



FACILITIES BRANDING GUIDEBOOK

TABLE OF CONTENTS

- 1. OVERVIEW3**
 - 1.1 How and when to use this Guidebook
 - 1.2 Our Brand
- 2. BRANDING YOUR FACILITY11**
 - 2.1 Design Intent and Content
- 3. THE BIG IDEA13**
 - 3.1 Student Inspired
- 4. EXPERIENCE ZONES15**
 - 4.1 Colleges and Student-Facing Buildings
 - 4.2 Public-Facing and Department Offices
 - 4.3 Other Areas
 - 4.4 Examples of Application
- 5. USING COLOR 25**
 - 5.1 Color Palette
- 6. BRAND RESOURCES29**
 - 6.1 Logo Guidelines
 - 6.2 Typography Guidelines
 - 6.3 Graphic Patterns
 - 6.4 Photography
 - 6.5 Interior and Exterior Signage Standards
- 7. BRAND ASSISTANCE76**
 - 7.1 Contacts

1. OVERVIEW

- 1.1 How and when to use this Guidebook
- 1.2 Our Brand

1. OVERVIEW

The purpose of this Facilities Branding Guidebook is to bring the Kennesaw State brand to life and create consistent experiences on our campuses. We want to brand our facilities in a consistent, on-brand manner that inspires our current and prospective students, faculty, and staff.

This Guidebook contains suggestions for the varied types of environments we have throughout our campuses and provides tools and resources to assist with branding. **The Office of Strategic Communications and Marketing (StratComm), along with Facilities Services, will partner with you to design and brand your spaces.**

1.1 HOW AND WHEN TO USE THIS GUIDEBOOK

Bringing a brand to life consistently in three-dimensional spaces requires forethought and planning. Please reach out at the start of your planning process to involve StratComm and Facilities Services. By using this Guidebook and including StratComm and Facilities Services, we can partner together to implement high impact branding that meets your objectives and budget needs.



1. OVERVIEW

1.2 OUR BRAND

When some people hear the word “brand,” they think “logo” — a signature typeface, a captivating color scheme, a clever mark.

But a brand can—and should—be much more. A strong brand is the expression of everything we do, say, and deliver. It’s a unifying identity that distills our spirit and serves as a powerful visual reminder of our mission. It has reflections of who we are and points to the promise of what we can become.

At KSU, we believe in the power of our brand. It’s the articulation of our student-centered focus and our commitment to explore, collaborate, and unite a diverse spectrum of backgrounds and talents. It represents openness, challenge, and opportunity. It channels the spirit of what it means to be Owls, and it lights the path so that together we all ascend to new heights.

{ FOCUS COMMITMENT
COLLABORATE UNITE } ASCEND

1. OVERVIEW

OUR MISSION

At Kennesaw State, we serve as a powerful example of the impact a student-centered, research-driven university education can deliver. We help students succeed through exploration, collaboration, and rigor, uniting a diverse spectrum of backgrounds and talents. At KSU, students become the individuals people want as colleagues and leaders.

OUR VISION

Kennesaw State will exemplify the power and promise of a student-centered, research-driven university. Authentically diverse, uniquely attainable and endlessly impactful, we will unleash the potential in every student we serve.

STUDENT-CENTERED

RESEARCH-DRIVEN

1. OVERVIEW

OUR VALUES

Student Inspired

Fueling aspiration and delivering pathways – enabling students to stretch and strive, embrace a dream, and create actionable plans.

Promise Fulfilling

Being committed and ready – making promises we can keep to fuel opportunity for every student and spark economic growth for the region.

Impact Generating

Delivering a difference – impacting individuals and communities for positive change.

True to Ourselves

Staying genuine, guided by honesty, intention, and purpose – no matter how we change, grow, or evolve – never forgetting who we are.

Open

Embracing the true power of openness – valuing and leveraging diverse perspectives to find better solutions and gain an edge.

Elevational

Raising trajectory – chasing, creating, pursuing, building.

EMBRACE POSITIVE READY
GENUINE DIVERSE PURSUING

1. OVERVIEW

BRAND PILLARS

A leader in innovative teaching and learning, Kennesaw State University is one of the 50 largest public institutions in the country. Kennesaw State offers more than 150 undergraduate, graduate, and doctoral degrees to its 38,000 students. With 11 colleges on two metro Atlanta campuses, Kennesaw State is a member of the University System of Georgia and the third-largest university in the state.

Our brand pillars define the essence of what we deliver as an institution.

1

Student-Centered Success

Our students are our reason for being — all we do centers on their success.

2

Research with Relevance

As an R2-designated, research-driven university, we embrace exploration that delivers real-world impact.

3

Learning through Engagement

Collaboration is at our core, with students, faculty and staff working hand-in-hand to inspire a culture of supportive, engaged learning.

4

Future-Ready Graduates

Our graduates are more than work ready – they’re impact ready. Prepared to deliver results from day one, our future-facing students make a difference for our economy, in our communities and around our world.

5

Power of Perspectives

We’re a collaborative collision of backstories and backgrounds – individuals who build and feed off each other with a spirit that opens minds to new ideas and opportunities.

1. OVERVIEW

BRAND EXPERIENCE

WE'RE AN EXPERIENCE BRAND

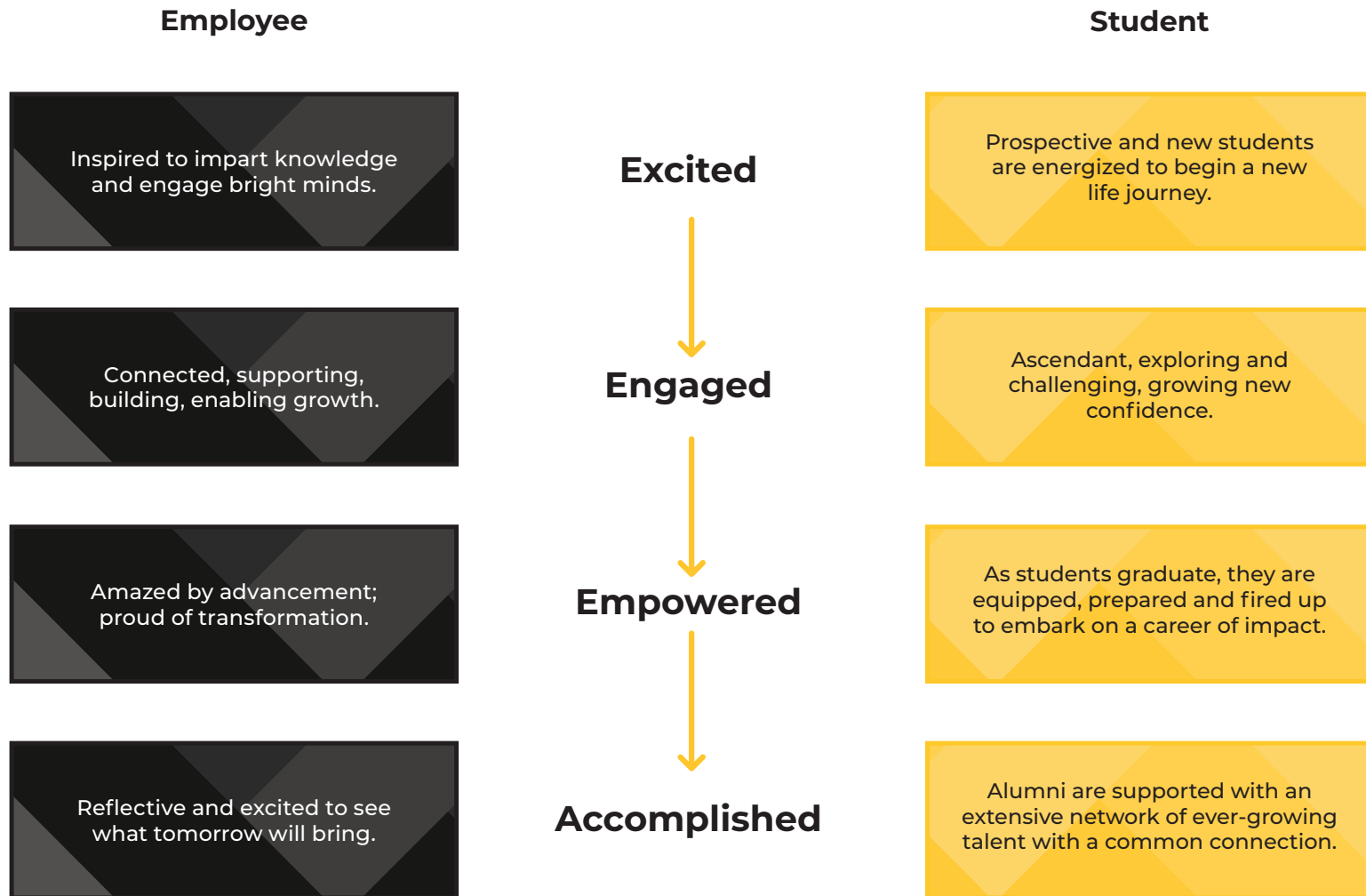
Unlike a product off the shelf, an Experience Brand is, by definition, built on relationships and interactions. And unlike consumable brands that are often driven by mass-media advertising, experience brands create their bonds through multiple touchpoints, most importantly through interactions with the people and places that live the brand every day.

Our brand is delivered and defined by our talented faculty, administration, and staff who make students the center of their universe. The spaces in which we interact on our campuses branded properly can provide further support and inspiration for bringing the KSU brand to life.

RELATIONSHIPS
&
INTERACTIONS

1. OVERVIEW

BRAND EXPERIENCE MAP



2. BRANDING YOUR FACILITY

2.1 Design Intent and Content

2. BRANDING YOUR FACILITY

2.1 DESIGN INTENT AND CONTEXT

BRINGING THE BRAND TO LIFE WHERE WE INTERACT ON OUR CAMPUSES

We want to inspire and activate the connection our students, faculty, and staff have to KSU by branding our spaces in a consistent manner. The resources in this Guidebook will help to translate our **ONE BRAND, ONE VOICE** brand strategy into our physical spaces.

This Guidebook provides direction and tools to brand our various spaces across our campuses, including:

- Colleges and Student-Facing Buildings
 - Lobby and Greeting
 - Learning and Specialized Classrooms
 - Collaboration Spaces
 - Dean’s Suite
 - Hallways and Transition Areas
- Public-Facing and Department Offices
 - Public-Facing Offices
 - Lobby and Greeting
 - ◆ Hallways and Transition Areas
 - Smaller Offices
 - ◆ Lobby and Greeting
 - ◆ Hallways and Transition Areas
- Other Areas
 - Multi-Purpose Rooms
 - Tour Rooms

By branding our facilities, we will enhance, grow, and further connect our brand essence with our students, faculty, and staff.

Bringing the
brand to life
where we
interact on
our campuses

3. THE BIG IDEA

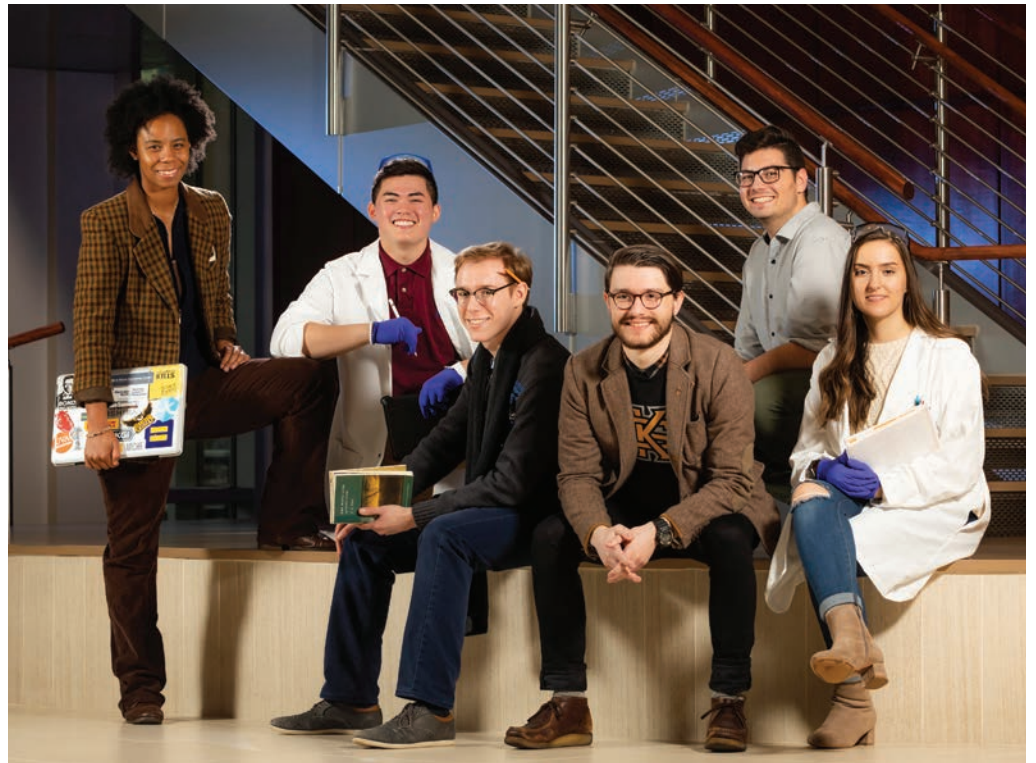
3.1 Student Inspired

THE BIG IDEA

3.1 STUDENT INSPIRED

We live and thrive on providing students a uniquely accessible university experience. An experience that brings together students from a range of backgrounds to enable the creative collisions that help deliver on the promise that, through hands-on academic rigor and exploration, students can set their own life's trajectory to climb higher and fully realize their potential.

At Kennesaw State,
students are the
center of our universe



4. EXPERIENCE ZONES

- 4.1 Colleges and Student-Facing Buildings
- 4.2 Public-Facing and Department Offices
- 4.3 Other Areas
- 4.4 Examples of Application

EXPERIENCE ZONES

Within the Experience Zones pages, we lay out examples of how the Brand Resources in this guide can be applied to our spaces throughout our campuses.

- Colleges and Student-Facing Buildings
 - Lobby and Greeting
 - Learning and Specialized Classrooms
 - Collaboration Spaces
 - Dean's Suite
 - Hallways and Transition Areas
- Public-Facing and Department Offices
 - Public-Facing Offices
 - Lobby and Greeting
 - ◆ Hallways and Transition Areas
 - Smaller Offices
 - ◆ Lobby and Greeting
 - ◆ Hallways and Transition Areas
- Other Areas
 - Multi-Purpose Rooms
 - Tour Rooms



EXPERIENCE ZONES

4.1 COLLEGES AND STUDENT-FACING BUILDINGS

Our colleges and student-facing buildings are important places where our students gather and learn. Bringing our brand to life in these spaces enhances students' experiences and connects our key stakeholders to our brand in more meaningful and inspirational ways.

- Lobby and Greeting
- Learning and Specialized Classrooms
- Collaboration Spaces
- Dean's Suite
- Hallways and Transition Areas



EXPERIENCE ZONES

4.2 PUBLIC-FACING AND DEPARTMENT OFFICES

Our offices are an essential place for our students, their parents, and external stakeholders to interface with key functions within the university.

- Public-facing Offices (e.g., Admissions, Human Resources)
 - Lobby and Greeting
 - Hallways and Transition Areas
- Smaller Offices
 - Lobby and Greeting
 - Hallways and Transition Areas



EXPERIENCE ZONES

4.3 OTHER AREAS

Across our campuses, we have other non-academic and office spaces that can be enhanced significantly through branding. Branding these spaces can make these spaces more fun and tied to the brand connection we desire.

- Multi-purpose Rooms
- Tour Rooms



EXPERIENCE ZONES

4.4 EXAMPLES OF APPLICATION

These examples show possible uses and application of the brand resources throughout your facility.

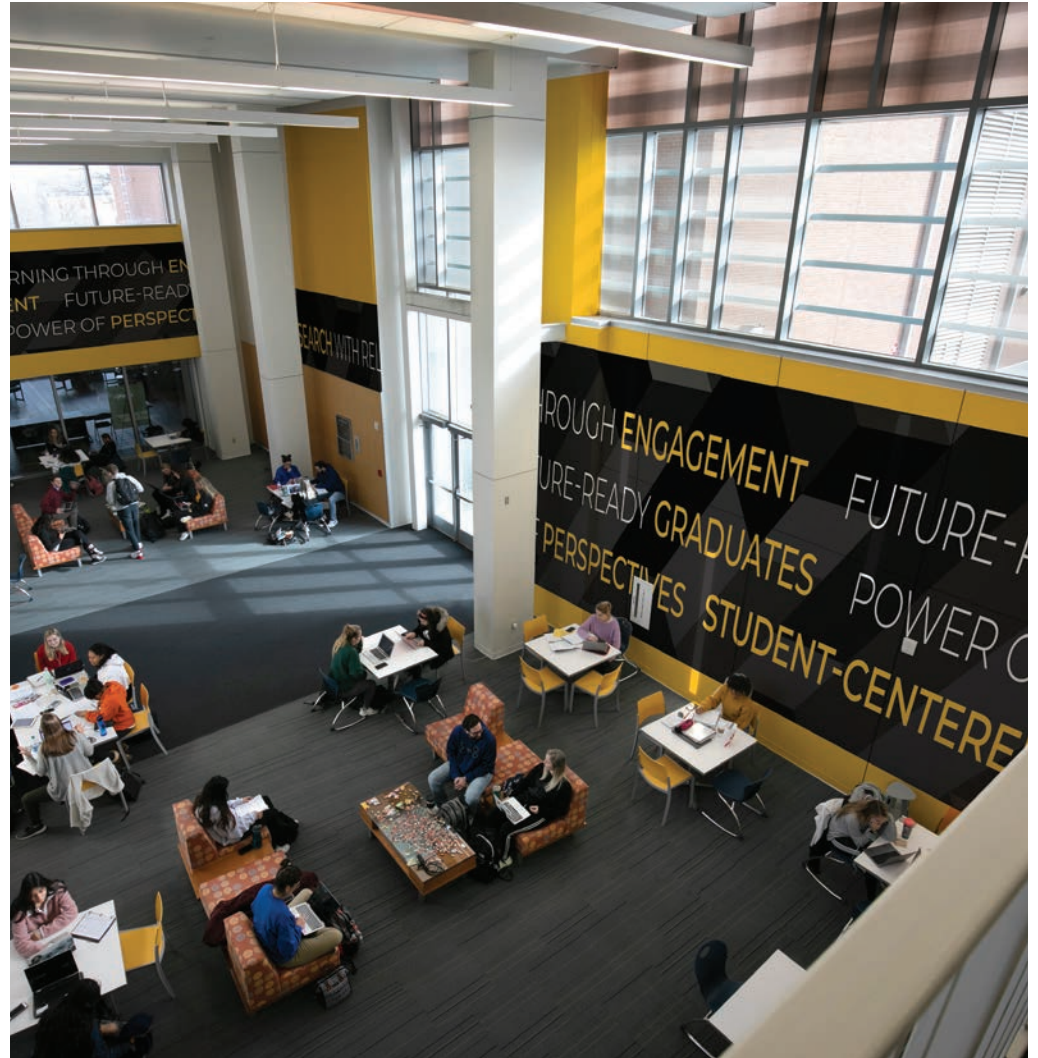


EXPERIENCE ZONES



BRAND RESOURCES

EXAMPLES OF APPLICATION



EXAMPLES OF APPLICATION



BRAND RESOURCES

EXAMPLES OF APPLICATION



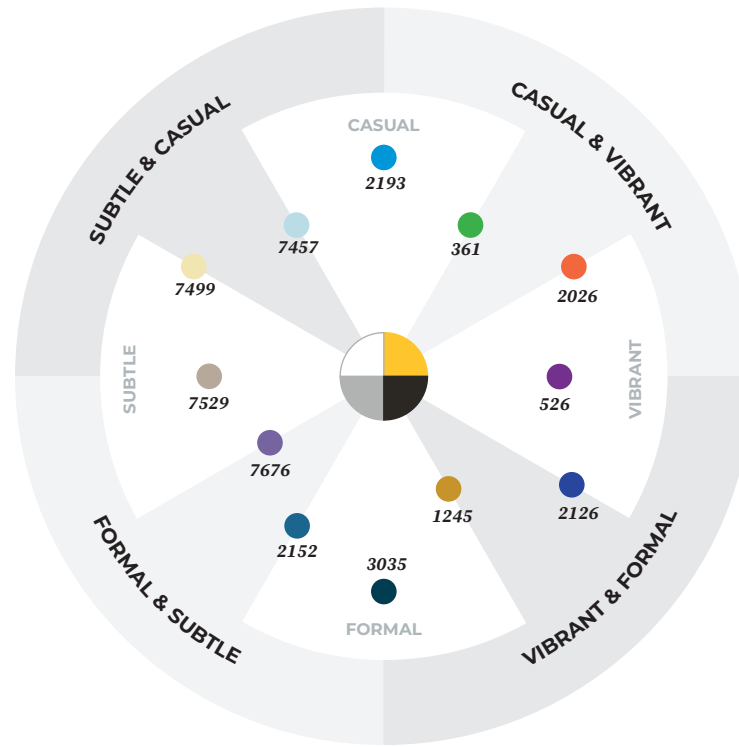
5. USING COLOR

5.1 Color Palette

5.1 COLOR PALETTE

Kennesaw State has a broad spectrum of approved colors for use in branding. These colors are organized by mood type and tone across the color combinations shown on the color wheel. Please feel free to use the whole spectrum of colors keeping in mind the preferred combinations and percentages of primary versus secondary colors recommended.

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



USING COLOR

Primary Our Signature Colors

Hooty Hoo Gold
PANTONE 123C

Legacy Black
PANTONE BLACK C

Slap Rock Gray
PANTONE 421C

Bachelor's White
PANTONE WHITE C

Secondary Vibrant Colors

Marietta Blue
PANTONE 2126C

Georgia Sky
PANTONE 2193C

Campus Green
PANTONE 361C

Phantom Purple
PANTONE 526C

Leaning Man
PANTONE 2026C

Legacy Subdued Colors

Honors Blue
PANTONE 3035C

Parliament Blue
PANTONE 2152C

Jolley Lilac
PANTONE 7676C

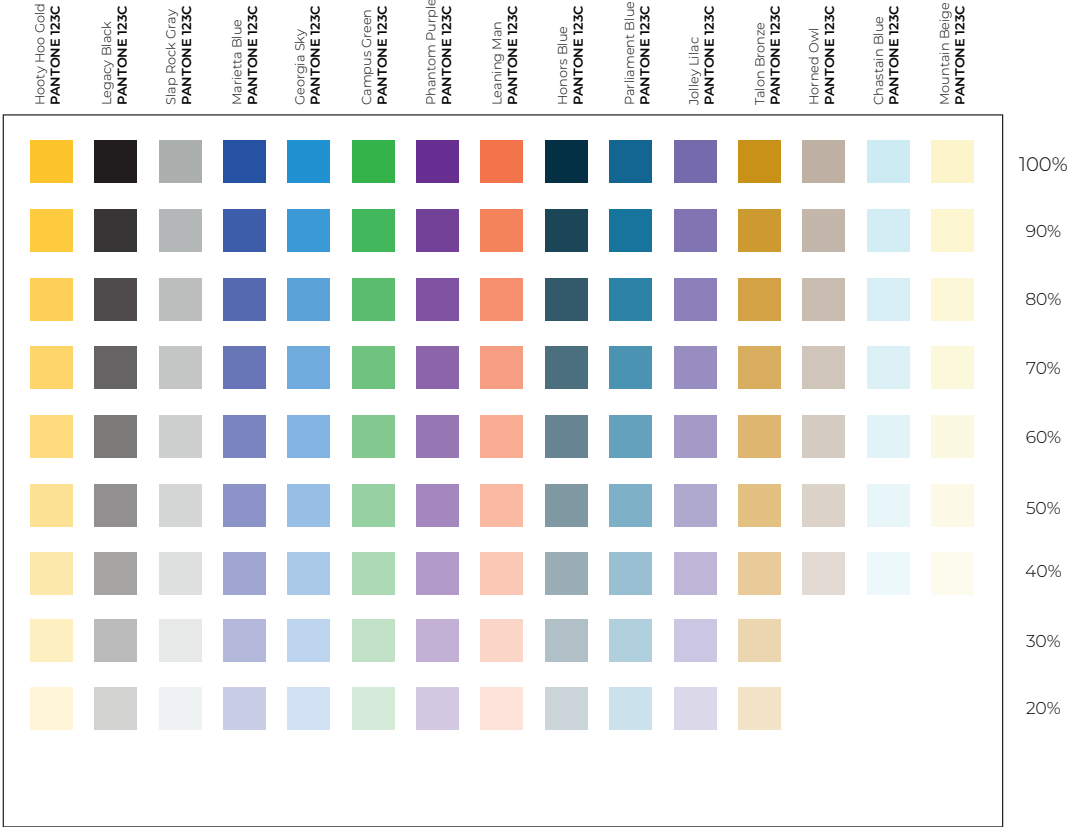
Talon Bronze
PANTONE 1245C

Neutral Warm Colors

Horned Owl
PANTONE 7529C

Chastain Blue
PANTONE 7457C

Mountain Beige
PANTONE 7499C



USING COLOR



Colors can be applied to interior walls and exterior structures and well as accessories such as lighting and fixtures.



6. BRAND RESOURCES

- 6.1 Logo Guidelines
- 6.2 Typography Guidelines
- 6.3 Graphic Patterns
- 6.4 Photography
- 6.5 Interior and Exterior Signage Standards

BRAND RESOURCES

6.1 LOGO GUIDELINES

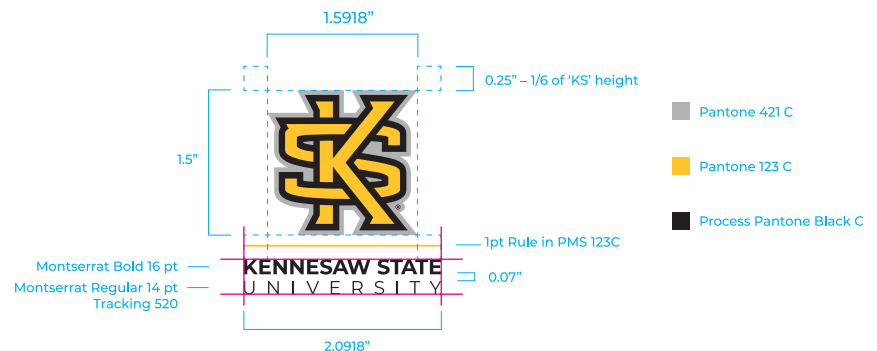
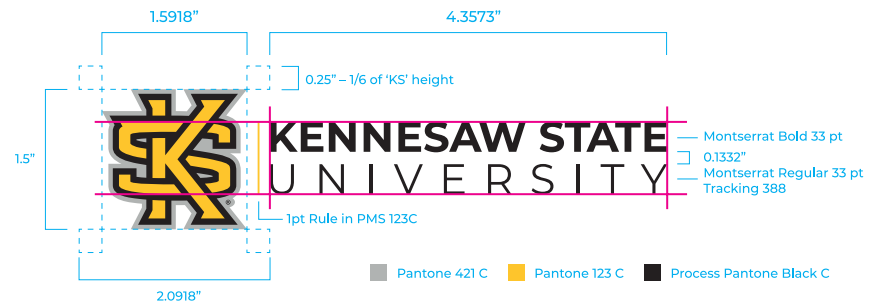
Kennesaw State's logo is a unifying element of its master brand. Having a cohesive and integrated visual identity system ensures that the university is readily recognized, and its trademarks are protected in the marketplace.

Master Brand



PROTECTED AREA

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



BRAND RESOURCES



BRAND RESOURCES

6.2 TYPOGRAPHY GUIDELINES

Typefaces

Kennesaw State University's brand uses two typefaces: Montserrat and Source Serif Pro in all their weights.

For the web and digital defaults, Arial is recommended as a common system font to manage compatibility issues for shared electronic documents.

Primary Typeface

Montserrat Thin
Montserrat Thin Italic
Montserrat Extra Light
Montserrat Extra Light Italic
Montserrat Light
Montserrat Light Italic
Montserrat Regular
Montserrat Italic
Montserrat Medium
Montserrat Medium Italic
Montserrat Semi Bold
Montserrat Semi Bold Italic
Montserrat Bold
Montserrat Bold Italic
Montserrat Extra Bold
Montserrat Extra Bold Italic
Montserrat Black
Montserrat Black Italic

Secondary Typeface

Source Serif Pro Extra Light
Source Serif Pro Extra Light Italic
Source Serif Pro Light
Source Serif Pro Light Italic
Source Serif Pro Regular
Source Serif Pro Italic
Source Serif Pro Semi Bold
Source Serif Pro Semi Bold Italic
Source Serif Pro Bold
Source Serif Pro Bold Italic
Source Serif Pro Black
Source Serif Pro Black Italic

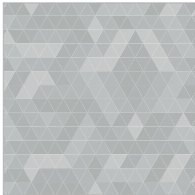
BRAND RESOURCES

6.3 GRAPHIC PATTERNS

Patterns can be used as a branding element throughout KSU spaces on walls, glass, and other surfaces. The icon, text, and graphic patterns communicate our brand themes. Patterns also can be used to provide intuitive wayfinding.

The use of powerful words that describe the KSU brand is another powerful pattern possibility.

Geometric



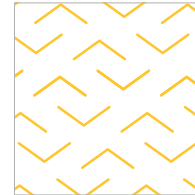
Diagonal



Owl Eyes



Owl Flight



Owl Wing

Word Cloud



Values



Icon



Pillars



BRAND RESOURCES

GEOMETRIC PATTERN



BRAND RESOURCES

DIAGONAL PATTERN



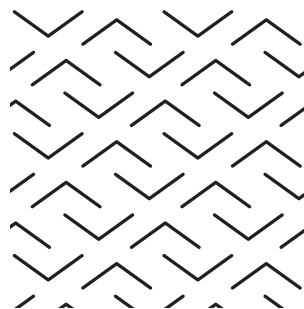
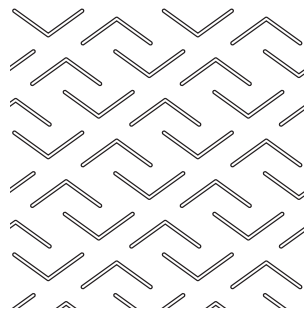
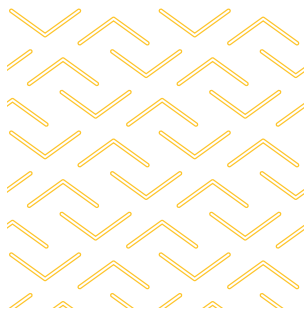
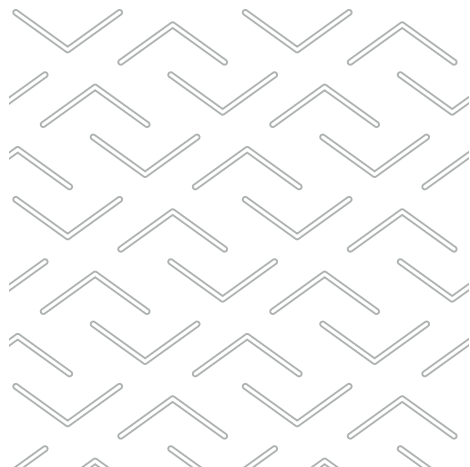
BRAND RESOURCES

OWL EYES PATTERN

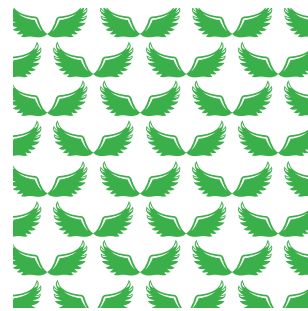
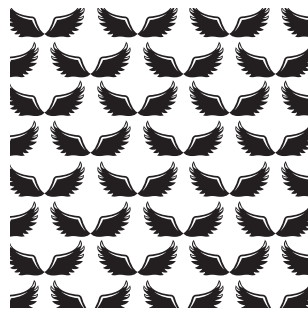
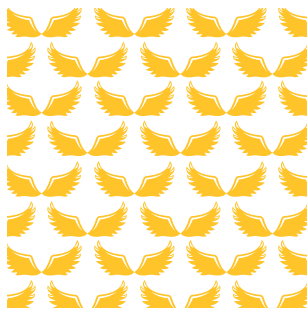
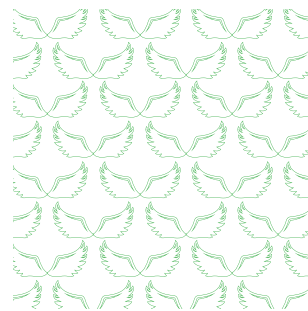
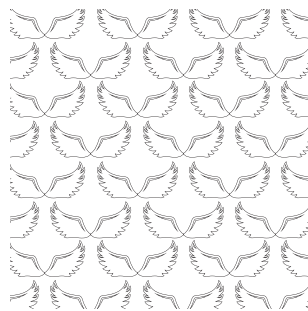


BRAND RESOURCES

OWL'S FLIGHT



OWL WINGS



WORD CLOUD PATTERN

OWLS

TRANSFORMATION

EMPOWERING

PASSION

OPPORTUNITY

ENGAGED

ASCENDING

INSPIRING

COMMUNITY

EXPLORE

IMPACT

COLLABORATIVE

PRIDE

PATHWAYS

ELEVATIONAL

PERSPECTIVE

EXPLORE

DIVERSE

AUTHENTIC

PROMISE

CONNECTIVE

CREATIVE

COMMITTED

COLLABORATIVE

GROWTH



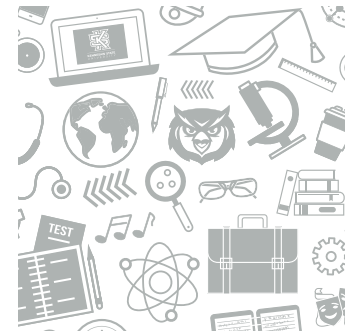
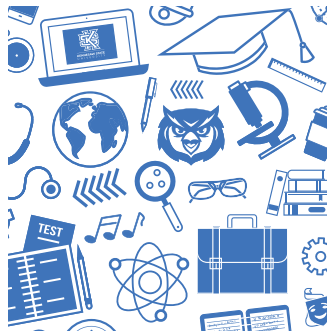
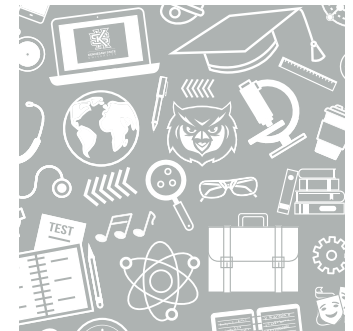
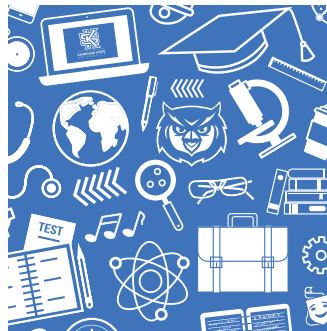
BRAND RESOURCES

VALUES PATTERN



BRAND RESOURCES

ICON PATTERN



BRAND RESOURCES

PILLARS PATTERN



6.4 PHOTOGRAPHY

Photography is a powerful visual tool to bring our brand to life. Images can be applied to walls and used in framing systems in groups or a series. The images in this Guidebook are available in our digital asset management system. These high-resolution images are chosen to create an inspiring environment representing various aspects of our brand pillars and activities at KSU.

All images are informed by our five brand pillars and through student life on Campus.

Student-Centered Success

<https://kennesaw.photoshelter.com/ws/workspaces/W0000XdwNs8AEdrM>

Research with Relevance

https://kennesaw.photoshelter.com/ws/workspaces/W0000s7j8w5_qUEO

Learning through Engagement

<https://kennesaw.photoshelter.com/ws/workspaces/W0000zufjRkvODgA>

Future-Ready Graduates

<https://kennesaw.photoshelter.com/ws/workspaces/W0000.yP9WbFWfKw>

Power of Perspectives

<https://kennesaw.photoshelter.com/ws/workspaces/W0000jnkcknD3fM>

Student Life

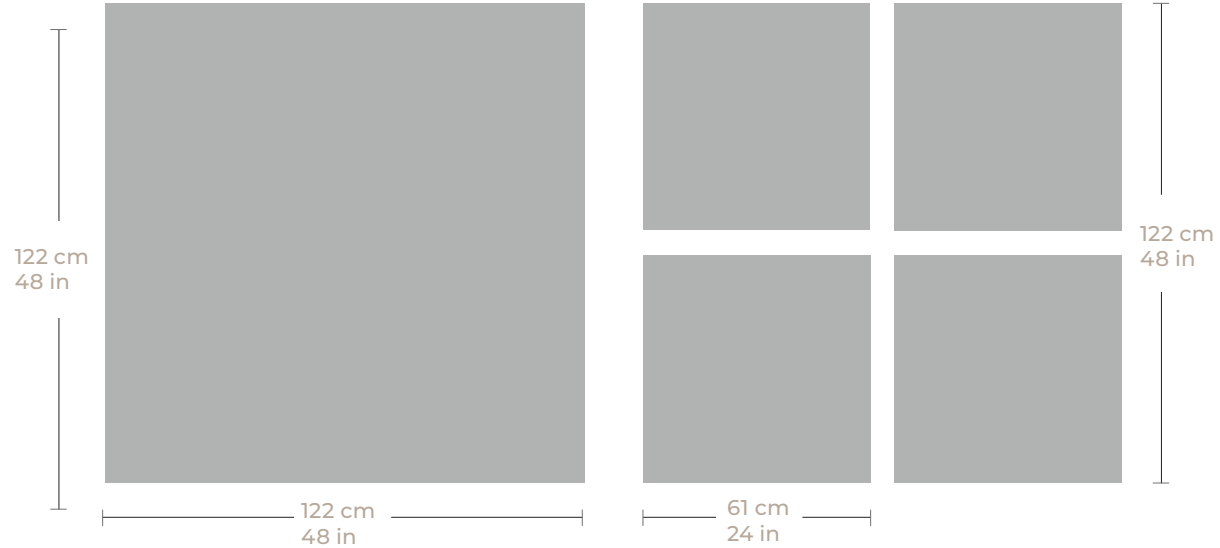
https://kennesaw.photoshelter.com/ws/workspaces/W0000WicZJB_nZ1A

Campus Beauty

<https://kennesaw.photoshelter.com/ws/workspaces/W0000sSDn1IHHgEk>

122 cm square (48 in) and 61 cm square (24 in).

	1999	2000	2001	2002
1. <i>Chlamydia trachomatis</i>	100	100	100	100
2. <i>Neisseria meningitidis</i>	100	100	100	100
3. <i>Streptococcus pneumoniae</i>	100	100	100	100
4. <i>Haemophilus influenzae</i>	100	100	100	100
5. <i>Legionella pneumophila</i>	100	100	100	100
6. <i>Salmonella enteritidis</i>	100	100	100	100
7. <i>Escherichia coli</i>	100	100	100	100
8. <i>Staphylococcus aureus</i>	100	100	100	100
9. <i>Pseudomonas aeruginosa</i>	100	100	100	100
10. <i>Mycobacterium tuberculosis</i>	100	100	100	100
11. <i>Candida albicans</i>	100	100	100	100
12. <i>Aspergillus fumigatus</i>	100	100	100	100
13. <i>Cryptosporidium parvum</i>	100	100	100	100
14. <i>Toxoplasma gondii</i>	100	100	100	100
15. <i>Giardia lamblia</i>	100	100	100	100
16. <i>Shigella flexneri</i>	100	100	100	100
17. <i>Shigella sonnei</i>	100	100	100	100
18. <i>Shigella dysenteriae</i>	100	100	100	100
19. <i>Shigella flexneri</i>	100	100	100	100
20. <i>Shigella flexneri</i>	100	100	100	100
21. <i>Shigella flexneri</i>	100	100	100	100
22. <i>Shigella flexneri</i>	100	100	100	100
23. <i>Shigella flexneri</i>	100	100	100	100
24. <i>Shigella flexneri</i>	100	100	100	100
25. <i>Shigella flexneri</i>	100	100	100	100
26. <i>Shigella flexneri</i>	100	100	100	100
27. <i>Shigella flexneri</i>	100	100	100	100
28. <i>Shigella flexneri</i>	100	100	100	100
29. <i>Shigella flexneri</i>	100	100	100	100
30. <i>Shigella flexneri</i>	100	100	100	100
31. <i>Shigella flexneri</i>	100	100	100	100
32. <i>Shigella flexneri</i>	100	100	100	100
33. <i>Shigella flexneri</i>	100	100	100	100
34. <i>Shigella flexneri</i>	100	100	100	100
35. <i>Shigella flexneri</i>	100	100	100	100
36. <i>Shigella flexneri</i>	100	100	100	100
37. <i>Shigella flexneri</i>	100	100	100	100
38. <i>Shigella flexneri</i>	100	100	100	100
39. <i>Shigella flexneri</i>	100	100	100	100
40. <i>Shigella flexneri</i>	100	100	100	100
41. <i>Shigella flexneri</i>	100	100	100	100
42. <i>Shigella flexneri</i>	100	100	100	100
43. <i>Shigella flexneri</i>	100	100	100	100
44. <i>Shigella flexneri</i>	100	100	100	100
45. <i>Shigella flexneri</i>	100	100	100	100
46. <i>Shigella flexneri</i>	100	100	100	100
47. <i>Shigella flexneri</i>	100	100	100	100
48. <i>Shigella flexneri</i>	100	100	100	100
49. <i>Shigella flexneri</i>	100	100	100	100
50. <i>Shigella flexneri</i>	100	100	100	100
51. <i>Shigella flexneri</i>	100	100	100	100
52. <i>Shigella flexneri</i>	100	100	100	100
53. <i>Shigella flexneri</i>	100	100	100	100
54. <i>Shigella flexneri</i>	100	100	100	100
55. <i>Shigella flexneri</i>	100	100	100	100
56. <i>Shigella flexneri</i>	100	100	100	100
57. <i>Shigella flexneri</i>	100	100	100	100
58. <i>Shigella flexneri</i>	100	100	100	100
59. <i>Shigella flexneri</i>	100	100	100	100
60. <i>Shigella flexneri</i>	100	100	100	100
61. <i>Shigella flexneri</i>	100	100	100	100
62. <i>Shigella flexneri</i>	100	100	100	100
63. <i>Shigella flexneri</i>	100	100	100	100
64. <i>Shigella flexneri</i>	100	100	100	100
65.				

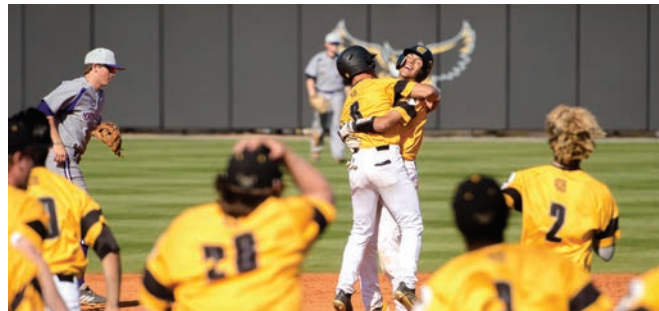


Acceptable photo
collage configurations



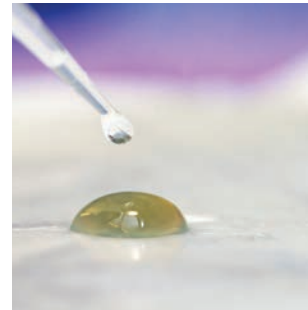
BRAND RESOURCES

PHOTOGRAPHY - STUDENT-CENTERED SUCCESS



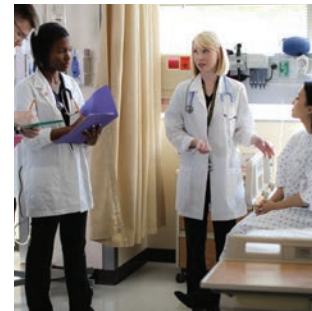
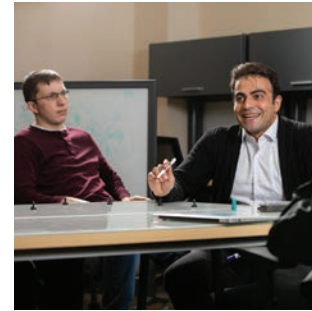
BRAND RESOURCES

PHOTOGRAPHY - RESEARCH WITH RELEVANCE



BRAND RESOURCES

PHOTOGRAPHY - LEARNING THROUGH ENGAGEMENT



BRAND RESOURCES

PHOTOGRAPHY - FUTURE-READY GRADUATES



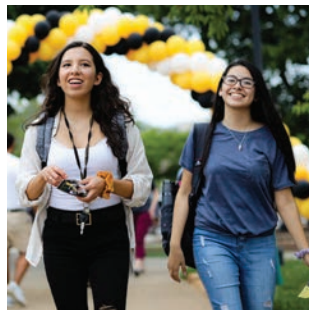
BRAND RESOURCES

PHOTOGRAPHY - POWER OF PERSPECTIVES



BRAND RESOURCES

PHOTOGRAPHY - STUDENT LIFE



BRAND RESOURCES

PHOTOGRAPHY - CAMPUS BEAUTY



6.5 INTERIOR AND EXTERIOR SIGNAGE STANDARDS

Signage serves an efficient function of identifying our numerous locations, both interior and exterior, and assisting with wayfinding. Consistency and readability are essential when designing, specifying, and displaying signage.

This Guidebook provides Kennesaw State's standards for interior and exterior signage on the Kennesaw and Marietta campuses. While signage consistency across both campuses is desired, it is not entirely possible due to the legacy signage on both campuses. Therefore, there are standards for each campus.

BRAND RESOURCES

INTERIOR SIGNAGE STANDARDS

Paint color, materials and vinyls

Paint*

P1



PAINT TO MATCH:
PANTONE 123C

P2



PAINT TO MATCH:
PANTONE BLACK C

P3



PAINT TO MATCH:
PANTONE 421C

P4



PAINT TO MATCH:
MATTHEWS PAINT
WHITE WONDER
MP 32071

P5



PAINT TO MATCH:
MATTHEWS PAINT
BRUSHED ALUMINUM

KSU Typeface

Montserrat
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Materials

M1



Direct Embed® Powder Coated
.040" Aluminum Panel with
KSU geometric pattern

CONTACT:
Eric Koslow
Tel: 954-825-0410
Cell: 954-347-6812
eric@directembedcoating.com

M2



3form/Koda XT
Style: Vitamin c + White out
Finish: Brushed_random

Vinyls

V1



Digitally printed
opaque vinyl to match
PMS 123C

V2



3M Translucent
3630-125
Golden Yellow

V3



3M Scotchlite
Reflective White

V4



3M Fasara
GLACE SH2MAGL
1201 FILM

V5



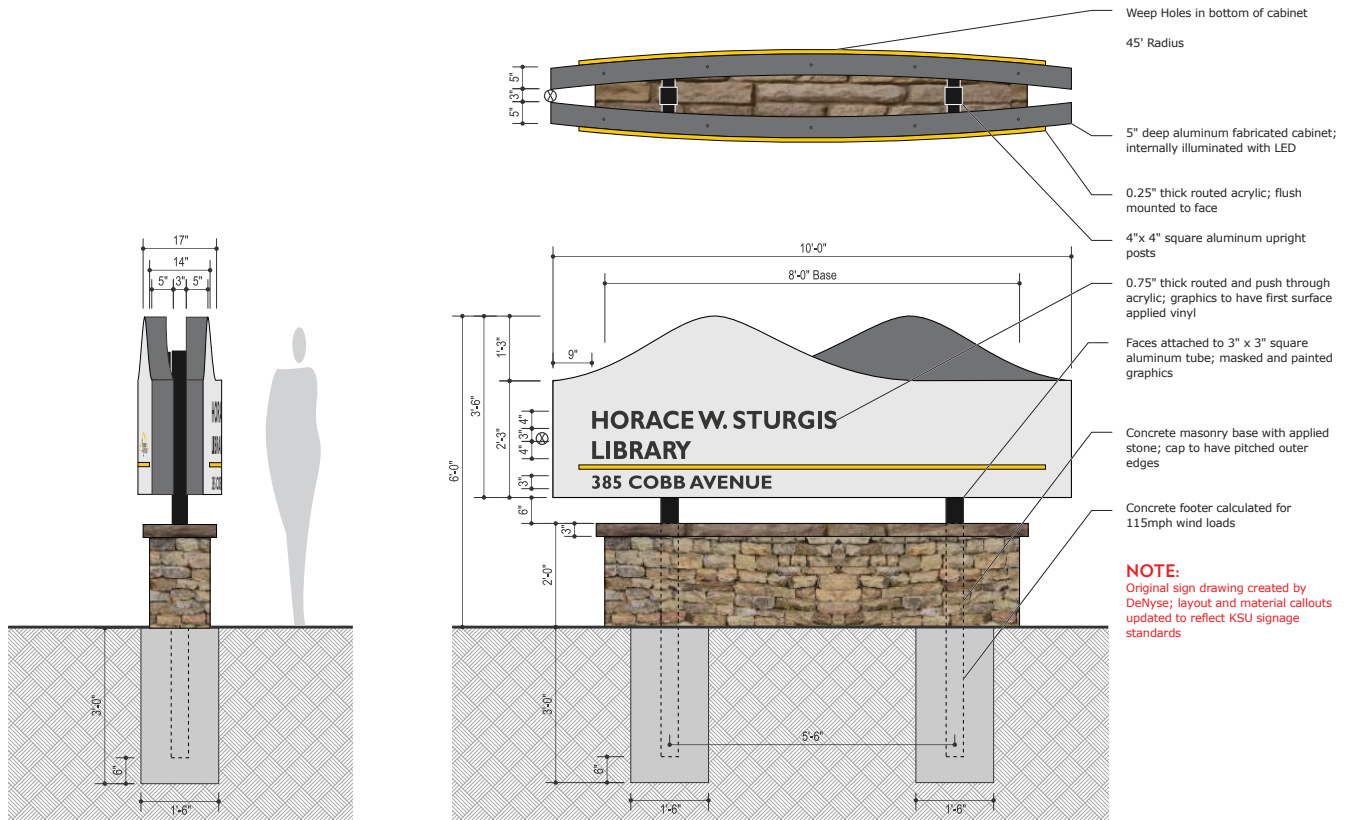
3M Scotchlite
Opaque Black

BRAND RESOURCES

EXTERIOR SIGNAGE STANDARDS

Building Monument Sign

SIGN TYPE EF - KENNESAW CAMPUS

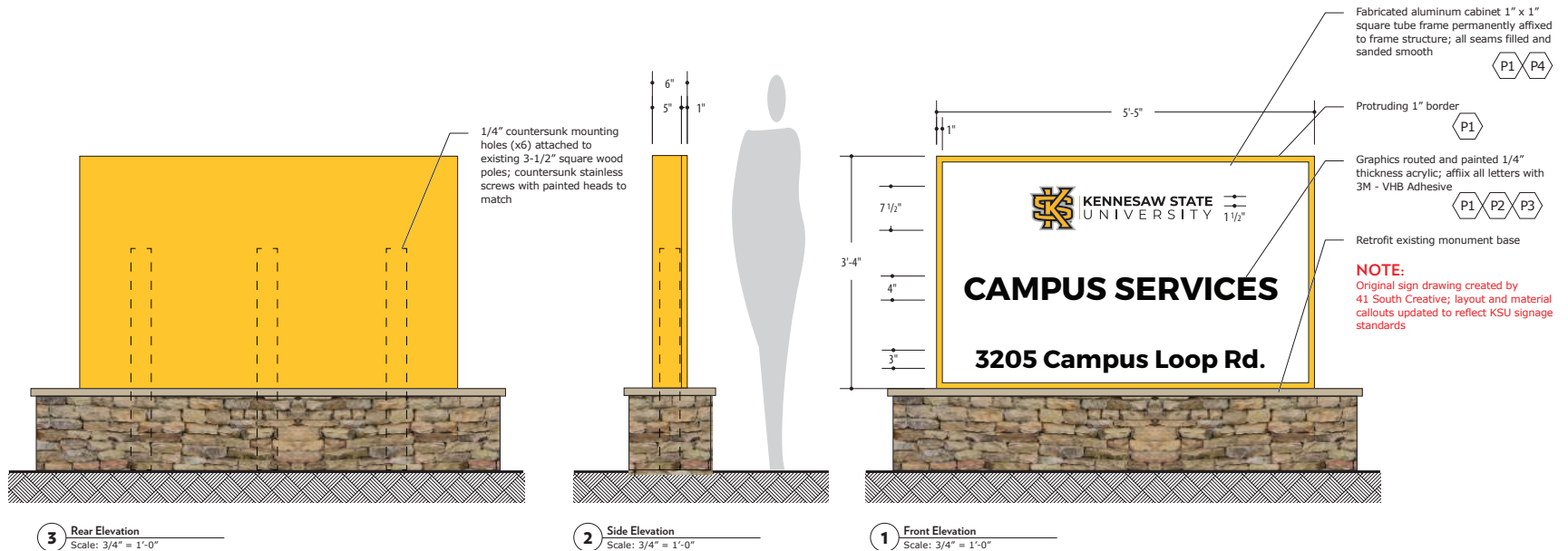


BRAND RESOURCES

EXTERIOR SIGNAGE STANDARDS

Campus Loop Rd. Monument

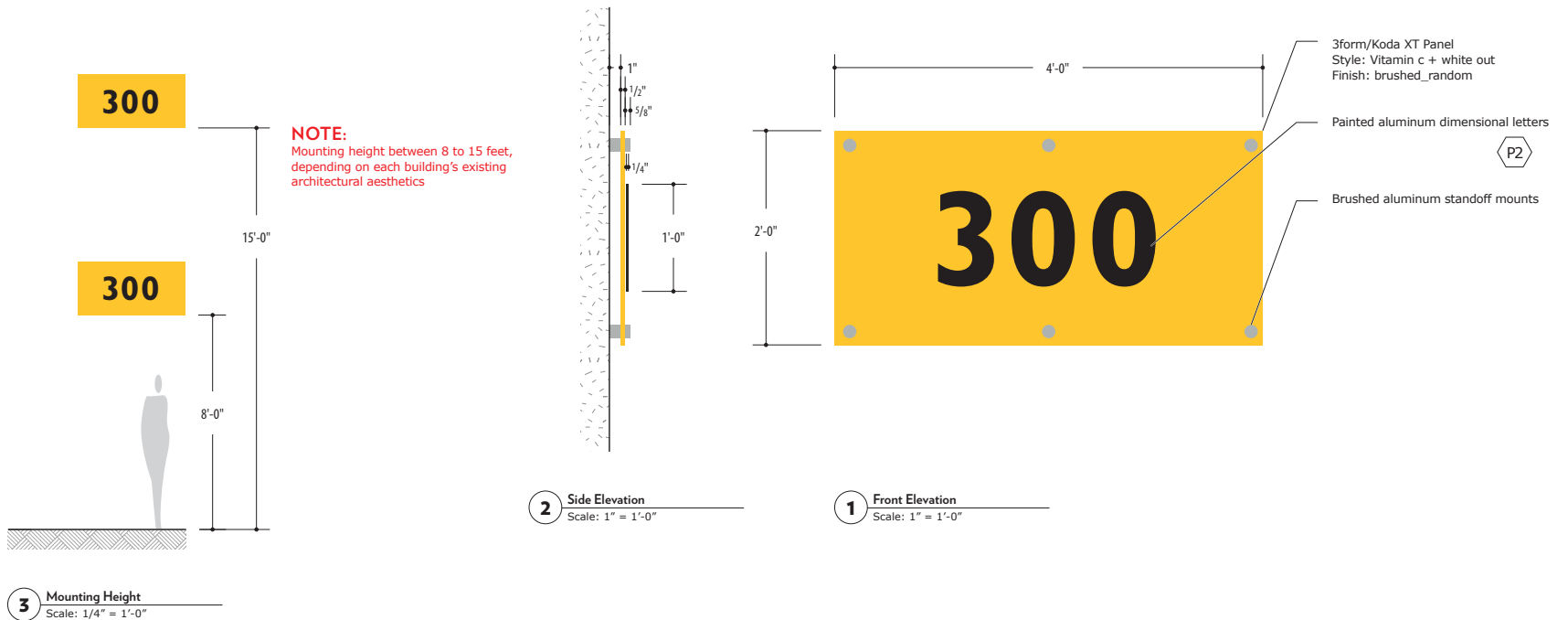
SIGN TYPE ED - KENNESAW CAMPUS



KENNESAW AND MARIETTA CAMPUS EXTERIOR SIGNAGE STANDARDS

Campus Building Address Number

SIGN TYPE EU

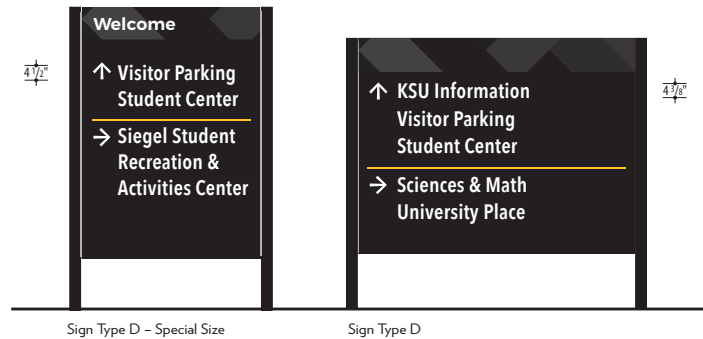


BRAND RESOURCES

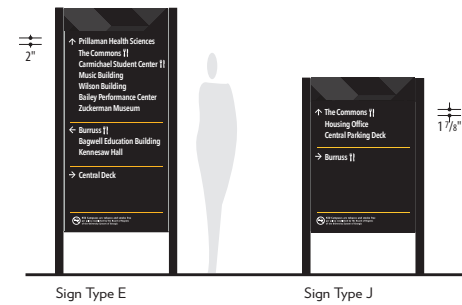
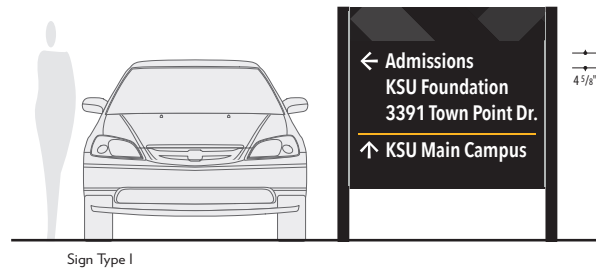
KENNESAW CAMPUS EXTERIOR SIGNAGE STANDARDS

Campus Wayfinding

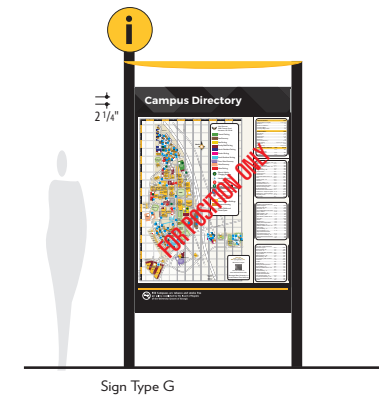
SIGN FAMILY



1 Sign Types D and I: Vehicular Directional
Scale: 3/8" = 1'-0"



2 Sign Types E and J: Pedestrian Directional
Scale: 3/8" = 1'-0"



3 Sign Type G: Campus Directory
Scale: 3/8" = 1'-0"

SIGN TYPE D

- NOTE:**
Sign is double-sided
- Coordinate mulch base with landscape

BRAND RESOURCES

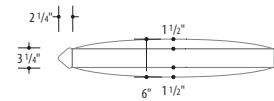
KENNESAW CAMPUS EXTERIOR SIGNAGE STANDARDS

Vehicular Directional - Small

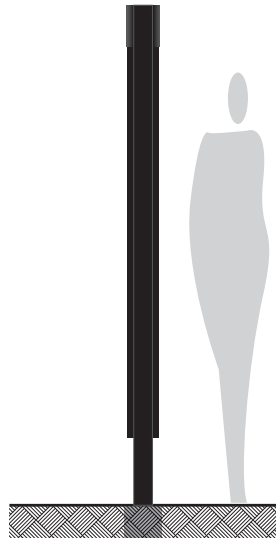
SIGN TYPE J



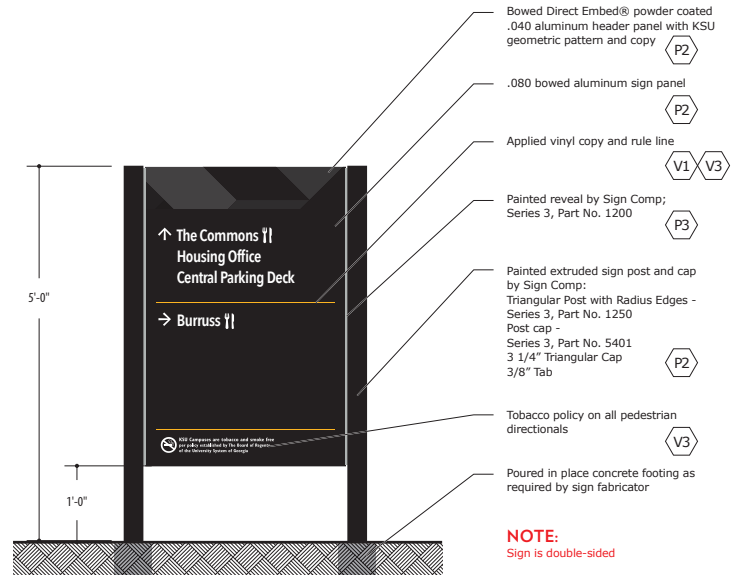
4 Pattern Detail
Scale: 1 1/2" = 1'-0"



2 Plan View - Outlined
Scale: 3/4" = 1'-0"



3 Side Elevation
Scale: 3/4" = 1'-0"



1 Front Elevation
Scale: 3/4" = 1'-0"

BRAND RESOURCES

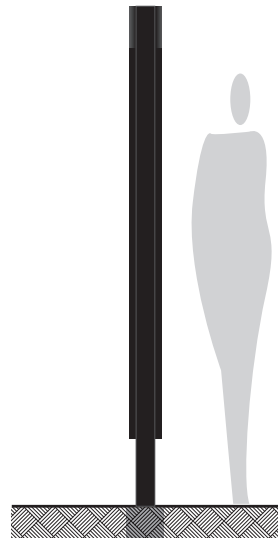
KENNESAW CAMPUS EXTERIOR SIGNAGE STANDARDS

Pedestrian Directional - Large

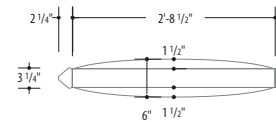
SIGN TYPE E



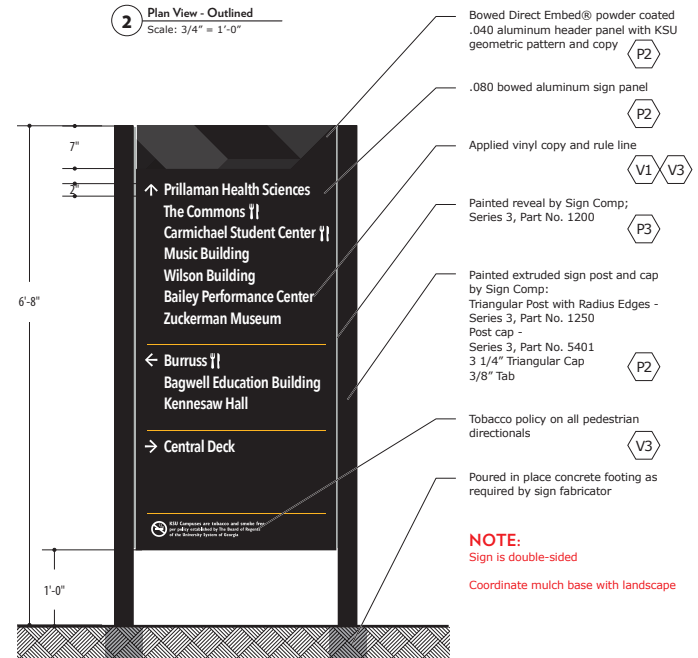
4 Pattern Detail
Scale: 1 1/2" = 1'-0"



3 Side Elevation
Scale: 3/4" = 1'-0"



2 Plan View - Outlined
Scale: 3/4" = 1'-0"



1 Front Elevation
Scale: 3/4" = 1'-0"

BRAND RESOURCES

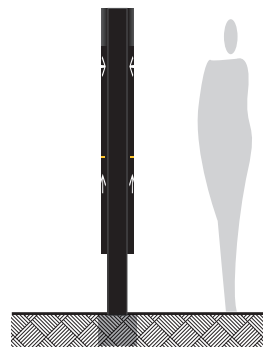
KENNESAW CAMPUS EXTERIOR SIGNAGE STANDARDS

Pedestrian Directional - Small

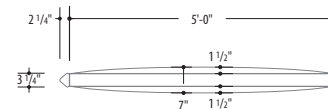
SIGN TYPE I



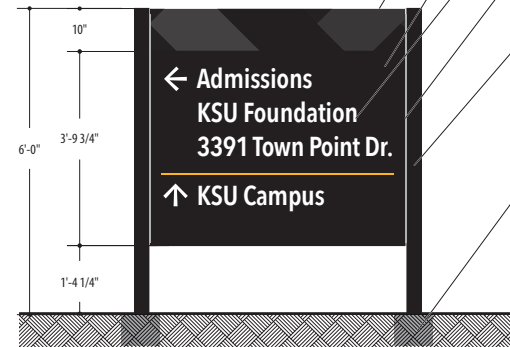
4 Pattern Detail
Scale: 1" = 1'-0"



3 Side Elevation
Scale: 1/2" = 1'-0"



2 Plan View - Outlined
Scale: 1/2" = 1'-0"



1 Front Elevation
Scale: 1/2" = 1'-0"

Bowed Direct Embed® powder coated .040 aluminum header panel with KSU geometric pattern **P2**

.080 bowed aluminum sign panel **P2**

Applied vinyl copy and rule line **V1** **V3**

Painted reveal by Sign Comp; Series 3, Part No. 1200 **P3**

Painted extruded sign post and cap by Sign Comp: Triangular Post with Radius Edges - Series 3, Part No. 1250 Post cap - Series 3, Part No. 5401 3 1/4" Triangular Cap 3/8" Tab **P2**

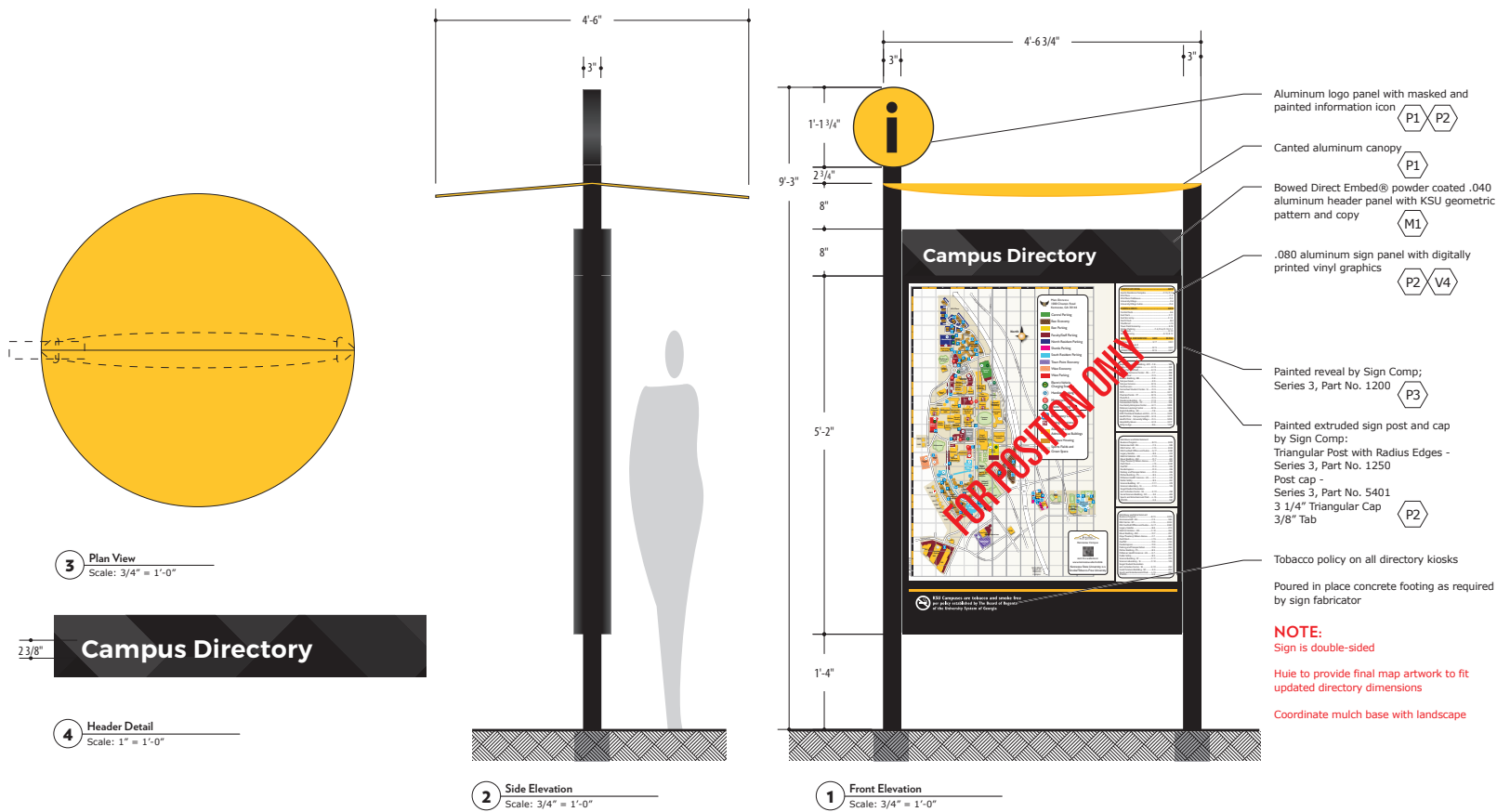
Poured in place concrete footing as required by sign fabricator

NOTE:
Sign is double-sided
Coordinate mulch base with landscape

KENNESAW CAMPUS EXTERIOR SIGNAGE STANDARDS

Campus Directory

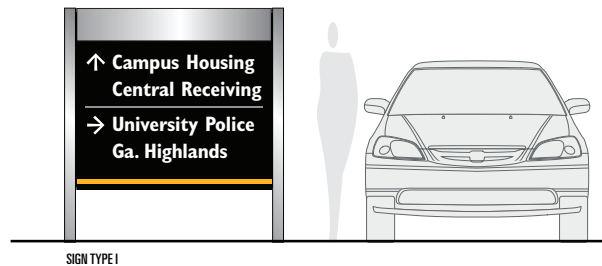
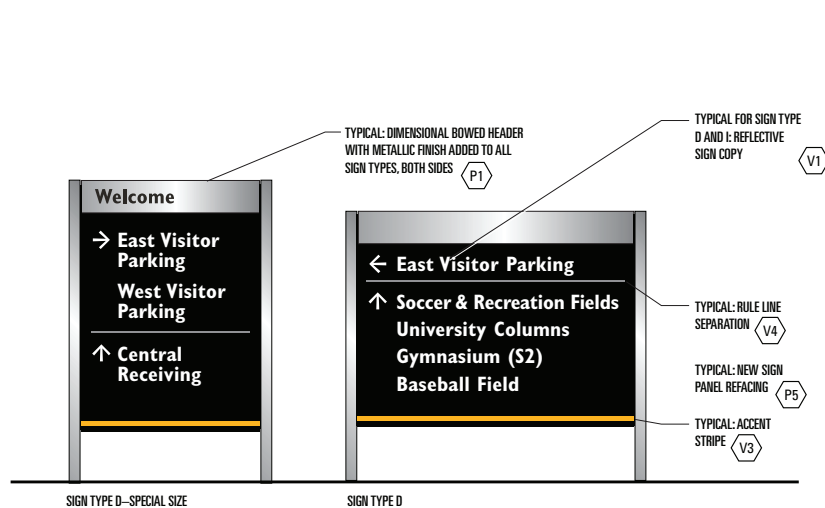
SIGN TYPE G



BRAND RESOURCES

MARIETTA CAMPUS EXTERIOR SIGNAGE STANDARDS

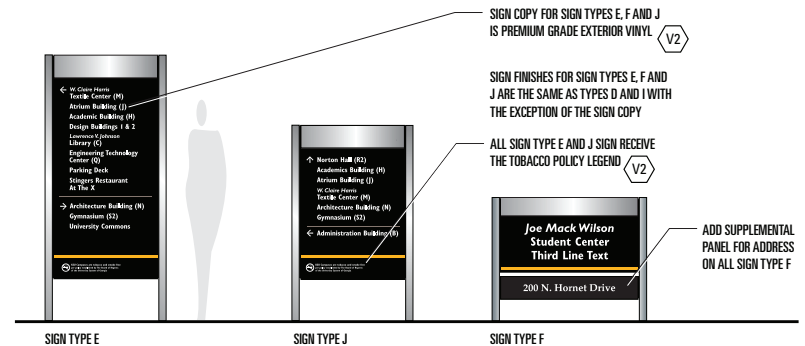
Campus Wayfinding



SIGN TYPES D AND I: VEHICULAR DIRECTIONAL
SCALE: 3/8" = 1'-0"

TYPICAL SCOPE OF WORK FOR ALL SIGNS DEPICTED ON THIS SHEET:

- CLEAN AND TOUCH UP SIGNS AND SIGN POSTS
- PAINT SIGN REVEALS AND SIGN PANEL RETURNS
- FABRICATE AND INSTALL NEW FACE PANELS WITH NEW GRAPHIC USING INVISIBLE MEANS OF ATTACHMENT TO THE EXISTING SIGNS
- FABRICATE AND INSTALL NEW BOWED HEADER PANEL WITH INTAGLIO KSU LOGO GRAPHIC
- PRINT, LAMINATE AND INSTALL NEW MAP GRAPHICS
- RELOCATE EXISTING SIGNS AS NOTED IN THE SIGN LOCATION PLANS
- BUILD NEW MATCHING SIGNS WHERE CALLED FOR ON THE SIGN LOCATION PLANS



SIGN TYPES J AND F PEDESTRIAN DIRECTIONAL
SCALE: 3/8" = 1'-0"

SIGN FINISHES FOR SIGN TYPES H AND G ARE THE SAME AS TYPES D AND I—SEE SHEET 3.8 FOR FINISHES



NOTE: THIS SCOPE DOES NOT INCLUDE SIGN TYPE H LOCATIONS—RESERVED FOR FUTURE USE

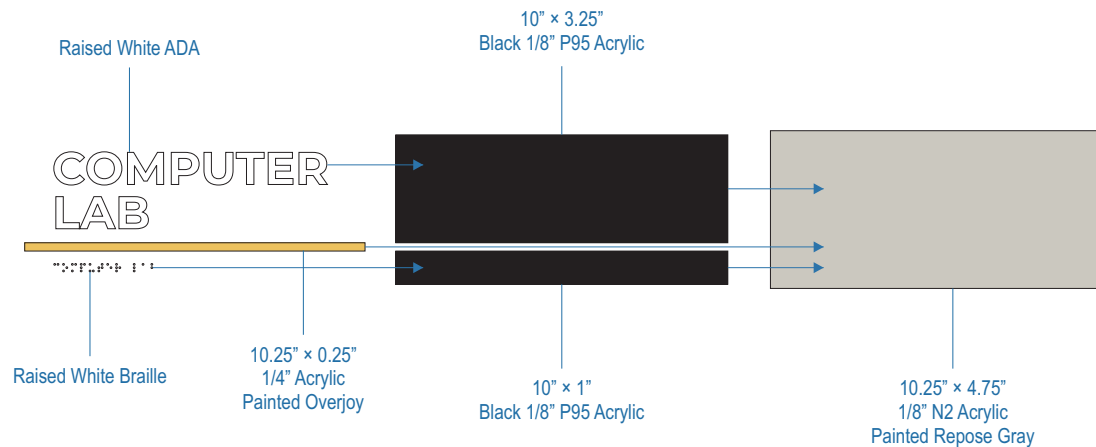
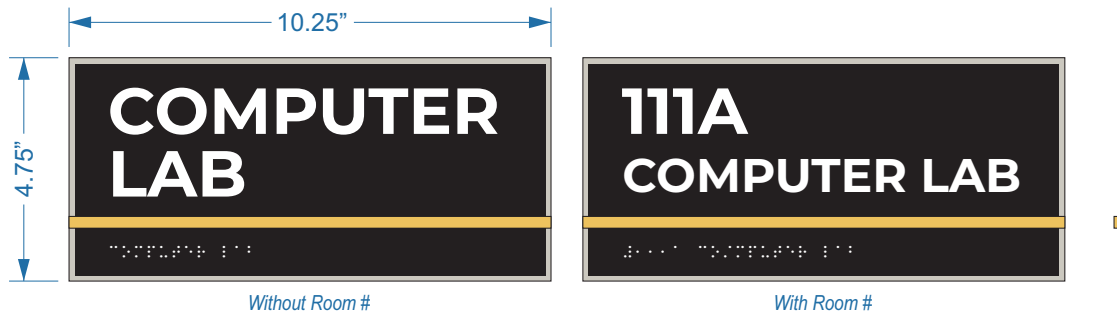
Sign Type H



SIGN TYPES H AND G CAMPUS DIRECTORIES
SCALE: 3/8" = 1'-0"

BRAND RESOURCES

KENNESAW AND MARIETTA CAMPUS INTERIOR SIGNAGE STANDARDS



COLORS

Colors shown here may not exactly match manufacturer's color chart swatch or actual sample. Client to either provide samples or specifications for custom colors prior to production or approve CI color samples or color specifications.

- SW 7015 Repose Gray
- SW 6689 Overjoy
- Black
- White

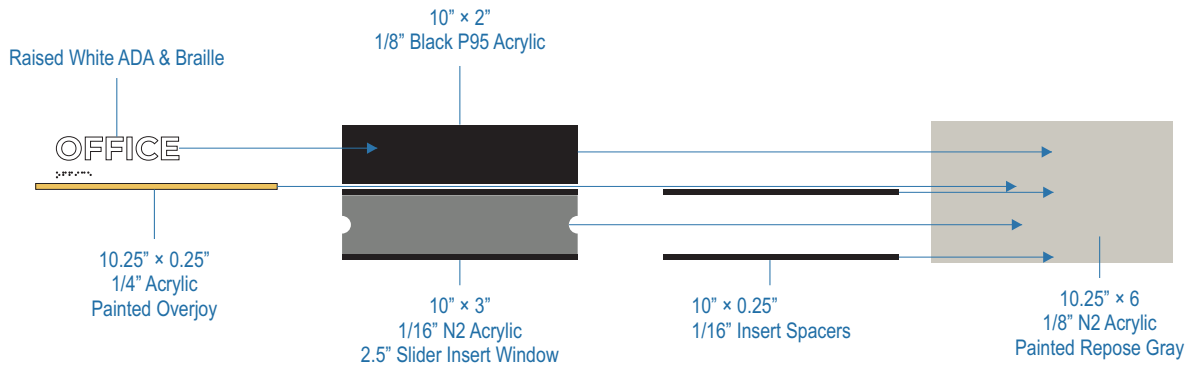
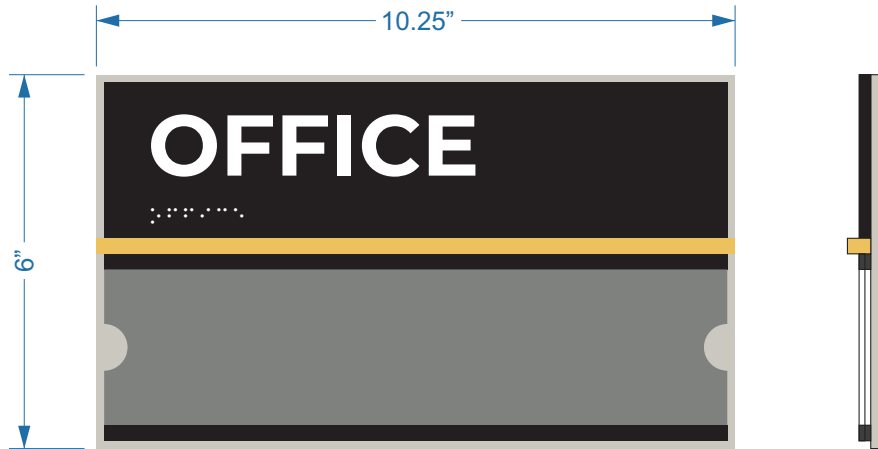
SIGN DETAILS

Room ID - 10.25" x 4.75"

- 1/8" Acrylic Backer – 10.25" x 4.75"
- Painted First Surface SW 7015 Repose Gray
- 1/8" Black P95 Acrylic Face
- 10" x 3.25" Top Piece
- 10" x 1" Bottom Piece
- White Raised ADA Letters and Braille
- 1/4" Acrylic Bar – 10.25" x 0.25"
- Painted First Surface SW 6689 Overjoy

BRAND RESOURCES

KENNESAW AND MARIETTA CAMPUS INTERIOR SIGNAGE STANDARDS



COLORS

Colors shown here may not exactly match manufacture's color chart swatch or actual sample. Client to either provide samples or specifications for custom colors prior to production or approve CI color samples or color specifications.

SW 7015 Repose Gray

SW 6689 Overjoy

Black

White

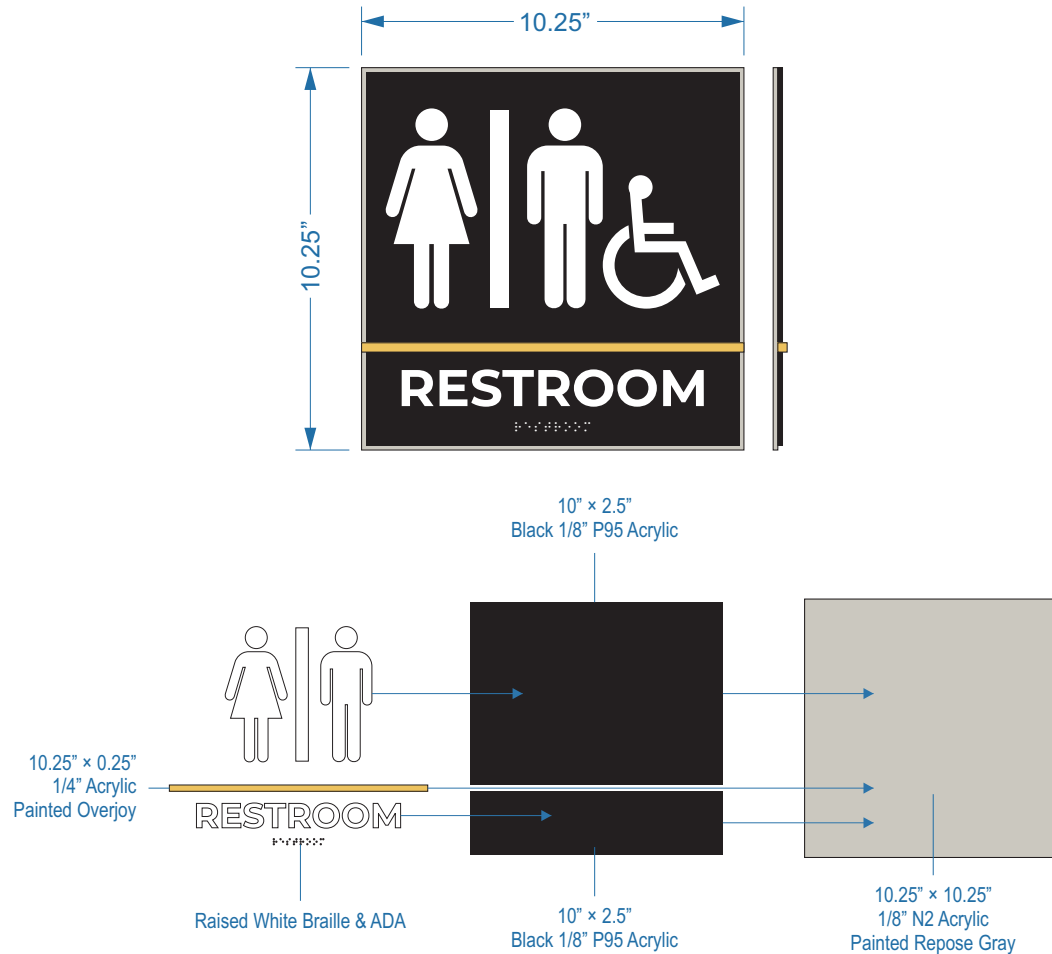
SIGN DETAILS

Insert Slider - 10.25" x 6"

- 1/8" Acrylic Backer – 10.25" x 4.75"
- Painted First Surface SW 7015 Repose Gray
- 1/8" Black P95 Acrylic Face – 10" x 2"
- White Raised ADA Letters and Braille
- 1/16" N2 Acrylic Slider Insert – 10" x 3"
- Painted Second Surface Black with 2.5" Window
- Lifted by 1/16" Black Acrylic Spacers
- 1/4" Acrylic Bar – 10.25" x 0.25"
- Painted First Surface SW 6689 Overjoy

BRAND RESOURCES

KENNESAW AND MARIETTA CAMPUS INTERIOR SIGNAGE STANDARDS



COLORS

Colors shown here may not exactly match manufacture's color chart swatch or actual sample. Client to either provide samples or specifications for custom colors prior to production or approve CI color samples or color specifications.

SW 7015 Repose Gray

SW 6689 Overjoy

Black

White

SIGN DETAILS

Restroom - 10.25" x 10.25"

- 1/8" Acrylic Backer – 10.25" x 10.25"
- Painted First Surface SW 7015 Repose Gray
- 1/8" Black P95 Acrylic Face
- 10" x 7.25" Top Piece
- 10" x 2.5" Bottom Piece
- White Raised ADA Letters and Braille
- 1/4" Acrylic Bar – 10.25" x 0.25"
- Painted First Surface SW 6689 Overjoy

BRAND RESOURCES

KENNESAW AND MARIETTA CAMPUS INTERIOR SIGNAGE STANDARDS



x3



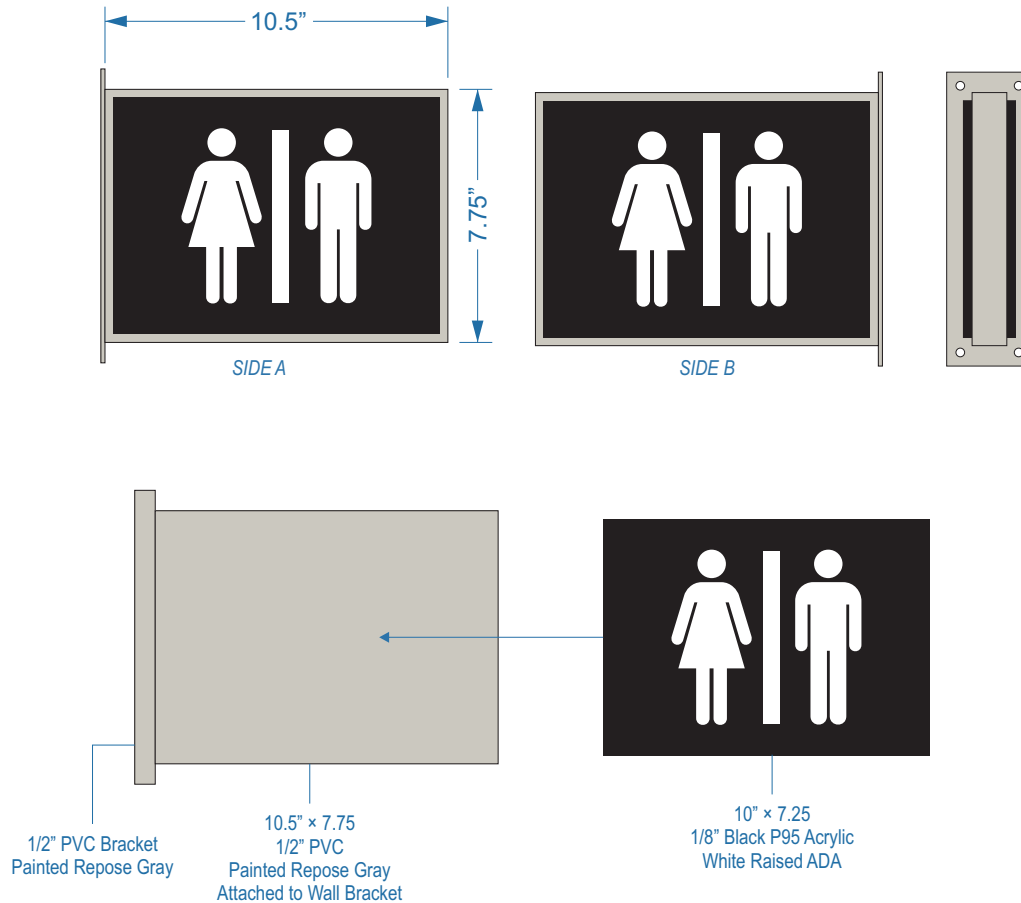
x1



x1

BRAND RESOURCES

KENNESAW AND MARIETTA CAMPUS INTERIOR SIGNAGE STANDARDS



COLORS

Colors shown here may not exactly match manufacture's color chart swatch or actual sample. Client to either provide samples or specifications for custom colors prior to production or approve CI color samples or color specifications.

- SW 7015 Repose Gray
- SW 6689 Overjoy
- Black
- White

SIGN DETAILS

Restroom Flag Sign - 10.5" x 7.75"

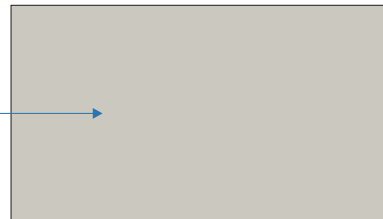
- 1/2" PVC Backer – 10.5" x 7.75"
- Painted First Surface SW 7015 Repose Gray
- Attached to Bracket to mount on wall
- 1/8" Black P95 Acrylic Face – 10" x 7.25"
- White Raised ADA Letters and Braille

BRAND RESOURCES

KENNESAW AND MARIETTA CAMPUS INTERIOR SIGNAGE STANDARDS



1/8" Black P95 Acrylic
Direct Print White Copy



1/8" N2 Acrylic Backer
Painted First Surface
SW 7015 Repose Gray

COLORS

Colors shown here may not exactly match manufacture's color chart swatch or actual sample. Client to either provide samples or specifications for custom colors prior to production or approve CI color samples or color specifications.

- SW 7015 Repose Gray
- SW 6689 Overjoy
- Black
- White

SIGN DETAILS

Wall Directional - 18.5" x 10.5"

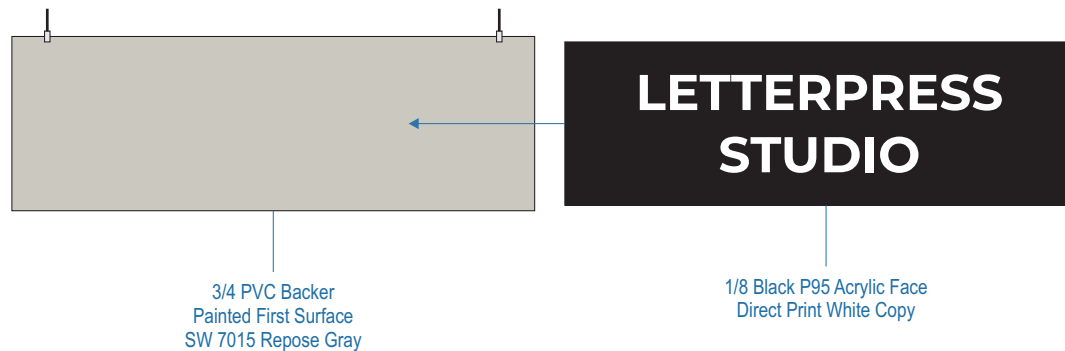
- 1/8" Acrylic Backer – 18.5" x 10.5"
- Painted First Surface SW 7015 Repose Gray
- 1/8" Black P95 Acrylic Face – 18" x 10"
- Direct Print White Copy

QTY: 8

Messaging for layouts to be provided

BRAND RESOURCES

KENNESAW AND MARIETTA CAMPUS INTERIOR SIGNAGE STANDARDS



COLORS

Colors shown here may not exactly match manufacture's color chart swatch or actual sample. Client to either provide samples or specifications for custom colors prior to production or approve CI color samples or color specifications.

- SW 7015 Repose Gray
- SW 6689 Overjoy
- Black
- White

SIGN DETAILS

Hanging Room IDs - 48" x 16"

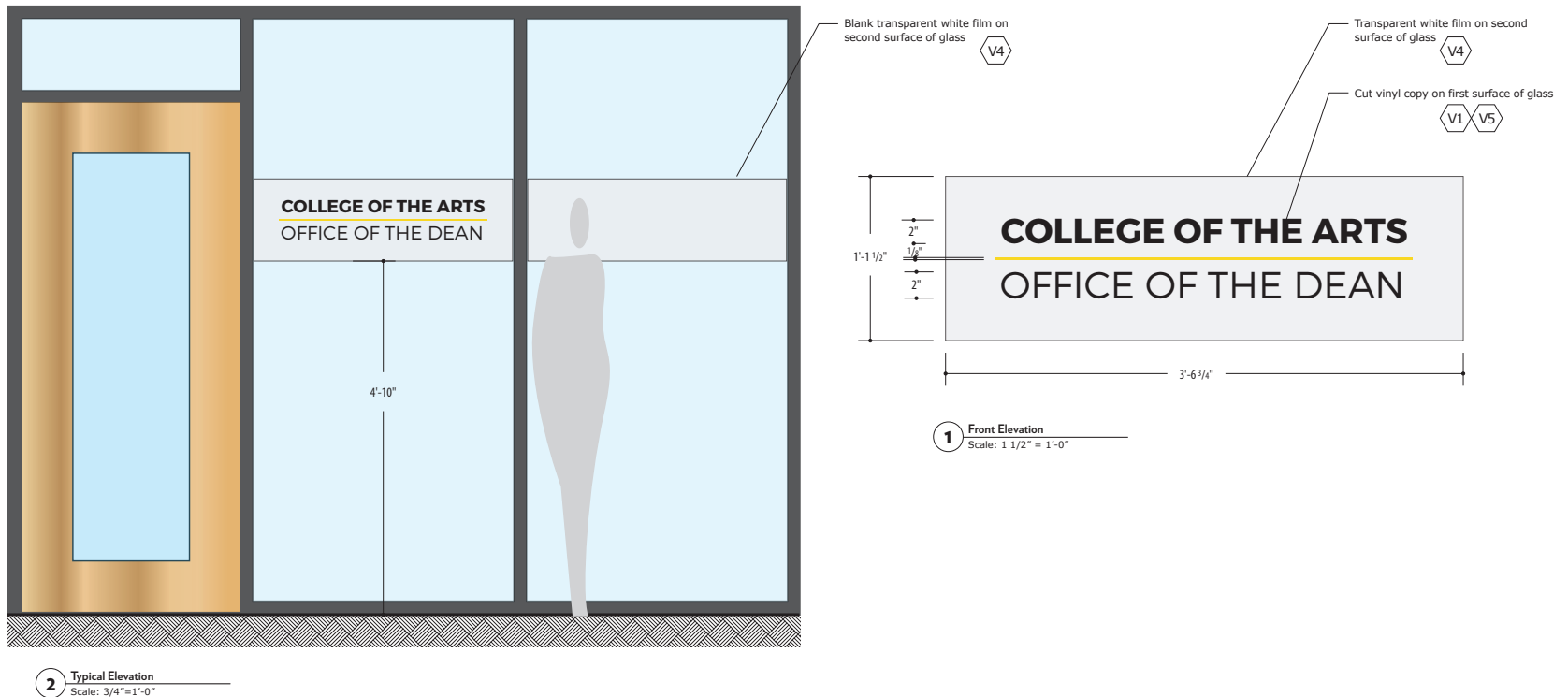
- 3/4" PVC Backer – 48" x 16"
- Painted First Surface SW 7015 Repose Gray
- Attached to Hanging Components
- 1/8" Black P95 Acrylic Face – 47" x 15"
- Direct Print White Copy
- Double-sided

BRAND RESOURCES

KENNESAW AND MARIETTA CAMPUS INTERIOR SIGNAGE STANDARDS

Department ID - Vinyl on Glass

SIGN TYPE V



KENNESAW CAMPUS EXTERIOR SIGNAGE STANDARDS

Department ID - Panel

SIGN TYPE W



BRAND RESOURCES

KENNESAW CAMPUS EXTERIOR SIGNAGE STANDARDS

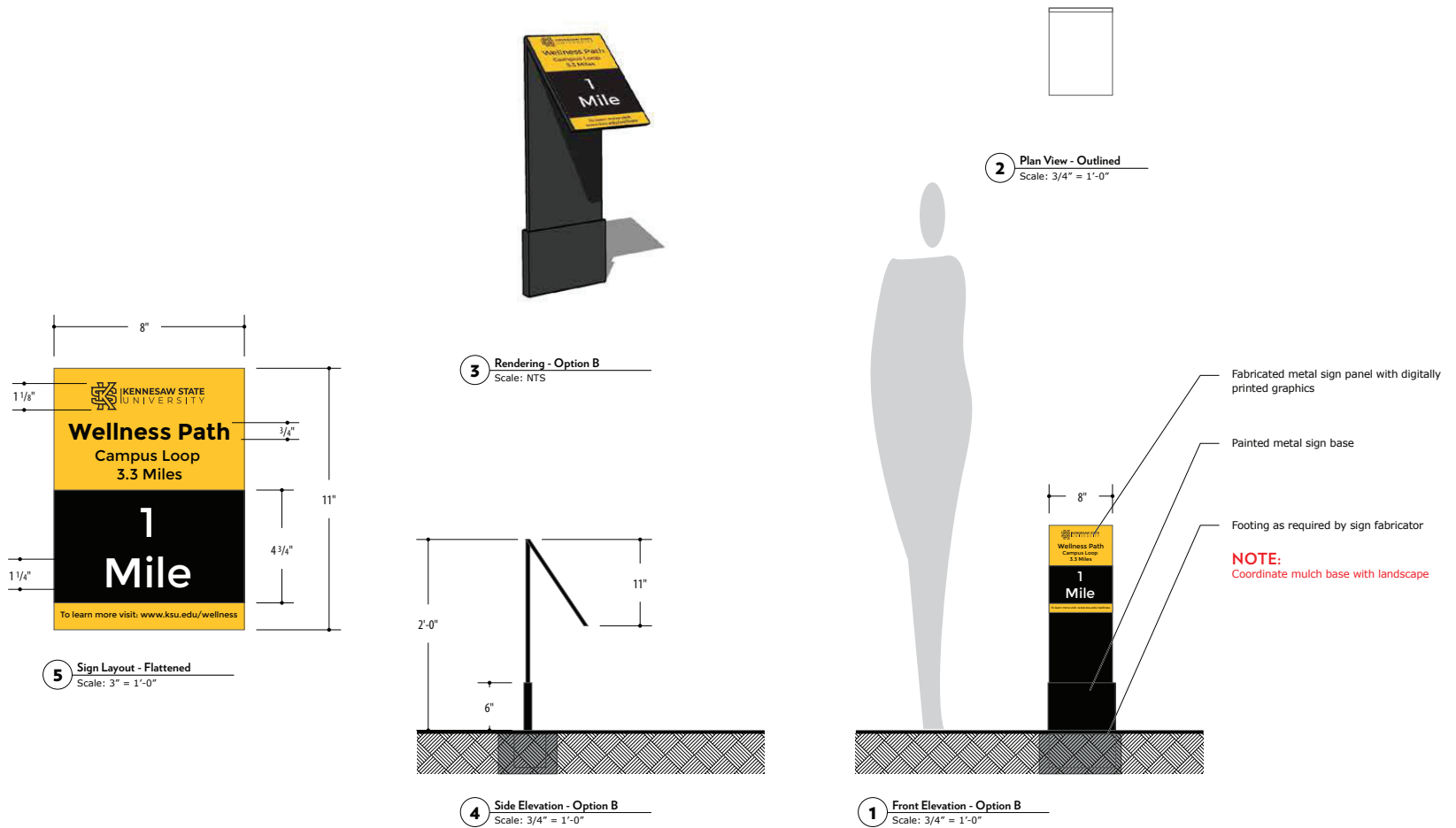
Chastain Pointe ID Panel

SIGN TYPE X



KENNESAW CAMPUS EXTERIOR SIGNAGE STANDARDS

Well-being Mile Marker



7. BRAND ASSISTANCE

7.1 Contacts

7.1 CONTACTS

The Office of Strategic Communications and Marketing (StratComm), along with Facilities Services, will partner with you to design and brand your spaces.

Please reach out at the start of your planning process to involve StratComm and Facilities Services. By using this Guidebook and involving StratComm and Facilities Services, we can partner together to implement high impact branding that meets your objectives and budget needs.

Strategic Communications and Marketing

Visit stratcomm.kennesaw.edu and submit a project request.

Facilities Services

Submit an email to campusplanning@kennesaw.edu.



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, gender, sexual orientation, age, religion, national origin, marital status, veteran status or disability.