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This guide gives an overview of our brand, but it is not comprehensive. Please visit styleguide.kennesaw.edu for the full style guide. All logos, marks and assets can be downloaded at kennesaw.photoshelter.com.
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 be – and should – be much, 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.

The KSU Brand Guide outlines the core components and key tools that power our brand, providing guidance on how to apply our brand elements across a range of audiences, channels and creative elements. Our brand elements are built to work in harmony, helping brand communicators and ambassadors bring our brand to life each and every day. These stewards of the KSU brand have a responsibility – a duty to help deliver that brand essence with consistency and power.

*The brand guide delivers the foundations and tools to make that possible.*
At KSU, we’re creating our own legacy.

It’s a legacy built on growth, transformation and tenacity, and it has made us one of Georgia’s largest research-driven universities. It’s a legacy that puts our students first, empowering them to seek, strive and discover their own paths forward.

We are unexpected and unconventional, connective and collaborative. We find power and potential in the different backgrounds and backstories that come together to generate creative combinations of personality and perspective. We’re first-generation collegians, pathfinding scholars and wildly successful alumni, and we defy expectations every day.

Our students are passionate and proud, eager and optimistic, unpretentious and up for a challenge. They put in the hard work to become the engineers, entrepreneurs, creators, caregivers, researchers, go-getters and visionaries you want as employees, colleagues, and leaders. They are the center of our universe and the inspiration for all we do.

At KSU, we’re built on a bold promise – one we keep every day. It’s the promise that every student can rise to set their own life’s trajectory to help transform lives, find new purpose, and dare to climb higher.

We are KSU Owls. And together, we’re ascending.
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 Name

Our official name is “Kennesaw State University.” “Kennesaw State University” is used in news releases, feature articles and publications and on the web.

“Kennesaw State” or “KSU” is acceptable only after a first reference to “Kennesaw State University.”
Consistency is key to brand success, and it takes guidance, discipline, creativity and commitment.

Kennesaw State's brand and visual identity program is an important part of the university's overall marketing strategy. Having a cohesive and integrated brand and visual identity system helps the university to be readily recognized.

The brand and visual identity program is not designed to be restrictive. In fact, the system was created to be flexible, easy to use, and accommodating for units and colleges that wish to simultaneously market their own attributes. This style guide is our road map, our guard rails and our inspiration to consistently deliver the power of the KSU brand in all we do.

A few rules to live by:

- The brand should be applied as demonstrated in the style guide and should not be treated in any other way, including patterns, except for cases approved by the Office of Strategic Communications and Marketing.

- This guide does not include the Athletics Visual Identity, which you can find at: styleguide.kennesaw.edu/docs/AthleticsStyleGuide.pdf

- Requests and artwork must be submitted for approval to The Office of Strategic Communications and Marketing at designapproval.kennesaw.edu.

- Stationery guidelines can be found at styleguide.kennesaw.edu/stationery.php. Questions concerning stationery can be emailed to stationery@kennesaw.edu.

The Office of Strategic Communications and Marketing team is here to help. Contact them at stratcomm@kennesaw.edu with any questions.
Terminology

Frequently used terminology regarding the visual identity program are as follows:

Affiliate Brands
RSO’s, club teams, business partners, sponsors, retail affiliates and associations of the university (KSU Foundation, Alumni, Athletics, Parent and Family Association)

Brand Extensions
College, Offices and Administrative unit monograms

Indicia
Postal markings often imprinted on mail or on labels to be affixed to mail.

Logo
The official graphic arrangement of the symbol and wordmark.

Master Brand
University-level monogram/logo

Monogram
The monogram consists of the university's initials in an interlocking format. The monogram is a restricted mark, and its use must be approved through the KSU Department of Athletics.

Registered trademark symbol
Designated by ® (the circled “R”), a symbol used to provide notice that the preceding mark is a trademark or service mark that has been registered with the U.S. Patent and Trademark Office.

Sub Brands
Academic programs that need to be associated with a Brand Extension. Monograms will only be issued in horizontal format for sub brands.

Symbol
A graphic identifier reflects the university’s spirit and philosophy and elicits immediate identification by the public.

Trademark
A distinctive sign or indicator, designated by TM, used by an individual, business organization or other entity to identify to consumers that its products or services originate from a specific source.

Typography
The art and technique of arranging type and type design.

Wordmark
The university’s name designed in a unique and individual style.
Official Logo Guidelines

The Kennesaw State University official logo is the strongest visible representation of the entire university. Using the official logo consistently results in building stronger institutional awareness for the university, helps distinguish us from other peer institutions, and promotes Kennesaw State in a meaningful and significant manner. It is critical for every user of the logo to follow the established brand guidelines.

In addition to the official master logo, colleges and other approved units on campus are eligible to use brand extensions or sub brands provided by 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 is unauthorized and should not appear within an authorized logo.

The Office of Strategic Communications and Marketing is responsible for producing and approving the use of all official college-specific and unit-specific logos. Requests for college-specific or unit-specific logos should be submitted to logos@kennesaw.edu. Questions concerning usage of this guide should be directed to The Office of Strategic Communications and Marketing at stratcomm@kennesaw.edu.
Logos

Master Brand
University-level monogram / logo.

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.

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.
Publication, print media and web use
Use of the university’s brand, that include university logo, name, and other brand identifiers must be reviewed by the Office of Strategic Communications and Marketing. Please submit approval requests to designapproval.kennesaw.edu.

Centers, Institutes and Programs Logo Usage
Centers, institutes, and specific programs may be given flexibility in terms of which logo structure is adopted. Centers, institutes and specific programs that have a significant brand presence can receive either a sub-brand logo or a brand extension.

In most cases, centers, institutes, and specific programs receive sub-brand logos. However, if there is an association with a specific college or department, a request can be submitted for a brand extension logo.

These requests are reviewed and evaluated by the Office of Strategic Communications and Marketing and must be submitted with prior approval from the dean or department head. Centers, institutes, and program logos are created and approved solely by the Office of Strategic Communications and Marketing. For more information concerning logo usage and where to request a logo, please visit: styleguide.kennesaw.edu.

Brand Extensions
College, offices and administrative-unit monograms.

Sub Brands
Academic programs that need to be associated with a brand extension. Monograms will only be issued in horizontal format for sub brands.

College:
Division:
Department:
Logo Versioning

Full Color (Preferred)

Full Color, White Words

Two Color

Black (One Color)

White (One Color)
Logo Background Colors

Full Color
The full-color versions of the logo should be used when printing in full color. The version of the mark that includes the outer gray stroke is considered the primary logo and should always be applied whenever possible.

The best background color for the full-color logo is white.

The best background color for the white letters logo is black.

If printing on colors other than white, gray or black, the brand must appear in one color, all black or all white, depending on the background color.

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.
Black (One Color)
The black one-color logo should be used on light or soft color backgrounds, such as white, gray or gold.

White (One Color)
The white one-color logo can be used on black, gray and gold backgrounds.

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

*Remember, the interior of the KS monogram must always be lighter than the first outer stroke.*
Common Mistakes
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.

• Do not disassemble logo.
• Do not alter the orientation of the logo.
• Do not turn 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 alter the opacity, watermarking or shading.
• Do not change typefaces.
• The logo is not permitted inside a white box.
• The KS monogram without university identity lockup is prohibited, except for athletics use.
• The exterior stroke of the KS is PMS 421 gray. Do not use a white outer stroke.
Co-Branding

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 designapproval@kennesaw.edu.

Kennesaw State and Wellstar Health System

Working Together for a Healthier Georgia

Nearly $9 million partnership to double the nursing program at KSU

Wellstar and Kennesaw State are partnering to double the size of the University’s nursing program and provide more than $2 million in student scholarships.

It is a winning collaboration that will help our students and the state of Georgia.
Other Logos

Seal
The seal is restricted for use on formal, official, ceremonial and presidential materials only.

Athletic Logos
KS monogram, full owl and owl head are for athletics use only.

School-Spirit Marks
University-sponsored student clubs and organizations may use these marks with prior approval from the Office of Strategic Communications and Marketing and according to the set guidelines.
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 off of a typeface that represents the brand.

A combination mark is a mix of both symbol or icon.

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

Examples of a combination mark

Examples of a wordmark

Grandfather Clause
Grandfathered marks are marks that have been in use at Kennesaw State University for several years and are well established within 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 Affairs. To request an affinity mark, please visit logos@kennesaw.edu.

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.
Social Media

All social media accounts created for conducting official University business and maintained in the name of Kennesaw State University must have branded social media profile images. A direct link to the profile image download page can be found at kennesaw.photoshelter.com. Log in with your KSU email address and password, navigate to Logos and Social Media Profile Images.

Images with a **black background** are reserved for Kennesaw State University’s main social media accounts. Profile images with a **gold background** are reserved for Kennesaw State University’s 11 colleges. Profile images with a **white or gray background** are available to any other academic or administrative unit (office, department, program, center, etc.).

Administrative and academic units are encouraged to use social media cover images to display photos, text or other information that is relevant and engaging to the unit’s specific audience. Do not use official logos in your cover art.
Color Palette

Our palette represents the vibrant and diverse nature of our community — a student-centric, research-driven community — built on a bold, transformative and purposeful legacy.

Primary
Our signature primary colors represent Kennesaw State University at the highest level and should be used consistently in all communications.

HOOTY HOO GOLD
PANTONE 123C
CMYK: 0, 24, 95, 0
RGB: 255, 198, 41
HEX: #ffc629

LEGACY BLACK
PANTONE BLACK C
CMYK: 63, 62, 59, 94
RGB: 45, 41, 38
HEX: #2D2926

SLAP ROCK GRAY
PANTONE 421C
CMYK: 13, 8, 11, 26
RGB: 178, 180, 178
HEX: #B2B4B2

BACHELOR’S WHITE
PANTONE WHITE C
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

No values other than those listed on this page should be used. Tints and shades of these colors are NOT permitted.
Complementary Colors

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.

Never use complementary colors 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 and must use the 10-20% usage guideline. Promotional campaigns should adhere to the 10-20% complementary guideline.

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.

Vibrant Cool Colors
Our vibrant hues bring liveliness and diversity to the overall KSU brand.

- MARIETTA BLUE
  - PANTONE 2126C
  - CMYK: 93, 78, 0, 0
  - RGB: 48, 58, 178
  - HEX: #303AB2

- CAMPUS GREEN
  - PANTONE 361C
  - CMYK: 77, 100, 0
  - RGB: 67, 176, 42
  - HEX: #43B02A

- PHANTOM PURPLE
  - PANTONE 526C
  - CMYK: 73, 100, 0
  - RGB: 112, 47, 138
  - HEX: #702F8A

Vibrant Warm Color

- LEANING MAN
  - PANTONE 2026C
  - CMYK: 0, 68, 76, 0
  - RGB: 244, 99, 58
  - HEX: #F4633A

Neutral
Our neutral hues add balance and warmth, providing a subtle backdrop for the other colors.

- HORNED OWL
  - PANTONE 7529C
  - CMYK: 7, 14, 20, 22
  - RGB: 183, 169, 154
  - HEX: #B7A99A

- MOUNTAIN BEIGE
  - PANTONE 7499C
  - CMYK: 1, 2, 24, 0
  - RGB: 241, 230, 178
  - HEX: #F1E6B2
Color Usage

Best Practices for Using Color

Our primary colors should be present in all communications. Never use our complementary colors as primaries; they were 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. Remember that our communications must be created to be accessible to all. Ensure that color contrast passes accessibility standards.

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 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)

- **AAA** Pass (7+ out of 21)
- **AA** Pass (4.5+)
- **AA18** Pass (3+) Large Text Only
- **DNP** Does Not Pass (3-)

<table>
<thead>
<tr>
<th>Background Color</th>
<th>Text Color</th>
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<tr>
<td>Sample Text</td>
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**AAA** Pass (7+ out of 21)
**AA** Pass (4.5+)
**AA18** Pass (3+) Large Text Only
**DNP** Does Not Pass (3-)
Best Practices for Using Pattern Art

Patterns throughout the various brand applications can add a sense of depth and dimension to any communication piece. Use these patterns sparingly and thoughtfully.

Under no circumstances should any of these patterns become the predominant graphic element for any school, center, institute or department.
Typography

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 Regular 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 Regular 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
Stationery and other promotional items

Official Kennesaw State University stationery is purchased through a state contract, managed by the Office of Procurement and Contracting. The contract has been negotiated to provide lower costs and standardize information that’s aligned with the university’s visual identity. The printing of stationery through other sources, whether internal or external to the university, is prohibited as it violates the parameters of the state-awarded contract.

All colleges, departments, programs and administrative units are required to use the official business stationery package as illustrated on the following pages. Orders for stationery must be submitted through the approved vendor’s website. Use of the university’s indicia for business reply envelopes and other business uses must be reviewed and approved by the university’s postal services distribution center.

The official university’s stationery features the master logo on the top.

The official university business package includes:
- Business cards
- Letterheads
- Letter size
- Monarch size
- Envelopes
  - No. 10 Business
  - No. 10 Business Window
  - Monarch
  - No. 9 Business Reply
  - Notepads

Please note, except for the Ph.D. acronym, per the University stationery standards, when referring to titles, buildings, departments, or programs, symbols (i.e. /, &, @, *, #), acronyms and/or initials are not allowed. However, program names can use the Ph.D acronym (e.g. Ph.D. in Business Administration). Job titles must be consistent with the employee’s title as they are listed with Human Resources. Phone numbers must appear as they are listed in the KSU Campus directory.

Printing an item that is not a part of the contract is considered a custom order. All custom orders must be submitted for approval to Office of Strategic Communications and Marketing at stationery@kennesaw.edu prior to printing.

For more information concerning stationery and name tag guidelines visit: styleguide.kennesaw.edu/stationery.php
Name tags
The Kennesaw State's master brand is to be used on all permanent employee name tags and any volunteer name tags used for board meetings, conferences, workshops and other events. Name tag colors can consist of black, gold, gray or white. We have two versions of name tags. Name tag information should only include the Kennesaw State Master Brand logo, the individual's name, and either the college, department or unit name. Brand extension and sub-brand logos will not be accepted. All artwork must be submitted for approval to designapproval.kennesaw.edu.

Tablecloths
The Kennesaw State's master brand is to be used on table covers and table runners. Tablecloth colors can consist of black, gold, gray or white. Brand extension and sub-brand logos will not be accepted. College, department and unit information can be displayed under the master brand with the allotted protected space required. All artwork must be submitted for approval to designapproval.kennesaw.edu.

Tablecloths will have:
• 55.5" wide horizontal master brand logo centered
• 2.25" clear space below master brand logo
• 1.5" department, unit or college name in Montserrat Medium font centered

If two lines of text are required, leading should be a minimum of 1" between text lines.

Exhibits and displays
The university’s brand should be prominently displayed on all exhibit and display materials, including, but not limited to, table-top displays, stand banners, pull-up banners and booth exhibits. In most instances, the official logo should appear on the top or lead panel of the display.

Podium signage
The university’s master brand should be prominently displayed on podiums for press conferences, convocations, symposiums and other major presentations and events held on campus. Podium signage featuring the official seal is only to be used by the Office of the President.

Website Design
Publishing standards for official Kennesaw State websites are available through the Kennesaw State University UITS Information Security Office.

Questions concerning issues related to website design, technical aspects of the university website and/or college, department or unit pages should be directed to the KSU Web Content Style Guide at omni.kennesaw.edu/styleguide/. Questions concerning the use of the university’s official logo or other marks should be directed to logos@kennesaw.edu.
Promotional Merchandise

Apparel
The University’s master brand and/or approved brand extensions and sub-brands must be prominently placed on the left chest area of apparel. Apparel colors should be black, gold, gray or white, unless directly influenced by specific industry standards. Additional approved graphic elements may be placed on such apparel, but not as a substitute for the university's approved marks. The location of the University brand on promotion pieces with approved graphics will be considered on a case-by-case basis. All artwork must be submitted for approval to designapproval.kennesaw.edu/ prior to production.

• University logo must be present.
• Logo must be on the left chest if only the logo or graphic are present.
• Department or program name can be located on other areas of shirt, but the university logo must be present.
• If campaign graphic or graphics are used, the appropriate logo can be placed on the sleeve or back of the shirt.
• Black, gold, gray, white are preferred colors for apparel, although alternate colors are accepted if an event or a campaign theme is used.
Non-apparel

Non-apparel items, ranging from pens, stress balls, lapel pins, lanyards, bags, drinkware, etc, commonly have a limited print space. Therefore, we must accommodate based on print space allowed for the product.

• University identity is always required. If print space does not allow enough space for the university logo (preferred), the name of the institution (Kennesaw State University) can be used instead.
• Department/program names and campaign slogans can be featured in other print spaces on the product.
• Tablecloths and name tags have standardized formats. For more information concerning these items please visit styleguide.kennesaw.edu/other-uses/environmental_design.php.
Campaigns
Taglines/Slogans

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.

University Example:

Find Your Wings.
Kennesaw State University

College Level:

Arts KSU
IMPACTING LIVES

Bagwell College of Education
**Slogan**  
A memorable and catchy phrase, which captures the overarching theme of a marketing campaign.

**University Example:**

**FIND YOUR HEART**

**FIND YOUR SUCCESS**

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

**University Example:**

T-shirt with the text "IMPACTING LIVES"