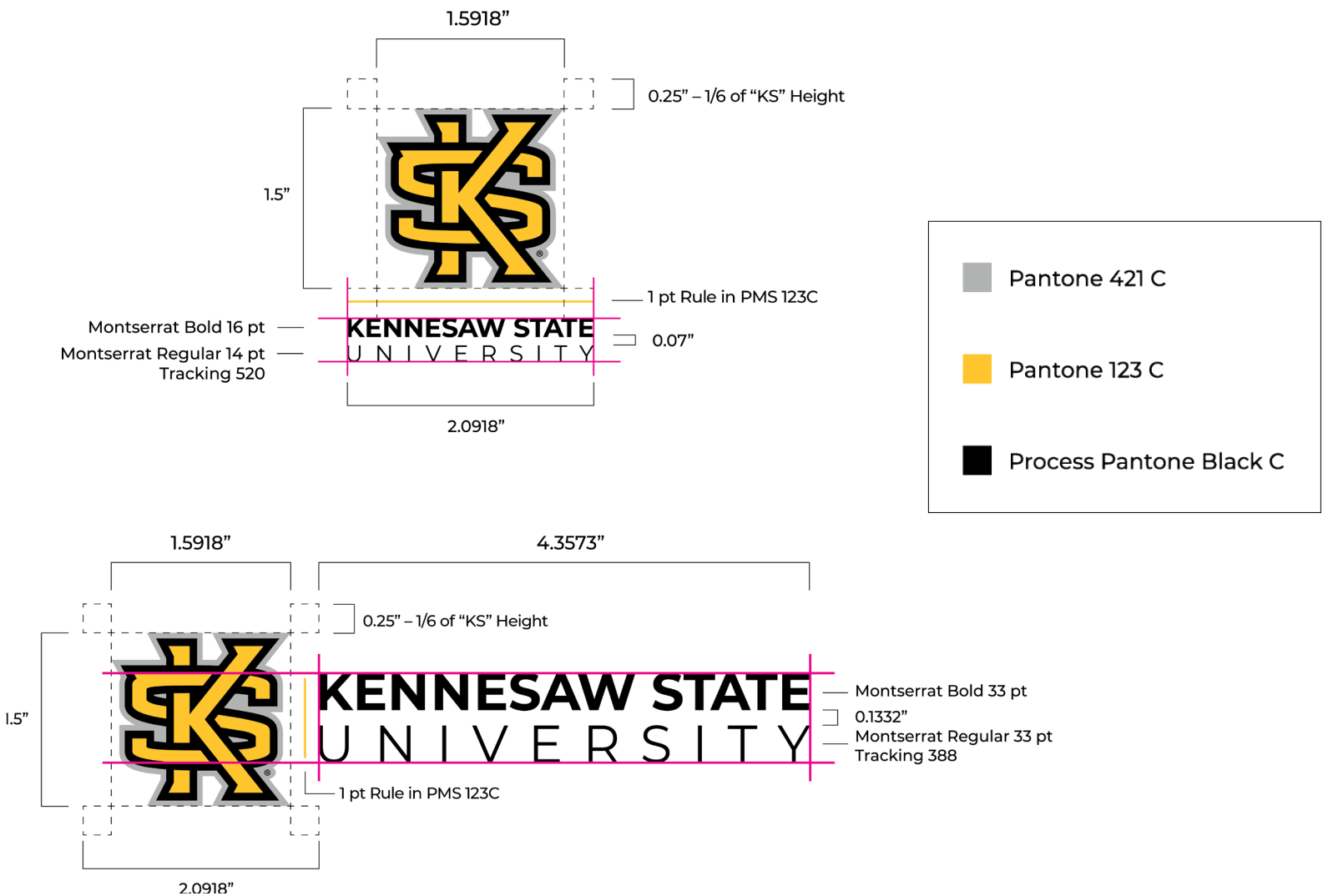
White Color



Black Color

Logo Structure

For the full-color versions of the horizontal and vertical logos, the following structure must be adhered to in order to maintain consistency.



Logo Sizing

SIZE RECOMMENDATIONS

The University master brand is intended as a visual identifier, not a title block, and should be scaled as such. In general publication usage, the logo should appear no smaller than 1 inch and should be prominently located.



Logo Spacing

PROTECTED AREA

The protected area around the logo ensures that no other graphic elements or messaging interfere with its clarity and integrity. The depth of the protected area is equivalent to 1/6 height of the KS monogram portion of the logo.



Logo Transparency

There are cases in which changing the opacity or watermarking of the KS monogram is an acceptable usage. NOTE: Only the single-color, black, or white KS monogram can be used in this way. Never change the opacity of the full-color KS monogram or Masterbrand KS logo. Only use a watermarked KS monogram on top of a graphic background, never over a photographic image. Watermarked KS monograms can use a range of 10%-20% opacity. If you have any concerns about using a transparent KS monogram, contact the Office of Strategic Communications and Marketing.

ACCEPTABLE TRANSPARENCY EXAMPLES



Black KS Monogram
Over Yellow
18% Opacity



White KS Monogram
Over Yellow
18% Opacity



White KS Monogram
Over Black
18% Opacity

UNACCEPTABLE TRANSPARENCY EXAMPLES

Never use transparency of a yellow version of the KS Monogram. Never change opacity settings for any version of the full color logo on any background



Unacceptable Variations

COMMON MISTAKES

Maintaining the integrity of the University's branding is important. All University marks and seals must be presented in a clear, consistent, and effective manner.

Below is a list of examples of unauthorized treatments when using the University's logos and marks. The examples are not representative of every unauthorized treatment but do illustrate common mistakes. Please contact the Office of Strategic Communications and Marketing if you have questions at stratcomm@kennesaw.edu.

- Do not disassemble logo.
- Do not alter the orientation of the logo.
- Do not convert to grayscale. Instead, use black or white logo appropriately. The interior of the KS monogram must be lighter than the first outer stroke.
- Do not add drop shadow or stroke.
- Do not place over busy backgrounds.
- Do not stretch or shrink, horizontally or vertically.
- Use full-color logo whenever possible.
- Do not change typefaces.
- The logo is not permitted inside a white box.
- Opacity adjustments are only allowed following the 10% - 20% opacity rule outlined on page 36 of this brand guide.
- The exterior stroke of the KS is PMS 421 gray. Do not use a white outer stroke.
- The official logo may not be redrawn, reproportioned or modified in any way.
- The masterbrand logo, vertical or horizontal, may not be cropped in anyway.

To request a logo, contact logos@kennesaw.edu.



Logo Extensions

PARENT SIGNATURE MARKS FOR COLLEGES AND DEPARTMENTS

In addition to the official logo, divisions, colleges, departments, and other approved units on campus are authorized to use a signature mark. These marks are created and issued by the Office of Strategic Communications and Marketing.

A parent signature mark includes colleges, offices, and high-level administration units that should always be tied directly to the University logo. See example.



Unit Signatures

The University logo and signature marks presented here are for visual context only and are not suitable for download. For the University logo, signature, unit signatures, and wordmarks, please submit a request to logos@kennesaw.edu.

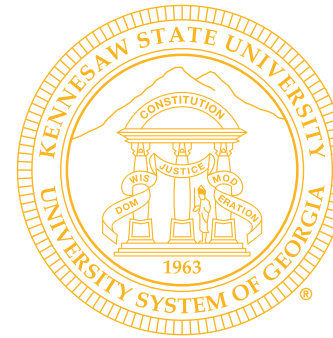
In addition to the official University logo, academic programs that need to be associated with a signature mark and other approved units on campus are authorized to use a unit signature mark. Unit signature marks will only be issued in the horizontal format. These logos are created and issued by the Office of Strategic Communications and Marketing.

A unit signature is an entity directly connected to one or more signature marks and does not stand alone. See example.



Seal

The Official University Seal is a symbol of institutional authority and identity, and it is therefore restricted to formal, official, ceremonial, and presidential materials only. To protect the high integrity of the official seal, alternate seals or crests cannot be used, including marks with similar size and shape or marks that could be confused with the official seal. The university seal may not be used in college or unit publications without prior approval from the Office of Strategic Communications and Marketing and the Office of the President. All members of the University Community are expected to be familiar with and adhere to this policy, as it is vital in maintaining the integrity and prestige of the university.



Athletic and School Spirit Marks

The full owl and owl head are used for athletic purposes only. University-sponsored student clubs and organizations may use School Spirit Marks with prior approval from the Office of Strategic Communications and Marketing.

ATHLETIC LOGOS



SCHOOL SPIRIT MARKS



University departments may use school spirit marks for school spirit purposes. Scrappy should only be used for “spirit” promotions. The creation or use of graphic owls to be used in publications or promotions is not permitted. If you would like to utilize owls, picture imagery can be used, but it must be of a great horned owl. Our Digital Asset Library contains many visual images of great horned owls that can be used. Those images can be downloaded by visiting <https://owlbrand.kennesaw.edu>.

04

VISUAL IDENTITY

Our Visual Identity brings the KSU brand to life through a unique visual language. These tools create a distinct, cohesive look that reinforces who we are and ensures every touchpoint feels unmistakably Kennesaw State.



Color Palette

The following guidelines will help provide a sense of hierarchy, balance, and harmony. Our color system can be flexible when needed, but restraint is highly encouraged. Balance ratios on individual pages, spreads, and other layouts will vary from time to time. However, remember that our primary colors should be predominant overall. In addition, our inclusion of Southern Polytechnic Green is a deliberate nod to our history and roots, honoring the legacy of Southern Polytechnic State University while connecting past and present.

PRIMARY

PANTONE 123C Print & Paper PANTONE 1235 Fabrics & Plastics Hex #ffc629 CMYK 0, 24, 95, 0 RGB 255, 198, 41	
100%	
80%	
60%	
40%	
20%	
PANTONE 421C Hex #b2b4b2 CMYK 13, 8, 11, 26 RGB 178, 180, 178	

PANTONE BLACK C Hex #2d2926 CMYK 63, 62, 59, 94 RGB 45, 41, 38	
100%	
80%	
60%	
40%	
20%	
PANTONE WHITE C Hex #ffffff CMYK 0, 0, 0, 0 RGB 255, 255, 255	

SECONDARY

PANTONE 348C Hex #00843d CMYK 100, 0, 53, 49 RGB 0, 132, 61	100%
	80%
	60%
	40%
	20%
PANTONE 2655C Hex #a682eb CMYK 0, 42, 51, 0 RGB 166, 130, 235	100%
	80%
	60%
	40%
	20%
PANTONE 715C Hex #f5873d CMYK 16, 58, 84, 6 RGB 245, 135, 61	100%
	80%
	60%
	40%
	20%
PANTONE 284C Hex #66abff CMYK 53, 25, 0, 0 RGB 102, 171, 255	100%
	80%
	60%
	40%
	20%
PANTONE 803C Hex #ffff00 CMYK 0, 0, 100, 0 RGB 255, 255, 0	100%
	80%
	60%
	40%
	20%

Legacy Typefaces

We've expanded our type system to better support the range of voices and messages KSU needs, but that doesn't mean we're starting from scratch. Montserrat and Source Serif have been part of our brand for years, most notably as the typefaces in our logo system. Their clean, functional qualities continue to make them excellent for informational materials, directional signage, and other uses where the brand personality isn't the primary goal of the communication.

MONTSERRAT
MONTSERRAT
MONTSERRAT
MONTSERRAT

As a clean and contemporary sans serif, Montserrat and its many weights fit perfectly within the new brand architecture where clear, information-driven communication is needed.

SOURCE SERIF PRO
SOURCE SERIF PRO
SOURCE SERIF PRO
SOURCE SERIF PRO
SOURCE SERIF PRO

The personality of Source Serif Pro is elevated yet approachable, which is in keeping with the new KSU brand family of typefaces. It is best incorporated as subheadlines and body copy.

Brand Typefaces

Our brand typefaces provide a palette of fonts to express the full spectrum of the brand's personality through typography—from clean to contemporary to bold to expressive.

Mars Extended MARS SEMICONDENSED

Mars Extended and Mars Semicondensed offer the brand a bold and sharp type option. Best used in headlines, subheads, and hero copy when we want to make a clear impact with our words.

Bradford Regular *Bradford Bold Italic*

Bradford provides a unique serif typeface that can be paired with Mars or used on its own when a more elevated approach is warranted. Bradford can be used for headlines, subheads, hero copy, and body copy.

Six Hands Brush

Six Hands Brush provides the brand with a highly expressive, human typeface that speaks to the grit and the person-to-person quality of our brand. Six Hands Brush should be used sparingly within a layout, reserved for short headlines or callouts.

Montserrat Regular

Montserrat, a legacy typeface, is best suited for body copy and informational content on promotional communications.

Activated Typography

In addition to our regular typography, the activated typography brings in more visual interest while communicating elements of the brand. Our typefaces can be activated in the following ways:

RELENTLESS

MARS EXTENDED BOLD

RELENTLESS

MARS EXTENDED BOLD ACTIVATED

IN FLIGHT

MARS EXTENDED BOLD OUTLINED

IN FLIGHT

MARS EXTENDED BOLD OUTLINED ACTIVATED

MASTERS

BRADFORD BOOK

MASTERS

BRADFORD BOOK ACTIVATED

Always Rising

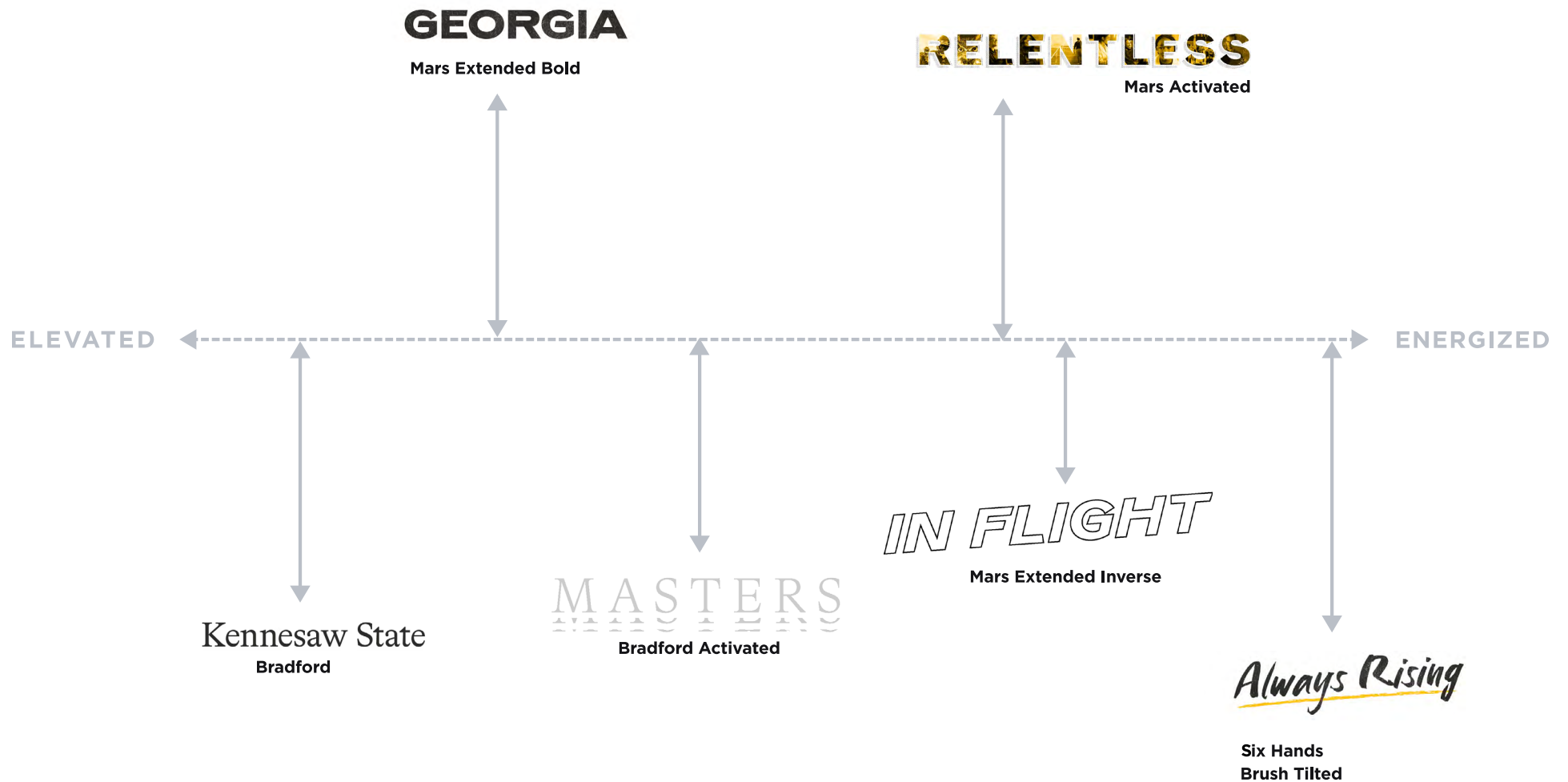
SIX HANDS BRUSH

Always Rising

SIX HANDS BRUSH ACTIVATED

Typography Scale

Using this scale will help guide typeface choices based on the tone of the communication. Apply these activated elements sparingly for maximum effect. Overuse can dilute their impact.



Brand Elements

Different elements bring personality to the brand. The Handmade Grit elements reflect the hands-on determination that defines what it means to be an Owl. These bold, textured marks draw attention to key visuals or words. Use them to add emphasis, energy, and authenticity to designs.

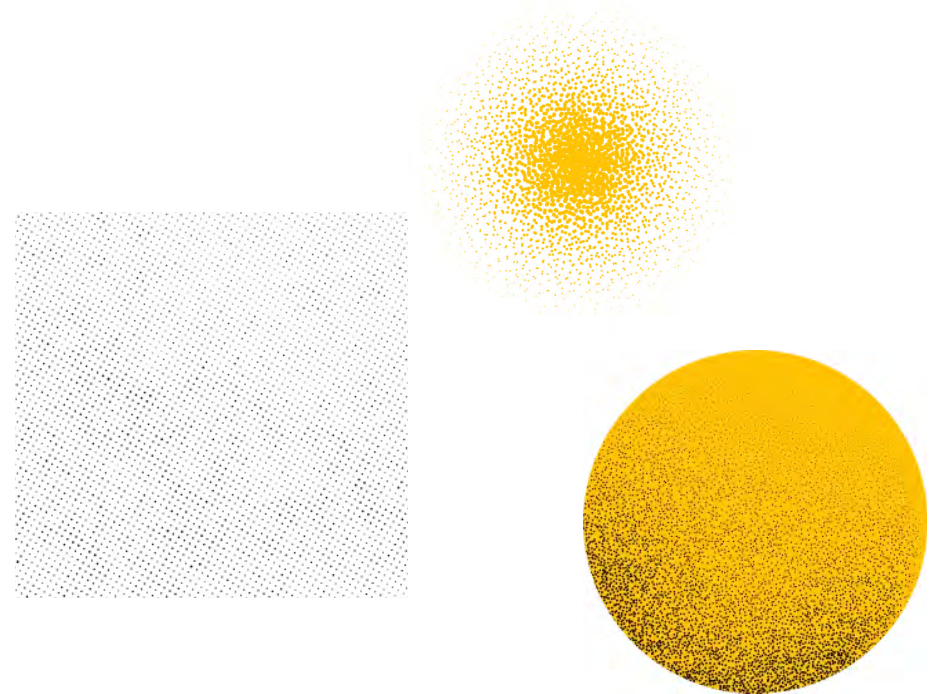
HANDMADE GRIT

The Handmade Grit elements convey the serious work ethic that lives inside every Owl. We make our own marks. Set our own agendas. Carve our own pathways. These elements are useful to highlight and draw attention to certain visuals and/or words in our communications.



DETERMINED TEXTURE

While Handmade Grit really hones in on granular details, our Determined Textures go for broader concepts. It's all about boosting understanding and reinforcing those core messages through its visual metaphor.

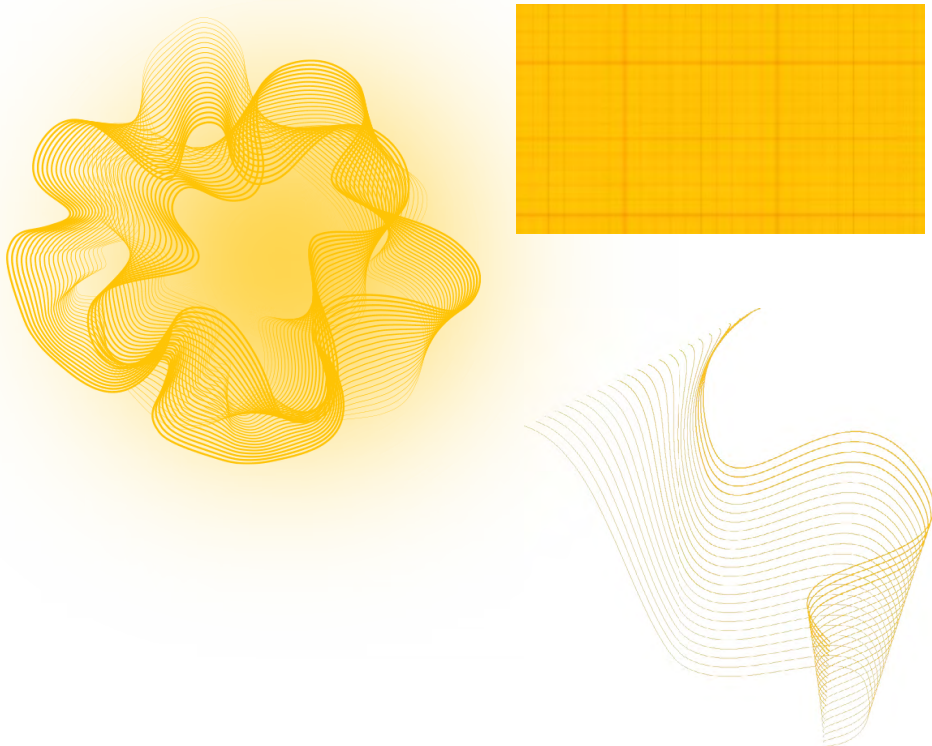


Brand Elements

Some elements bring order and precision to the brand. Exacting Excellence patterns and icons are designed to add clarity, structure, and meaning, while still feeling distinctly KSU. Together, they help organize information and give our visuals a smart, polished edge.

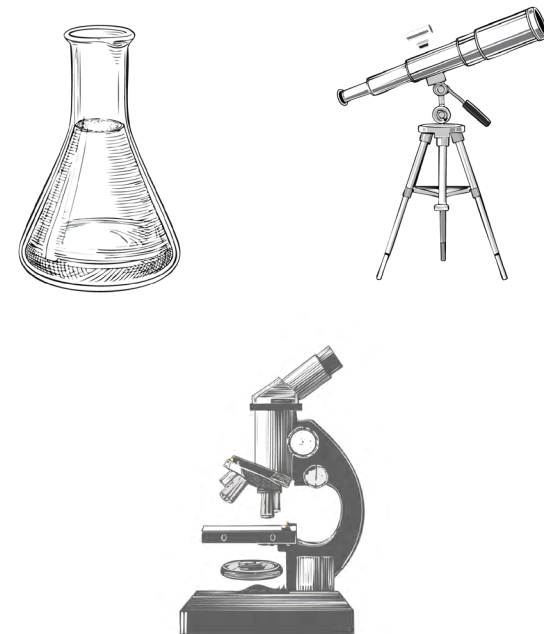
EXACTING EXCELLENCE

Exacting Excellence patterns are carefully designed with a clear purpose and a precise structure. They convey a sense of mathematical and scientific accuracy, which shows order and intentionality. These adaptable patterns can be used as a full background or placed strategically to improve certain elements, helping to unify or highlight parts of a visual presentation.



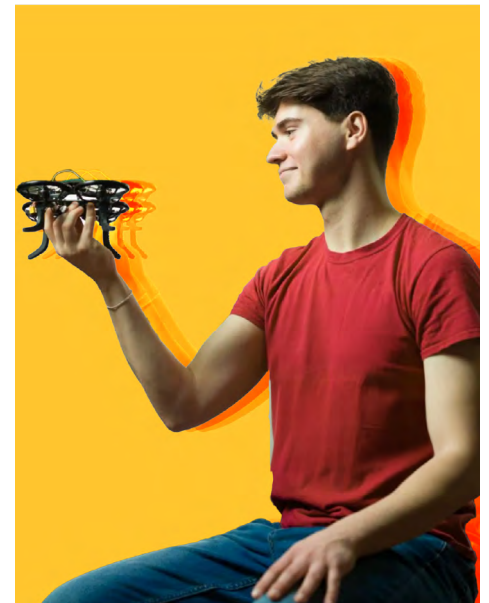
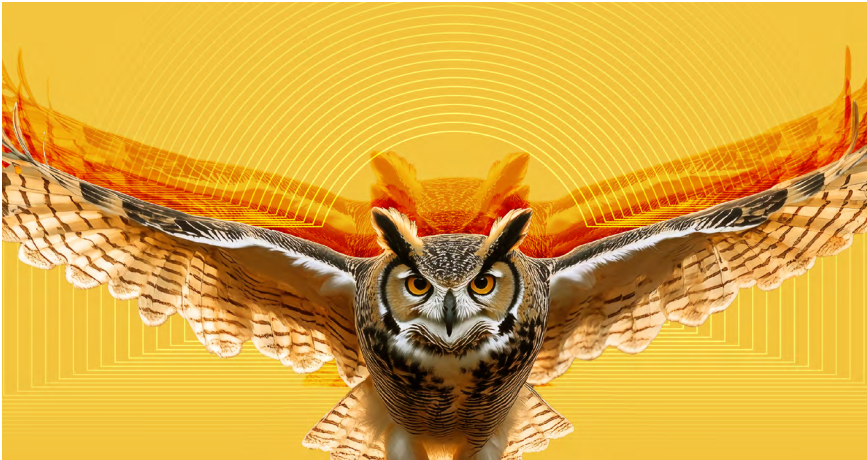
ICONOGRAPHY

Our icons go beyond providing a visual reference point. They also add a layer of personality and energy that is on brand. From simple line art, to a more complete piece of artwork, our iconography creates elements that complement the message we are trying to convey.



Brand Elements

Illustrations can add movement and momentum to any image, like Relentless Rising does here. Use this texture to show how we rise together and lead the way forward.

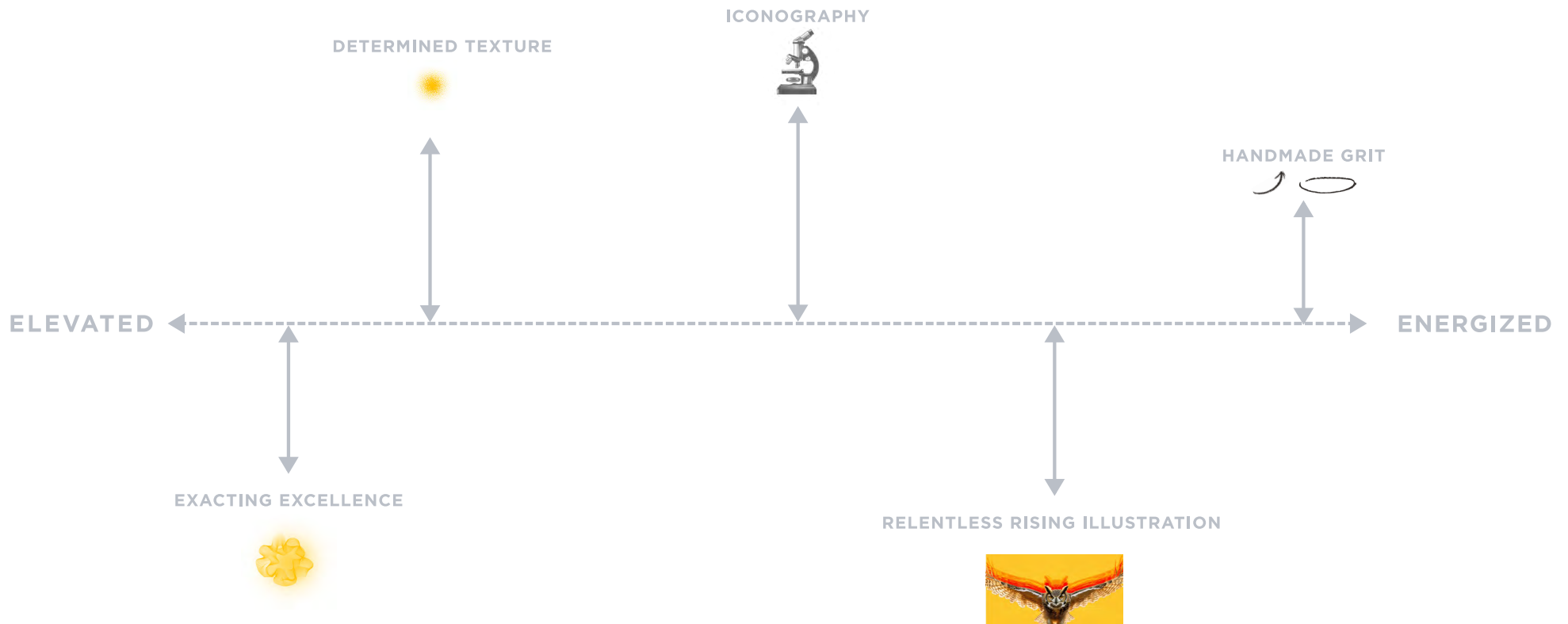


RELENTLESS RISING ILLUSTRATION

Applying the Relentless Rising Illustration texture to an image gives the visual a branded sense of momentum and energy. It embodies our spirit to boldly rise and blaze an unmistakable trail for others to follow.

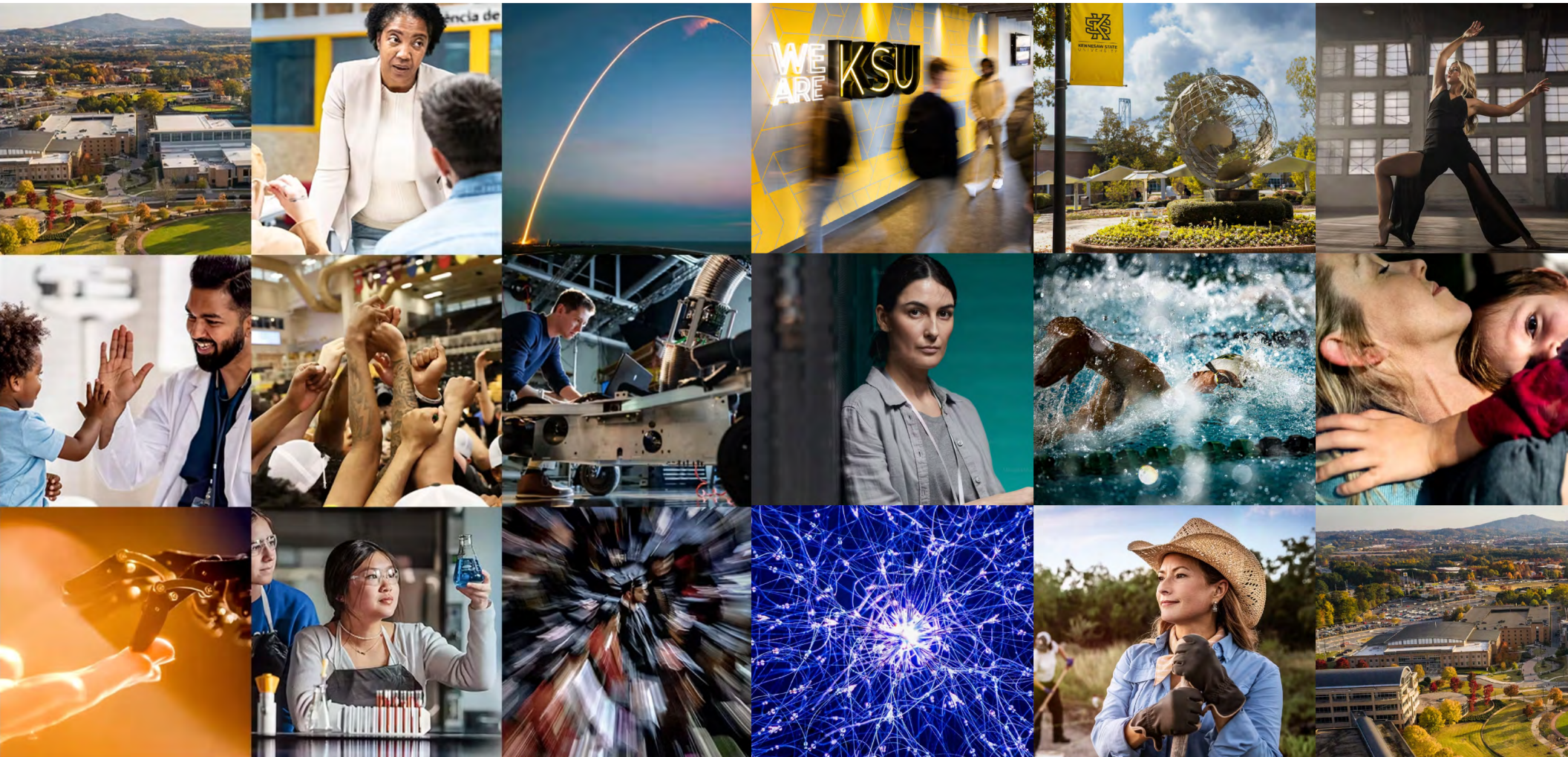
Graphic Elements & Textures Scale

Using this scale will help guide graphic elements and texture choices based on the tone of the communication. Apply these graphical elements sparingly for maximum effect. These tools should underscore key ideas, not compete with them. Overuse can dilute their impact.



Photography Style

Our photos capture people in motion or poised to take action—thinking, building, competing, achieving. Whether it's in the lab, on the field, or out in the world, our imagery reflects real moments and real momentum. Every shot should feel alive with the future-forward energy that defines KSU as outlined by the brand pillars.



Purpose

We are a university in motion. We're energized, charging ahead, elevating all who surround us. These characteristics are present in our image selection.



Brand Pillars & Tone Consideration

When displaying our purpose through the brand pillars, use a shooting style or select a photo relative to that pillar. For example, ***Made to Meet the Moment*** from an athletics standpoint can be communicated using the image of the swimmer above. However, to ensure it aligns with our Bold, Resilient, and Proud tone words, consider a close-up action shot to display the emotion and determination of the moment.

Community

We are here to make discoveries that impact communities and change lives. Our imagery tells that story through the people affected by our breakthroughs. It is emotional, celebratory, and collaborative.



Brand Pillars & Tone Consideration

The *Powering Our Communities* brand pillar encapsulates our mission to lift up everyone surrounding us. Placing the emphasis on those we serve and the outcomes we generate for them should be at the heart of our photography. This exploration is led by our Accomplished, Humble, and Proud tone words, which show the power and emotion of these stories.

People

We are as bold and bright as we are hard working. We are driven to make a difference and that determination is written on our faces.



Brand Pillars & Tone Consideration

Excellence Above All and *Together, For Better* are the most effective pillars for telling the story of our people, whether they are students, faculty, alumni, community members, etc. To place the subjects into proper context, look at incorporating the Bold, Bright, and Resilient tone words.

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PRACTICAL EXAMPLES

The following pages show sample work, showcasing how the brand's verbal and visual identities come together in layouts to create impactful communications across different media and channels.



Practical Examples

BROCHURES

We don't just hand out information—we hand over a piece of who we are. Every brochure should carry the weight of our ambition, the spark of our grit, and the clarity of our voice. This is where detailed and informative content meets an unmistakable KSU.

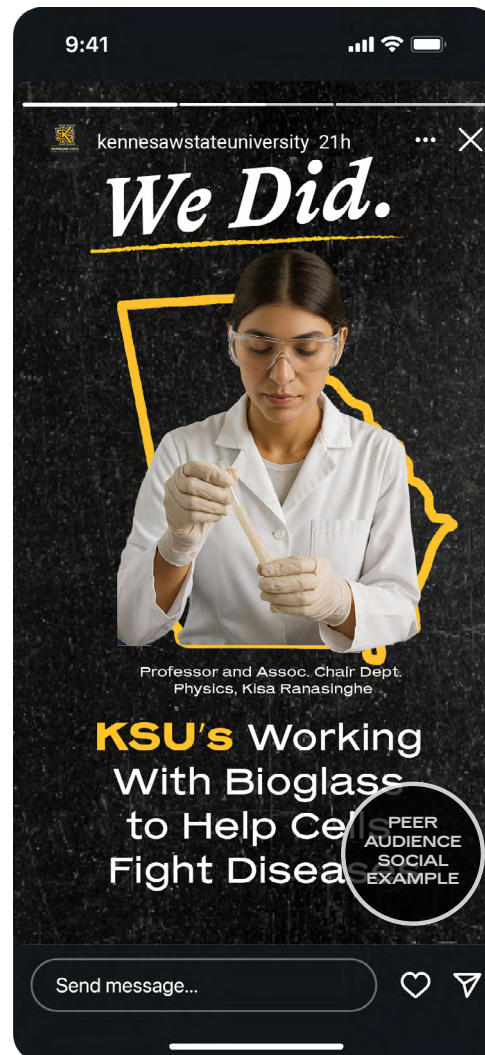


STUDENT
AUDIENCE
VIEW BOOK
EXAMPLE

Practical Examples

DIGITAL ASSETS

Both our drive and our message carry across platforms. With digital spaces, they let us move fast, think big, and show the world what determined minds can do. Every engagement should spark curiosity.



Practical Examples

TRADITIONAL PRINT LAYOUTS

Print still matters—when it's done with purpose. These pieces should feel as driven and sharp as the people behind them. Every layout is a chance to leave a lasting impression.



PEER
AUDIENCE
PRINT
EXAMPLE

Practical Examples

TRADITIONAL PRINT LAYOUTS

Print still matters—when it's done with purpose. These pieces should feel as driven and sharp as the people behind them. Every layout is a chance to leave a lasting impression.



STUDENT
BROCHURE
EXAMPLE



DONOR
PRINT
EXAMPLE

Practical Examples

BRAND ART



STUDENT
AUDIENCE
EXAMPLE

Practical Examples

BRAND ART



STUDENT
AUDIENCE
EXAMPLE

Practical Examples

BRAND ART



ATHLETICS
AUDIENCE
EXAMPLE

Practical Examples

BRAND ART



Practical Examples

BRAND ART



Practical Examples

BRAND ART



PEER
AUDIENCE
EXAMPLE

06

APPENDIX

Web & Editorial Standards Overview



Guidelines for Web

As one of Kennesaw State's most visible brand touchpoints, the website plays a critical role in shaping perception and delivering a consistent user experience. The following is a high-level overview of web style best practices. For full details, please refer to KSU's official Web Style Guide.

PURPOSE

All official University websites should reflect the KSU brand and meet usability, accessibility, and consistency standards. The full Web Style Guide outlines how to structure, write, and maintain content that is accurate, accessible, and aligned with the University's goals.

KEY STANDARDS

- **Templates**
All pages must use the approved KSU Omni CMS template. The header and footer are standard across all pages. Departments may customize page titles and content areas.
- **Navigation**
Use clear, concise menu labels. Limit top-level navigation to 7–8 items. Avoid dropdowns with more than two levels.
- **Typography**
Use Montserrat for all web content. Apply heading styles consistently and avoid manual font overrides.
- **Writing Style**
Keep language simple and scannable. Use short paragraphs, active voice, and bulleted lists when possible. Follow AP style and University naming conventions.
- **Accessibility**
All content must meet WCAG 2.0 AA guidelines. Use alt text for images, descriptive link text, and ensure keyboard navigation to ensure accessibility compliance.
- **Brand Consistency**
Web content should reflect the University's voice and tone. Avoid outdated logos or unapproved visuals. Refer to this Brand Standards Guide for direction on photography, messaging, and graphic elements.

Full Guidelines

To ensure your site meets University standards, refer to the complete [Web Style Guide](#).

Editorial Standards

Kennesaw State’s communications, whether online or in print, reflect our professionalism and voice. The following is a concise guide to our editorial standards. For full details, please refer to the official KSU Editorial Style Guide.

PURPOSE

Ensure consistent, polished messaging across all University publications. This guide, grounded in the AP Stylebook and Merriam-Webster’s Collegiate Dictionary, addresses common usage issues and evolves with language trends.

KEY STANDARDS

- **Style & Spelling**
Follow AP Stylebook and Merriam-Webster’s Collegiate Dictionary. This covers capitalization, punctuation, numbers, and spelling.
- **Names & Titles**
Use full names and titles on first reference; last name thereafter. Use “Dr.” only for medical doctors on first reference.
- **Abbreviations & Acronyms**
Spell out on first reference with the acronym in parentheses, e.g., Center for Teaching and Learning (CETL). Use the acronym thereafter, as needed.
- **Degrees & Academic Terms**
Capitalize full degree names (Bachelor of Arts). Short forms (bachelor’s degree) are lowercase; abbreviations like Ph.D.—with periods and no apostrophes—are used, as needed.
- **Time & Addresses**
Use “a.m.”/“p.m.” lowercase with periods. Abbreviate Ave., Blvd., St. after numbered addresses; spell out when no number is used.

Full Guidelines

For detailed rules, exceptions, examples, and alphabetized entries, access the comprehensive [Editorial Style Guide](#). For style questions or clarifications, contact Strategic Communications and Marketing.



THANK YOU

For any questions or clarifications contact
the Office of Strategic Communications and
Marketing at stratcomm@kennesaw.edu.