

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](mailto: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.



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**KENNESAW STATE**  
UNIVERSITY



**KENNESAW STATE**  
UNIVERSITY

## 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.



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## 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**  
UNIVERSITY

# 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



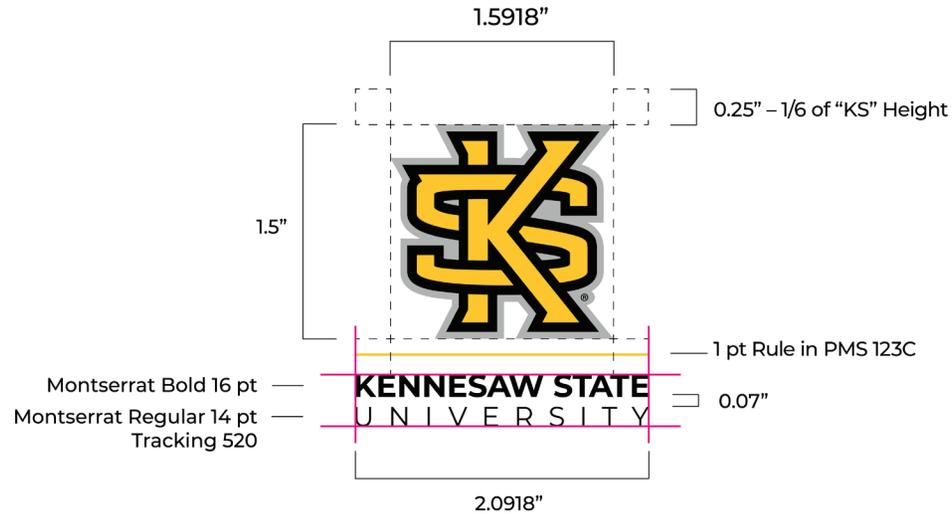
White Color



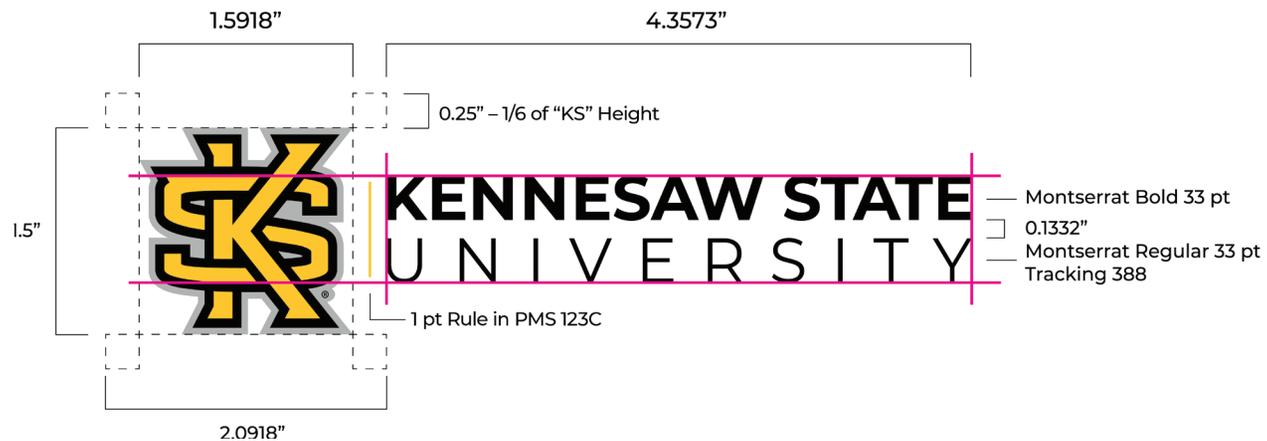
Black Color

# 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.



- Pantone 421 C
- Pantone 123 C
- Process Pantone Black C



## 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



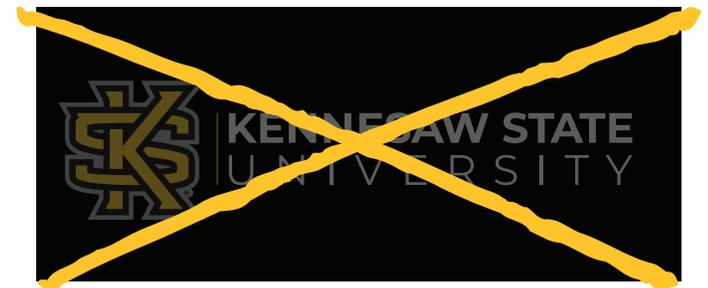
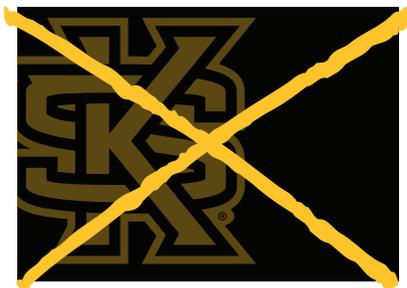
White KS Monogram  
Over Yellow  
18% Opacity



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](mailto: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 any way.

To request a logo, contact [logos@kennesaw.edu](mailto: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](mailto:logos@kennesaw.edu).

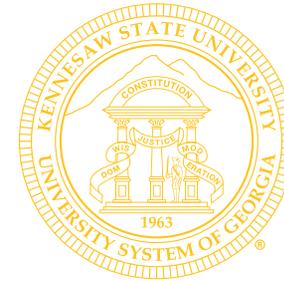
In addition to the official University logo, academic programs that need to be associated with a signature mark and other approved units on campus are authorized to use a unit signature mark. Unit signature marks will only be issued in the horizontal format. These logos are created and issued by the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