



Logo and Color Guidelines

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LOGO GUIDELINES

While we understand the desire for unique logos, we know that having a single visual element resonates with our many audiences and provides quick, easy and consistent recognition of entities within Kennesaw State University. As such, logos or graphic or visual elements designed outside of the standard identified in this guide will not be permitted.

In addition to the official university logo, colleges and other approved units on campus are eligible to use signature marks provided by the Office of Strategic Communications and Marketing. The template for these logos features the Kennesaw State name as well as the college or unit name. The use of symbols such as the ampersand or acronyms are unauthorized and should not appear within an authorized logo.

Unique college, school, department and other unit seals, logos or wordmarks may not be used on any university communication, and no new logos may be developed.

Graphic elements or messaging may not be grouped with the official logo in any way as to appear as a larger composite piece. Additional graphic elements may never be used on letterhead, business cards or forms.

The Office of Strategic Communications and Marketing is responsible for producing and approving the use of college-specific and unit-specific logos. Requests for college-specific or unit-specific logos should be submitted to logos@kennesaw.edu.

Questions concerning the usage of this guide should be directed to the Office of Strategic Communications and Marketing at 470-578-6203.

Key Guidelines:

- 1. Use of Signature and Unit Signature Marks:
 - a. These marks give **individual units or colleges** (like a specific department) recognition while maintaining the overall **KSU brand identity**.
 - b. They **can be used on the front cover** of major publications (e.g., brochures, catalogs), **but the official KSU logo must appear on the back cover**.
- 2. Use in Advertising:
 - a. For ads promoting **specific colleges or units**, the **unit signature marks may be used alone** without needing the full university logo alongside.
- 3. Issuance and Access:
 - a. All **parent and unit signature marks** are created and managed by the **Office of Strategic Communications and Marketing**.
 - b. They are stored in KSU's **Digital Asset Management system**, accessible at: <https://owlbrand.kennesaw.edu>

Parent Signature

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



Unit Signature

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



The correct application of the university brand logos greatly depends on the background colors. A key guideline in the application is the interior of the KS monogram must be lighter than the first outer stroke. Please see below examples of the application of the brand.

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 of the brand if full colors are used in the overall design. If printing on alternate color backgrounds, other than black, gold, gray, or white, the logo must appear in one color, all white. Some full color applications of the brand on alternate colors will be evaluated on a case-by-case basis.

Full Color Black



Full Color White Letters



Two-Color

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 full color or white one-color application.

Two-color



Black one color

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. If printing on alternate color backgrounds, other than black, gold, gray, or white, the brand must appear in one color, all white.

Black One-color



White one color

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. If printing on alternate color backgrounds, other than black, gold, gray, or white, the brand must appear in one color, all white.

White One-color



All-white logo can also be reproduced in all gold as illustrated below.



KSU

Should only be used as a secondary identifier with the official logo or name of the university present and always presented in Monserant or KSU Bold (athletics). KSU can only be used in the university primary colors, and any graphic effects used with KSU or reviewed on a case-by-case basis.



University-sponsored student clubs and organizations may use the marks listed above with prior approval from Office of Strategic Communications and Marketing and according to the guidelines set forth in the brand guide. Representatives from these organizations must have prior approval from the organizational hierarchy before contacting the Office of Strategic Communications and Marketing for assistance with the use of these marks.

University departments may use the marks for specific “school spirit” purposes. Scrappy should only be used “spirit” promotions. Any official communication or overall branding of the departments must be performed with the official university mark. Contact Office of Strategic Communications and Marketing for assistance.

Owls

The official mascot of Kennesaw State is the Great Horned Owl; no other mascots or animals can be created or developed for the University, or department/unit usage.

The creation or use of graphic or cartoon owls, to be used in publications, promotions, is not permitted. Use of graphic or cartoon owls on promotional products that are deemed reputation-defining and for external audiences 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>.

Wordmarks and Combination Marks

A wordmark or logotype is a special text-only typographic treatment of a program name or product name used for identification and branding purposes. The wordmark can be based n a typeface that represents the brand.

A combination mark is a mix of both symbols or icons.

Wordmarks and combination marks are only to be used for strategic initiatives of the University. Wordmarks and combination marks must be approved by the Office of Strategic Communications and Marketing.



Grandfather Clause

Grandfathered marks are marks that have been in use at Kennesaw State University for several years and are well established within the their market. The university's Master logo or a sub brand logo, if applicable, must be present as well. Organizations may use these marks with prior approval from the Office of Strategic Communications and Marketing and according to the set guidelines.



Affiliate marks

Affiliate marks are identifiers that have a direct connection or partnership with the University. Examples of affiliate marks are registered student organizations, club teams, and associations. This includes the KSU Foundation, Alumni Association, affinity groups, KSU Athletics Association and the Parent and Family Association. These and other such approved groups are authorized to use affiliate marks. University associations along with registered student organizations and club teams, although not required, are permitted to use the Kennesaw State master brand in association with their specific organization's identifier. If the master brand is applied, it must be in a prominent location.

The identifiable SPSU branding applied to the Kennesaw State SPSU Alumni Society mark was created to honor the legacy of SPSU and, therefore, some additional KSU branding may be necessary when developing artwork for specific products.

When spelling out an affinity group's name on a product it must include either Kennesaw State University or Kennesaw State as part of the name as well.



Alumni Affinity Marks

All authorized alumni affinity marks are created by the Office of Strategic Communications and Marketing and cannot be disassembled or altered in any way. Request for alumni affinity marks must be submitted to and issued by the Office of Alumni and Constituent Engagement. Requests for an affinity mark should be submitted to logos@kennesaw.edu.



**FUTURE ALUMNI
NETWORK**



**BLACK ALUMNI
SOCIETY**



**ASSOCIATION OF
LATINO ALUMNI**



SPSU Alumni Society

The Kennesaw State SPSU Alumni Society has a unique mark that honors the legacy that SPSU alumni bring to KSU as a result of the merger of the two universities in 2015.



Campaign Marks

A campaign is usually a short-term initiative with a beginning and end date that promotes your organization’s service or product. For that reason, in some cases, the campaign mark should incorporate the dates that the campaign will run. Always use the campaign mark in conjunction with the university’s brand and logo.

Tagline and Slogans

Taglines and slogans are similar, but minor differences set them apart. Taglines are more permanent representations of your brand, while slogans can be changed frequently and are often particular to specific campaigns. Both taglines and slogans should be brief and representative of your brand.

Slogan

A memorable and catchy phrase, which captures the overarching theme of a marketing campaign.

Taglines or slogans should always be used in conjunction with the university brand and logo.



Kennesaw State University is an active partner in our surrounding community and region. It is common for partnerships and other joint endeavors with external entities to be involved in marketing and advertising. As such, there is a need to define how to represent Kennesaw State in these partnerships best.

Kennesaw State is often involved in co-branding situations with external companies, schools, and organizations. In these instances, it is imperative that the integrity of our logo be preserved, both in color and in clear space. Due to our logo being close to other brand marks, the Kennesaw State master brand or brand extension must be in a prominent location and featured larger or of equal size as the organization’s identifier.



All co-branding collateral materials need to be submitted for approval at <https://campus.kennesaw.edu/offices-services/stratcomm/project-request/index.php>.

The official logo may not be redrawn, reproportioned or modified in any way.

Use of high resolution or vector files should always be used when applying the logo. The Office of Strategic Communications and Marketing issues and recommends the use of EPS and PNG formatted files for logo application. EPS files are recommended for Illustrator and other design software programs and PNG files are recommended for Microsoft Office and web applications.

Logos are available for download at <https://owlbrand.kennesaw.edu/>
For approval to use any brand-specific mark, other university marks, and the seal, submit requests to logos@kennesaw.edu.

Use of the university's 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://campus.kennesaw.edu/offices-services/stratcomm/project-request/index.php>.

COLOR GUIDELINES

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Deliberate, consistent use of color that holds true meaning, inspired by the iconic visuals that represent Kennesaw State creates a powerful connection to the brand across all communication touchpoints. To use this approved color palette to guide your designs and layouts, download the color charts for print and digital via the Brand Center.

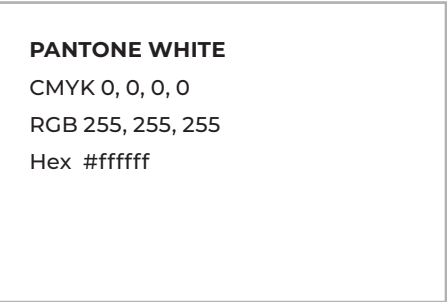
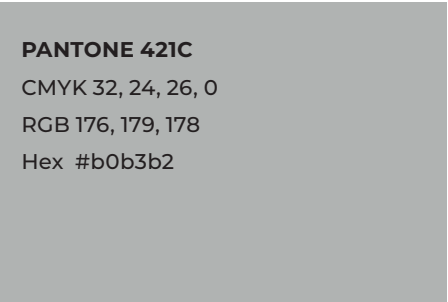
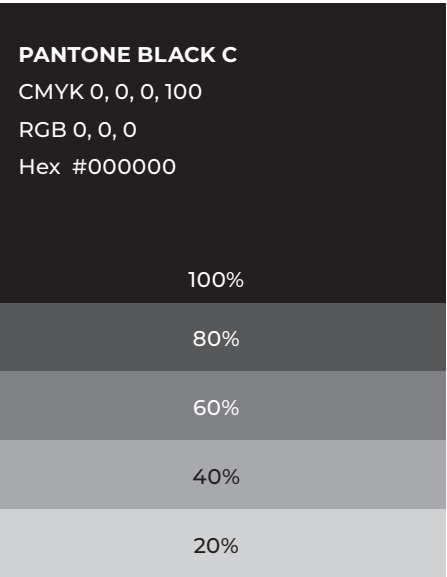
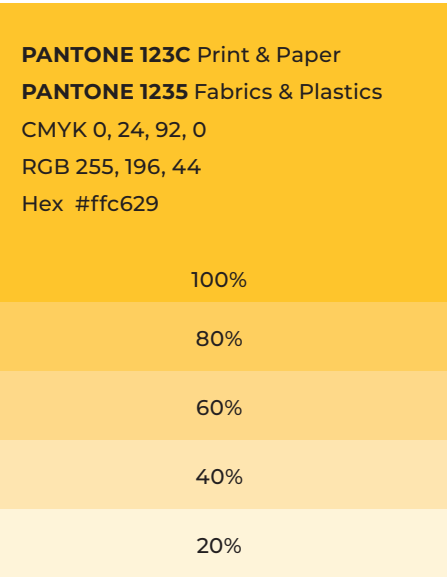
The color composition of a piece should consist of Black and Gold as the primary colors. Complementary colors should be used mostly for graphic and/or text accents. Flexibility is provided based on the composition of the piece, including the imagery.

Pantone 1235 is the Gold recommended for color matching of materials used in merchandise such as fabrics, plastics or metal and the printing of gold on these items. It is important to understand whether the gold will be applied directly to plastic/metal or to a paper-based substrate that will be applied to the plastic or metal.

Pantone 123C may work best for printing on coated paper. Always require physical proofs to check color matching to the brand color spec sheets. If you do not have color spec sheets contact Brand Support. The use of Kennesaw State branding on merchandise is managed by the Trademark Licensing Program.

COLOR PALETTE

Primary
Black and Gold should be the main colors for Kennesaw State communications because it easily connects back to our primary identity. Only use tints of the brand colors in illustrated elements.

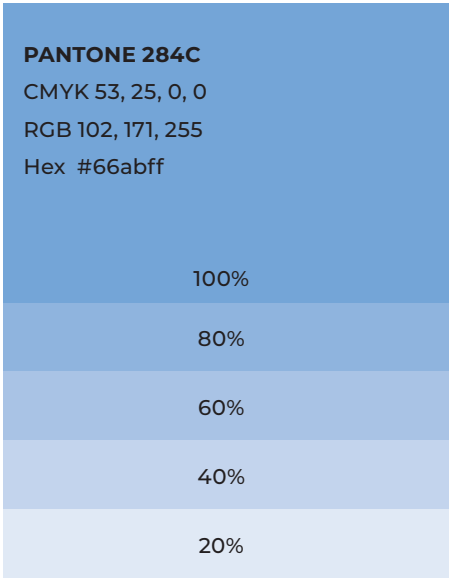
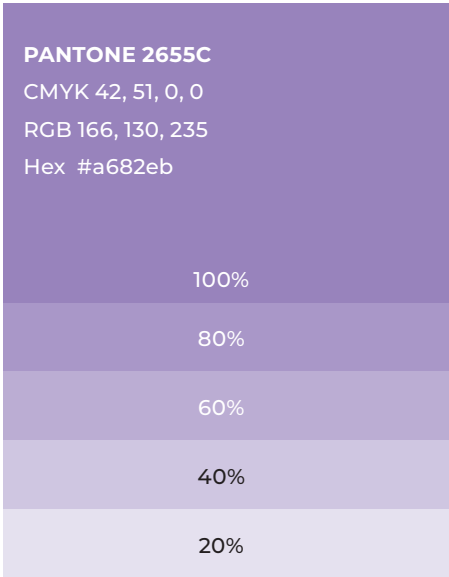
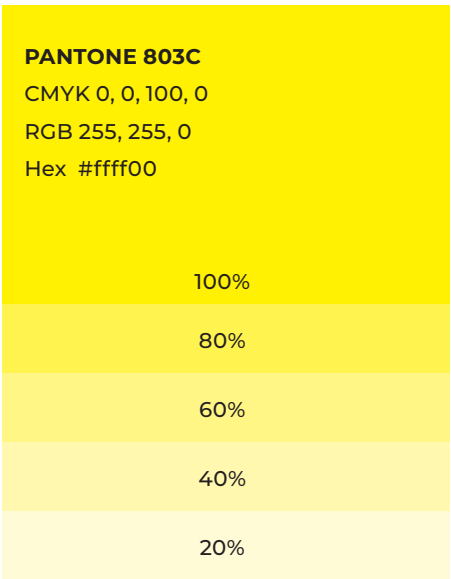
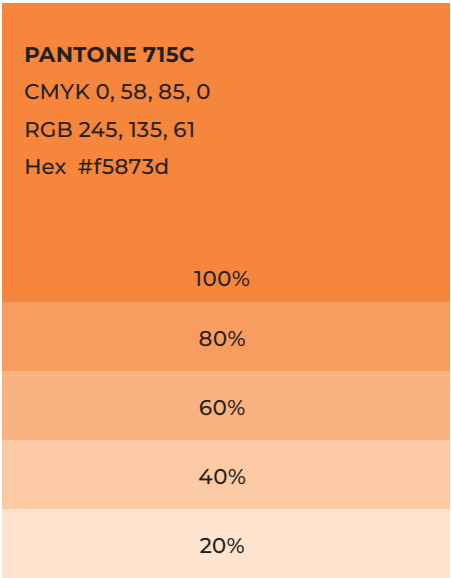
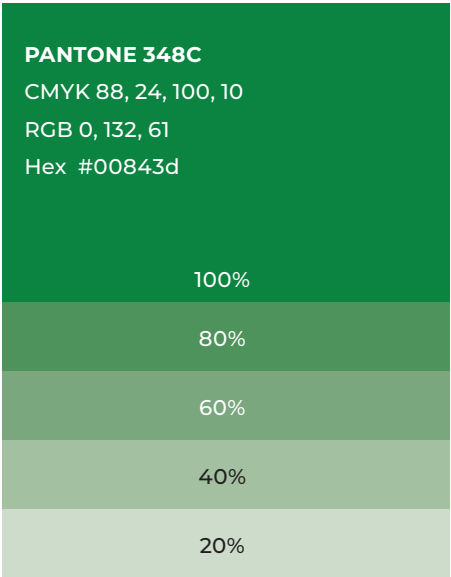


Secondary

The use of our primary and complementary color palette will be a consistent part of our branding. Complementary colors are to be used as accents and added to the primary color palette.

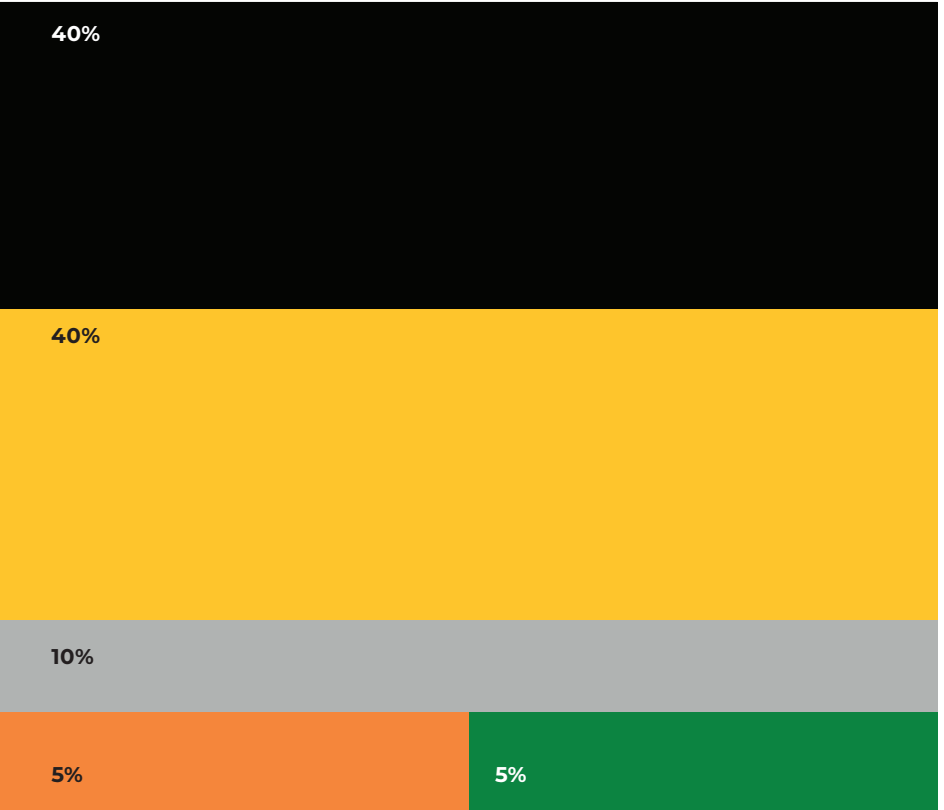
For the Institutional level designs complementary colors should not be used as primaries; the complementary colors were developed to complement our primary colors not to overtake them. The use of colors other than our official primary colors is acceptable but they must be used complimentary or accents to our primary colors

Other colors can be used for event marketing or promotion, but the alternate color must have a direct meaning or connection to the promotion or event (i.e. pink = breast cancer awareness). If applying the logo on any complementary or alternate color the university logo should be applied in all white.



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.



Best Practices for Using Color

Our primary colors should be present in all communications. Never use our complementary colors as primaries; they wer developed to complement our core colors, not to overtake them Try to limit the use of complementary colors to less than 10% of overall design. A maximum of two complementary colors at a time is encouraged. However, when the need to differentiate parts of complex content arises, additional complementary colors can be added thoughtfully and sparingly. Provide high contrast for accessibility purposes. Ensure that color contrast passes accessibility standards.

Best Practices for Using Text on Color

Provide high contrast. Our communications must be created to be accessible to all. Ensure that color contrast passes accessibility standards. Legibility is paramount. Check your color combinations for body copy and headlines.

Accessibility Compliance Levels
(Max Ratio 21 : 1)

- ✓ AA Pass (4.5:1)
- ✓ AAA Pass (7:1)
- ✗ FAIL

Background Color	Text Color		
	White	Black	Pantone 123C
Sample Text	✗ FAIL	✓ AA AAA	✗ FAIL
Sample Text	✗ FAIL	✓ AA AAA	✗ FAIL
Sample Text Sample Text	✓ AA AAA	✗ FAIL	✓ AA AAA
Sample Text	✗ FAIL	✓ AA AAA	✗ FAIL
Sample Text	✓ AA AAA	✗ FAIL	✗ FAIL
Sample Text	✗ FAIL	✓ AA AAA	✗ FAIL
Sample Text	✗ FAIL	✓ AA AAA	✗ FAIL

Office of Strategic Communications and Marketing

Phone: 470-578-6203

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Kennesaw State University, a unit of the University System of Georgia, is an equal opportunity institution, which does not discriminate on the basis of race, color, sex, sexual orientation, age, religion, national origin or disability.