This guide promotes consistent, coherent and effective identification of Kansas State University Salina in all its communication and marketing strategies.

Best practices demand that we have specific rules governing the use of our names, word marks, logos, colors and references. A professional, coordinated approach establishes a strong identity for Kansas State University Salina while still allowing offices and departments to project their own information. It balances the realities of decentralized activities with the benefits of a consistent core image reinforced by the power of repetition.

MODIFICATIONS & AMENDMENTS

These guidelines anticipate that new technology, delivery methods and design practices will continually challenge the boundaries of this guide. The K-State Salina Communications & Marketing Division welcomes comments, questions and requests.

Along with oversight responsibility for primary materials produced on behalf of Kansas State University Salina, the Communications & Marketing Division has been tasked to approve exceptions and extensions to these guidelines. As new and accepted uses are authorized, they will be incorporated into the online version of this guide as illustration of current practice. Any amendments will be posted and publicized annually, on or about July 1.
The Salina Powercat™ may be used in any of K-State’s approved colors: K-State Purple, Black, Gray, or White.
NEVER use the University Word Mark with the Salina Powercat.
K-State Salina Word Mark in K-State Purple
for use on white or light backgrounds

NEVER type K-STATE SALINA out in any font. Always use the Word Mark graphic.

K-State Salina Word Mark in White
for use on dark backgrounds

K-State Salina Word Mark in Black
for use on white or light backgrounds

NOTE: The K-State Salina Word Mark may be used without the Salina Powercat if preferred.

K-State Salina Word Mark in Gray
for use on dark or light backgrounds
department specific word marks

EXAMPLE: Non-Academic Program/Campus Office Word Mark

EXAMPLE: Academic Department Word Mark

EXAMPLE: Academic Department Word Mark with Additional Section Title

ACCEPTABLE COLOR VERSIONS
Department Specific Word Marks may be used in any of K-State's approved colors: K-State Purple, Black, Gray or White.

NOTE: ALL Department Specific Word Mark graphic files will be provided by the Communications & Marketing Division. Contact the office to request artwork.
NOTE: Due to the inconsistent nature of computer displays, the colors depicted within this guide may not match the actual PANTONE® colors. When specifying colors please refer to the PANTONE® color for accurate reproduction of colors.
NOTE: If you have questions regarding the use of Salina Powercat or Word Marks please contact the Salina Communications & Marketing Division.
ALWAYS USE
Kansas State University Salina
K-State Salina

NEVER USE
KSU Salina
Kansas State University AT Salina
K-State AT Salina
K-State University Salina
Kansas State Salina

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