



Graphic Identity Standards
2008

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Updated October 2008

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Introduction

Letter from Chancellor Robert Hemenway

October 2008

As faculty, staff, or students, we show our pride in the University of Kansas by contributing in many ways to its dynamic mission. Using KU's approved artwork guide — the symbols, logotype, and colors we use to represent KU visually — when telling the university's story is an important way we all support KU.

Consistent and thoughtful use of KU's visual symbols helps convey the university's distinctive history and reputation. The cohesive system provides us with a strong "KU" and a highly readable and recognizable way of visually representing the university. When our many communication pieces, from business cards to e-newsletters, are identifiable as coming from one university, the depth and diversity of KU will be even more appreciated.

My expectation is that all departments, units, and campuses understand and follow the guidelines described in this document. I ask for your assistance in this effort.

Collectively we have spent almost a century and a half building one of the nation's great public research universities. I thank you for your support on behalf of KU.

A handwritten signature in black ink, appearing to read "Robert E. Hemenway".

Robert E. Hemenway
Chancellor

Signature Components and Standards



Overview

Uniform use of the KU signature builds awareness of the university in the academic community and beyond. Therefore, the KU signature should be used in accordance with the guidelines in this approved artwork guide.

Components of the University Signature

1. **KU logo.** A graphic representation of "KU," the popular nickname or shorthand for the University of Kansas. The extended leg on the "K" – an alteration of the Trajan font – represents the Hill on the Lawrence campus.
2. **Logotype.** "The University of Kansas" set in all caps Trajan bold.
3. **Signature rule.** Connects the KU logo to the logotype and separates the primary and subordinate areas of the signature.

A subordinate area may be used in the individualized signatures for each major unit: campus, college/school, administrative unit, corporate affiliate, training center, museum, and center for public programming (see Primary & Subordinate Areas, Section 1.1.7.1).

Please Note:

- The Trajan font was customized for the logo and logotype, so NO PART OF THE KU SIGNATURE SHOULD BE RESET.
- The KU signature is configured both horizontally and vertically. The horizontal configuration is preferred. The vertical configuration should be used only when space is limited or when the printed piece has a vertical orientation (see Vertical Configuration, Section 1.1.3).

For additional information, contacts and downloads, see www.identity.ku.edu.

Horizontal Configuration

The preferred use of the KU signature is in its horizontal configuration. The components of the signature should not be separated. Because the font was customized for the logo and the logotype, neither should be reset.



Clear Space

Clear space requirements must be observed, except in special, pre-approved circumstances.



X = height of the KU Logo

Minimum Size

The height of the KU signature should not be less than 1/2 inch in print, shown here in actual size.



For additional information, contacts and downloads, see www.identity.ku.edu.

Vertical Configuration

While the horizontal signature is preferred, the vertical version may be used when space is limited or when the printed piece has a vertical orientation. The components of the signature should not be separated. Because the font was customized for the logo and the logotype, neither should be reset. In the vertical configuration, the logotype and subordinate area must be centered under the KU logo. Color, size, and clear space requirements are the same as for the horizontal configuration.



Clear Space

Clear space requirements must be observed except in special pre-approved circumstances.



Minimum Size

The height of the vertical KU signature should not be less than 1 inch in print, shown here in actual size.



For additional information, contacts and downloads, see www.identity.ku.edu.

University Identity System: KU Signature

Color Standards

The colors used in the university signature help make it a distinguishable element of KU's identity. It is important to be consistent in the use of color.

Two-color Signature

The two-color signature is always preferred. It should be used on a white or light background. When the two-color signature is used on a gray background, the logotype should be reversed (white).

Do not use the signature on a background that provides insufficient contrast.

When the signature is used on a photographic background, drop shadows may be used to enhance legibility. Consider printing the signature on a blue bar if legibility would be compromised by the background image.



One-color Signature

If used in one color, the signature should be printed in black, KU blue (PMS 293), or KU gray (PMS 430).



Reversed One-color Signature

When using a solid-color background, the signature colors should be reversed (white).



Use of Other Colors

Do not recolor, tint, or create variations of the KU signature. The KU signature may also be reversed on colors other than those recommended here.

For additional information, contacts and downloads, see www.identity.ku.edu.

Alterations

The horizontal and vertical configurations and color standards for the KU signature are intended to meet most design needs. Exceptions to the guidelines in this document may be made only with prior approval.

Examples of Incorrect Usage



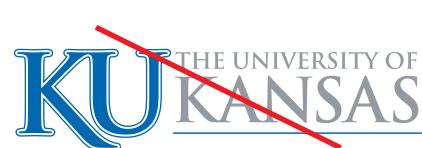
**DO NOT REPOSITION, RESIZE
OR SEPARATE COMPONENTS**



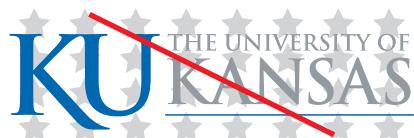
**DO NOT CREATE A
DECORATIVE PATTERN
WITH ANY PART
OF THE SIGNATURE**



**DO NOT OVERLAP OTHER
LOGOS OR MARKS**



**DO NOT OUTLINE ANY PART
OF THE LOGOTYPE OR
SET IN ANOTHER TYPEFACE**



**DO NOT OVERLAP OR OBSCURE
THE SIGNATURE UNLESS
SCREENED BENEATH TEXT**



**USE DROP SHADOWS OR
OTHER BACKGROUND
EFFECTS ONLY
TO ENHANCE LEGIBILITY**

University Identity System: KU Signature

Signatures for Major Units

Units within the university (campus, college, schools, departments, centers, institutes, administrative units, corporate affiliates and museums) are eligible for individualized signatures with the university's name in either the primacy or subordinate area.

Primacy is defined as the topmost and most visible position for the text portion of a logo. The subordinate area consists of text that appears below the line.

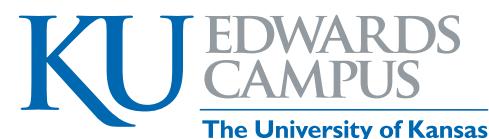
Some restrictions apply to the usage of the primacy and subordinate signatures.

Preferred Usage - In all cases, the preferred usage is the KU primacy signature with the university name in the primacy area. This signature emphasizes the university, demonstrates a clear and direct association between the unit and the university, and is necessary when audiences may not be aware that the Trajan letterform "KU" represents the University of Kansas. This is particularly the case with international audiences or areas outside of the Midwest region.

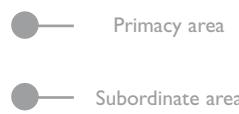
Stationery and Business Card Signatures - On stationery and business cards, the KU primacy signature is mandatory unless an exception has been granted by the director and art director of the Office of University Relations. Standing approved exceptions are:

- Centers for public programming and museums, which are public destination venues. An example is the Natural History Museum;
- Training centers, which have a statewide professionally certified constituency to serve. An example is the Kansas Law Enforcement Training Center;
- Campuses. These include Edwards Campus, the KU Medical Center; and the School of Medicine-Wichita.

Sample KU Primacy Signature



Restricted Use Alternative Signature - An alternative signature is one in which the university's name is replaced by a unit's parent office in the primacy or subordinate area. It may be used by an academic unit if an exception is granted by the director and art director of the Office of University Relations. Because the alternative signature relies solely on the Trajan letterforms "KU" to identify the unit as being part of the University of Kansas, its usage must be carefully selected. Units are advised to use an alternative signature sparingly and only in instances where the audience is widely aware that "KU" represents the University of Kansas. An example would be internal or established alumni audiences.



For additional information, contacts and downloads, see www.identity.ku.edu.

University Identity System: KU Signature

Examples of Units in Primary Area



ONE LINE

- Text size is same as the two-line text height.
- Top is aligned with KU logo.
- The signature rule and "The University of Kansas" are positioned under the primary area.



TWO LINES

- Both lines are the same text size.
- Leading is half of the space between the baseline and the signature rule.



THREE LINES – SHORT

- All lines are the same text size.
- Leading is half of the space between the baseline and the signature rule.
- In most cases, the ampersand is at the beginning of a line.



In cases where names exceed the length of the signature rule, the rule is extended to the edge of the primary area.

THREE LINES – LONG

- All lines are the same text size.
- Leading is half of the space between the baseline and the signature rule.
- In most cases, the ampersand is at the beginning of a line.



NOTE: To maintain a consistent appearance among the individual university units, the logo uses an ampersand (&) rather than "and." For example, "College of Liberal Arts & Sciences" NOT "College of Liberal Arts and Sciences." In special cases, names in the primary area may be custom configured to place emphasis or correct an imbalance.

For additional information, contacts and downloads, see www.identity.ku.edu.

Examples of Units in Subordinate Area



ONE LINE

- The maximum number of characters for each line is 24.
- A space counts as 1 character.



TWO LINES

- Names that exceed 24 characters break to a second line.
- In most cases, the ampersand is at the beginning of a line.



THREE OR FOUR LINES

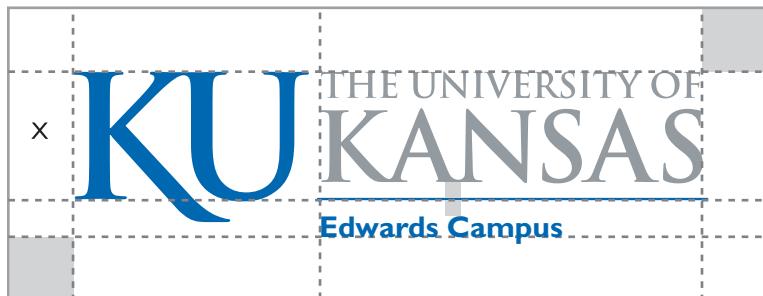
- The subordinate name never extends past the signature rule. All text must fit within the allowed length.
- Three or four lines are acceptable.
- In most cases, the ampersand is at the beginning of a line.



For additional information, contacts and downloads, see www.identity.ku.edu.

Clear Space

Clear space requirements must be observed for signatures with subordinate areas, in both horizontal and vertical configurations.



Color

In two-color versions of the signature, the text in the subordinate area appears in KU blue (PMS 293).

Conventions

To maintain a consistent appearance among the individual university units, the signatures follow these conventions:

- The names of units in the primary or subordinate areas may use one, two, or three lines.
- All lines of the unit name are the same text size. In the primary area, leading is half of the space between the baseline and the signature rule.
- In cases where names in the primary area exceed the length of the signature rule, the rule is extended. Names in the subordinate area must not exceed 24 characters and may not extend beyond the signature rule.
- An ampersand (&) is used rather than "and." In most cases, the ampersand appears at the beginning of a line.
- NO PART OF THE KU SIGNATURE SHOULD BE RESET.

For additional information, contacts and downloads, see www.identity.ku.edu.

University Identity System: KU Logo

The KU logo alone, as the dominant part of the signature, has a great deal of visible presence on apparel and promotional items. The KU logo is a federally registered trademark and the circle R must always accompany the logo when used by itself.



Clear Space

Clear space requirements must be observed, except in special, pre-approved circumstances.



X = height of the KU Logo

Minimum Size

The height of the KU logo should not appear less than 1/4 inch in print, shown here in actual size.



Color Standards

The KU logo should appear only in KU blue (PMS 293) or black. A crimson (PMS 186) KU logo outlined in white is permissible on a KU blue (PMS 293) background only to show contrast and with approval from the Director of Trademark Licensing.

One-color Logo



Reversed One-color Logo



Two-color Outlined Logo



Outlined logo is acceptable
ONLY with approval.

For additional information, contacts and downloads, see www.identity.ku.edu.

University Identity System: The Jayhawk

The Jayhawk is an iconic presence on the KU campus and on apparel and other promotional items. It often represents the university in place of or in addition to the KU logo and signature. As such, a set of guidelines has been developed for using the Jayhawk in print and on promotional items.

Acceptable Variations

The Jayhawk, originally drawn by KU student Hal Sandy in 1946, can face either right or left. The Jayhawk is a federally registered trademark and must always be accompanied by a circle R.



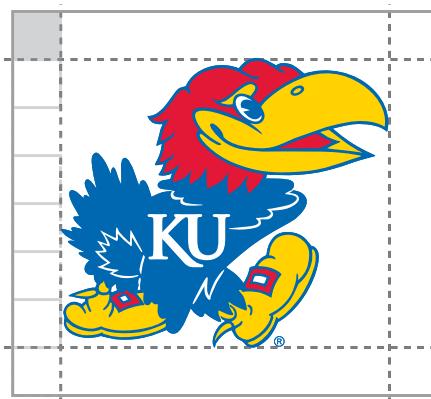
Right Facing



Left Facing

Clear Space

Clear space requirements must be observed, except in special, pre-approved circumstances.



= 1/6 X
X = height of the Jayhawk

For additional information, contacts and downloads, see www.identity.ku.edu.

University Identity System: The Jayhawk

Minimum Size

The height of the Jayhawk should not be less than 1/2 inch in print, shown here in actual size.



Grayscale Jayhawk

The grayscale Jayhawk is acceptable ONLY for high-quality print reproduction.



Color Standards

The three-color Jayhawk is preferred in KU blue (PMS 293), crimson (PMS 186), and yellow (PMS 116). It may also be printed in one-color black or KU blue (PMS 293). When used on a dark background, the Jayhawk should have a white outline to provide contrast. In any one-color application, the body should always be dark.



Outlined



PMS 293 PMS 186 PMS 116



PMS 293



Black

For additional information, contacts and downloads, see www.identity.ku.edu.

The Jayhawk

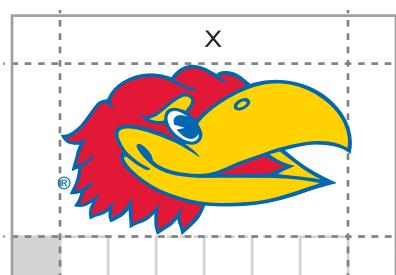


Use of Historic Jayhawks and Outdated Marks

Historic Jayhawks and former logos must be accompanied by the year in which they were created. These include the 1912, 1920, 1923, 1929, 1941, and 1946 Jayhawks, as well as KUMC's JayDoc and other former official logos no longer in use. The date should be in a sans serif font such as Gill Sans, shown here. It should be close to the Jayhawk, but is secondary and should be smaller or shown in a lighter color. The date may fall outside of the minimum size standard.

Use of the Jayhawk Head

The Jayhawk head may face either right or left and must always be accompanied by a circle R.



Color Standards



Outlined



For additional information, contacts and downloads, see www.identity.ku.edu.

Minimum Size

The height of the Jayhawk should not be less than 1/2 inch in print.



Clear Space

Clear space requirements must be observed, except in special, pre-approved circumstances.



= 1/6 X
X = height of the Jayhawk

Grayscale

Jayhawk Head

The grayscale Jayhawk head is acceptable ONLY for high-quality print reproduction.



The Jayhawk

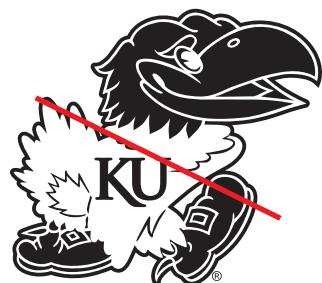
Examples of Incorrect Use



**DO NOT STRETCH
OR DISTORT**



**DO NOT DELETE OR ALTER
ANY ELEMENTS**



**DO NOT REVERSE.
BODY SHOULD ALWAYS
BE DARK, HEAD LIGHT.**



**DO NOT OBSCURE THE
JAYHAWK UNLESS CROPPED
OR SCREENED BENEATH TEXT**



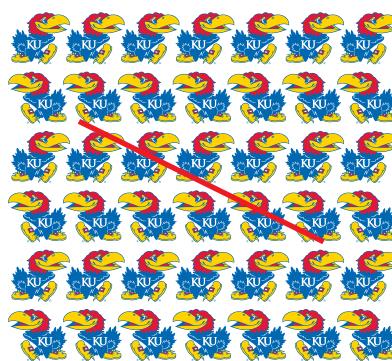
**DO NOT CREATE
COLOR VARIATIONS**



DO NOT REASSIGN COLORS



**DO NOT PLACE ON A
BACKGROUND THAT
DOES NOT PROVIDE
SUFFICIENT CONTRAST.
USE OUTLINED JAYHAWK.**



**DO NOT USE
THE JAYHAWK
AS A PATTERN**

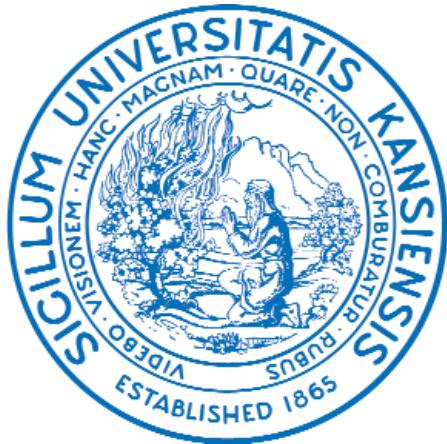


**USE DROP SHADOWS OR
OTHER BACKGROUND
EFFECTS ONLY
TO ENHANCE THE LEGIBILITY**

For additional information, contacts and downloads, see www.identity.ku.edu.

University Identity System: The University Seal

Created in 1866 and redesigned in 1964, the university seal is intended for formal and ceremonial purposes. The seal is a federally registered trademark.



OFFICIAL USES ONLY

Use of the Seal

The seal may be placed on materials of an official, formal or ceremonial nature, such as documents that describe a student's academic relationship to the university, on official personnel-related documents, and official research-related documents by KU units.

The seal may be printed only in KU blue (PMS 293) or black. Reversing the seal out of a color is acceptable if done judiciously.

Do not print the seal using a four-color process blue or color build because of difficulties reproducing the fine lines within the seal.

The seal should not be used as a background graphic or design element.

Embossing the Seal

The offices of the chancellor, executive vice chancellor at the Medical Center, university registrar, and the registrar's office at the Medical Center have ownership and usage rights to devices than can emboss or impress the university seal on a document. NO OTHER OFFICE MAY OWN OR USE SUCH A DEVICE.

For information about embossing the seal, contact the Office of the University Registrar at the Lawrence or Medical Center campuses.

For additional information, contacts and downloads, see www.identity.ku.edu.

University Identity System: The University Seal

Clear Space

Clear space requirements must be observed, except in special, pre-approved circumstances.



= $1/6 X$

X = diameter of the seal

Minimum Size

The seal should not appear less than 1 inch, shown here in actual size.



One Color



One-Color Reverse



Inside white

Inside hollow



For additional information, contacts and downloads, see www.identity.ku.edu.

Typography

The KU logo and logotype use Trajan Bold, an all uppercase font. Palatino, a serif font, and Gill Sans, a sans serif font, are recommended as complementary fonts. Units may purchase these fonts to complement use of the visual identity elements; however, they are NOT required. Unit signatures and identity elements are provided as vector art.

Trajan

The KU logo and logotype use Trajan. Because the type elements are enhanced, they should never be reset.

Trajan is all caps and the font family consists of two weights, Regular and Bold.

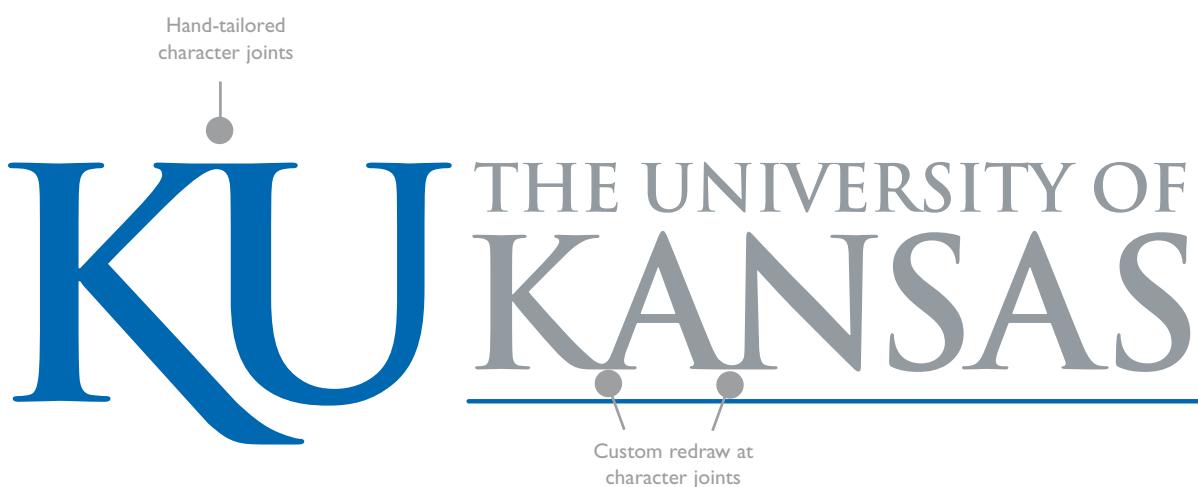
To purchase Trajan in PostScript Type 1 format, go to <http://www.adobe.com/type>.

Trajan Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 \$ % & (. ; : ! ?)

Trajan Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 \$ % & (. ; : ! ?)



For additional information, contacts and downloads, see www.identity.ku.edu.

University Identity System: Secondary Type

Palatino

Palatino complements the Trajan in KU's signature. Palatino can be used as body text in business correspondence. It is also suggested for body text in publications such as brochures, catalogs, and newsletters. Palatino Italic is suggested for use in body text captions.

Please note that we recommend Palatino 1 and Palatino 2 in PostScript Type 1 format for Windows and Mac. These fonts are not the Open Type or TrueType fonts that are bundled with Mac OSX, MS Office 2004, Adobe CS1, etc. To purchase Palatino 1 and Palatino 2 in PostScript Type 1, go to <http://www.adobe.com/type>.

Palatino 1 and 2 font families consist of 10 font weights and styles: Roman, Italic, Light, Light Italic, Medium, Medium Italic, Bold, Bold Italic, Black, and Black Italic. The recommended styles are Roman, Italic, Bold, and Bold Italic.

Palatino Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:#!?)

Palatino Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:#!?)

Palatino Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:#!?)

Palatino Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:#!?)

For additional information, contacts and downloads, see www.identity.ku.edu.

University Identity System: Secondary Type

Gill Sans

Gill Sans Bold is the sans serif font used for text in the subordinate area of the KU signature. Gill Sans may be appropriate for headlines, subheads, bylines, captions, sidebars, and dates.

Please note that we recommend Gill Sans 1, 2 and Display in PostScript Type 1 format for Windows and Mac. These fonts are not the OpenType or TrueType fonts that are bundled with Mac OSX, MS Office 2004, Adobe CS1, etc. To purchase Gill Sans 1, 2 and Display in PostScript Type 1, go to <http://www.adobe.com/type>.

Gill Sans is a Monotype font family with 15 weights: Roman, Italic, Light, Light Italic, Bold, Bold Italic, Condensed, Bold Condensed, Extra Bold, Ultra Bold, Ultra Bold Condensed, Shadowed, Light Shadowed, Bold Extra Condensed, and Extra Bold Display. The recommended styles are Roman, Italic, Light, Light Italic, Bold, Bold Italic, Condensed, and Bold Condensed.

Gill Sans Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:#!?)

Gill Sans Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:#!?)

Gill Sans Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:#!?)

Gill Sans Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:#!?)

For additional information, contacts and downloads, see www.identity.ku.edu.

University Identity System: Typography

Gill Sans Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:#!?)**

Gill Sans Bold Italic

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:#!?)**

Gill Sans Condensed

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:#!?)**

Gill Sans Bold Condensed

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:#!?)**

For additional information, contacts and downloads, see www.identity.ku.edu.

University Identity System: Color Palette

Color is possibly the most significant identifier that the university uses. Crimson and blue have long been the identifying colors for the University of Kansas. With the new KU signature, colors have been updated to provide a fresh, modern feel while the design retains the history and prestige of the university. An element of gray was introduced to enhance the classic design.

Primary Palette

The official University of Kansas blue is referred to as KU Blue PANTONE (PMS) 293. The gray used in the logotype is PANTONE (PMS) 430. You may substitute a 45% black screen for PMS 430 Signature Gray. Whenever possible, print PMS 293 as a spot or fifth color to ensure color accuracy.



KU Blue
Spot color: PANTONE® 293
Process: C100 M55 Y0 K5



KU Signature Gray
Spot color: PANTONE® 430
Process: C5 M0 Y0 K45



KU Crimson
Spot color: PANTONE® 186
Process: C0 M100 Y80 K5



Jayhawk Yellow
Spot color: PANTONE® 116
Process: C0 M15 Y100 K0



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PANTONE® is the property of Pantone Inc.

For additional information, contacts and downloads, see www.identity.ku.edu.

University Identity System: Color Palette

Secondary Palette

To assist designers with color decisions, the university encourages use of the following secondary color palette. This palette is meant to guide the design of publications and products and to complement the primary palette.

Cool Tones >>



Sky Blue
Spot color: PANTONE® 297
Process: C49 M1 Y0 K0



Marina
Spot color: PANTONE® 302
Process: C100 M25 Y0 K50



Obsidian
Spot color: PANTONE® 296
Process: C100 M46 Y0 K70

Warm Tones >>



Gold
Spot color: PANTONE® 130
Process: C0 M30 Y100 K0



Orange
Spot color: PANTONE® 166
Process: C0 M64 Y100 K0



Brick
Spot color: PANTONE® 188
Process: C0 M97 Y100 K50

Dark Neutrals >>



Terra Cotta
Spot color: PANTONE® 1605
Process: C0 M55 Y100 K30



Brown
Spot color: PANTONE® 462
Process: C50 M58 Y100 K45



Smoke
Spot color: PANTONE® 7545
Process: C23 M2 Y0 K63

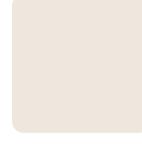
Light Neutrals >>



Light Stone
Spot color: PANTONE® 414
Process: C0 M0 Y10 K30



Khaki
Spot color: PANTONE® 7536
Process: C0 M4 Y22 K32

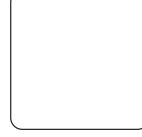


Sand
Spot color: PANTONE® 7527
Process: C0 M2 Y6 K7

Basics >>



Black



White



Green

Spot color: PANTONE® 348
Process: C100 M0 Y85 K25

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For additional information, contacts and downloads, see www.identity.ku.edu.

University Stationery: Overview

For stationery ordering information, go to www.identity.ku.edu.

Business stationery, whether used by the chancellor's office or by individual departments, is the largest, most frequent use of the KU identity. Each piece of business stationery – letterhead, envelopes, and business cards – provides the opportunity to visibly solidify the university brand.

The university has a number of campuses, colleges, schools, and departments, so it is vital to maintain consistency in business stationery. The use of business stationery by each of the university units, as laid out in this section, shows that each campus, college, school, or department respects its role within the university.

There are three stationery configurations. Most KU units will use the KU standard stationery. For specific units deemed to have greater interaction with the public, KU primacy stationery allows eligible units to place their names in the primary area. This applies exclusively to pre-approved units that generally include museums, theaters, training centers, and centers for public programming. Use of the Jayhawk primacy stationery is also limited.

Departments are required to use the stationery of their parent office. Department names can be featured at the bottom of the letterhead or, alternatively, near the top, just below the parent office signature.

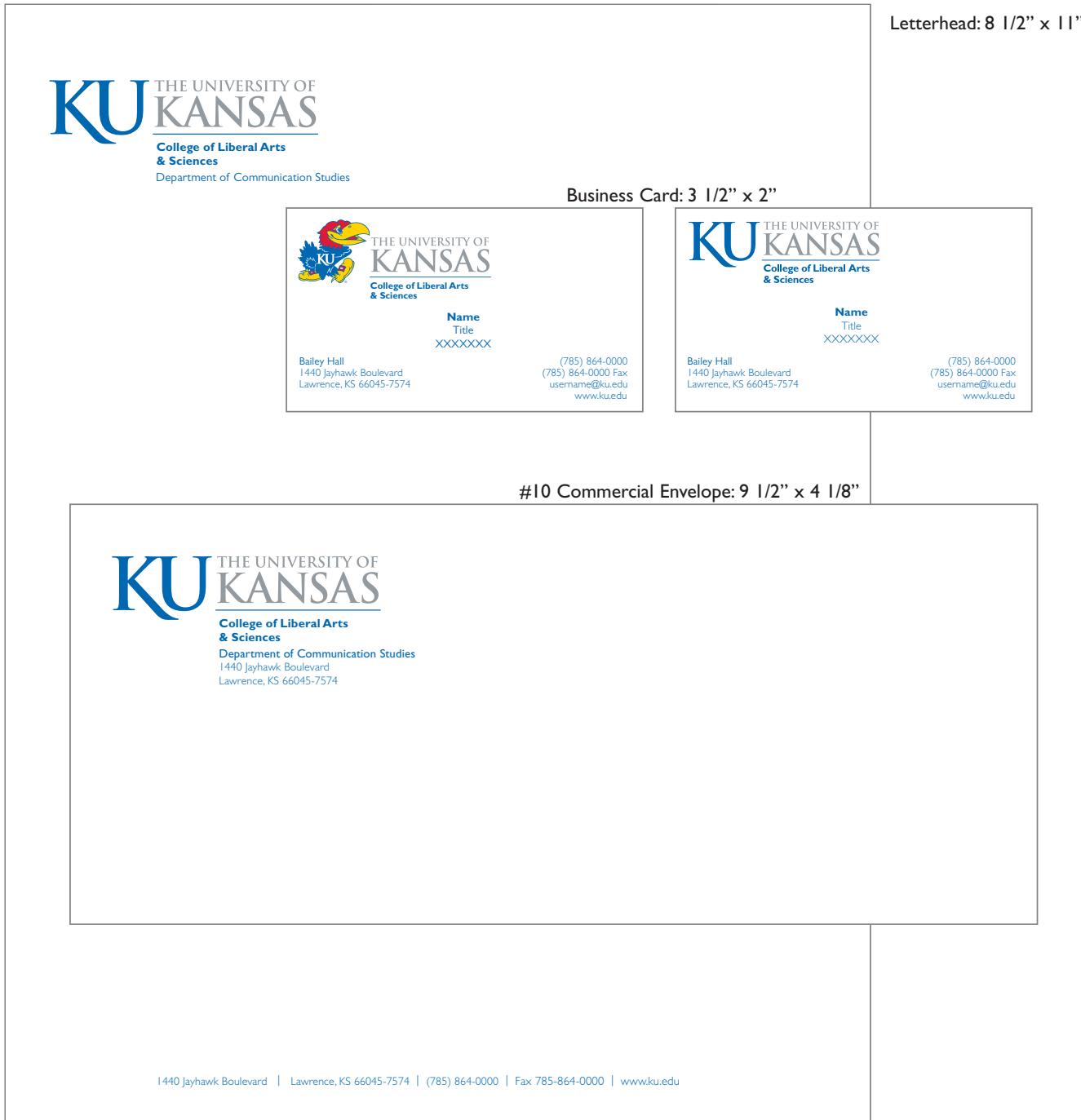
Stationery is printed with either the two-color KU signature, using KU blue (PMS 293) and KU gray (PMS 430), or with the three-color Jayhawk, using KU blue (PMS 293), crimson (PMS 186), and yellow (PMS 116), plus KU gray (PMS 430) as a fourth color.

Electronic letterhead is also available through Printing Solutions at www.identity.ku.edu/order/

For stationery ordering information, see www.identity.ku.edu.

University Stationery: KU Standard Stationery

Most campuses, colleges/schools, research, and administrative units will use KU standard stationery.



Business system not to scale. Shown at 65% of actual size.



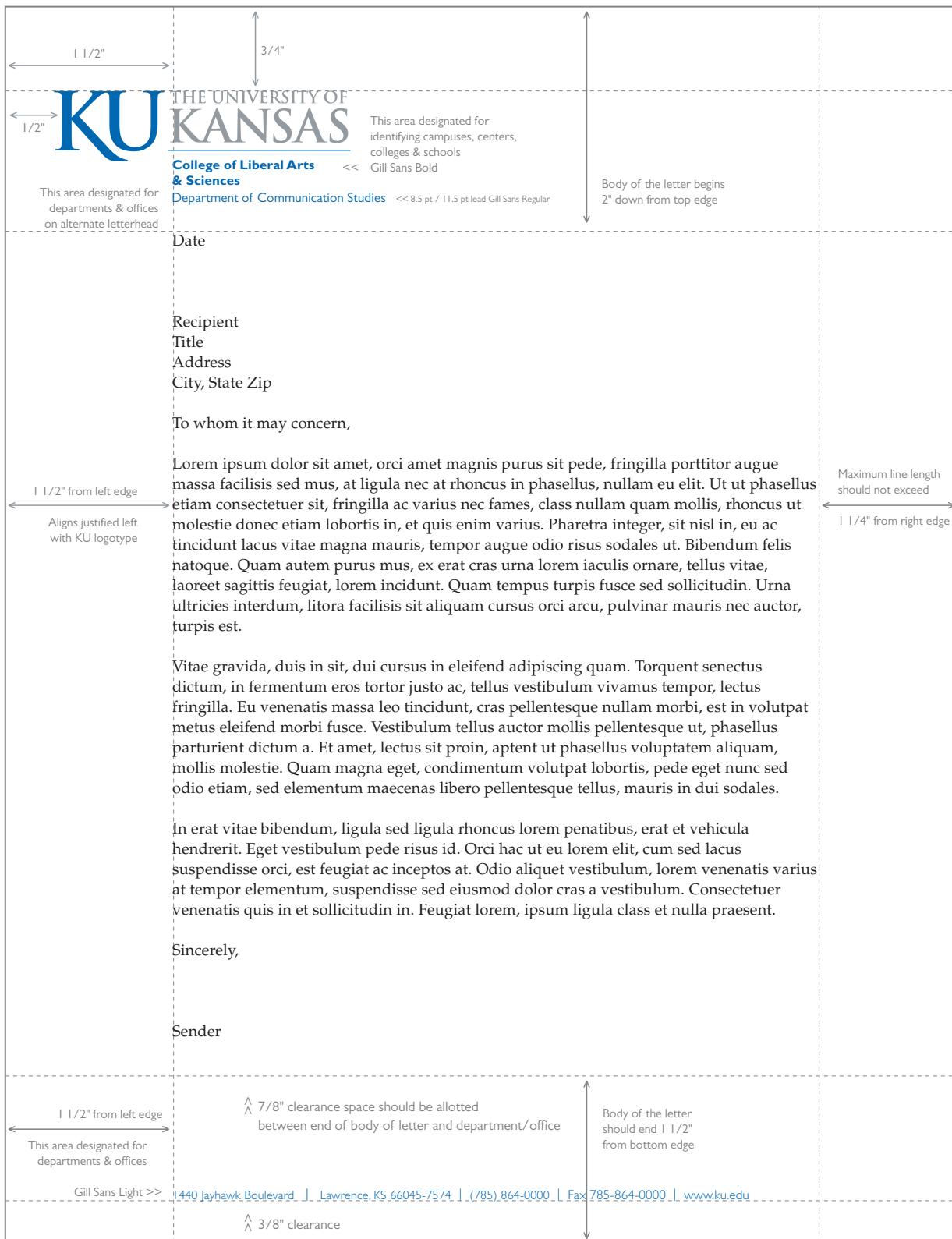
The two-color signature is preferred.

PMS 293 PMS 430

For stationery ordering information, see www.identity.ku.edu.

University Stationery: KU Standard Stationery

User Specifications

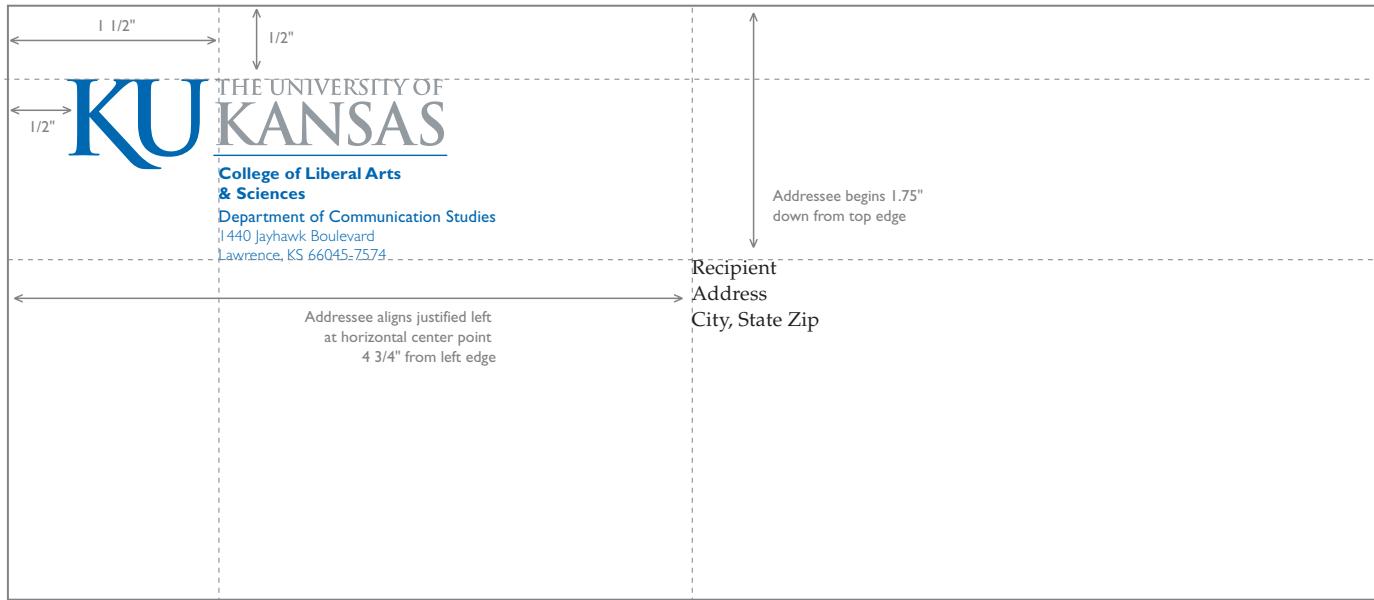


Letterhead specifications not to scale. Shown at 75% of actual size.

For stationery ordering information, see www.identity.ku.edu.

University Stationery: KU Standard Stationery

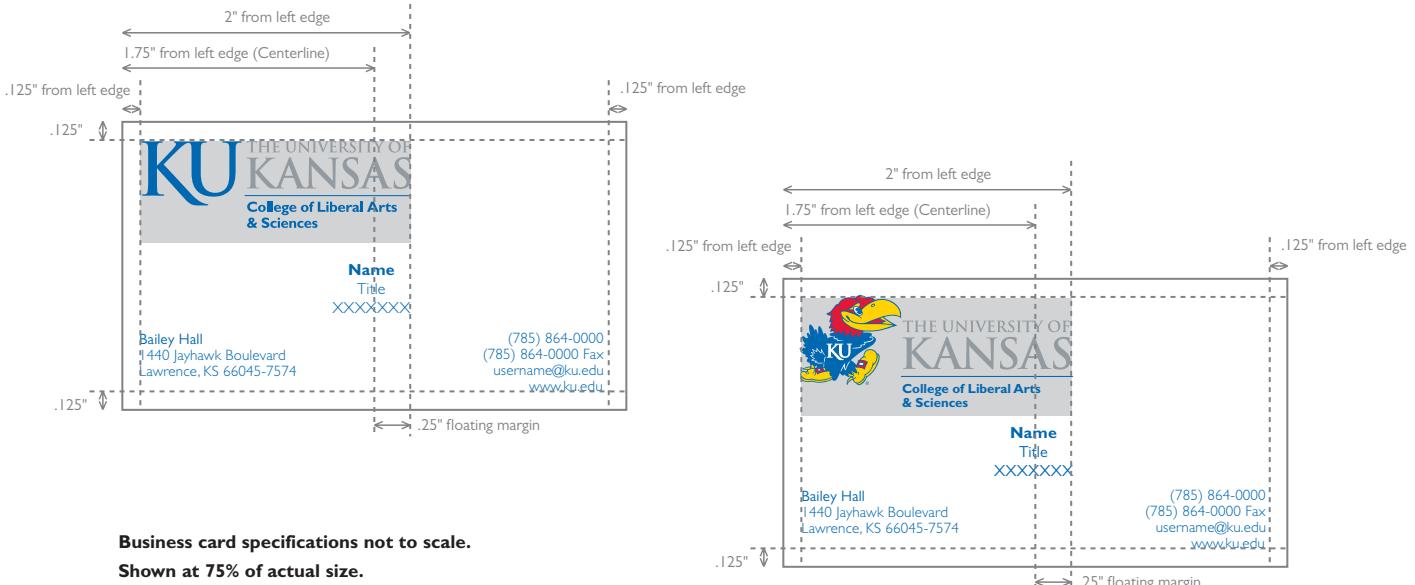
#10 Commercial Envelope: 9 1/2" x 4 1/8"



Envelope specifications not to scale.

Shown at 75% of actual size.

Business Card: 3 1/2" x 2"



Business card specifications not to scale.

Shown at 75% of actual size.

For stationery ordering information, see www.identity.ku.edu.

University Stationery: KU Primacy Stationery

Use of KU primacy stationery is restricted to pre-approved units, including museums, theaters, training centers, and centers for public programming.



Business system not to scale. Shown at 65% of actual size.



The two-color signature is preferred.

For stationery ordering information, see www.identity.ku.edu.

University Stationery: Jayhawk Primacy Stationery

Three KU-affiliated units — Kansas Athletics, KU Alumni Association, and the Office of Admissions and Scholarships — use Jayhawk primacy stationery.



Business system not to scale. Shown at 65% of actual size.



The four-color signature is preferred.

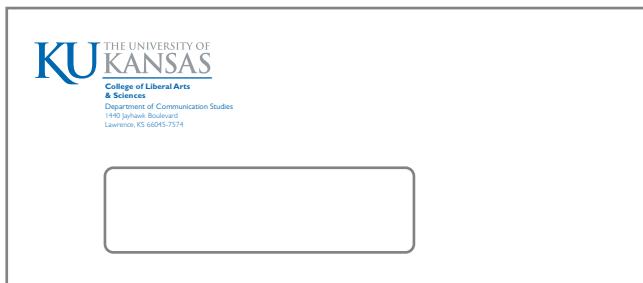
PMS 293 PMS 430 PMS 186 PMS 116

For stationery ordering information, see www.identity.ku.edu.

University Stationery: Additional Items

Matching Standard Stationery

#10 Envelope (window): 4 1/8" x 9 1/2"



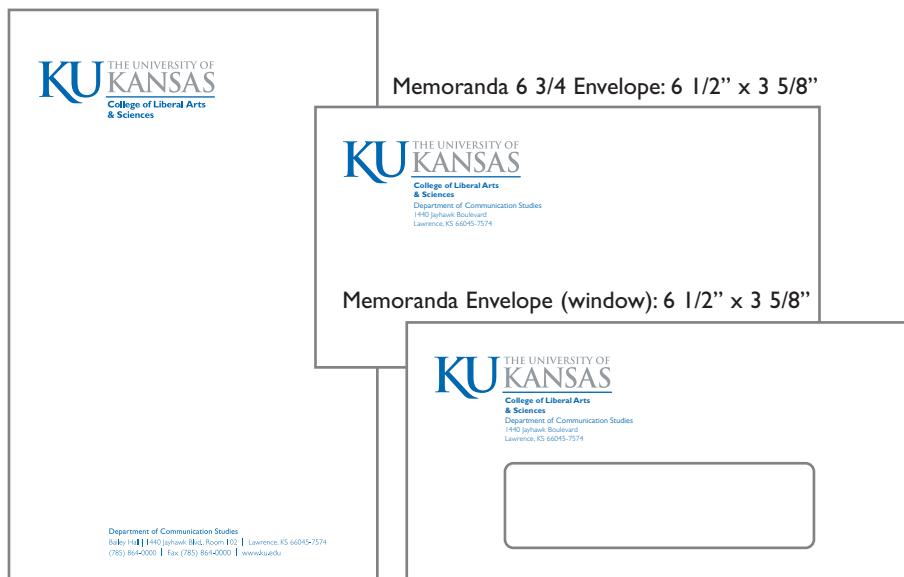
#9 Envelope: 3 7/8" x 8 7/8" (fits into #10 envelope)



Memoranda Stationery

Memoranda Letterhead: 5 1/2" x 8 1/2"

Alternate Memoranda Letterhead also available



Stationery item not to scale. Shown at 35% of actual size.



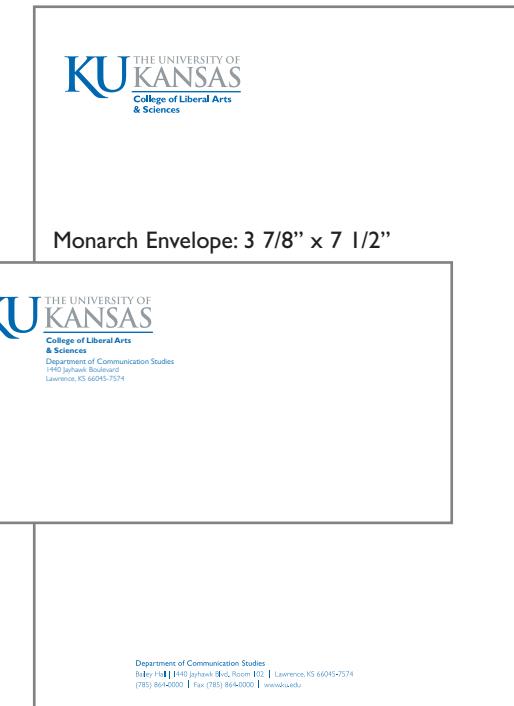
The two-color signature is preferred.

PMS 293 PMS 430

Monarch Stationery

Monarch Letterhead: 7 1/4" x 10 1/2"

Alternate Monarch Letterhead also available



Monarch Envelope: 3 7/8" x 7 1/2"

Department of Communication Studies
1440 Jayhawk Boulevard | Lawrence, KS 66045-7574
(785) 864-0000 | Fax (785) 864-0000 | www.kuedu

Message Pad: 4 1/2" x 5 1/2"

Alternate Message Pad also available



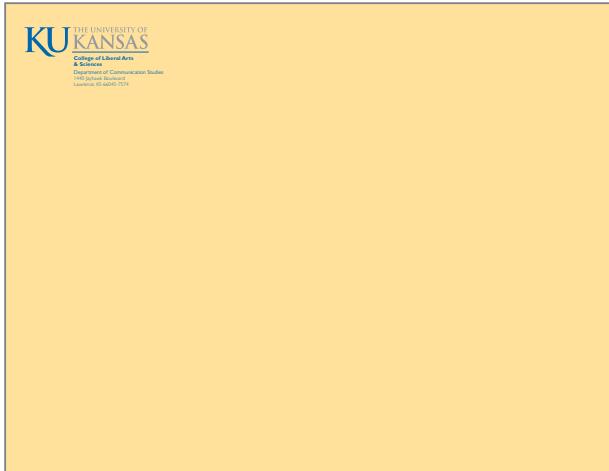
Mailing Label: 3 1/2" x 5"



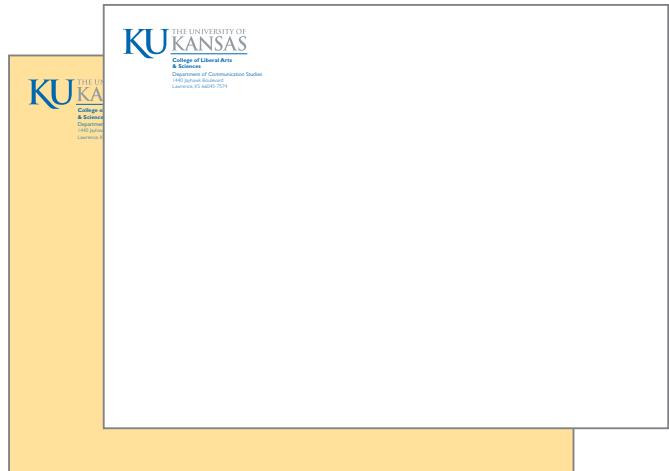
University Stationery: Additional Items

Large Envelopes

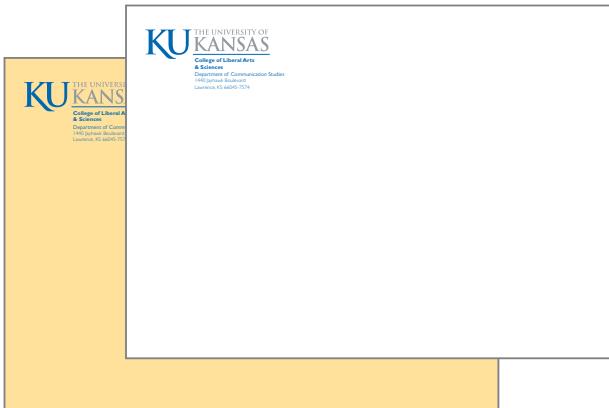
Catalog Envelope: 10 x 13" (kraft)



Catalog Envelope: 9 x 12" (white or kraft)



Catalog Envelope: 7 1/2" x 10 1/2" (white or kraft)



Catalog Envelope: 6 1/2" x 9 1/2" (white or kraft) or 6" x 9" (white or kraft)



Notecards

A6 Notecard & Envelope: 4 3/4" x 6 1/2"



A2 Notecard & Envelope: 4 3/8" x 5 3/4"



Stationery item not to scale. Shown at 25% of actual size.



The two-color signature is preferred.

PMS 293 PMS 430

For stationery ordering information, see www.identity.ku.edu.

Other Applications: Web Standards

As part of KU's ongoing visual identity initiative, the KU Web site features a consistent look and feel for the KU homepage and second level pages and a Web template for campus units. The KU Web Standards Guide provides Web designers and developers an overview of the KU Web site and standards for implementing the KU Web template. These standards facilitate the creation of consistent, recognizable, and usable page layouts on all KU Web sites.

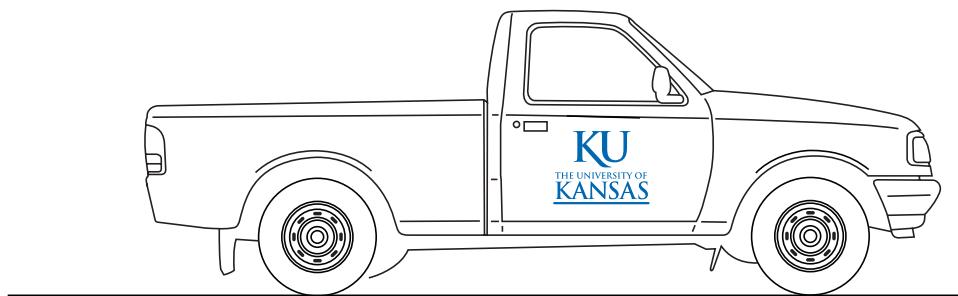
More information can be found online at www.identity.ku.edu/web/.

For additional information, contacts and downloads, see www.identity.ku.edu.

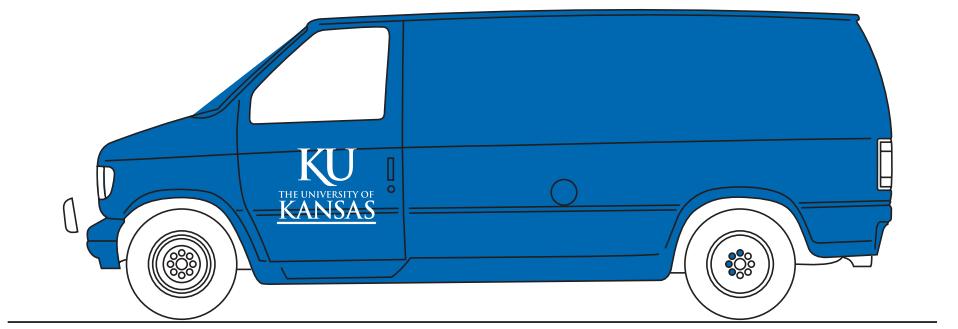
Other Applications: Signage

Vehicular Signage

Official KU vehicles provide visible exposure to the university on campus and across the state of Kansas. The consistent use of the visual identity on KU cars and trucks helps to unify our fleet. KU vehicles feature the vertical signature on the driver and passenger side doors. On vehicles with a dark base paint color, the signature appears in white. On vehicles with a light base paint color, the signature appears in KU blue (PMS 293). For more information, contact Steve Green, Associate Director, Facilities & Operations, sgreen@ku.edu.



KU blue on light base paint color



White on dark base paint color

Building & Wayfinding Signage

The University of Kansas strives to make all campus signage clear and consistent. All building and wayfinding signage should be coordinated through the KU Office of Design and Construction Management. For more information, contact Peg Livingood, Project Manager, Design & Construction Management, peggyl@ku.edu.

For additional information, contacts and downloads, see www.identity.ku.edu.

Other Applications: Broadcast Standards

The KU signature should be used as a stand-alone screen near the opening or closing of university video projects. The signature should be centered, reversed out, white, on a KU blue background (R:00 G:41 B:153) or on a black background. No part of the signature should ever be smaller than 24 points.

The signature cannot be 3 dimensional, should not spin, flip, break apart, or be animated in any way.

The signature can fade up or down and can have lighting layers applied to it, but should never appear to be in the round.

When referring to the university without using the signature, the words "The University of Kansas" should be written wherever possible in one of the recommended KU fonts.

The university's name should never appear in Trajan when it is not part of the signature.

In broadcast, the trademarked Jayhawk should be treated as a flat element and should not spin, distort or be animated in any way. Use of the trademarked Jayhawk and historic Jayhawks should adhere to the same standards as the printed Jayhawk.

Artistic interpretations of a Jayhawk, however, can be animated. Artistic interpretations might include cartoons, illustrations, and collages. Artistic Jayhawks should be significantly unique from the trademarked Jayhawk to avoid confusion. Artistic Jayhawks are not to be used to make a profit by entities other than the university.

The Office of University Relations has developed two standard signature screens with the KU signature at the appropriate size, reversed out on blue and black backgrounds. These screen views can be used as is for university-wide videos.



Standard signature screen, black background



Standard signature screen, blue background

These signature screens have been warped to adjust for the pixel-aspect ratio of DV. They will look "stretched" in Photoshop, but appear normal in video editing software such as Finalcut.

Tip: To adjust for the warping of still images in video, reduce the height of your signature in Photoshop (not Finalcut) to 90% while leaving the width at 100%.

For additional information, contacts and downloads, see www.identity.ku.edu.

Other Applications: Branded Products

Commonly used products carrying the KU visual identity are available from campus vendors, or may be custom ordered from an officially licensed vendor. For more information, contact the KU Alumni Association at 864-4760 or kualumni@kualumni.org, or the KU Bookstores, KU Memorial Unions, at kubookstores.com or 864-4640.



Jayhawk stand-up

These products not shown at actual size.



Jayhawk lapel pin



Jayhawk sticker



White KU pocket folder

For additional information, contacts and downloads, see www.identity.ku.edu.

Additional Information: KU Trademark Licensing

The University of Kansas owns and protects its identifying trademarks. The University of Kansas Graphic Identity Standards set forth in this Manual must be followed when university departments and offices use university trademarks on products that are part of their normal business operations. Items considered to be a part of normal business operations include, but are not limited to, office supplies, name badges, and business cards. Departments and university offices should strictly adhere to the "Visual Identity Usage and Agreement Policy" as written. Refer to the Graphic Identity Standards for all questions relating to departmental use of university trademarks on items such as stationery, business cards, print publications, advertising, and printed promotional materials. Use of the university trademarks in normal business operations does not require prior approval.

A formal licensing program is administered through the Trademark Licensing Office. The Trademark Licensing Office must approve, prior to production, all commercial and non-university uses of university trademarks, as well as use of the trademarks for on-campus projects such as departmental and student group t-shirts and apparel, or departmental giveaways. All items for commercial or non-university use must be produced by a licensee of the university. A list of licensees and licensees by product category is available online at <http://kuathletics.cstv.com/ot/kan-licensing-lists.html>. Any proposed commercial or non-university designs using the university trademark must be submitted for approval to the Trademark Licensing Director at pvt@ku.edu.

The Trademark Licensing Office works closely and in partnership with the Collegiate Licensing Company (CLC) (www.clc.com). CLC assists the Trademark Licensing Office in protecting the icons that have become associated with KU over time and that enhance the university's image. The most common trademarks and additional licensing information may be seen at <http://kuathletics.cstv.com/ot/kan-licensing.html>; however, the university retains the rights to many icons and verbiage that may not be depicted.

The objectives of the licensing program are to

1. Protect all university trademarks that relate to the university (or have come to be associated with the university), and to ensure that the trademarks are used in a manner that is consistent with the mission of the university and reflect favorably on the university.
2. Promote the university in a consistent and uniform manner to protect the university's reputation, name, and image.
3. Produce revenue to pay for the expense of operating the licensing program and for programs and scholarships at the university and in the University of Kansas Athletics department.
4. Protect the consumer from deception or from faulty or inferior products and services bearing the university's marks.

For additional information, contacts and downloads, see www.identity.ku.edu.

Other Information: Resources

SUBJECT	CONTACT	E-MAIL/PHONE	WEB ADDRESS
KU Broadcast & Video			
Broadcast Policies & Standards	Frank Barthell, Electronic Media Coordinator University Relations	fbart@ku.edu/864-8904	
Video Services	Mark Crabtree, Media Productions Coordinator KU Memorial Unions Media Productions	markc@ku.edu/864-7848	
KU Graphic Standards & Styles			
Graphic Identity Standards	Mary Ackerly, Associate Director; Creative Services, University Relations	mackerly@ku.edu/864-8879	www.identity.ku.edu
University Style Guide	Evie Rapport, University Relations	erapport@ku.edu/864-8869	www.styleguide.ku.edu
Broadcast Standards	Mary Ackerly, Associate Director Creative Services, University Relations	mackerly@ku.edu/864-8879	
Printing Standards, KUMC	Matt Doughty, Publishing & Postal Services, KUMC Donna Peck, University Relations, KUMC	mdoughty@kumc.edu or dpeck@kumc.edu	http://www2.kumc.edu/printing/
KU Licensing, Branding & Contracts			
Trademark Licensing	Paul Vander Tuig, Director Trademark Licensing	pvt@ku.edu/864-4650	www.kuathletics.com
Branded Products	KU Bookstores, KU Memorial Unions KU Alumni Association	864-4640 864-4760	www.kubookstores.com www.kualumni.org
Current State Contracts			www.purchasing.ku.edu
KU Photography			
Photography—University	Doug Koch, Photography Coordinator University Relations	dkoch@ku.edu/864-8861	www.photos.ku.edu
Photography—Older Images	Becky Schulte, Archivist Spencer Research Library	bschulte@ku.edu/864-4188	
Photography—Athletic Images	Jeff Jacobsen, Photographer Kansas Athletics	jacobsen@ku.edu/331-9930	
KU Signage & Maps			
Exterior Building & Wayfinding Signage	Peg Livingood, Project Manager Design & Construction Management	peggyl@ku.edu/864-5627	
Vehicular Signage	Steve Green, Associate Director Facilities and Operations	sgreen@ku.edu/864-4706	
Maps	Deb Gruber, Associate Director Editorial Services, University Relations	debg@ku.edu/864-8874	
KU Stationery & Embossing			
Stationery Orders			www.identity.ku.edu/order
University Seal Embossing	Office of the University Registrar Office of the Registrar, Medical Center campus	864-4423 913-588-6589	www.registrar.ku.edu www.kumc.edu/studentcenter/registrar
KU Web Site & Services			
Web Site, KU	Robin Bedenbaugh, Associate Director Digital Media Services, University Relations	rbedenbaugh@ku.edu 864-8851	www.webadmin@ku.edu
Web Site, KUMC	Jameson Watkins Internet Development, KUMC	jwatkins@kumc.edu	
Web Standards Guide	Robin Bedenbaugh, Associate Director Digital Media Services, University Relations	rbedenbaugh@ku.edu 864-8851	
Web Template	Matthew Garrett Information Technology	mattg@ku.edu/864-0469	

For additional information, contacts and downloads, see www.identity.ku.edu.

Glossary

Approved artwork guide – also called the visual identity guide, the set of formal guidelines describing KU's names, symbols, logos, trademarks, service marks, designs, seals, or any combination of these ("marks"), which correlate to the University of Kansas' licensing program, which was initiated in 1978 and became a formal arrangement for a national program in 1982.

Clear space – area that must separate the KU signature, logo, and Jayhawk from surrounding type or graphic elements.

Color build – overlapping two or more screens to create a new color.

Commercial use – a business undertaking with the intent to make a profit.

Copyright – the legal right granted to an author, publisher, or distributor to exclusive publication, production, sale, or distribution of an artistic work.

X height – height of the KU logo, primarily used to figure clear space requirements ($1/2 x$).

Embossing – impressing an image in relief to achieve a raised image; for example, the KU seal.

EPS – Encapsulated PostScript language file, a file format used to transfer PostScript data within compatible applications.

Four-color process – the method of separating color and or photos with filters into the four process colors: cyan, magenta, yellow, and black.

Fonts – a type face or a collection of all characters comprising the entire character set of a typeface.

GIF – Graphics Interchange Format, a compressed bitmap format created by CompuServe and is still the basic image format for online graphics.

Grayscale – an image printed in black and one or more shades of gray.

Infringement – unauthorized use of a trademark or service mark that belongs to another; or use of a trademark or service mark so similar to that of another as to cause the likelihood of confusion in the minds of the public as to the source (affiliation or sponsorship) of the product or service.

JPEG – a compressed bitmap format, developed by the Joint Photographic Experts Group of the International Standards Organization. JPEG is generally used to create files of photographic images.

Glossary

KU colors – primary palette includes four Pantone spot colors: PMS 293 KU Blue, PMS 186 KU Crimson, PMS 116 Jayhawk Yellow, and PMS 430 Signature Gray.

KU signature – a graphic representation comprising the KU logo, logotype, the signature rule, and in some cases, a subordinate area for the university's major units.

KU logo – a graphic representation of "KU."

KU logotype – a graphic representation of "The University of Kansas."

Licensee – an individual or company who enters into a licensing agreement.

Licensing – the process of obtaining legal permission through a licensing agreement from the university for the right to use the university marks.

Postscript Type I format – recommended font format for Windows and Mac.

Process colors – colors used in 4-color process, or CMYK (cyan, magenta, yellow, and black).

KU primacy – stationery in which certain units of the university may use their name in the primacy area of the signature.

Open Type/True Type format – font format bundled with many computer systems; not recommended for use in KU publications.

PMS – Pantone Matching System.

Pantone – industry-standard matching system for specifying and matching precise ink colors.

Primacy area – area of the logotype that lies above the signature rule.

Registered trademark – a trademark that has been registered with the federal government at the U.S. Patent and Trademark Office or the secretary of state for the state of Kansas.

Service mark – the same as a trademark, except that it identifies and distinguishes the source of a service rather than a product.

Glossary

Signage – graphic designs, as symbols, emblems, or words, used especially for identification or as a means of giving directions or warning.

Soy-based ink – one type of the vegetable-based products that have replaced petroleum-based inks as the industry standard.

Subordinate area – area of the logotype that falls below the signature rule.

TIFF – Tagged Image File Format, a file format for exchanging bitmapped images (usually scans) between applications

Trademark – a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of the goods of one party from those of others.

Trademark and licensing agreement – the University of Kansas benefits from the public recognition of its names, symbols, logos, trademarks, service marks, designs, seals, or any combination of these ("marks"). Federal, state, and common laws govern the university's rights to its marks.

University marks – any and all names, logos, trademarks, service marks, word marks, insignias, designs, seals, or other images, whether or not registered, used by the University of Kansas.

Wayfinding – the signs, maps, and other graphic or audible methods used to convey location and directions to travelers.

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