



K-STATE[®]
A T H L E T I C S

UNIFORM BRANDING GUIDELINES

CONTENTS

ABOUT THIS GUIDE	3
MODIFICATIONS & AMENDMENTS	3
BRANDING COMMITTEE	3
PRIMARY COLOR PALETTE	4
SECONDARY COLOR PALETTE	5
PRIMARY LOGO	6
SECONDARY LOGOS	7
PRIMARY FONT	8
SECONDARY FONTS	9
AFFILIATE MARKS	10
UNIFORM BRANDING GUIDELINES	12
APPAREL BRANDING GUIDELINES	13
VINTAGE MARKS	11
SPORT SPECIFIC LOGOS	14
SPORT SPECIFIC LOCKUPS	15-16
SECONDARY SPORT MARKS	17
AHEARN FUND	18
MISCELLANEOUS AHEARN FUND	19
MISCELLANEOUS MARKS	20-21
MISUSE OF IDENTITY	22
BUSINESS CARDS	23
EMAIL SIGNATURE	24
REFERENCES	25



ABOUT THIS GUIDE

This guide promotes consistent, coherent and effective identification of K-State Athletics in all its communication and marketing.

Best practices demand that we have specific rules governing the use of our names, logos, colors and references. A professional, coordinated approach establishes a strong identity for K-State while still allowing offices and teams 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 Branding Committee welcomes comments, questions and requests.

Along with oversight responsibility for primary materials produced on behalf of K-State Athletics, the Branding Committee 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.

Official logos, marks and fonts in the following style guide can be found on the Athletics Shared drive in the K-State Branding Files folder.

BRANDING COMMITTEE

Ryan Barten
Tami Breymeyer
Al Cerbe
Hank Jacobs
Cody Isern
Kenny Lannou
Will Rodecap
Jill Shields
Joni Smoller

PRIMARY COLOR PALETTE



K-STATE PURPLE

OFFICIAL CMYK FOR PRINT:
81, 100, 0, 50

OFFICIAL RGB FOR DIGITAL:
51, 10, 87

OFFICIAL HEX FOR DIGITAL:
#330a57

This color purple was designed specifically for K-State Athletics to match uniform and facility colors.

Sun Graphics printing company has a spot color “K-State Purple specifically formulated for our printing purposes.

If a Pantone color is requested, please use **PANTONE 2695C** (New Orchid). This is an exact match to uniforms and facility graphics, but not acceptable for process 4-color printing or use on the web.



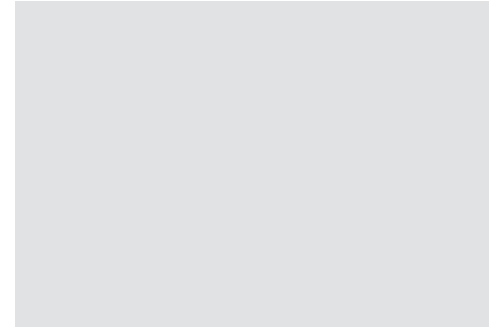
K-STATE DARK GRAY

OFFICIAL CMYK FOR PRINT:
0, 0, 0, 40

OFFICIAL RGB FOR DIGITAL:
167, 169, 172

OFFICIAL HEX FOR DIGITAL:
#a7a9ac

OFFICIAL PANTONE:
PANTONE 877



K-STATE LIGHT GRAY

OFFICIAL CMYK FOR PRINT:
0, 0, 0, 12

OFFICIAL RGB FOR DIGITAL:
226, 227, 228

OFFICIAL HEX FOR DIGITAL:
#e2e3e4

OFFICIAL PANTONE:
PANTONE 877 at 30%

SECONDARY COLOR PALETTE

The K-State Athletics secondary color palette is meant to be used for apparel and merchandise and specialty projects as approved and not associated with official logos and marks.

MUST GAIN APPROVAL FROM BRANDING COMMITTEE FOR USE OF THESE COLORS.

URBAN LILAC

OFFICIAL CMYK FOR PRINT:
38, 44, 0, 0

OFFICIAL RGB FOR DIGITAL:
160, 144, 196

OFFICIAL HEX FOR DIGITAL:
a090c4

OFFICIAL PANTONE:
PANTONE 2645CP

Urban Liliac **MUST** be used with Purple Dynasty and should NOT be paired with K-State Purple/ New Orchid.

PURPLE DYNASTY

OFFICIAL CMYK FOR PRINT:
90, 93, 43, 51

OFFICIAL RGB FOR DIGITAL:
36, 25, 61

OFFICIAL HEX FOR DIGITAL:
24193d

OFFICIAL PANTONE:
PANTONE 5255

Purple Dynasty is a color specific to Nike and should **only** be used in conjunction with Urban Lilac. Also referred to as Dark Tonal Purple in Nike Team Builder.

ANTHRICITE

OFFICIAL CMYK FOR PRINT:
54, 27, 36, 82

OFFICIAL RGB FOR DIGITAL:
63, 68, 68

OFFICIAL HEX FOR DIGITAL:
#3F4444

OFFICIAL PANTONE:
PANTONE 446

Anthricite is a color specific to Nike and primarily used in merchandise.

WOLF GRAY

OFFICIAL CMYK FOR PRINT:
21, 11, 9, 23

OFFICIAL RGB FOR DIGITAL:
162, 170, 173

OFFICIAL HEX FOR DIGITAL:
#A2AAAD

OFFICIAL PANTONE:
PANTONE 429

Wolf Gray is a color specific to Nike and primarily used in merchandise.

PRIMARY LOGO



The Powercat is the primary identity for K-State Athletics and should be used in all instances including but not limited to: advertisements, banners, billboards, booklets, brochures, cards, certificates, facility graphics, invitations or posters.

ACCEPTABLE COLOR VERSIONS:



The Powercat may be used in any of K-State's approved primary colors: K-State Purple, K-State Dark Gray, K-State Light Gray, Black or White.

MISUSE OF THE POWERCAT:



Never use colors outside of the official color palette.
Never use a color Powercat with a stroke. If using a stroke, the fill of the logo must be transparent.
Never reverse the orientation of the Powercat.
Never modify the proportions of the Powercat.

The Powercat is allowed to be used by faculty and staff of Kansas State University. Please reference the Kansas State University Brand Guide for more information.

SECONDARY LOGOS



K-State Wordmark



Powercat with K-State Wordmark
horizontal lockup



Powercat with K-State
Wordmark vertical lockup



Wildcats Wordmark



Cats Wordmark



EMAW Wordmark



Vintage Wildcats Wordmark

ACCEPTABLE COLOR VERSIONS:



Secondary marks may be used in any of K-State's approved primary colors: K-State Purple, K-State Dark Gray, K-State Light Gray, Black or White.

Powercat and wordmark should ALWAYS be the same color.

All misuse of Powercat rules apply to secondary logos.

MARK, NOT TEXT:

The wordmark is based on the font *Serpentine Extra Bold Oblique*.

Typing "K-STATE" in *Serpentine* or *K-State Sans* font is not the same as the wordmark. The kerning is different. Always use the wordmark, NEVER type out "K-State" in *Serpentine* or *K-State Sans* font.

PRIMARY FONT

GOTHAM FONT FAMILY

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM EXTRA LIGHT
GOTHAM LIGHT
GOTHAM BOOK
GOTHAM MEDIUM
GOTHAM BOLD
GOTHAM BLACK
GOTHAM ULTRA

The Gotham font family is the primary font for K-State Athletics and should be used in headlines, subheadlines, body copy and everyday communications. All weights of the Gotham family are acceptable for use.

SECONDARY FONTS

AKKORDEON SEVEN

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

The Akkordeon Seven font is to be used as a header text and not as body copy. Akkordeon Seven is the only permitted text weight in this font.

MYRIAD PRO

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

The Myriad Pro font family is an acceptable body copy for when space is limited and a font more narrow than Gotham is needed. All weights in the Myriad Pro font family are acceptable for use.

ADOBE GARAMOND PRO

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Adobe Garamond Pro is acceptable when a serif font is needed. Primary use is intended for professional letters.

K-STATE SANS

K-State Sans is custom to K-State Athletics. It was developed to coordinate with our word marks and **SHOULD ONLY BE USED IN FACILITY BUILDING SIGNAGE.**

Please Note: K-State Sans is **NOT** for everyday use or in everyday communications such as word documents, powerpoint presentations, camp materials, etc. It should **NEVER** be paired with the K-State wordmark

AFFILIATE MARKS

BIG 12 MARKS



BIG 12 CONFERENCE



KANSAS STATE UNIVERSITY MARKS



AFFILIATE BRANDING INFORMATION

Big 12 Conference Style Guide:
www.big12sports.com/pdf9/2720794.pdf

Kansas State University Brand Guide:
www.k-state.edu/vpcm/branding/KansasStateUniversity-BrandGuide.pdf

NCAA Brand Guide:
https://d3resources.s3.amazonaws.com/Identity%20Initiative/2016-2017_Champ_StyleGuide.pdf

NCAA MARKS



VINTAGE MARKS



MUST GAIN APPROVAL FROM BRANDING COMMITTEE FOR USE OF THESE MARKS.

UNIFORM BRANDING GUIDELINES

COLORS AND LOGOS



Uniforms for all sports will consist of only three main colors.

No team shall create a black uniform.

Lavender uniforms are currently only permitted for men's basketball based on historical reference.

Lavender may be used as an accent for all sports in conjunction with their purple, white or gray uniforms.



Logo use on uniforms should use primary logos.



Vintage logos on uniforms should only be used when creating a throwback uniform based on historical significance.

APPAREL BRANDING GUIDELINES

COLORS AND LOGOS



Lavender is permitted for all sports for sideline, recruiting and internal apparel. Primary and secondary marks should be used on all sideline apparel unless gaining sport administrator approval for vintage marks. Black is also approved for apparel, including sideline. Vintage marks may also be used on apparel that is for recruiting or internal purposes.

APPROVAL PROCESS

When creating new uniforms and/or apparel, please include the following:

- Budgetary approval from sport administrator.
- Branding approval from sport administrator and branding committee.

SPORT SPECIFIC LOGOS

K-STATE
ATHLETICS

K-STATE
WILDCATS

K-STATE
BASEBALL

K-STATE
MEN'S BASKETBALL

K-STATE
WOMEN'S BASKETBALL

K-STATE
CROSS COUNTRY

K-STATE
FOOTBALL

K-STATE
MEN'S GOLF

K-STATE
WOMEN'S GOLF

K-STATE
ROWING

K-STATE
SOCCER

K-STATE
TENNIS

K-STATE
TRACK & FIELD

K-STATE
VOLLEYBALL

ACCEPTABLE COLOR VERSIONS:

K-STATE **K-STATE**
ATHLETICS ATHLETICS

K-STATE **K-STATE**
ATHLETICS ATHLETICS

Sport logos may be used in any of K-State's approved primary colors: K-State Purple, K-State Dark Gray, K-State Light Gray, Black or White.

Wordmark and sport name should ALWAYS be the same color.

Sport logos should never be used with a stroke.

ALTERNATIVES

Generic wordmarks can be used in place of, but NEVER in conjunction with, the gender specific wordmark.

K-STATE **K-STATE**
BASKETBALL GOLF

SPORT SPECIFIC LOCKUPS

ACCEPTABLE COLOR VERSIONS:



Sport lockups may be used in any of K-State's approved primary colors: K-State Purple, K-State Dark Gray, K-State Light Gray, Black or White.

Powercat, wordmark and sport name should ALWAYS be the same color.

Sport lockups should never be used with a stroke.

ALTERNATIVES

Generic wordmarks can be used in place of, but NEVER in conjunction with, the gender specific wordmark.



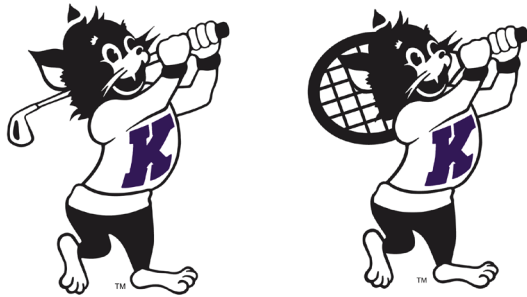
SECONDARY SPORT MARKS



ACCEPTABLE COLOR VERSIONS:

The Baseball KS may be used in any of K-State's approved primary colors: K-State Purple, K-State Dark Gray, K-State Light Gray, Black or White.

Letters K and S should always be the same color. Stroke of the letters K and S should always be the same color.



ACCEPTABLE COLOR VERSIONS:

The Soccer Crest may be used in any of K-State's approved primary colors: K-State Purple, K-State Dark Gray, K-State Light Gray, Black or White.

The Powercat and crest lines should always be the same color.

MISUSE OF THE SOCCER CREST:

Never use the "Est. 2016" version of the Soccer Crest.



AHEARN FUND

PRIMARY MARKS



WEBSITE MARKS



SECONDARY MARKS



ACCEPTABLE COLOR VERSIONS:

Two-color Ahearn Fund primary, secondary and website marks should only be used as shown. For light backgrounds use K-State Purple and K-State Dark Gray, for dark backgrounds use white and K-State Dark Gray. The word Ahearn and the banner should always be the same color.

Ahearn Fund one-color logos may be used in any of K-State's approved primary colors: K-State Purple, K-State Dark Gray, K-State Light Gray, Black or White.

MISCELLANEOUS AHEARN FUND

HOSPITALITY MARKS



NLC MARKS



ACCEPTABLE COLOR VERSIONS:

Ahearn Fund Logo color and usage rules apply to these marks.

MISCELLANEOUS MARKS



1.800.221.CATS

@KSTATESPORTS



K-STATESPORTS.COM

K-STATEHD.TV

Welcome to
K-STATE!



DEPARTMENT VERSIONS

Department specific marks are available upon request. Please contact the branding committee for approval and creation of marks.

ACCEPTABLE COLOR VERSIONS:

Miscellaneous marks may be used in any of K-State's approved primary colors: K-State Purple, K-State Dark Gray, K-State Light Gray, Black or White.

MISCELLANEOUS MARKS



ACCEPTABLE COLOR VERSIONS:

Miscellaneous marks may be used in any of K-State's approved primary colors: K-State Purple, K-State Dark Gray, K-State Light Gray, Black or White.

MISUSE OF IDENTITY



Never use colors outside of the official color palette.



Never modify the proportions of the marks.



Never use a stroke on the marks.



Never reverse the orientation of the marks.



Never modify or remove elements of the marks.



Never resize or rearrange elements of the marks.



Never use the Powercat inside text or other marks.



Never replace fonts in wordmarks; never use non-official fonts.



Never use Serpentine in conjunction with the wordmark.



Never type K-State in Serpentine.



Never use K-State Sans in conjunction with the wordmark.



Never use K-State Sans in everyday communications.



Never use marks or student-athlete's name, image or likeness on commercial products in violation of NCAA rules. For more information, visit kstatesports.com/compliance



Never use K-State Athletics marks or logos in conjunction with references to or imagery of drugs or tobacco-related products.

BUSINESS CARDS

The Business Card Front needs to stay consistent throughout all departments; however, the back is open to creative freedom pending approval from the branding committee.

BUSINESS CARD FRONT



BUSINESS CARD BACK



EMAIL SIGNATURE

The approved email signature is shown below and should be the same across all departments. The font used on the signature is Gotham Book except for the fistname/lastname, which is Gotham Medium.

EMAIL SIGNATURE EXAMPLE

Firstname Lastname
Title
K-State Athletics
T 785.000.0000 | C 785.000.0000
employee_email@kstatesports.com
kstatesports.com



REFERENCES

PREFERRED NICKNAMES

K-State
K-State Wildcats
**K-State Football,
Basketball, etc.**
K-State Fans

ACCEPTABLE

Kansas State University
Wildcats
Cats
Wildcat Fans

TEAMS

Baseball
Basketball
Men's Basketball
Women's Basketball
Cross Country
Men's Cross Country
Women's Cross Country
Football
Golf
Men's Golf
Women's Golf
Rowing
Soccer
Tennis
Track & Field
Men's Track & Field
Women's Track & Field
Volleyball

FACILITIES & DEPARTMENTS

Bill Snyder Family Stadium
Wagner Field at Bill Snyder Family Stadium
Bramlage Coliseum
Ahearn Field House
Colbert Hills Golf Course
Tointon Family Stadium
R.V. Christian Track Complex
Body First Tennis & Fitness Center
Mike Goss Tennis Stadium
Brandeberry Indoor Facility
Ice Family Basketball Center
Football Indoor Facility
Buser Family Park
Athletics Department
Athletics Director
Director of Athletics
Ahearn Fund
Ahearn Fund, K-State's National Fund for
Student-Athlete Excellence
Big 12 Conference
Willie the Wildcat

Football Indoor Practice Facility
Shamrock Zone
Morris Family Stadium
Olympic Training Center

NEVER

Kansas State
K-State University
Kansas St.
Kan. St.
KSU
**Kansas State Football,
Basketball, etc.**
K-State Cats
Kansas State Cats
Kansas State University Cats

Wildcats Fans
Snyder Stadium
Snyder Family Stadium
Bramlage Arena
**Brandeberry Indoor
Basketball Training Facility**
Ahearn Scholarship Fund
Big XII Conference
Willie Wildcat
Men's Baseball
Lady Cats
Lady Wildcats
Ladies Basketball
Women's Rowing
Women's Soccer
Women's Tennis
Women's Volleyball

