TOGETHER: WE ARE THE KEEPERS OF THE KENT STATE UNIVERSITY BRAND.

OUR BRAND IS VALUABLE.

It has been carefully crafted and maintained. It is our identity and the formal presence we share with the world. It’s an acknowledgement of our history and a promise to the future.

As communicators within this organization, we are brand stewards; responsible for maintaining the integrity of the Kent State University Brand and consistency across media.

This document outlines correct usage guidelines for various expressions and executions of our university brand.

For Questions About Executing The Kent State Brand, Please Contact: University Communications And Marketing

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PURPOSE
LIGHTS THE WAY
WWW.KENT.EDU
GUIDED BY PURPOSE
WE SHINE

A BRIGHTER FUTURE THROUGH INNOVATIVE DESIGN

Rising to each moment, faculty and students at Kent State work together to expand the world’s knowledge. They study, research and create solutions the world needs through collaboration and innovative design. Their success is driven by purpose and the goal of creating a bright future.
COLOR PALETTE

PRIMARY COLORS

The Kent State University brand uses primary and secondary color palettes. The primary color palette should always be used as a starting point for design. It can be used liberally on all pieces, from admissions materials to alumni engagement pieces. The university’s primary colors are Kent State blue (PMS 281) and Kent State gold (PMS 124). These colors should be used at 100 percent opacity.

SECONDARY COLORS

In addition to the primary color palette, the Kent State University brand uses a secondary color palette to expand and complement the overall look and feel of the brand. These colors should be used sparingly and only in a supporting manner to the primary brand colors.

METALLIC PALETTE

- METALLIC GOLD (PMS 873)
- METALLIC BLUE (PMS 8783)
- GOLD FOIL (NO. 817)
# TYPOGRAPHY

The Kent State brand uses two different typefaces in both print and web. National is the main typeface used for headlines and body copy. Soho can be used as a secondary typeface. Source Sans Pro and Roboto Slab are Readily Accessible Web Typefaces that can be used.

## MAIN TYPEFACE
- National Light
- National Light Italic
- National Book
- National Book Italic
- National Regular
- National RegularItalic
- National Medium
- National Medium Italic
- National Semibold
- National Semibold Italic
- National Bold
- National Bold Italic
- National Extrabold
- National Extrabold Italic
- National Black
- National Black Italic

## SECONDARY TYPEFACE
- Soho STD Light
- Soho STD Regular
- Soho STD Medium
- Soho STD Bold

**WHERE TO BUY NATIONAL AND SOHO**

Contact University Communications and Marketing about availability of these fonts.

## MAIN WEB TYPEFACE
- Source Sans Pro Extra Light
- Source Sans Pro Extra Light Italic
- Source Sans Pro Light
- Source Sans Pro Light Italic
- Source Sans Pro Regular
- Source Sans Pro Italic

## SECONDARY WEB TYPEFACE
- Roboto Slab Thin
- Roboto Slab Light
- Roboto Slab Regular
- Roboto Slab Bold

- Source Sans Semi Bold
- Source Sans Semi Bold Italic
- Source Sans Bold
- Source Sans Bold Italic
- Source Sans Black
- Source Sans Black Italic
BRAND ACCENTS

We utilize the following vector elements to accent communications in an effort to frame and delineate layout, express hierarchy by isolating space and enhance visual interest. All of the elements function in support of the brand.

IDENTITY ELEMENTS FOR KENT AND REGIONAL CAMPUSES.

BOLTS
(CONSULT UCM FOR USAGE)

FOREVER BRIGHTER SUN BURST
PHOTOGRAPHY

Photography should strive to feel natural, authentic and genuine — not staged. Images should capture the spirit of the true Kent State experience and should not appear awkward, trite or posed.

People should appear to be confident and energized. They should be portrayed as engaged and active; with movement and involvement in meaningful activity.

The photo archive gallery can be accessed at https://kentstate.photoshelter.com/archive. All photographs in this gallery are the property of Kent State University and are protected by the Copyright Law.

For more information on photography, please email photo@kent.edu.
THE KENT STATE UNIVERSITY LOGO

The Kent State University logo is our official identifier and is to be used on all forms of visual communications. The logo should be CLEARLY and PROMINENTLY displayed and may not be altered or reconfigured. THE LOGO MUST BEAR THE REGISTERED MARK and may not be used as part of a headline or running text. The complete logo may only be used as provided, without alteration, with the word UNIVERSITY at a minimum size of ONE INCH WIDE.

The Kent State logo is now available in a flexible variety of formats to better represent the university in print and on the web. Beyond color variations, the Kent State logo can now be presented in vertical and horizontal orientations, as well as with tiered levels of unit information illustrated.

The Kent State University logo should contain a free space exactly the size of the K in Kent State surrounding the logo, including the sun graphic and word University. This applies to the logo at all sizes.

The logo should be positioned at least 1/4 inch from the end of a page, gutter or border, depending on page dimensions or publication design. The logo must maintain correct proportion in relation to a page. For example, although one inch (of the word University) is the minimum size, the scale would need to be properly adjusted on larger materials, such as an 18” x 24” poster.

Additionally, using the Kent State University logo on social media platforms is acceptable but must follow these established graphic standards. See Administrative Policy regarding Social Media activity, 5-10.4 Section C, in regards to copyright restrictions.

If you are unsure about the suitability of the size, background or how to resize the logo without changing its proportions, please consult with University Communications and Marketing at 330-672-6767.
UNIVERSITY LOGO VARIATIONS

MAIN LOGO
This version is used for outside audiences where the full name adds additional information. It is also used when the communications would benefit from a more formal approach.

STACKED LOGO
This version is recommended for use when the final size fits more appropriately in the allotted space, as in small digital applications and large outdoor flag applications.

PRIMARY USE
The logo can be reproduced in PANTONE 281, BLACK or REVERSED OUT to a ONE COLOR WHITE logo or a TWO COLOR, WHITE and PMS 124 gold sunburst logo on a dark background.

MINIMUM SIZES
To maintain full legibility, never reproduce the logo with the word University at a length shorter than 1-INCH LONG for print, and the logo 30 PIXELS tall for horizontal digital and 45 PIXELS for stacked digital. There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page.

LOCKUP VARIATIONS WITH NEW CENTER STACKED VERSION (ONLY USED IN UP TO 3 LINE, UPPER LEVEL LOCKUP)

UNIVERSITY LOGO VARIATIONS TO BE PROVIDED BY UCM
DO NOT!

- Do not alter logo color.
- Do not discard K height clearance or use unofficial logo colors.
- Do not remove the sunburst from the logo.
- Do not move the location or alter the scale of the sunburst.

Do not use portions of the logo separately or create other logos using the sunburst.

Do not place logo in a space where there is not significant contrast from the background. Do not use effects on logo (multiply, screen, overlay, etc.). In most cases a holding shape for the logo is preferred.

Consult with University Communications and Marketing if you have logo questions!
THE KENT STATE UNIVERSITY K EMBLEM

THE UNIVERSITY K EMBLEM

We have created a NEW bold and iconic mark to support our brand. The UNIVERSITY K EMBLEM was developed for LESS FORMAL applications, such as t-shirts, caps, social media and even temporary tattoos!

USES OF THE K EMBLEM

All uses for the UNIVERSITY K should be decorative. It should not be manipulated in any way or used in combination with other graphic elements. The University K should not be used in place of our official logo. The emblem can be used as a stand-alone graphic. Making it ideal for signage, T-shirts, embroidery, decals and printed banners.

COLOR OF THE K EMBLEM

The emblem is offered in THREE COLOR OPTIONS:

OPTION 1: Kent State Blue (Pantone 281), Kent State Gold (Pantone 124) and white

OPTION 2: Kent State Blue (Pantone 281) and white

OPTION 3: White

The area between the blue and gold is always a white or blue and never transparent. By keeping the color consistent, we are able to strengthen our brand.

The University K logo art can be downloaded from our brand page at www.kent.edu/brand.

The logo art should not be altered and the colors should not be changed in any way.

NEW!

THE UNIVERSITY K CAN ALSO BE USED WITH OUR BRANDED KENT STATE MARK

OPTION 1

OPTION 2

OPTION 3

(with new branded mark)
THE KENT STATE UNIVERSITY SEAL

The Kent State University seal indicates official sanction of the Office of the President and is reserved for use on limited communications pieces from the Board of Trustees, the Office of the President, the Executive Officers of the university and Deans. The seal does not provide the instant recognition offered by the university logo and, therefore, should not be used interchangeably with the Kent State logo. The seal should not be used in daily communications by departments or programs. The seal may not be altered or reconfigured in any way. Portions of the seal may not be used separately as art or design elements. All applications of the Kent State seal need to be approved by University Communications and Marketing by calling 330-672-6767 or emailing INFO@KENT.EDU.

ATHLETICS LOGO

The official nickname of all teams that represent the Kent State University Department of Intercollegiate Athletics in varsity competition is the Golden Flashes. The official mascot is the Golden Eagle, Flash.

The logos, nicknames and caricature of the Department of Intercollegiate Athletics are for the use of Kent State athletics only. Special permission to use the athletics logos, nicknames and caricature by internal university entities may be granted by contacting the sports information director for the Department of Intercollegiate Athletics at 330-672-2110.

Requests by external entities for trademark licensing of Kent State athletics imagery should be directed to the licensing coordinator, Office of General Counsel, at 330-672-2982.
EXAMPLES OF LOGO USAGE ON SOCIAL MEDIA
EXAMPLES OF LOGO USAGE IN PRINT AND DIGITAL

GREAT REASONS TO CHOOSE KENT STATE

FINANCIAL AID

SUCCESS IS YOURS TO DEFINE
Social media calls for a distinct and strong representation of Kent State branding. For these purposes, we must have logos sized properly for each platform: Facebook, Twitter and Instagram. We will always use the university name on a blue background.

**FACEBOOK**

Use the square version of the Kent State University logo on a blue background for profile picture purposes.

**TWITTER**

Similar to Facebook, use the square version of the Kent State logo on the blue background.

**INSTAGRAM**

For Instagram, use the blue background logo — it will automatically convert to the circle icon you see here.
As are printed business cards, your email communications are official documents of Kent State University and should contain a consistent brand signature. The Kent State email system allows for the addition of an email signature block to conclude your email communications. Your signature should include the same information as your business card in a clear and easy-to-read format. An optional Kent State logo also may be added to your signature if you wish.

Your email signature should include your name, title, department, address, business phone number and WWW.KENT.EDU. Providing a cell phone number is optional. To acquire an official email signature, visit WWW.KENT.EDU/BRAND to download your template.

Employee Name
Title
Department/division/school/college
Kent State University
P.O. Box 5190
Kent, OH 44242-0001
direct: XXX-XXX-XXXX
cell: XXX-XXX-XXXX
WWW.KENT.EDU

SIGNATURE WITH OFFICIAL LOGO

Employee Name
Title
Department/division/school/college
Kent State University
P.O. Box 5190
Kent, OH 44242-0001
direct: XXX-XXX-XXXX
cell: XXX-XXX-XXXX
WWW.KENT.EDU

SIGNATURE WITH REGIONAL LOGO LOCKUP

Employee Name
Title
Department/division/school/college
Kent State University
P.O. Box 5190
Kent, OH 44242-0001
direct: XXX-XXX-XXXX
cell: XXX-XXX-XXXX
WWW.KENT.EDU
OWNERSHIP OF MARKS AND LOGOS

All official marks and logos are registered trademarks owned by Kent State University. All licensing requests for materials including university imagery should be directed to the licensing coordinator, Office of the General Counsel, at 330-672-2982.

THE TRADEMARK AND ONE OF THE FOLLOWING LEGAL LINES SHOULD BE INCLUDED ON ALL PRINTED MATERIALS:

Kent State University, Kent State and KSU are registered trademarks and may not be used without permission. (for all printed materials)

Kent State University, Kent State and KSU are registered trademarks and may not be used without permission. Kent State University, an equal opportunity, affirmative action employer, is committed to attaining excellence through the recruitment and retention of a diverse workforce. (for materials that recruit students, faculty, staff or alumni)

HOW TO OBTAIN LOGOS

The Kent State University logo and approved logos for all divisions, colleges, schools and campuses are available digitally at WWW.KENT.EDU/BRAND or by calling 330-672-6767.

THANK YOU