KENNESAW STATE DEPARTMENT OF ATHLETICS VISUAL IDENTITY

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HISTORY
Since its humble beginnings as an NAIA program in 1982, the Kennesaw State Department of Athletics has grown at a rate often unseen in college athletics. Originally known as the Golden Owls, the Department of Athletics went through a complete re-brand and debuted the current marks in June of 2012. This document is meant to serve as a comprehensive brand guide for users of the Kennesaw State Athletics visual identity.

REFERENCING THE INSTITUTION
The University should always be identified as Kennesaw State University or Kennesaw State. KSU or the Owls are acceptable for second and subsequent references. Kennesaw State should not be referred to as Kennesaw or K-State.

REFERENCING THE MASCOT
The mascot should always be identified as the Owls. The Kennesaw State Owls should not be referred to as Lady Owls or Fighting Owls.

COLOR PALETTE

<table>
<thead>
<tr>
<th>PRIMARY</th>
<th>SECONDARY</th>
<th>TERTIARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>KSU GOLD</td>
<td>BLACK</td>
<td>GREY</td>
</tr>
<tr>
<td>PANTONE 1235 C</td>
<td>PANTONE BLACK C</td>
<td>PANTONE 421 C</td>
</tr>
<tr>
<td>C0 M29 Y91 K0</td>
<td>C0 M0 Y0 K100</td>
<td>C0 M0 Y0 K26</td>
</tr>
<tr>
<td>R253 G187 B48</td>
<td>R11 G19 B21</td>
<td>R197 G198 B200</td>
</tr>
<tr>
<td>#FDBB30</td>
<td>#0B1315</td>
<td>#C5C6C8</td>
</tr>
</tbody>
</table>

USAGE GUIDELINES
Monogram, Owl Wordmark, Wordmark, or Kennesaw State must be present on all apparel and outgoing communications.

The logo may not be treated in any way, including patterns, except for cases approved by the Branding Committee.

Logos may be used as design elements, if and only if, one of the primary logos is present. The primary marks should not be watermarked.
Kennesaw State University, Kennesaw State, Kennesaw State Athletics or Kennesaw State Department of Athletics
Second/Subsequent: KSU or The Owls
Kennesaw State University Athletic Association
Mascot: Owls      NOT: Lady Owls or Fighting Owls

**ACCEPTABLE VERBIAGE**

**COLORS**

<table>
<thead>
<tr>
<th>PMS 1235</th>
<th>CMYK</th>
<th>0 29 91 0</th>
<th>RGB 253 187 48</th>
<th>WEB FDBB30</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE PROCESS BLACK</td>
<td>CMYK</td>
<td>100 100 100 100</td>
<td>RGB 253 187 48</td>
<td>WEB 0B1315</td>
</tr>
<tr>
<td>PMS 421</td>
<td>CMYK</td>
<td>0 0 26</td>
<td>RGB 253 187 48</td>
<td>WEB C5C6C8</td>
</tr>
</tbody>
</table>

**FONTS**

**KSU BOLD - STANDARD** [FONT BOOK INCLUDES MEDIUM, MEDIUM ITALIC, BOLD, BOLD ITALIC]

**GOTHAM - SUPPORTING** [FONT BOOK INCLUDES LIGHT, LIGHT ITALIC, BOOK, BOOK ITALIC, MEDIUM, MEDIUM ITALIC, BOLD, BOLD ITALIC]

**BANK GOTHIC - SUPPORTING** [MUST BE USED IN ALL CAPS]
MONOGRAM
The Monogram is the primary identity mark. Must be present on all apparel and outgoing communications if the Full Mark or Kennesaw State are not visible.

Usage Guidelines:
• Patterned fill allowable only if approved by the branding committee. [See Appendix A]
• Interior of the KS must be lighter than the first stroke.

COLOR VARIATION
The logo can be used in the following color variations:
**OWL WORDMARK**
The Owl Wordmark is a secondary identity mark. Must be present on all apparel and outgoing communications if the Monogram or Kennesaw State are not visible.

**Usage Guidelines:**
- Wings must be darker than the face.
- Banner may indicate sport, but should not be gender specific. [See Appendix B for approved banners.]
- May not be printed/displayed smaller than 2.5in W proportionately.

**COLOR VARIATION**
The logo can be used in the following color variations:
**WORDMARK**

The Wordmark is a secondary identity mark.

**Usage Guidelines:**
- Banner may indicate sport, but should not be gender specific. [See Appendix C for approved banners.]
- May not be printed/displayed smaller than 2.0in W proportionately.
- Kennesaw State must be lighter than the color of the stroke.

**COLOR VARIATION**

The logo can be used in the following color variations:
KENNESAW STATE UNIVERSITY ATHLETICS TERTIARY IDENTITY

Usage Guidelines:
• Should only be used in the presence of one of the primary or secondary marks.
• Only logos that may be watermarked. May not be printed/displayed at an opacity less than 15%.
• Must be smaller in size than the primary/secondary logo when printed/displayed at full opacity.
OWL
The logo can be used in the following color variations:

OWL HEAD
The logo can be used in the following color variations:
TYPOGRAPHY

Typeface

KSU BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

KSU BOLD ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

KSU MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

KSU MEDIUM ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
TYPOGRAPHY

Numerals

0123456789
0123456789
0123456789
0123456789
0123456789
0123456789
0123456789
0123456789
TYPOGRAPHY
Supporting Typeface

GOTHAM LIGHT
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

GOTHAM LIGHT ITALIC
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

GOTHAM BOOK
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

GOTHAM BOOK ITALIC
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

GOTHAM MEDIUM
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

GOTHAM MEDIUM ITALIC
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

GOTHAM BOLD
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

GOTHAM BOLD ITALIC
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
TYPOGRAPHY
Sport Specific Typeface

BANK GOTHIC
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

BANK GOTHIC CAPS
TRACK & FIELD
UNIFORM OPTIONS
UNIFORM OPTIONS

KENNESAW STATE

KENNESAW STATE

KENNESAW STATE

KENNESAW STATE

KENNESAW STATE

KENNESAW STATE

KENNESAW STATE
UNIFORM OPTIONS

KENNESAW STATE

UNI13

KENNESAW STATE

UNI14

KENNESAW STATE

UNI15

KENNESAW STATE

UNI16

KENNESAW STATE

UNI17

KENNESAW STATE

UNI18
APPENDIX A
Approved on a case by case basis. Must be presented to and approved by the KSU Branding Committee before each use.
APPENDIX B
Approved Banners - Full Mark