



50th Anniversary

Visual Identity Program Usage Guide





Dear Campus Community:

Welcome to the Visual Identity Program for Kennesaw State's 50th Anniversary. An important element in positioning Kennesaw State in the higher education marketplace is maintaining a consistent graphic identity that builds a strong institutional identity and formally establishes the Kennesaw State University brand. For this reason, the Office of University Relations has developed Kennesaw State University's 50th Anniversary Visual Identity Program Usage Guide — a combination of logos, word marks, specific colors and typography that constitutes the anniversary campaign's established visual identity. This user-friendly online guide, which you may access on this Web page, is designed to communicate the policies and guidelines in place to brand our university visually while preserving and projecting the individuality of our many parts. Each administrative and academic unit in the university is being strongly encouraged to adhere to these standards. By doing so, you can help us visually brand Kennesaw State in a consistent manner that will be instantly recognizable. This will yield great dividends for the university as we expand our marketing and positioning efforts. If you have any questions about the information presented in this online style guide, please feel free to contact me directly in External Affairs at 770-423-6350 or call our University Relations team at 770-423-6203. Thank you for working with us to optimize this important opportunity in our history to enhance the reputation and recognition of this extraordinary institution.

Sincerely,
Arlethia Perry-Johnson
Vice President for External Affairs

Using This Guide

It is important that Kennesaw State University project an image of excellence and cohesiveness to all of our audiences. This guide establishes consistent visual usage of the official Kennesaw State University 50th Anniversary logo. The logo and official university names have registered trademark protection, and any use of the logo or official university names other than those identified in this guide is prohibited.

The Kennesaw State University 50th Anniversary Visual Identity Program Usage Guide establishes official policy and standards for the design of Kennesaw State publications, stationery, signage and other applications, including the Web.

This KSU 50th Anniversary Visual Identity Program Usage Guide outlines specific rules and standards to be followed by authors and editors. Adhering to these standards will help ensure that communications from every college, department and office speak with a clear and uniform voice that best represents the image and brand of Kennesaw State University.

Questions concerning usage of this guide should be directed to University Relations at (770) 423-6203.

Kennesaw State University 50th Anniversary Mark

A temporary mark for Kennesaw State University's 50th Anniversary has been created to celebrate and visually depict the historical significance of the University's first 50 years. Maintaining the visual identity of Kennesaw State remains the primary objective with the KSU 50th Anniversary mark to be used as intended as a short-term identifier.

Use of the mark:

When promoting Kennesaw State's 50th Anniversary, you may use the official KSU 50th Anniversary mark issued by University Relations. The marks may not be manipulated or altered in any way.

The Kennesaw State University logo may appear on each item of collateral along with the 50th Anniversary mark, but keep at least an inch and a half of space between the logos.

Questions concerning the use of the university's 50th Anniversary mark or other marks should be directed to **logos@kennesaw.edu** or call **770-423-6203**.

Vertical



Horizontal

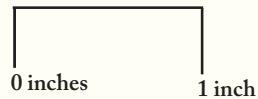


Social Media



Tagline

**50 Years of Excellence:
Celebrating Our Past,
Igniting our Future**



2 inches wide:



Size recommendations:

The mark is intended as a visual identifier, not a title block, and should be scaled as such. For general publication usage, the mark should appear no smaller than 1 inch wide for the vertical mark and 2 inches wide for the horizontal.

All artwork must be submitted to University Relations at designapproval@kennesaw.edu for approval prior to production.

50th Anniversary Mark Color Usage

Official university color usage:

The official Kennesaw State University colors are gold (PMS 123C) and PMS (121U) and black.



Black



PMS 123C

When using coated
paper use PMS 123C

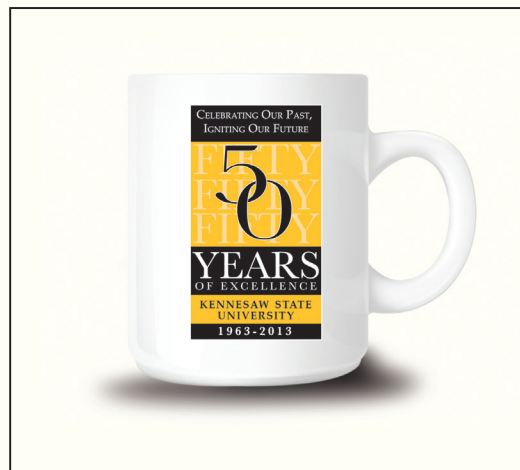
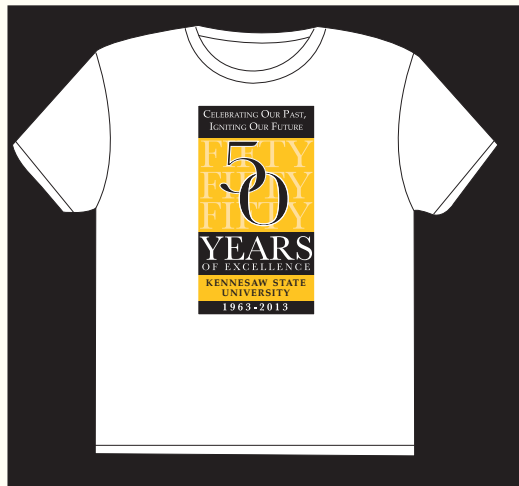


PMS 121U

When using uncoated
paper use PMS 121U

Special Advertising Products

Many different products may be used to promote Kennesaw State's 50th Anniversary and all of KSU's 50th Anniversary events. The 50th Anniversary mark should be applied wherever possible to enhance the celebration. You may contact University Relations for assistance with new product or publication ideas. A list of approved vendors is available at www.kennesaw.edu/50thresources.



Website Pages

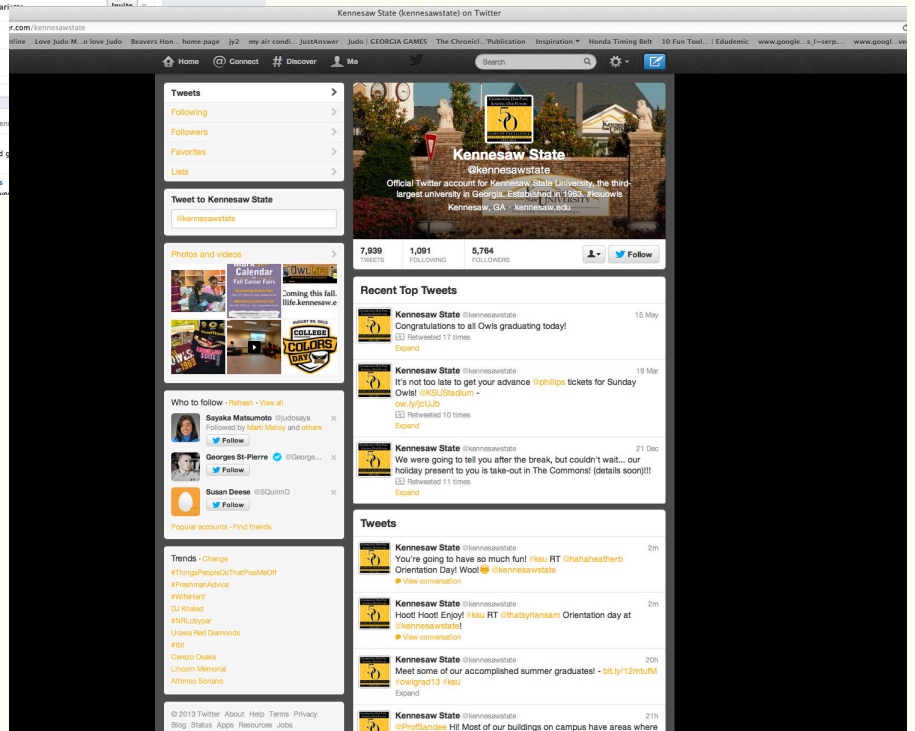
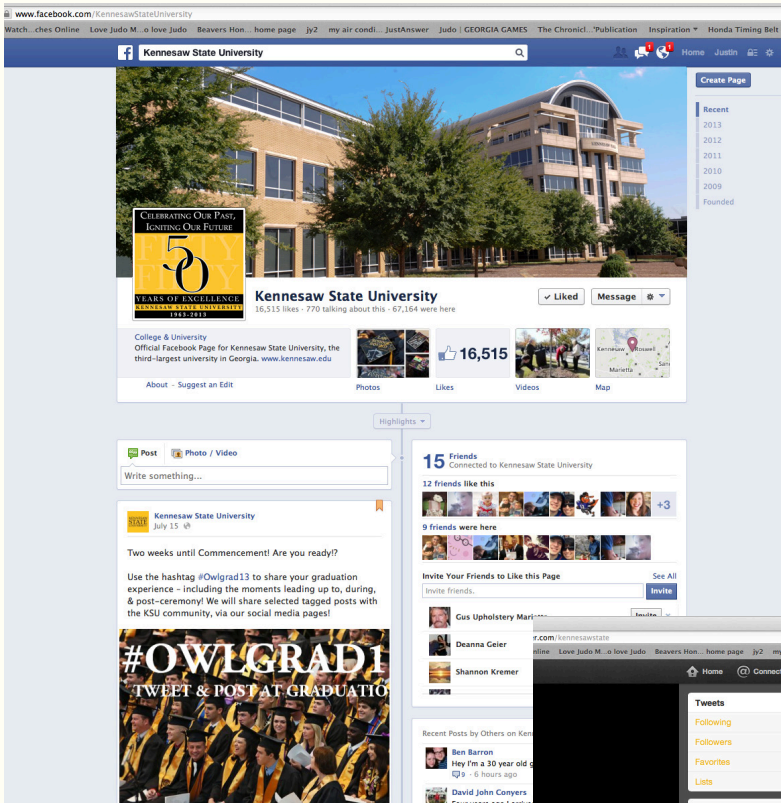


Please note that there are standards for official university websites, and use of the Kennesaw State 50th Anniversary mark must follow all of these guidelines. The official Kennesaw State website standards are available at www.kennesaw.edu/webmaster/guidelines.

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 university webmaster at (770) 499-3227.

All artwork must be submitted to University Relations at designapproval@kennesaw.edu for approval prior to production.

Social Media



Kennesaw State University
1000 Chastain Road | Suite 2700 | MD 9103
Kennesaw, GA 30144-5591

Phone: **770-423-6203** | Fax: **770-423-6737**

www.kennesaw.edu/ur