

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

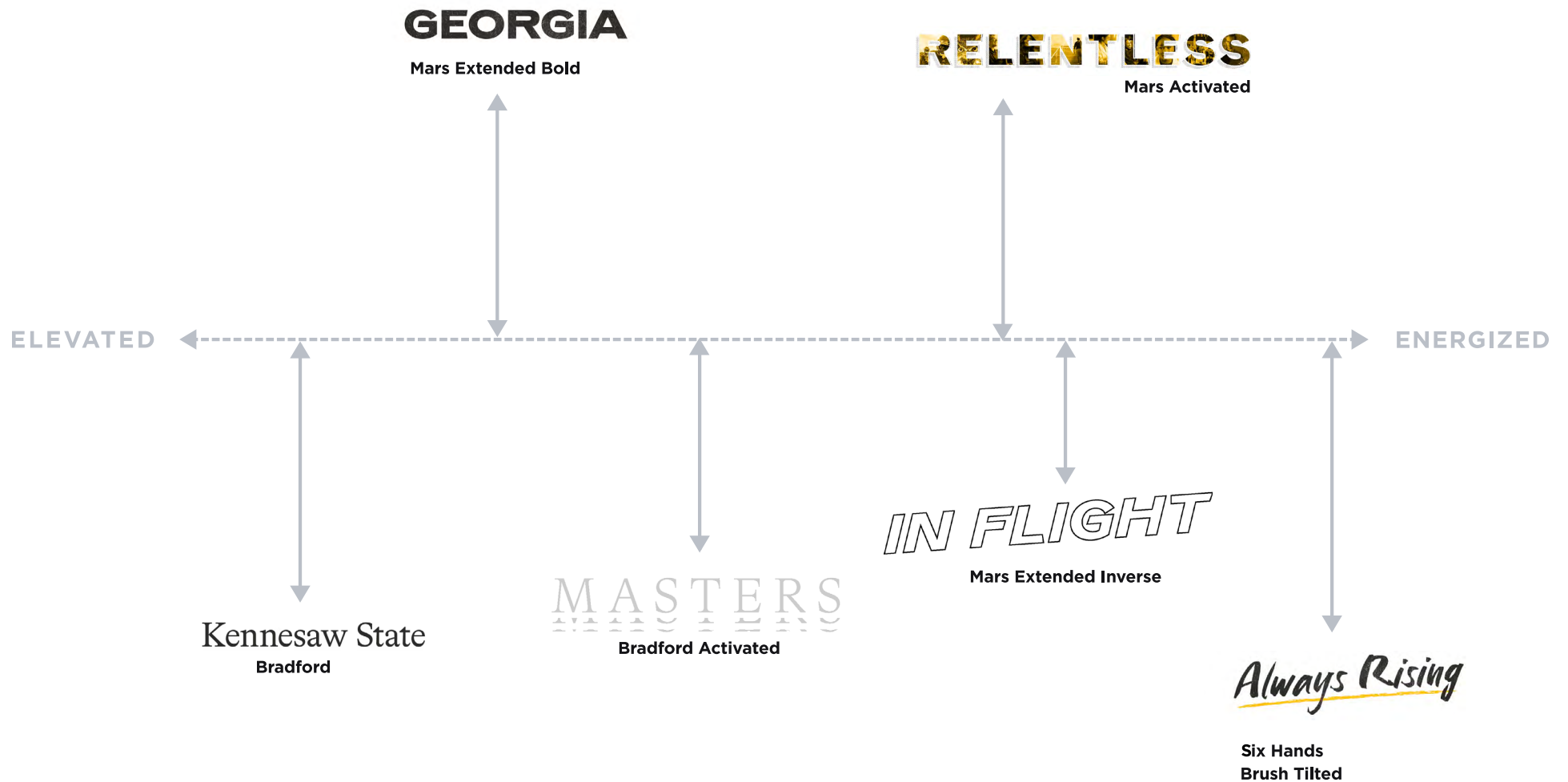
SIX HANDS BRUSH

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.

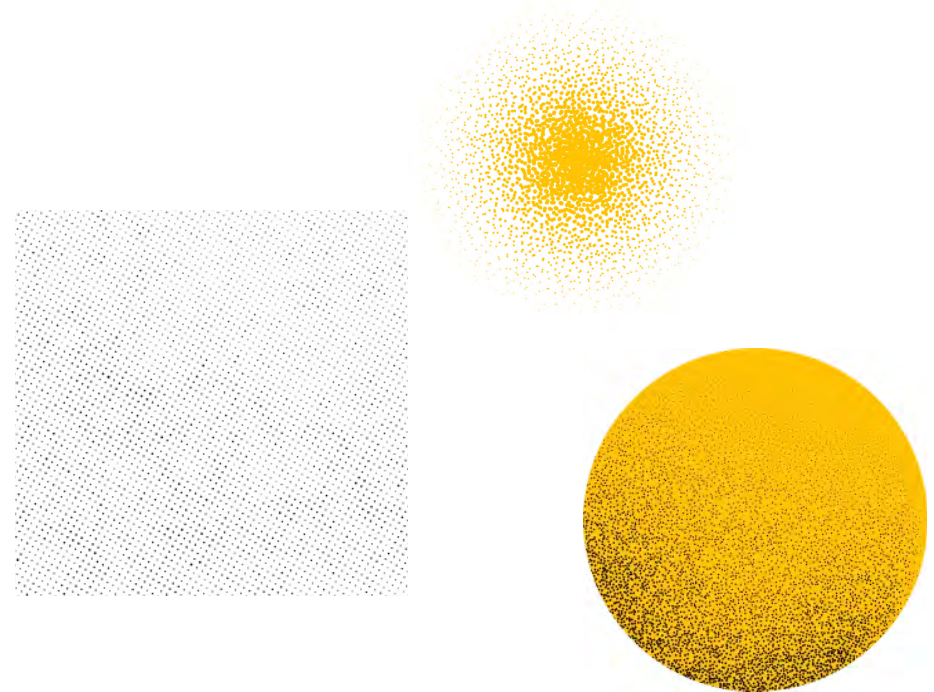
HANDMADE GRIT

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.

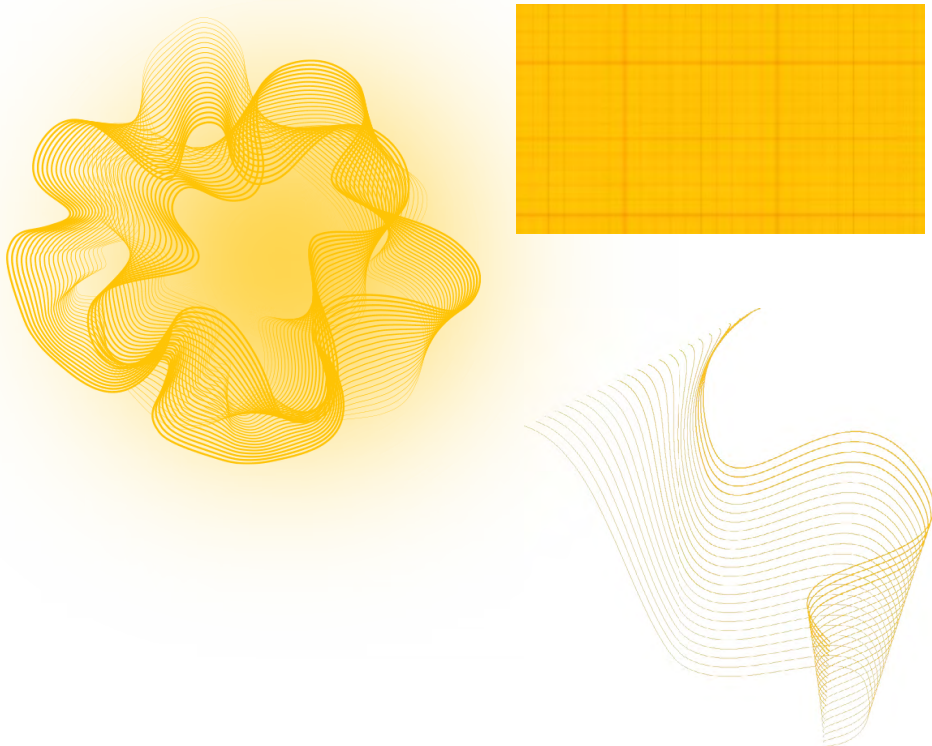


Brand Elements

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.

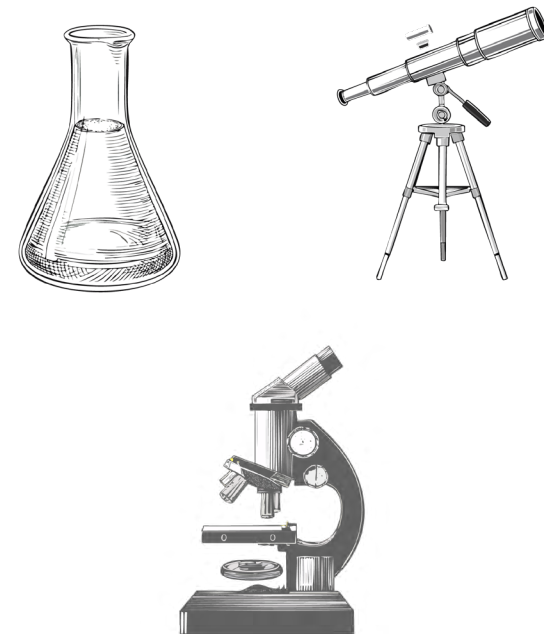
EXACTING EXCELLENCE

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.



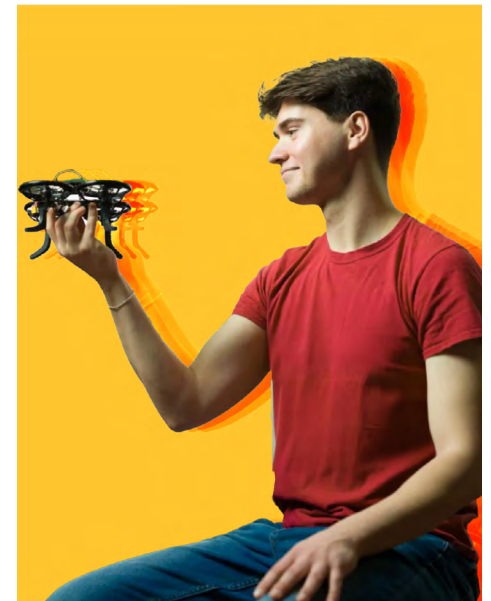
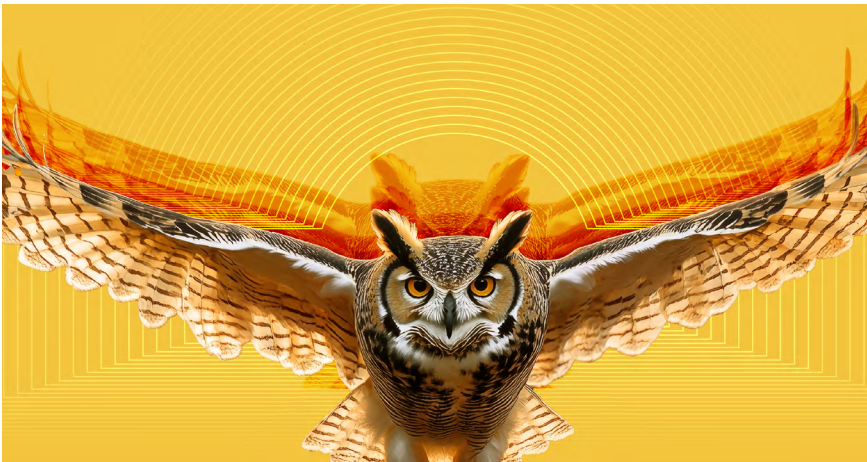
ICONOGRAPHY

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.

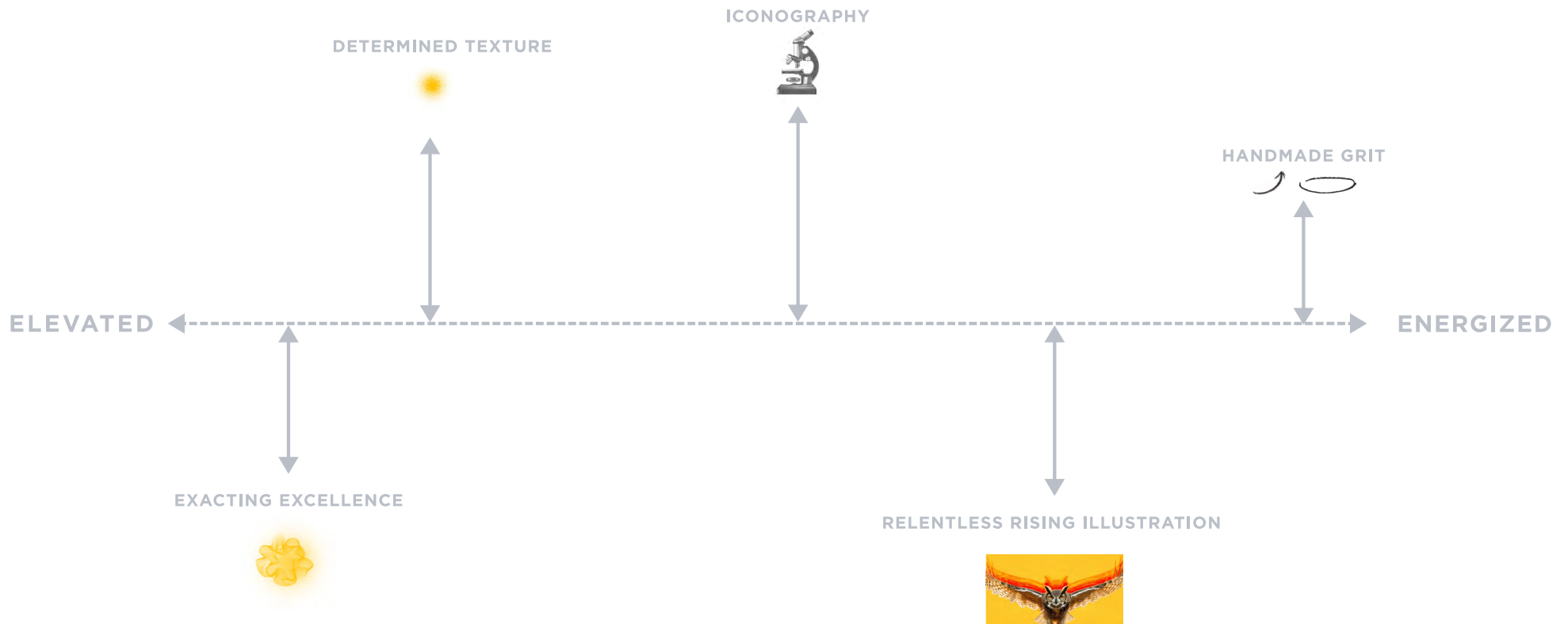


RELENTLESS RISING ILLUSTRATION

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.

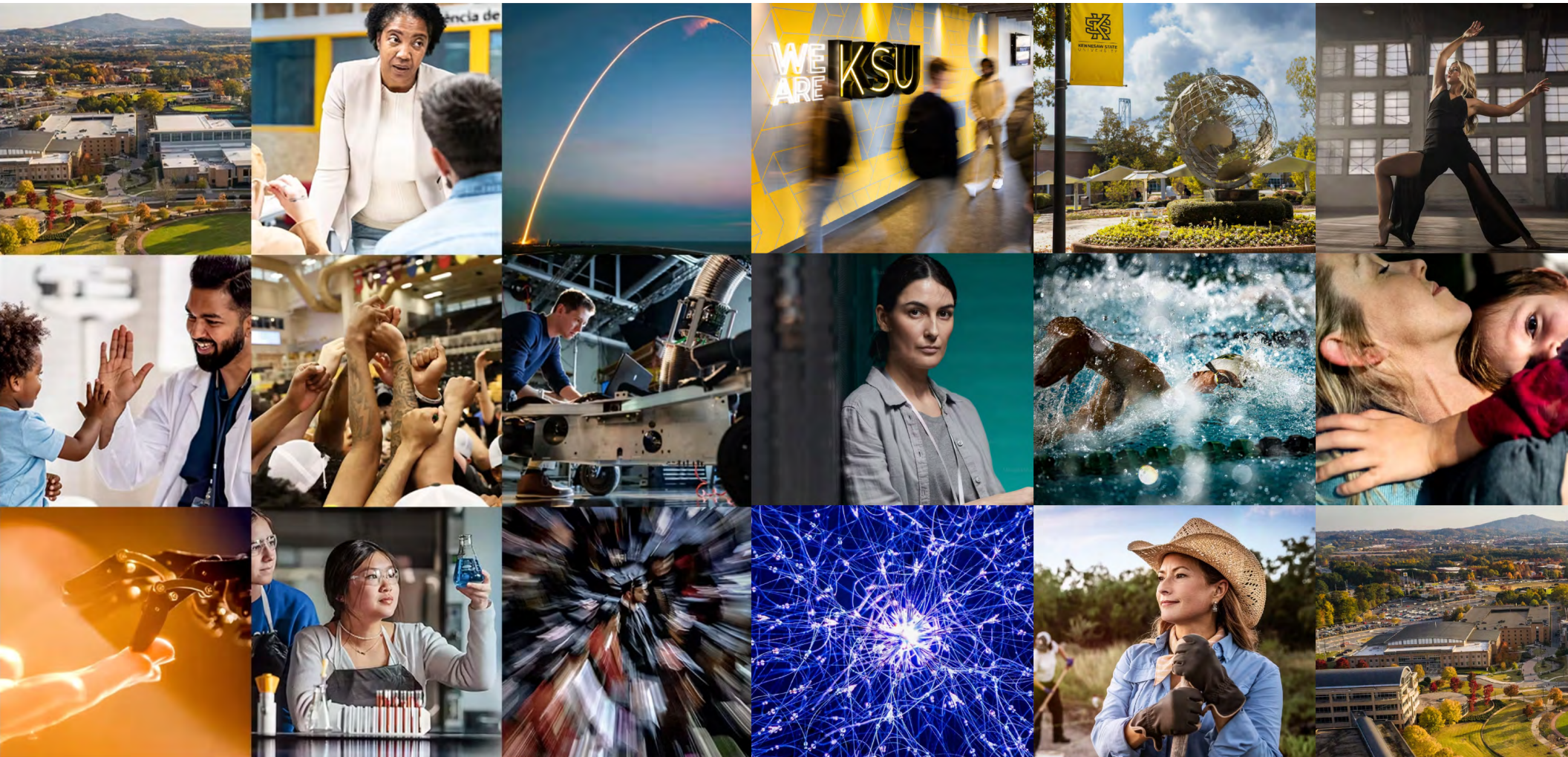
Graphic Elements & Textures Scale

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.