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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.
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.
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.

**Evelational**
Raising trajectory – chasing, creating, pursuing, building.
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. 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.
1. OVERVIEW

BRAND EXPERIENCE MAP

**Employee**

- Inspired to impart knowledge and engage bright minds.
- Connected, supporting, building, enabling growth.
- Amazed by advancement; proud of transformation.
- Reflective and excited to see what tomorrow will bring.

**Student**

- Excited
- Engaged
- Empowered
- Accomplished

- Prospective and new students are energized to begin a new life journey.
- Ascendant, exploring and challenging, growing new confidence.
- As students graduate, they are equipped, prepared and fired up to embark on a career of impact.
- Alumni are supported with an extensive network of ever-growing talent with a common connection.
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.
3. THE BIG IDEA

3.1 Student Inspired
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
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
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
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
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

[Images of a room with patterned doors and an interior space with people studying]
BRAND RESOURCES

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
- Legacy Black
- Slap Rock Gray
- Bachelor’s White

Secondary
Vibrant Colors

- Marietta Blue
- Georgia Sky
- Campus Green
- Phantom Purple
- Leaning Man
- Georgia Sky

- Legacy Black
- Slap Rock Gray
- Hooty Hoo Gold
- Phantom Purple

Legacy
Subdued Colors

- Honors Blue
- Parliament Blue
- Jolley Lilac
- Talon Bronze

Neutral
Warm Colors

- Horned Owl
- Jolley Lilac
- Mountain Beige
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
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.

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
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 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
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.
BRAND RESOURCES

GEOMETRIC PATTERN
DIAGONAL PATTERN
OWL EYES PATTERN
OWL’S FLIGHT
BRAND RESOURCES

OWL WINGS

[Images of owl wings in various colors and designs]
WORD CLOUD PATTERN

Use full words only, in all caps, and space them tightly together. Our KSU words are:
VALUES PATTERN
BRAND RESOURCES

ICON PATTERN
BRAND RESOURCES

PILLARS PATTERN

RESEARCH WITH RELEVANCE  LEARNING THROUGH ENGAGEMENT  FUTURE-READY GRADUATES  POWER OF PERSPECTIVES  STUDENT-CENTERED
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/W0000yP9WbFWfKw

Power of Perspectives
https://kennesaw.photoshelter.com/ws/workspaces/W0000jnkccknD3fM

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

Campus Beauty
https://kennesaw.photoshelter.com/ws/workspaces/W0000sSDn1IHHzEk
PHOTOGRAPHIC COLLAGES - SIZE AND CONFIGURATION

Photographic collages are recommended in two sizes. 122 cm square (48 in) and 61 cm square (24 in).

Custom and non-square sizes are allowed if photography calls for sizes other than square.

Acceptable photo collage configurations
BRAND RESOURCES

PHOTOGRAPHY - STUDENT-CENTERED SUCCESS
PHOTOGRAPHY - RESEARCH WITH RELEVANCE
BRAND RESOURCES

PHOTOGRAPHY - LEARNING THROUGH ENGAGEMENT
PHOTOGRAPHY - FUTURE-READY GRADUATES
BRAND RESOURCES

PHOTOGRAPHY - POWER OF PERSPECTIVES
PHOTOGRAPHY - STUDENT LIFE
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

KSU Typeface

Montserrat
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Paint

<table>
<thead>
<tr>
<th>Paint*</th>
<th>PAINT TO MATCH: PANTONE 123C</th>
</tr>
</thead>
<tbody>
<tr>
<td>P1</td>
<td>PAINT TO MATCH: PANTONE BLACK C</td>
</tr>
<tr>
<td>P2</td>
<td>PAINT TO MATCH: PANTONE 421C</td>
</tr>
<tr>
<td>P3</td>
<td>PAINT TO MATCH: MATTHEWS PAINT WHITE WONDER MP 32071</td>
</tr>
<tr>
<td>P4</td>
<td>PAINT TO MATCH: MATTHEWS PAINT BRUSHED ALUMINUM</td>
</tr>
<tr>
<td>P5</td>
<td>PAINT TO MATCH: MATTHEWS PAINT BRUSHED ALUMINUM</td>
</tr>
</tbody>
</table>

Materials

<table>
<thead>
<tr>
<th>Materials</th>
<th>Direct Embed® Powder Coated 0.125” Aluminum Panel with KSU geometric pattern</th>
</tr>
</thead>
<tbody>
<tr>
<td>M1</td>
<td>3form/Koda XT Style: Vitamin c + White out Finish: Brushed_random</td>
</tr>
</tbody>
</table>

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

Vinyls

<table>
<thead>
<tr>
<th>Vinyls</th>
<th>Digitally printed opaque vinyl to match PMS 123C</th>
</tr>
</thead>
<tbody>
<tr>
<td>V1</td>
<td>3M Scotchlite Reflective White</td>
</tr>
<tr>
<td>V2</td>
<td>3M Scotchlite Opaque Black</td>
</tr>
<tr>
<td>V3</td>
<td>3M Translucent 3630 125 Golden Yellow</td>
</tr>
<tr>
<td>V4</td>
<td>3M Fasara CLACE SH2MAGL 1201 FILM</td>
</tr>
<tr>
<td>V5</td>
<td>3M Scotchlite Opaline Black</td>
</tr>
</tbody>
</table>
SIGN TYPE EF - KENNESAW CAMPUS

Building Monument Sign

Weep Holes in bottom of cabinet
45' Radius

5" deep aluminum fabricated cabinet; internally illuminated with LED

0.25" thick routed acrylic; flush mounted to face

4" x 4" square aluminum upright posts

0.75" thick routed and push through acrylic; graphics to have first surface applied vinyl

Faces attached to 3" x 3" square aluminum tube; masked and painted graphics

Concrete masonry base with applied stone; cap to have pitched outer edges

Concrete footer calculated for 115mph wind loads

NOTE:
Original sign drawing created by DeNyse; layout and material callouts updated to reflect KSU signage standards

BRAND RESOURCES

EXTerior SIGNAGE STANDARDS
SIGN TYPE ED - KENNESAW CAMPUS

Campus Loop Rd. Monument

NOTE: Original sign drawing created by 41 South Creative; layout and material callouts updated to reflect KSU signage standards
BRAND RESOURCES

KENNESAW AND MARIETTA CAMPUS EXTERIOR SIGNAGE STANDARDS

Campus Building Address Number

SIGN TYPE EU

NOTE:
Mounting height between 8 to 15 feet, depending on each building’s existing architectural aesthetics

3form/Koda XT Panel
Style: Vitamin c + white out
Finish: brushed_random

Painted aluminum dimensional letters

Brushed aluminum standoff mounts

Scale: 1/4" = 1'-0"
BRAND RESOURCES

KENNESAW CAMPUS EXTERIOR SIGNAGE STANDARDS

Campus Wayfinding

SIGN FAMILY

1. **Sign Type D** and **I**: Vehicle 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"
BRAND RESOURCES

KENNESAW CAMPUS EXTERIOR SIGNAGE STANDARDS

Vehicular Directional - Large

SIGN TYPE D

KENNESAW CAMPUS EXTERIOR SIGNAGE STANDARDS

Vehicular Directional - Large

SIGN TYPE D

Bowed Direct Embed® powder coated .040 aluminum header panel with KSU geometric pattern and copy

.P0.80 bowed aluminum sign panel

Painted reveal by Sign Comp:

Series 3, Part No. 1200

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 3/16” Triangular Cap
3/8” Tab

Poured in place concrete footing as required by sign fabricator

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

**Vehicular Directional - Small**

**The Commons**
Housing Office
Central Parking Deck

**Burress**

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

KENNESAW CAMPUS EXTERIOR SIGNAGE STANDARDS

Pedestrian Directional - Large

**SIGN TYPE E**

---

Bowed Direct Embed® powder coated .040 aluminum header panel with KSU geometric pattern and copy

.080 bowed aluminum sign panel

Applied vinyl copy and rule line

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

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

Tobacco policy on all pedestrian directionals

Poured in place concrete footing as required by sign fabricator

NOTE:

Sign is double-sided

Coordinate mulch base with landscape
FACILITIES BRAND GUIDE

KENNESAW CAMPUS EXTERIOR SIGNAGE STANDARDS

Pedestrian Directional - Small

SIGN TYPE I

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

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

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

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

1. Bowed Direct Embed® powder coated .040 aluminum header panel with KSU geometric pattern
2. .080 bowed aluminum sign panel
3. Applied vinyl copy and rule line
4. Painted reveal by Sign Comp; Series 3, Part No. 1200
5. 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
6. Poured in place concrete footing as required by sign fabricator
7. NOTE:
   Sign is double-sided
   Coordinate mulch base with landscape

NOTE:

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

Pattern Detail
Scale: 1" = 1'-0"
BRAND RESOURCES

KENNESAW CAMPUS EXTERIOR SIGNAGE STANDARDS

Campus Directory

SIGN TYPE G

Campus Directory

Plan View
Scale: 1” = 1'-0"

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

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

Header Detail
Scale: 1” = 1'-0"

NOTE:
- Sign is double-sided
- Hues to provide final map artwork to fit updated directory dimensions
- Coordinate mulch base with landscape

FOR POSITION ONLY

Aluminum logo panel with masked and painted information icon

Canted aluminum canopy

Bowed Direct Embossed powder coated .040 aluminum header panel with Kennesaw geometric pattern and copy

.080 aluminum sign panel with digitally printed vinyl graphics

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

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

Tobacco policy on all directory kiosks

Poured in place concrete footing as required by sign fabricator

FOR POSITION ONLY

For Position Only

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

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

Scale: 3/4" = 1'-0"
MARIETTA CAMPUS EXTERIOR SIGNAGE STANDARDS

Campus Wayfinding

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

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

SIGN FINISHES FOR SIGN TYPES E, F AND J ARE THE SAME AS TYPES D AND I WITH THE EXCEPTION OF THE SIGN COPY

SIGN COPY FOR SIGN TYPES E, F AND J IS PREMIUM GRADE EXTERIOR VINYL

REPLACE HEXAGONS WITH ALUMINUM DISKS
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” × 4.75”

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

**Without Room #**
- 10” × 3.25” Black 1/8” P95 Acrylic
- Raised White ADA
- Raised White Braille

**With Room #**
- 10” × 1” Black 1/8” P95 Acrylic
- Painted Repose Gray
- 10.25” × 4.75” 1/8” N2 Acrylic
- Painted 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” × 6”
- 1/8” Acrylic Backer – 10.25” × 4.75”
- Painted First Surface SW 7015 Repose Gray
- 1/8” Black P95 Acrylic Face – 10” × 2”
- White Raised ADA Letters and Braille
- 1/16” Painted Second Surface Black with 2.5” Window
- Lifted by 1/16” Black Acrylic Spacers
- 1/4” Acrylic Bar – 10.25” × 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” × 10.25”
- 1/8” Acrylic Backer – 10.25” × 10.25”
- Painted First Surface SW 7015 Repose Gray
- 1/8” Black P95 Acrylic Face
- 10” × 7.25” Top Piece
- 10” × 2.5” Bottom Piece
- White Raised ADA Letters and Braille
- 1/4” Acrylic Bar – 10.25” × 0.25”
- Painted First Surface SW 6689 Overjoy

10.25” × 0.25”
1/4” Acrylic Painted Overjoy

10” × 2.5”
Black 1/8” P95 Acrylic

10” × 2.5”
Raised White Braille & ADA

10.25” × 10.25”
1/8” N2 Acrylic Painted Repose Gray
BRAND RESOURCES

KENNESAW AND MARIETTA CAMPUS INTERIOR SIGNAGE STANDARDS

RESTROOM (x3)  MEN (x1)  WOMEN (x1)
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

Restroom Flag Sign - 10.5” × 7.75”

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

SIDE A

SIDE B

10.5” × 7.75
1/2” PVC Bracket
Painted Repose Gray

10.5” × 7.75
1/2” PVC
Painted Repose Gray
Attached to Wall Bracket

10” × 7.25
1/8” Black P95 Acrylic
White Raised ADA
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
Wall Directional - 18.5" × 10.5"
- 1/8" Acrylic Backer – 18.5" × 10.5"
- Painted First Surface SW 7015 Repose Gray
- 1/8" Black P95 Acrylic Face – 18" × 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” × 16”
- 3/4” PVC Backer – 48” × 16”
- Painted First Surface SW 7015 Repose Gray
- Attached to Hanging Components
- 1/8” Black P95 Acrylic Face – 47” × 15”
- Direct Print White Copy
- Double-sided
BRAND RESOURCES

KENNESAW AND MARIETTA CAMPUS INTERIOR SIGNAGE STANDARDS

Department ID - Vinyl on Glass

SIGN TYPE V

- Blank transparent white film on second surface of glass
- Transparent white film on second surface of glass
- Cut vinyl copy on first surface of glass

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

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

Typical Elevation

Front Elevation
BRAND RESOURCES

KENNESAW CAMPUS EXTERIOR SIGNAGE STANDARDS

Department ID - Panel

SIGN TYPE W

Acrylic panel backed with translucent white vinyl
Dimensional painted acrylic letters
Dimensional painted acrylic rule line
Brushed aluminum standoff mounts

UNIVERSITY EVENTS
DEPARTMENT OF EVENT AND VENUE MANAGEMENT

UNIVERSITY EVENTS
DEPARTMENT OF EVENT AND VENUE MANAGEMENT

Scale: 3/8” = 1'-0”
Mounting Height
Scale: 3/8” = 1'-0”
Front Elevation
Scale: 1 1/2" = 1'-0”
Side Elevation
Scale: 1 1/2" = 1'-0”
BRAND RESOURCES

KENNESAW CAMPUS EXTERIOR SIGNAGE STANDARDS

Chastain Pointe ID Panel

SIGN TYPE X

Non-glare white acrylic
Vinyl graphics
Vinyl graphics
Panel to fit existing aluminum frame mounted on building

FACILITY SERVICES
PLANNING, DESIGN, AND CONSTRUCTION SERVICES

Chastain Pointe ID Panel
Well-being Mile Marker

Fabricated metal sign panel with digitally printed graphics
Painted metal sign base
Footing as required by sign fabricator

NOTE: Coordinate mulch base with landscape

Wellness Path
Campus Loop
2.3 Miles

To learn more visit: www.ksu.edu/wellness
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](http://stratcomm.kennesaw.edu) and submit a project request.

**Facilities Services**
Submit an email to [campusplanning@kennesaw.edu](mailto:campusplanning@kennesaw.edu).
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