



KENNESAW STATE UNIVERSITY ATHLETICS
VISUAL IDENTITY

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

PRIMARY

KSU GOLD

PANTONE 1235 C
CO M29 Y91 KO
R253 G187 B48
#FDBB30

SECONDARY

BLACK

PANTONE BLACK C
CO M0 YO K100
R11 G19 B21
#0B1315

TERTIARY

GREY

PANTONE 421 C
CO M0 YO K26
R197 G198 B200
#C5C6C8

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 DEPARTMENT OF ATHLETICS

VISUAL IDENTITY OVERVIEW

PRIMARY ATHLETIC MARK



SECONDARY ATHLETIC MARKS



TERTIARY ATHLETIC MARKS



FONTS

KSU BOLD - STANDARD [FONT BOOK INCLUDES MEDIUM, MEDIUM ITALIC, BOLD, 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
0 1 2 3 4 5 6 7 8 9

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

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

BANK GOTHIC - SUPPORTING [MUST BE USED IN ALL CAPS]

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

COLORS

PMS 1235	C	0	R	253	WEB FDBB30
	M	29	G	187	
	Y	91	B	48	
	K	0			
PANTONE PROCESS BLACK	C	100	R	253	WEB OB1315
	M	100	G	187	
	Y	100	B	48	
	K	100			
PMS 421	C	0	R	253	WEB C5C6C8
	M	0	G	187	
	Y	0	B	48	
	K	26			

ACCEPTABLE VERBIAGE

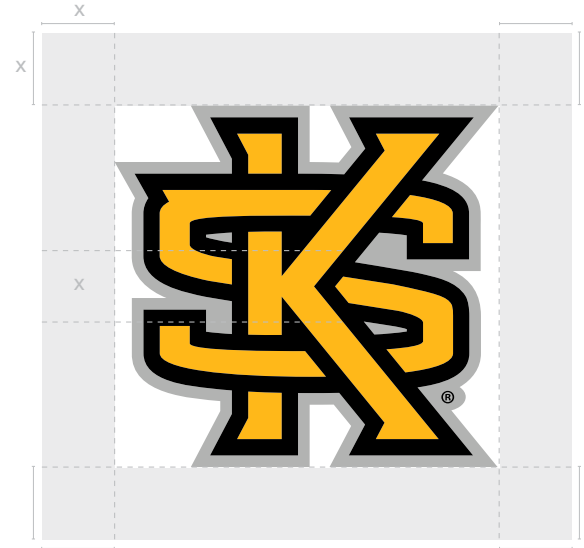
Kennesaw State University, Kennesaw State,
 Kennesaw State Athletics or
 Kennesaw State Department of Athletics
 Second/Subsequent: KSU or The Owls
 Kennesaw State University Athletic Association
 Mascot: Owls NOT: Lady Owls or Fighting Owls

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.

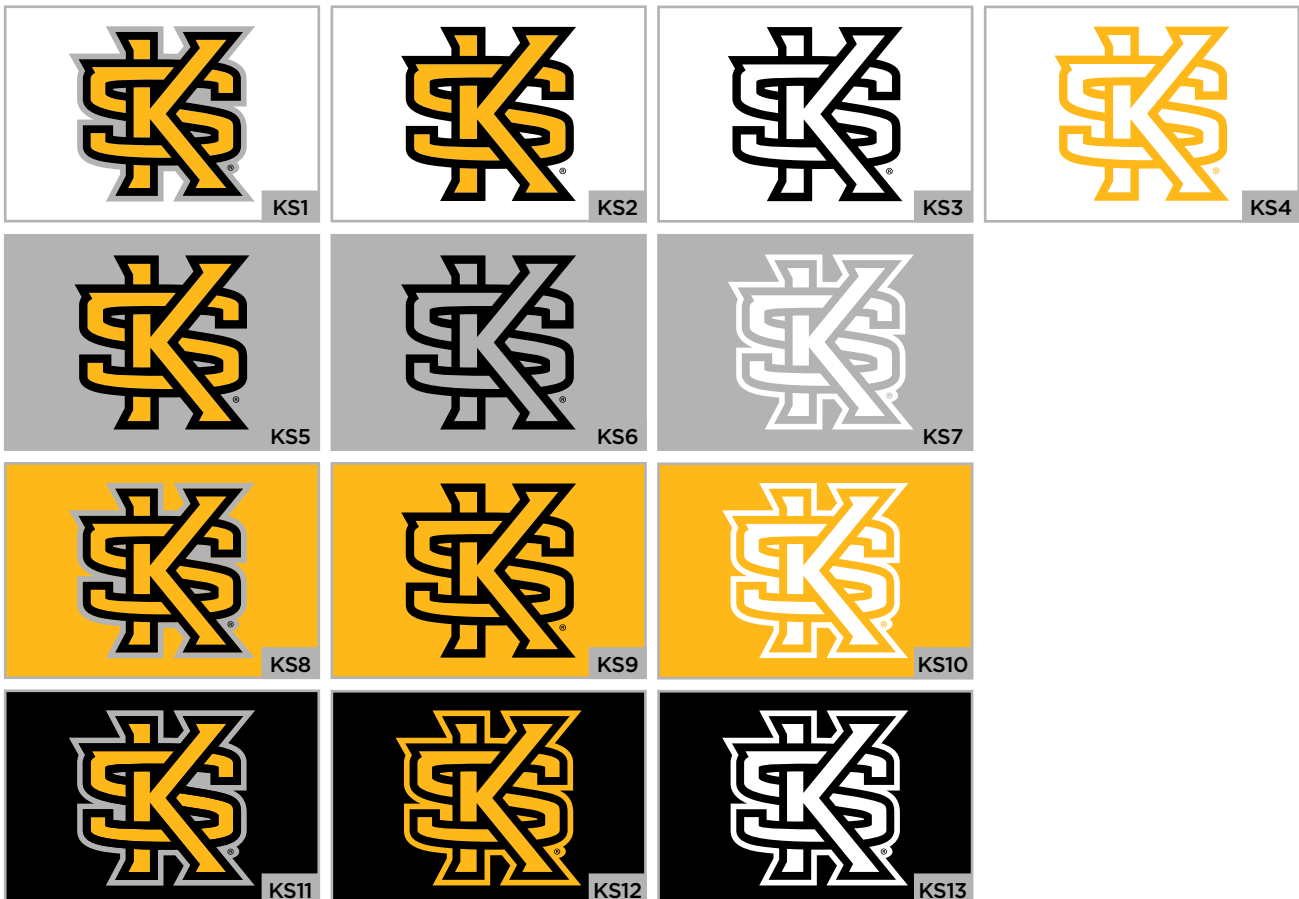


X = 1/5 HEIGHT OF KS

PROTECTED AREA: The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of "x".

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.



X = 1/7 HEIGHT OF FULL LOGO

PROTECTED AREA: The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of "x".

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.

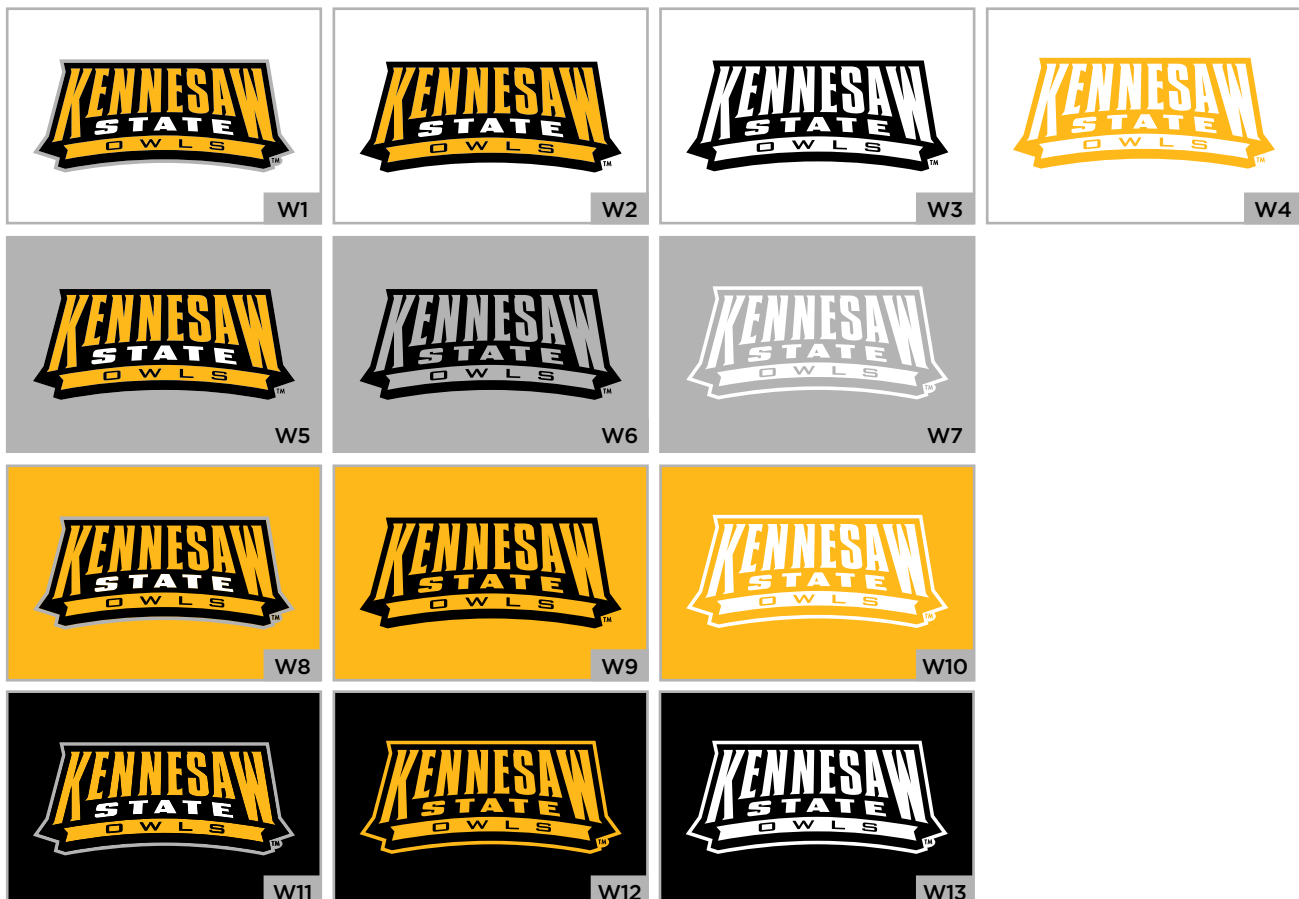


X = 1/8 HEIGHT OF WORDMARK

PROTECTED AREA: The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of "x".

COLOR VARIATION

The logo can be used in the following color variations:



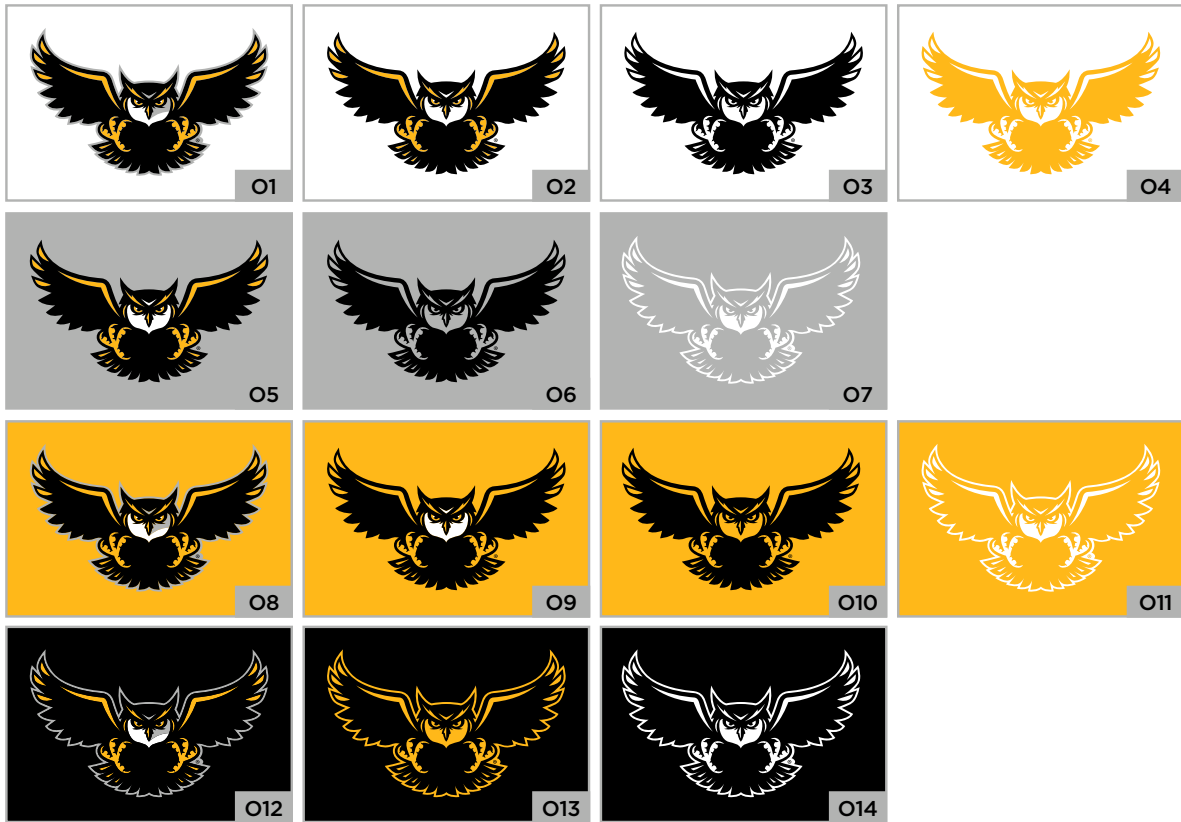
KENNESAW STATE UNIVERSITY ATHLETICS TERTIARY IDENTITY

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

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



UNIFORM OPTIONS

KENNESAW STATE

UNI13

KENNESAW STATE

UNI14

KENNESAW STATE

UNI15

KENNESAW STATE

UNI16

KENNESAW STATE

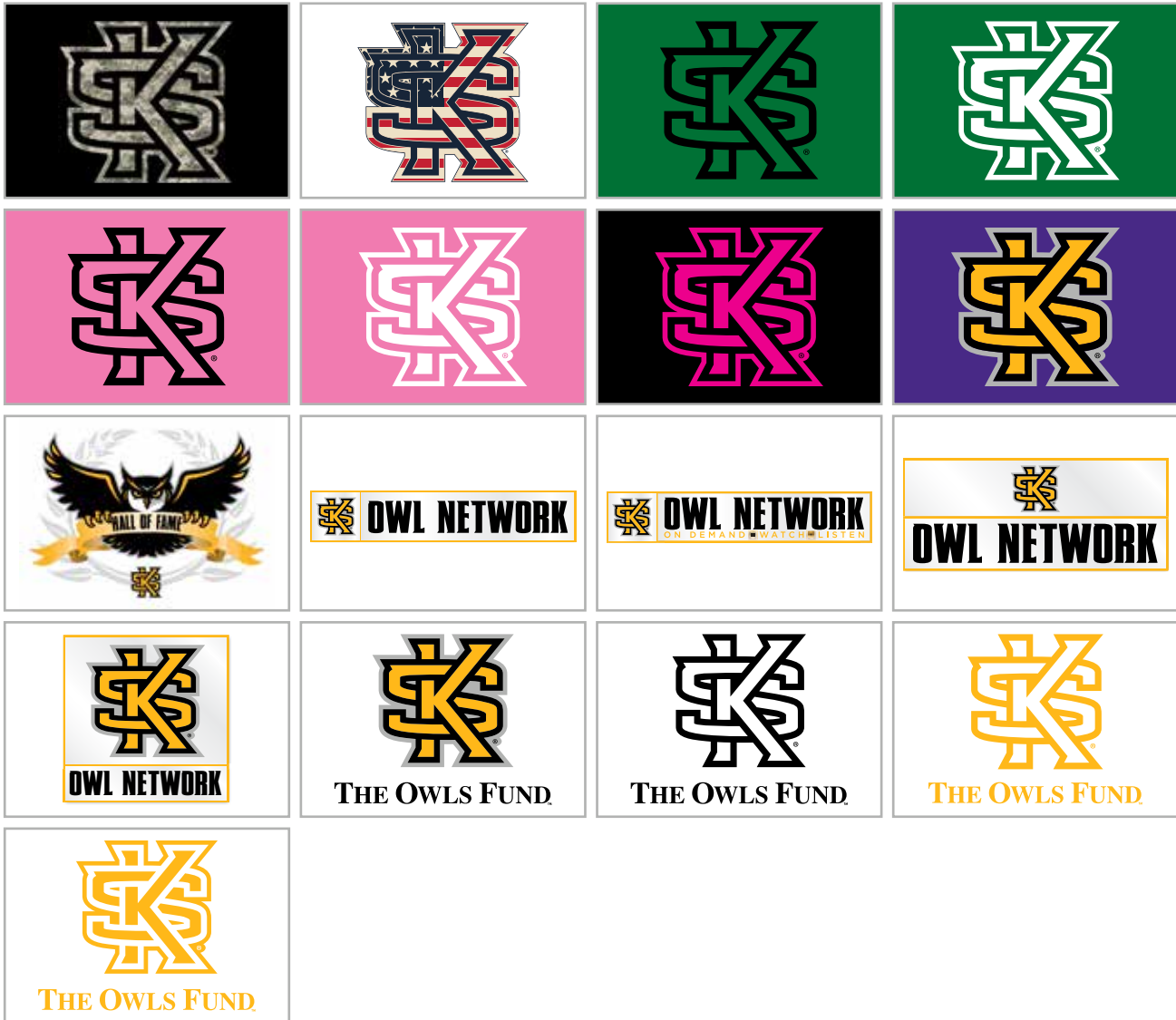
UNI17

KENNESAW STATE

UNI18

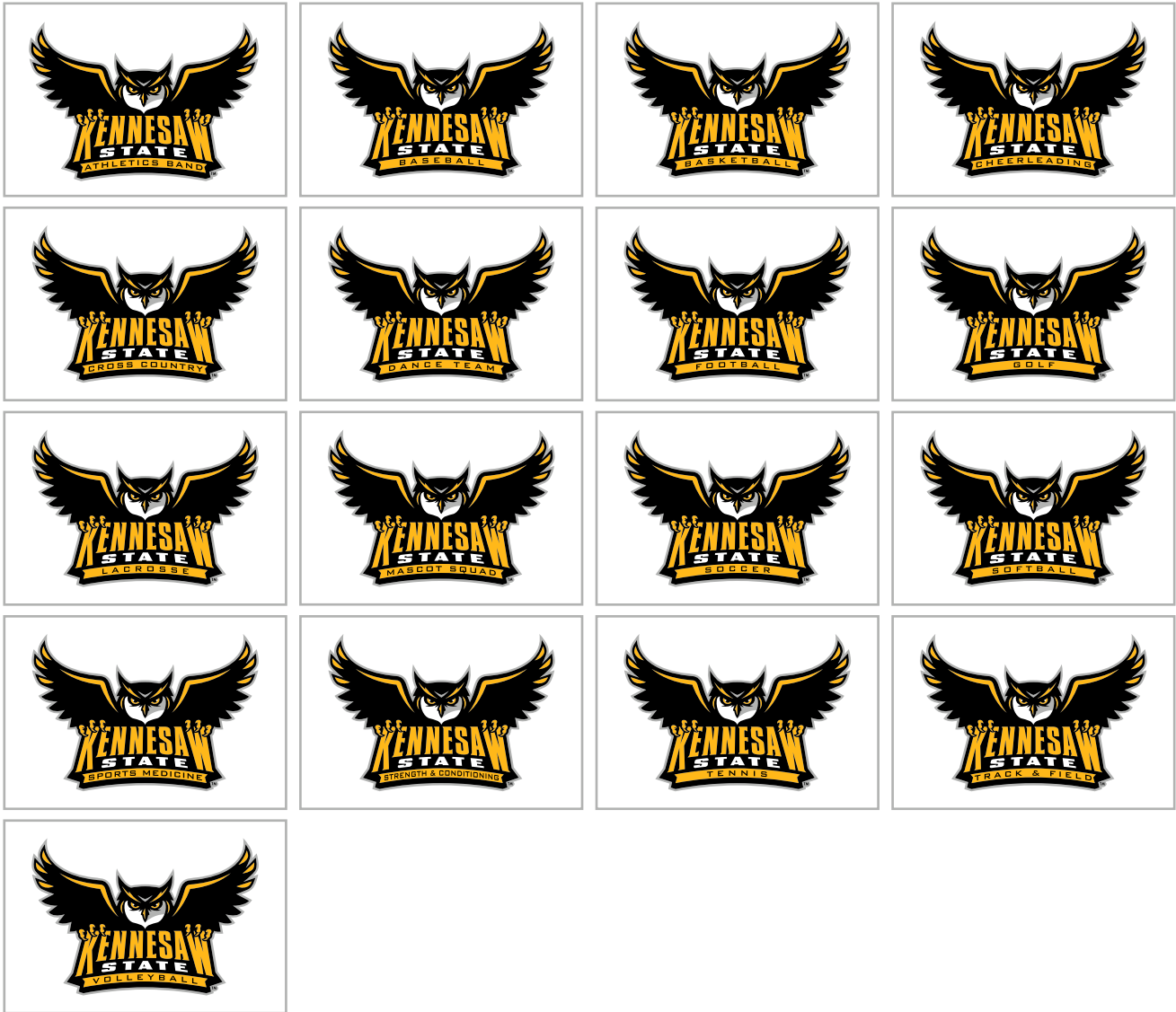
APPENDIX A

Approved on a case by case basis. Must be presented to and approved by the KSU Branding Committee before each use.



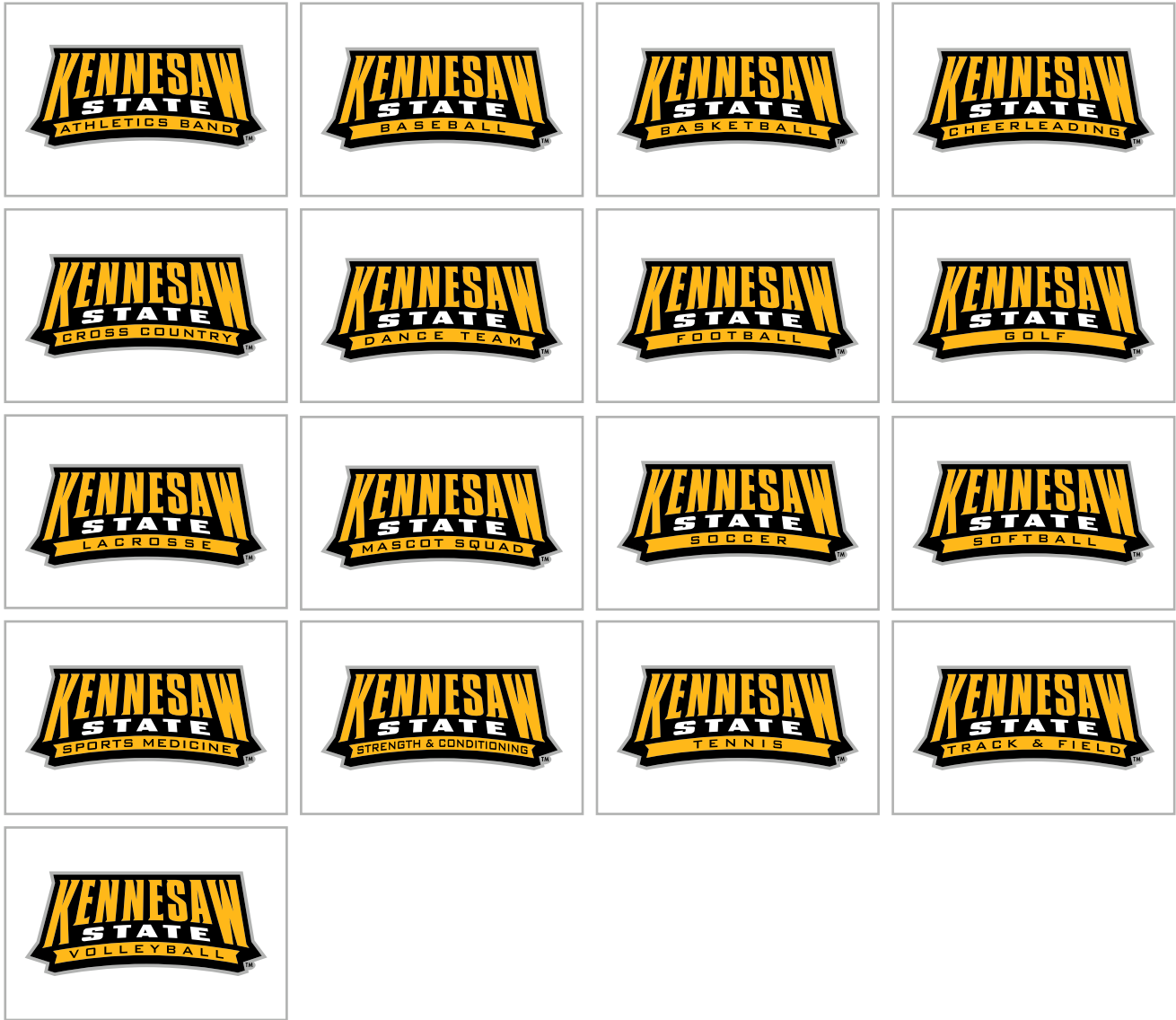
APPENDIX B

Approved Banners - Full Mark



APPENDIX C

Approved Banners - Wordmark



EXAMPLES OF MISUSE

