WELCOME

WHAT IS A BRAND?
The Kent State brand isn’t just a symbol. It is more than colors, logos and websites, or billboards, taglines, hashtags and commercials.

A BRAND IS A PERSONAL PERCEPTION.
In a nutshell, our brand is what students, parents, academics, alumni, employers, donors and outside observers think, feel and respond to when they see or hear the words Kent State University.

OUR BRAND IS OUR ENTIRE STORY.
Ultimately, by creating a strong yet versatile brand, we shape the way people think and feel about Kent State University.

Good branding distinguishes us from the other 4,140 colleges and universities in the U.S. It makes Kent State memorable — unique.

We are the masters of our message.
And we have amazing stories to tell.

YOU ARE A STEWARD OF OUR KENT STATE UNIVERSITY BRAND.
As a communicator within Kent State University and a reader of this document, you have been entrusted with and are responsible for maintaining the integrity of our university brand.

Protect it, according to the guidelines outlined in this book and be sure that our brand always appears correctly in all expressions and executions.

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The Kent State University Guide to Brand is a resource for creative executions of the brand. These guidelines outline the fundamental elements of the brand and offer basic instructions for how to use them.

Brand recognition benefits all aspects of the institution. Adherence to these guidelines will ensure brand consistency, strengthen recognition and increase effectiveness.

The elements of our brand program include the Guide to Brand, the Guide to Social Media, the Guide to University Style and the Guide to Web Standards, available at www.kent.edu/brand. The following guidelines will help you apply visual elements consistently and accurately, in combination with consistency in editorial style (see Guide to University Style) and message.

Understandably, no guide can cover all possible situations. If you have questions about the material included here, please contact the senior associate vice president or the executive director of creative services at University Communications and Marketing. If you have suggestions on items to be included in future editions of this guide, please send them to University Communications and Marketing at info@kent.edu.

HOW TO USE THIS GUIDE
University Communications and Marketing created this guide to help those who design and produce communications that represent the university. University Communications and Marketing can be helpful to you in preparing your communications. If you are working with off-campus designers, you should provide them with a copy of this guide for reference.

For questions about executing the Kent State brand, please contact:
UNIVERSITY COMMUNICATIONS AND MARKETING
ADMINISTRATIVE SERVICES BUILDING
1500 HORNING ROAD
PO BOX 5190
KENT, OH 44242-0001
PHONE: 330-672-6767 | EMAIL: INFO@KENT.EDU
KENT STATE UNIVERSITY // GUIDE TO BRAND 2.0

CHAPTER ONE: BRAND POSITIONING

POSITIONING STATEMENT

Kent State University has adopted the following brand positioning statement to summarize the nature and aspirations of the university:

ILLUMINATION ABOVE ALL.

The brand positioning statement is meant to convey the collective mindset of the people of Kent State. It’s meant to communicate that the university is a community of change agents, whose collective commitment to learning sparks epic thinking, meaningful voice and invaluable outcomes to advance our society.

The statement is not a tagline; it is an internal guide for marketing communications and should never appear on outward-facing materials. It is designed to encapsulate the essence and aspirations of the institution. External-facing communications should strive to convey the statement without ever explicitly using the phrase.
CHAPTER ONE: BRAND POSITIONING

BRAND STRENGTHS

THE KENT STATE BRAND IS BUILT ON THE FOLLOWING ATTRIBUTES

The institution’s core attributes prove the brand’s truth. All marketing communications should focus on these attributes (or a selection of them) as proof points for what makes Kent State University unique.

DISTINCTIVE ACADEMICS AND MEANINGFUL RESEARCH

We’re a distinctive blend of teaching, research and creative excellence.

A CLIMATE FOR COLLABORATION

We create engagement that inspires positive change.

POWERFUL PHILOSOPHY IN PRACTICE

We practice active inquiry and discovery that expand human knowledge and understanding.

A SOURCE FOR SOCIAL GOOD

We’re home to a diversity of culture, belief, identity and thought — where there’s freedom of expression and the free exchange of ideas.

ENRICHMENT THROUGH HUMAN CAPITAL

We provide life-changing educational experiences for students with wide-ranging talents and aspirations.

A GENUINE SENSE OF PLACE

We’re a living-learning environment that creates a sense of stability and home.
At Kent State University, we accept you for who you are but inspire you to discover what more you can become. All individuals are embraced for what makes them unique and are encouraged to express themselves in ways they never have before. But along the way, our welcoming hug becomes a transformative push as we give you the strength to stand for what matters and take meaningful action for change. This vastly diverse culture full of visionary ideas and ambitious people makes us undeniably Kent State. And once you experience that undeniable difference, you’ll gain much more than skills and experience; you’ll gain the enlightenment to stake your claim on a brighter future.
CREATIVE OVERVIEW
CHAPTER TWO: CREATIVE OVERVIEW

CREATIVE OVERVIEW

The examples below conceptually illustrate the visual direction of the brand. Here, you’ll see how our internal positioning statement of Illumination Above All comes through in the creative treatment of a vibrant color palette, bold font, strong messaging and bright visual effects. These examples are concepts only, not actual promotional material.
WHEN TRAGEDY STRIKES, THE BRAIN SUFFERS—but why do some victims experience long-lasting effects while others recover more quickly? What drives the brain's tendency toward post-traumatic stress disorder? Can we predict whether victims of violence or motor vehicle accidents are more or less prone to long-term trauma? And most importantly, how can we help? At Kent State, researchers such as Professor of Psychological Sciences Doug Delahanty use novel approaches to find answers. Their work makes Kent State a driving force in stress and trauma psychology studies.

KENT STATE — A NATIONAL INNOVATOR IN BRAIN HEALTH RESEARCH.
COPY TONE
All copy for Kent State University should strive to capture the overarching brand in both message and tone across headlines and body copy. (The following examples are referenced specifically to demonstrate copy.)
CHAPTER THREE: COPY TONE

MESSAGE

The internally facing phrase Illumination Above All should be used as a tonal guide for the Kent State brand. All copy should be boldly optimistic and forward-facing, futuristic and purposeful in messaging. It should encompass the philosophy that at Kent State, we accept you for who you are but inspire you to become more than you ever thought possible. It should sound visionary and also address the unique diversity of the people — what makes them undeniably Kent State.

» Do:

PLAY OFF THE BRAND PROMISE ILLUMINATION ABOVE ALL, (SEE PAGE 4) WITHOUT USING THE BRAND PROMISE EXPLICITLY.
WRITE HEADLINES THAT SOUND LIKE OPTIMISTIC MANTRAS. (SEE PAGE 14).
CREATE MESSAGING THAT ALLUDES TO AN ENVIRONMENT WHERE PUSHING LIMITS AND FREEDOM OF EXPRESSION THRIVE.

» Don’t:

USE THE BRAND PROMISE EXPLICITLY.
USE TOO MANY PUNS.
FORCE ILLUMINATION WHERE IT IS IRRELEVANT.
TONE

The tone for all copy should embody the idea that Kent State welcomes you for who you are, then pushes you to become more than you ever imagined. It should convey the individuality of the people, yet always play off the fact that we are united as one family. All university communications — from social media posts to alumni materials to event promotions to admissions pieces — should use the following tone words as a guide:

» Inclusive
» Driven
» Insightful
» Bright
» Purposeful
» Undivided
CHAPTER THREE: COPY TONE

HEADLINES

Headlines should be future-facing, optimistic and speak to defining your own path. They should read as a series of “mantras” specific to Kent State's forward-looking attitude (i.e., “Find Your Purpose, Forge Your Future”), and address the undeniably welcoming yet challenging atmosphere that Kent State provides.

In general, headlines serve as an overarching anthem for the brand. More contextual headlines should hint at the subject (and body copy should always deliver on the headline) but still convey the overall anthem feel. For example, a headline should not simply state “Our students go far” but should instead confront the idea head-on, with language such as “Leave no mold unbroken.”

All headlines should fall in line with the approved messaging.

» Shared Vision Shows The Way Forward
» How Will You Change The World
» Your Purpose Sets Your Path
» It’s More Than Making A Living, It’s About Making A Life
» We Believe An Open Mind Will Continue To Expand
» Sharpen Your Skills, Shape Your Future
» Powers A Lifetime Of Purpose
» Find Your Purpose, Forge Your Future
BODY COPY

In general, body copy should be compelling and passionate, building in energy through the end with statements that speak to Kent State’s uniquely diverse atmosphere. It should pay homage to this culture of pioneers.

A storytelling approach can be used when conveying a more informational message (such as the history of Kent State or a student’s achievements), but copy should still maintain an energetic flow throughout and play off the message of Illumination Above All.

The copy should make readers feel welcomed and intrigued by the possibility that exists when they become a part of the Kent State community. It should inspire them to think about finding their own voice and what makes Kent State so special after all.

EXAMPLES OF COPY DEMONSTRATING THE VOICE OF THE BRAND

We welcome those who take a stance, those who find their voice and make it heard. We welcome the curious, the bold, the modest and the proud. We welcome the underdogs, the undecided and the unexpected. We welcome you in with our arms opened and send you out with your mind opened — giving you a home to test your boundaries and the support to stand up on your own.

At Kent State University, you will learn that it’s ok to be undecided but unacceptable to be without purpose. You will be exposed to something entirely new every day and inspired to fight for what matters. You will have the strength to make the difficult choices and the courage to be the first to speak. And you will turn your passions, old and new, into a career that makes a substantial difference to others. Confront the world head on and dare to claim your future.

At Kent State University, we have one of the largest campus networks in the nation and one of the closest families in the world. Here you’re comfortable being yourself yet empowered to discover what more you can become. Here a strong acceptance by our community leads to a powerful impact in all directions. Because when you’re not expected to fit a certain mold, you develop exceptional abilities to achieve amazing things.

Here, we offer the perfect opportunity for every individual to create a unique legacy. Those who never imagined being involved are now leaders in the community, and those who are outspoken have found a purpose for their voice. And though it’s easy to find your niche, it’s impossible to stay there, because from our people to our programs and our plethora of opportunities, you will always find brilliance around every new corner.
We use two different typefaces throughout the Kent State brand in both web and print. National is the main typeface used for headlines and body copy. Soho can be used as a secondary typeface, used with National on headlines or as an accent font in layouts.

**MAIN TYPEFACE**
- National Light
- National Light Italic
- National Book
- National Book Italic
- National Regular
- National Regular Italic
- 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.

**NOT PROVIDED BY UNIVERSITY COMMUNICATIONS AND MARKETING**
(AVAILABLE FOR USE WITH INDIVIDUAL PURCHASE)
- Soho STD Light Italic
- Soho STD Medium
- Soho STD Bold
- Soho STD Condensed
- Soho STD Bold Condensed
To help you create expressive headlines, we have created some examples of type combinations set in specific styles. We call them type lock-ups. The example below uses National Black Italic as the main typeface with Soho STD Italic as an accent font. When laying out headlines, keep in mind the details specified here.

**LOCK-UP VERSION 1: ADVANCED COMBINATION**

**THINGS TO KEEP IN MIND**

**FONT COMBINATIONS:** Do not to use more than two types of fonts per headline.

**SIZEs:** Alternating sizes helps make certain words pop while helping emphasize key words. National is better used large. Soho is better used as an accent. Maintain readability but feel free to add breathing room by alternating sizes. Notice the consistency: Soho is set the exact same on both lines. Strive to maintain a consistant ratio (i.e., 1 to 2 to 4.)

**STYLE:** Use color to add interest where needed but be wary of using too much color.

**TRACKING:** National is tracked tightly at 0 pts. while Soho is tracked more loosely at 60 pts. Maintaining this ratio will be critical in keeping consistency.

**LEADING:** Notice the space between the lines of type. More space is used around the small words so they maintain readability. The larger type is kept closer to create a unit.

"IT'S MORE THAN...

"MAKING A LIVING"

**FONT:** SOHO STD MEDIUM ITALIC **SIZE:** 15 PT **LEADING:** 21 PT **TRACKING:** 60 PT

"MAKING A LIFE"

**FONT:** NATIONAL BLACK ITALIC **SIZE:** 60 PT **LEADING:** 45 PT **TRACKING:** 0 PT

"IT'S MORE THAN MAKING A LIVING, IT'S ABOUT MAKING A LIFE!"

Example not set to above specifications. Enlarged for viewing
The example below solely uses National Black. When laying out headlines, keep in mind the details specified here.

**LOCK-UP VERSION 2: OPEN AND UNDERLINED**

**THINGS TO KEEP IN MIND**

**STYLE:** Headline should be set in all caps and underlined. The underline should always be width of a capital i. Notice the distance between the type and underline. Maintaining this ratio will be critical in keeping consistency.

**LEADING:** Notice the space between the lines of type. This lock-up contains much more space. Maintaining this ratio will be critical in keeping consistency.

**FONT:** NATIONAL BLACK  
**SIZE:** 23 PT  
**LEADING:** 50 PT  
**TRACKING:** 340 PT
CHAPTER FOUR: TYPOGRAPHY

TYPOGRAPHY

LOCK UP VERSION 3: SIMPLE COMBINATION

THINGS TO KEEP IN MIND

FONT: Combinations: Do not use more than two types of fonts per headline. Notice we use only National Black and the National Black Italic.

SIZES: Alternating sizes helps make certain words pop while helping emphasize key words. National Italic is better used large. Maintain readability but feel free to add breathing room by alternating sizes.

STYLE: Use color to add interest where needed but be wary of using too much color. Notice how Kent State primary colors are used. In most cases, the dark blue should be our most primary.

LEADING: Notice the consistency in the space between the lines of type.

TRACKING: National Black is tracked open when small. National Black Italic is tracked tightly. Maintaining this ratio will be critical in keeping consistency.

"SHARPEN YOUR SKILLS,"

FONT: NATIONAL BLACK
SIZE: 18 PT
LEADING: 21 PT
TRACKING: 340 PT

"FORGE YOUR FUTURE"

FONT: NATIONAL BLACK ITALIC
SIZE: 60 PT
LEADING: 48 PT
TRACKING: 0 PT

Example not set to above specifications. Enlarged for viewing.
PHOTOGRAPHY

The internally facing phrase Illumination Above All should inform every photo choice for the brand. A sense of light should touch each of the photos, whether it’s illuminating a person’s face or coming through the background of the shot.

When shooting outdoors, use natural light and look for flashes/sunflares/highlights to cause reflective shine. Keep in mind, however, that light should be used tastefully and never overpower the photograph. The images should always convey a warm feeling.

When shooting portraits, use natural light outdoors and a flash indoors. Always let the subject’s inner personality shine through in a natural way. That is to say, do not force poses or set-ups that appear unnatural.

When shooting natural textures (see Page 24, right column), try to pick up natural flashes of light found on campus. These could be things like light shining off water, a glass, a mirror and so on. Then you can play with these flashes in Photoshop to create a brand-specific natural texture.

**Do:**

- SEEK ACTION SHOTS OVER POSED PHOTOS.
- THINK CANDID EDITORIAL PHOTOGRAPHY.
- FIND INTERESTING BACKGROUNDS. (TEXTURES, ARCHITECTURE, PATTERNS)
- USE TASTEFUL HIGHLIGHTS AND SUN FLARES.

**DONT’**:

- OVERLY STAGE SHOTS.
- PHOTOGRAPH SUBJECTS SMILING AT THE CAMERA.

**RULE OF THUMB:**

- PHOTOGRAPH A SUBJECT SMILING OR PHOTOGRAPH A SUBJECT LOOKING AT THE CAMERA, BUT NEVER PHOTOGRAPH BOTH.
CHAPTER FIVE: PHOTOGRAPHY

PHOTOGRAPHIC REPRESENTATION OF KENT STATE

The University Communications and Marketing photographers provide compelling images available for use in brochures, websites and other institutional purposes. In many cases, digital versions are available free on the online archive.

The photo archive gallery can be accessed at http://photo.kent.edu. All photographs in this gallery are the property of Kent State University and are protected by the Copyright Law.

In addition, University Communications and Marketing photographers cover major university events, sporting events, Regional Campuses and a wide variety of other events. They also shoot campus scenes, classrooms and student-feature photos.

University photographers are available for a nominal fee to cover your event. They also have a select group of students who, when available, can cover events at a reduced cost. Cost and coverage availability are subject to review.

$100 per hour + mileage (off campus only) for university photographers
8 a.m. — 5 p.m., Monday through Friday.

$150 per hour + mileage (off campus only) for university photographers
evenings and weekends.

For more information on how to book a photographer, please email photo@kent.edu.

MODEL RELEASES AND EXEMPTIONS

Ohio Revised Code, Chapter 2741.09A, exempts institutions of higher education from claims to a right of publicity of an individual’s “persona” if:
(a) the individual is or was a student at, or a member of the faculty or staff of, the institution of higher education; (b) the use of the individual’s persona is for educational purposes or for the promotion of the institution of higher education and its educational or institutional objectives.

Individuals who are not employees, faculty or students of the university must sign a model release form – which can be acquired through the photo team or University Communications and Marketing. Special consideration and limitations apply to minors shown in photography, and special consideration is given to international students who culturally are averse to photography.
CHAPTER FIVE: PHOTOGRAPHY

PHOTOGRAPHY
PHOTO STYLING

Photography can be used in a number of ways. Here are a few examples of Photoshop enhancement techniques to extend your existing catalog.

PHOTO STYLE 1: USE ORIGINAL PHOTO
Many of the photos that exist in the system do not need any Photoshop enhancement. Just because you can change the photo doesn’t mean you should change the photo.

PHOTO STYLE 2: USE PHOTOSHOP MANIPULATION
To give an image an illuminated look, open the image in Photoshop. Apply the “Camera Raw” filter to the photo to increase clarity and saturation. Add a new layer and apply a white lens flare brush to enhance the illuminated effect.

PHOTO STYLE 3: GRADIENT OR COLOR OVERLAY
Some photos can use a subtle gradient overlay using the approved brand colors and gradients (Page 32). Open the image in Photoshop. Add a color gradient layer and apply an effect (i.e., multiply, overlay, hard light, etc.) to the layer to achieve the desired result. Use the lens flare brush as an eraser and subtract from the color gradient layer to clearly display the intended focal point of the image.
VIDEOGRAPHY
CHAPTER SIX: VIDEOGRAPHY

VIDEOGRAPHY

The University Communications and Marketing videographers produce high-quality video content for use in promoting many aspects of the university, including its colleges, campuses, programs, people and events. The types of videos produced include television commercials, promotional videos, interview videos, event videos, minidocumentaries and music montages. The typical length of a finished production is 30 seconds up to four minutes. Finished videos are distributed through the Kent State University YouTube Channel, the Kent State Facebook Page, FlashLine, e-inside and www.kent.edu. Direct distribution to local cable networks for television commercials is also available, provided the client purchases airtime.

GUIDELINES FOR SELF-PRODUCED VIDEO CONTENT

Departments within Kent State may produce video content on their own, provided that it doesn’t contain unlicensed copyrighted content, including but not limited to trademarks, music, video and photography. Videos must be shot in landscape orientation, unless the targeted playback device is a portrait-oriented display.

The university videographers will provide video production free of charge to any university department or campus looking for promotional video content. Availability of the service is subject to the promotional nature of the request, the target audience size and the project workload leading up to the requested deadline. The service is also balanced by department on a case-by-case basis. To request video service, please email video@kent.edu.

It is recommended to include Kent State branding, if appropriate, in the production. The university videographers can provide Kent State branded lower thirds and graphics upon request for use in any Kent State production.
COLOR PALETTE
CHAPTER SEVEN: 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.

PRIMARY COLOR PALETTE

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 but can be screened back to the percentages shown. At a minimum, one of these colors should be present on all visual communication materials.

WEB CONVERSION PALETTE

TINTS

100%  80%  50%  20%

TINTS

100%  80%  50%  20%

METALLIC PALETTE

• METALLIC GOLD (PMS 873)
• METALLIC BLUE (PMS 8783)
• GOLD FOIL (NO. 817)
CHAPTER SEVEN: COLOR PALETTE

SECONDARY AND TERTIARY COLORS

In addition to the primary color palette, the Kent State University brand uses secondary and tertiary color palettes to expand and complement the overall color of the brand.

PRIMARY COLOR PALETTE

SECONDARY COLOR PALETTE

TERTIARY COLOR PALETTE
The primary color palette should always be used as a starting point for design. Additionally, one or two colors in the secondary and tertiary palettes may be introduced, but they should be used with discretion and never overpower the primary brand colors. See below for possible color combinations.

**COLOR PALETTE COMBO 1:**
The Kent State primary palette are the dominant colors; the secondary palette colors are used as accents colors.

**COLOR PALETTE COMBO 2:**
Using Kent State gold as the dominant color, secondary and tertiary colors, along with Kent State blue, are used as accents.

**COLOR PALETTE COMBO 3:**
Here is another example of the Kent State gold used as the dominant color. Secondary and tertiary colors, along with Kent State blue, are used as accents.

**COLOR PALETTE COMBO 4:**
Using Kent State blue as the dominant color, secondary and tertiary colors, along with Kent State gold, are used as accents.
COLOR GRADIENTS

In addition to using the primary, secondary and tertiary color palettes, you may use gradients. See below for approved color combinations. Use restraint when incorporating gradients into layouts. They should add a pop of color but not overpower the composition. Do not use on typography.

GRADIENT COLOR PALETTE

<table>
<thead>
<tr>
<th>Gradient</th>
<th>CMYK Value</th>
<th>RGB Value</th>
<th>Hex Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>C=100 M=72 Y=0 K=38</td>
<td>R=73 G=148 B=203</td>
<td>#4994CB</td>
<td></td>
</tr>
<tr>
<td>C=76 M=33 Y=0 K=0</td>
<td>R=73 G=148 B=203</td>
<td>#4994CB</td>
<td></td>
</tr>
<tr>
<td>C=48 M=82 Y=0 K=0</td>
<td>R=73 G=148 B=203</td>
<td>#4994CB</td>
<td></td>
</tr>
<tr>
<td>C=1 M=99 Y=66 K=0</td>
<td>R=225 G=20 B=60</td>
<td>#E1143C</td>
<td></td>
</tr>
<tr>
<td>C=7 M=35 Y=100 K=0</td>
<td>R=239 G=171 B=0</td>
<td>#EFAB00</td>
<td></td>
</tr>
<tr>
<td>C=8 M=0 Y=72 K=0</td>
<td>R=235 G=97 B=0</td>
<td>#F8EB61</td>
<td></td>
</tr>
<tr>
<td>C=44 M=0 Y=21 K=0</td>
<td>R=234 G=228 B=229</td>
<td>#AEEAE5</td>
<td></td>
</tr>
<tr>
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<td>R=235 G=232 B=64</td>
<td>#EE854</td>
<td></td>
</tr>
<tr>
<td>C=29 M=22 Y=33 K=0</td>
<td>R=234 G=232 B=84</td>
<td>#BFBBAC</td>
<td></td>
</tr>
<tr>
<td>C=64 M=58 Y=32 K=27</td>
<td>R=234 G=232 B=84</td>
<td>#4D4D4C</td>
<td></td>
</tr>
</tbody>
</table>
CHAPTER EIGHT

BRAND ELEMENTS
BRAND ELEMENTS

In this chapter, we will break down the various elements that are used to make up the Kent State brand. We will focus on:

1. LENS FLARES AND OVERLAYS
2. HOLDING SHAPES
3. VECTOR TEXTURES
4. ICONS
5. VECTOR PATTERNS
Brand elements should be seen as the building blocks of Kent State's brand look and feel. Together they form the design vernacular for Kent State and should be used to build layouts, create presentations and add personality to existing templates. These patterns create some texture and depth within each layout.
ICONS

We use the following custom icons to accent photography or headlines within the layout, without overpowering them. They also bring in a lighthearted and hand-crafted element, which is important to the Kent State brand. The icon elements have no inherent symbolism or association. They are to be used solely as visual accents with no intentional associations to topics of layouts or editorial content. These icons are recommended for use with undergraduate communications.
VECTOR ELEMENTS

We use the following custom vector elements to accent layouts or as containers to highlight and hold content. They also bring an energetic and modern tone to layouts, which is important to the Kent State brand.
We use the following custom vector elements to accent layouts for Regional Campus communications.

**REGIONAL CAMPUS LETTERFORM PATTERNS**

- **Ashtabula**
- **Geauga**
- **East Liverpool**
- **Salem**
- **Stark**
- **Trumbull**
- **Tuscarawas**
CHAPTER NINE

DESIGN SPECTRUM
The Kent State brand is flexible and can be used for different types of executions. The design spectrum is composed of three distinct modes of the brand.

**BREAKDOWN OF DESIGN SPECTRUM**
1. HIGH-IMPACT
2. INFORMATIONAL
3. REFINED
HIGH-ImpACT

The messaging here should be high-impact and inspirational. In copy, elements from the Illumination Above All brand positioning should be used. Brand elements can and should be used frequently within the design. Colors used in this look should be the primary Kent State blue and gold colors. High-Impact messaging can be used for ad campaigns and on-campus communications, for example, and is recommended for use with undergraduate communications.

In short, this direction is Kent State’s most externally facing, youth audience-oriented way of showcasing the brand.
AT KENT STATE UNIVERSITY, we’ve made amazing breakthroughs and are always leading innovative research on intractable challenges in a range of fields such as healthcare, psychology, sustainability and cultural studies. But our commitment to teaching enables great discoveries beyond those we publish.

Our professors’ mentorship and insight enrich our students and form tomorrow’s leaders. It all starts with our shared commitment to excellence, both in conducting groundbreaking research and by leading the bright minds of tomorrow through meaningful student discovery.
In the Student Multicultural Center, we value growth of the individual student, cultural affirmation, empowerment of students, creating a sense of belonging and connecting communities that affirm appreciation for difference.

There is power within education. The Student Multicultural Center of Kent State University offers the opportunity for everyone (students, faculty, staff, and administrators) to have experiences outside of the classroom that will enhance their awareness of social and cultural differences. We enjoy supporting all students on their journey here at Kent State!

For more information about Kent State’s diversity resources, call 330-672-2442 or email diversity@kent.edu.

TALÉA R. DRUMMER, PH.D.
DIRECTOR, STUDENT MULTICULTURAL CENTER
CHAPTER NINE: DESIGN SPECTRUM, HIGH IMPACT

DIVISION OF DIVERSITY, EQUITY AND INCLUSION

KENT STATE UNIVERSITY

HONOR THE PROFESSOR WHO INSPIRED YOU THE MOST!

NOMINATE YOUR PROFESSOR

DISTINGUISHED TEACHING AWARD

Submit your nomination today for the DISTINGUISHED TEACHING AWARD, the university’s most prestigious award for tenure-track professors.

NOMINATE YOUR PROFESSOR BY JUNE 30 AT WWW.KSUALUMNI.ORG/DTA.

HONOR THE PROFESSOR WHO INSPIRED YOU THE MOST!

DISTINGUISHED TEACHING AWARD

NOMINATE YOUR PROFESSOR

Submit your nomination today for the DISTINGUISHED TEACHING AWARD, the university’s most prestigious award for tenure-track professors.

NOMINATE YOUR PROFESSOR BY JUNE 30 AT WWW.KSUALUMNI.ORG/DTA.
The Kent State brand is robust; and in informational communications, we should show that it can flex. Overarching brand design elements can be used heavily here, as well as the brand’s full range of colors, all the while keeping in mind that these pieces will often be copy-heavy. We should use white space in these pieces, allowing for clean typography and breathing room. This approach is recommended when creating viewbooks and large brochures, web content and admissions pieces. When accommodating a lot of information, consider a modular approach to aid in communication. In short, this direction should showcase the Kent State brand via color and layout while communicating as much information as possible.

Knowledge is power.

INFORMATION
is liberating.
Education is the premise of progress, in every society, in every family.

– Kofi Annan
AERONAUTICS SPOTLIGHT
TAKING OFF FROM HERE
Kent State University’s Aeronautics Program (No. 1 in Ohio) is one of four nationwide to be selected for Cessna’s 2016 Top Hawk partner program. The program encourages the pursuit of careers in aviation and provides students access to industry-leading aircraft. The Top Hawk program also offers an internship opportunity for Kent State students.

HONORS COLLEGE
FOR STUDENTS WITH OUTSTANDING academic credentials, our Honors College, established in 1933 and one of the oldest in the country, offers an academic experience where the challenge is at its finest. Our program will shape you through rigorous courses, creative research, international perspectives and a senior thesis or similar in-depth project. If you have a strong grade point average, curriculum and test scores, and most importantly an appetite for the challenge, this is your opportunity to thrive.

Visit www.kent.edu/honors to learn more.
CHAPTER NINE: DESIGN SPECTRUM, INFORMATIONAL

LOOK AROUND

SOMETIMES THE HIDDEN GEMS IN LIFE ARE NOT SO HIDDEN AFTER ALL. AMAZING THINGS CAN BE FOUND IN EVERY NOOK AND CRANNY OF YOUR WORLD. YOU JUST NEED TO STOP AND TAKE NOTICE. LEARNING TO BE MORE MINDFUL AND AWARE CAN DO WONDERS FOR YOUR WELLBEING. WITH ANYTHING FROM YOUR WALK TO SCHOOL AND THE WAY YOU EAT TO YOUR RELATIONSHIPS WITH THOSE SITTING AT THE TABLE NEXT TO YOU, BY SIMPLY OPENING YOUR EYES TO ALL THAT’S AROUND YOU, YOU CAN OPEN YOUR WORLD TO A LIFE YOU NEVER KNEW.

ANY CREATURE CAN FIND A HOME ON OUR CAMPUS. THE ADORABLE LITTLE BLACK SQUIRREL YOU SEE RUNNING AROUND ARE NO EXCEPTION. THREE BUCKY RABBIT CAMPUS ICONS BROKE OUT OF THEIR COMFORT ZONES IN 1962, WHEN LAWRENCE WOODDELL, KENT STATE SUPERINTENDENT OF GROUNDS, AND W. W. STAPLES, A RETIRED EXECUTIVE WITH THE DAVY TREE EXPERT COMPANY, IMPORTED 10 OF THEM FROM CANADA. AT FIRST, THEY WERE VIEWED AS WILDLIFE, BUT THEY BECAME A REGULAR Part OF CAMPUS CULTURE — WE EVEN HAD A FESTIVAL IN THEIR HONOR EVERY SEPTEMBER.

KNOW YOUR NOMS

"COLLEGE RANK" NAMED KENT STATE as the No. 1 college dining experience in the nation. With our more than 30+ dining options, you’ll never have a problem finding good eats here. Your Flashcard is your golden ticket to dining on campus. With a variety of meal plans to choose from and the ability to deposit Flashcash for a la carte options, you can grab a bite with a single swipe at more than 40 locations on and off campus.

One of our favorite on-campus food joints is Quaker Steak and Lube, located in the Student Union on the ground floor of the Kent Student Center. The atmosphere is awesome, and the menu has all sorts of sandwiches, burgers, appetizers and wings — which come in more than 15 flavors. Bonus points if you can conquer the Triple Atomic Wings Challenge. And by bonus points, we mean getting your very own spot on the Wall of Flame.

ON-CAMPUS DINING LOCATIONS

Gluten-free, vegan, vegetarian, local, organic, and mindfull options are readily available around campus; just look for these symbols:

GLUTEN-FREE
LOCAL
MINDFUL
ORGANIC
VEGAN
VEGETARIAN

KENT STATE UNIVERSITY // GUIDE TO BRAND 2.0
kent.edu/brand // page. 47
CHAPTER NINE: DESIGN SPECTRUM, INFORMATIONAL

If you’re into sports, you’ll be psyched to hear we sponsor 18 NCAA Division I teams. You can also scale our 40-foot climbing wall, take a dip in the pool, give yoga a try or take a spin around the ice rink.

STUDENT RECREATION AND WELLNESS CENTER

You’ll find 153,000 square feet full of equipment and facilities to keep you in shape, including:
- Elevated track with MMA area
- Six-lane swimming pool
- Leisure pool with vortex
- Hot-water spa
- Rock-climbing wall
- Aerobic studio
- Free-weight and cardiovascular fitness area
- Martial arts springing studio
- Four-court sports arena

ICE ARENA

Under the 88,000-square-foot arena, you’ll find two sheets of ice, one in a USA Hockey competitive size rink and is home to the Kent State University club hockey team.

UNIVERSITY HEALTH SERVICES

This is more than just a place to go when you are not feeling well. Our on-campus health services cover:
- Women’s healthcare
- Psychological services
- Laboratory, X-ray and pharmacy services
- Physical therapy
- Health education

WEB: www.kent.edu/uhms

STUDENT ORGANIZATIONS

ACADEMIC AND PROFESSIONAL
- Accounting Association
- American Medical Student Association
- American Society of Interior Designers
- Cosmetology Student Organization
- Construction Management Student Chapter
- Fashion Student Organization
- Financial Management Association
- Kent State Geological Society
- Kent Student Education Association
- Public Relations Student Society of America
- Students for Professional Nursing Students of Scholarship

HONORARY
- Golden Key International Honor Society
- Lambda Pi Eta
- Mortar Board, Laurel’s Chapter
- National Residence Hall Honorary
- National Society of Collegiate Scholars
- National Society of Leadership and Success
- Phi Sigma Pi, National Honor Society

MULTICULTURAL
- Black United Students
- Chinese Students and Scholars Association
- Japanese Culture Exchange Circle
- Kent Indian Association
- Native American Student Association
- Spanish and Latino Student Association (SALSA)

PERFORMANCE
- Dance Team
- Gospel Choir
- Jazz Ensemble
- Marching Band
- Orchestra

MEDIA
- A Magazine
- Black Squirrel Radio
- Burr magazine
- The Kent Stater
- KentWired.com
- Luna Negro magazine
- TUHU magazine

RECREATIONAL
- Baseball
- Broomball
- Cricket
- Dodgeball
- Figure Skating
- KSU Bass Fishing Club
- KSU Equestrians
- Lacrosse Club
- Paintball Club
- Ski and Snowboard Team
- Volleyball

RELIGIOUS
- Catholic Student Association
- Fellowship of Christian Athletes
- Hillel at Kent State University
- Lutheran Student Fellowship
- Muslim Student Association
- United Christian Ministries

SPECIAL INTEREST
- Commuter and Off-Campus Student Organization (COSO)
- Habitat for Humanity
- Kent Clarks
- May 4th Task Force
- Pokemon League
- PRIDE! Kent

WEB: www.kent.edu/CSO

WE ALSO HAVE CLUBS AND COMMUNITIES RELATED TO GREEK LIFE, STUDENT GOVERNMENT AND COMMUNITY SERVICE.

www.kent.edu/brand // page 48
In this direction, messaging should use a more professional tone. Small hints of the brand’s personality can shine through in places like headers or photo treatments. A minimal color palette and plenty of breathing room help communicate a cleaner and more reserved approach. Typography in this direction should be more traditionally laid out, and typography and line weights should be kept on the thinner side in order to maintain a more elegant look. This approach may be appropriate for use in alumni pieces, donor relations, research and graduate communications.

In short, this direction is the polished version of Kent State’s brand, a buttoned-up combination of bold and sophisticated.
CHAPTER NINE: DESIGN SPECTRUM, Refined

meaningful voice

THE MAKING OF Meaningful Voice

KENT STATE UNIVERSITY’S VISION IS TO BE A COMMUNITY OF CHANGE AGENTS WHOSE COLLECTIVE COMMITMENT TO LEARNING SPARKS EPIC THINKING, MEANINGFUL VOICE AND INVALUABLE OUTCOMES TO BETTER OUR SOCIETY.

Through the ingenuity and purpose-driven passions of our students, faculty, staff and alumni, Kent State University is illuminating the world through the cultivation and expression of meaningful voice.

KENT CAMPUS

Taylor Hall Renovations for Visual Communications and Design ($1,000,000 Capital)
Taylor Hall is the center point of the May Fourth 1970 historic district and home of the College of Architecture and Environmental Design. A majority of Taylor Hall will be improved for the visually impaired and those with limited mobility. A majority of Taylor Hall will be improved for the visually impaired and those with limited mobility.

Bowman Hall Mechanical and Building Improvements ($5,000,000 Capital)
Bowman Hall, constructed in 1962, is one of the most heavily utilized academic buildings on the Kent campus with 91 classrooms, 12 computer labs, and numerous departments and centers. The proposed project will primarily address the physical building systems which are not efficient, including those which are over 50 years old.

Terrace Hall Renovations for the College of Public Health ($1,000,000 Capital)
Terrace Hall, constructed in 1975 as a cafeteria, has been used for a variety of office and academic purposes over the past 25 years. The second floor of the facility will be renovated for the growing needs of the College of Public Health.

Rockwell Hall Electric Chiller and Air Handling Unit Replacement ($1,500,000 Capital)
Rockwell Hall, home to the nationally (3rd) and internationally (13th) ranked fashion program and nationally renowned Fashion Museum, was last renovated in 1981. This project will replace the failing chiller and air handling unit servicing this school and the museum with new, energy efficient units, and thereby provide an environment more conducive to student learning while lowering the costs associated with the operation. The improvements will improve the environment for the students within the school and for the industry leaders visiting and conducting fashion and fabric research associated with the museum’s vast collection.

Liquid Crystal and Material Science Building Hood Control Replacement ($900,000 Capital)
The Liquid Crystal and Materials Sciences Building, constructed in 1996, is home to the internationally recognized Liquid Crystal Institute and the Chemical Physics program, a world leader in soft matter science and technology. The building is also home to the LCD Industrial Partnership program which offers shared space for entrepreneurial and industry specific research.

Campus Fire Alarm System Replacements ($900,000 Capital)
Many of the campus’ 152 buildings were constructed more than 50 years ago. Collaborating with the local fire departments and the university’s disabled student community, the university will evaluate the existing fire alarm systems, prioritizing the areas of greatest risk and need, and begin a phased replacement of the obsolete systems with new, “intelligent” fire alarm systems. These new systems will improve the safety for all occupants of the building, including those with sight and hearing disabilities and include a built-in mass notification system to allow first responders to communicate with the building occupants in any emergency or lock-down situation.

Satterfield Hall – HVAC Improvements ($500,000 Capital)
Satterfield Hall, constructed in 1978, is home to one of the country’s only comprehensive bachelor to doctorate translator program. This project will address the aging mechanical system, replacing obsolete and failing equipment with new, energy efficient systems, providing an environment which is more conducive to student learning and modern teaching pedagogies.

Ohio Higher Education Capital Funding Commission Recommendations: Kent State University

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CHAPTER NINE: DESIGN SPECTRUM, REFINED

IT’S TECHNOLOGY MARRIED WITH LIBERAL ARTS, MARRIED WITH THE HUMANITIES, THAT YIELDS THE RESULTS THAT MAKE OUR HEARTS SING.

(Steve Jobs, in describing Apple’s success).

SUCCESSFUL COMPLETION OF THE KENT CORE ENABLES STUDENTS TO:
- Acquire critical-thinking and problem-solving skills
- Apply principles of effective writing and oral communication
- Broaden their imagination and develop their creativity
- Cultivate their natural curiosity and begin a lifelong pursuit of knowledge
- Develop competencies and values vital to responsible uses of information and technologies
- Engage in independent thinking, develop their own voice and vision, and become informed, responsible citizens
- Improve their understanding of issues and behaviors concerning inclusion, community, and tolerance
- Increase their awareness of ethical implications of their own and others’ actions
- Integrate their major studies into the broader context of a liberal education
- Strengthen quantitative reasoning skills
- Understand the concepts of the basic academic disciplines

Although not every Kent Core course will address all these goals, learning within the Kent Core as a whole enables students to acquire the tools for living rich and meaningful lives in a diverse society.

The term “liberal arts” does not reflect any political leaning. It stems from the Latin artes liberales. Historically in the Middle Ages, liberal arts schools differed from religious schools in that students were intellectually free (liberales) to question and investigate any topic. Some religion-based schools evolved into seminaries and the rest and the liberal arts schools evolved into the modern-day university. The Kent Core carries on this tradition of encouraging free intellectual curiosity and of developing the broad range of skills (artes) and methodological knowledge that was thought by the ancient Greeks to prepare one to flourish in a democratic society. These skills are still relevant today.

“We don’t need more STEM majors. We need more STEM majors with liberal arts training.”

(Washington Post, Feb 18, 2015)

HONORING ALL WHO SERVE

STUDENT GREEN KENT STATE UNIVERSITY WEDNESDAY, NOV. 9, 2016, 11 A.M.

* Flag-raising Ceremony
* All are invited to come and pay tribute to America’s veterans.
* A special invitation is extended to Kent State faculty, staff, students, alumni and community members who are veterans, active service members or have family members in the armed forces.
* Refreshments to follow in the Kiva lobby.
* In the case of inclement weather, the ceremony will take place in the Kiva.

SPONSORED BY:
- Air Force Reserve Officer Training Corps
- Alumni Association
- Army Reserve Officer Training Corps
- Center for Adult and Veteran Services
- The Division of Human Resources
- Undergraduate Student Government

THE KENT CORE AND YOU

HONORING ALL WHO SERVE
THE 2017 FACULTY RECOGNITION RECEPTION

In collaboration with the Office of the Provost

Welcome

Remarks by Catherine Leslie, Ph.D., Associate Professor

Recognition of Honorees

VISION, MISSION AND VALUES

VISION
To be a community of change agents whose collective commitment to learning sparks epic thinking, meaningful voice and invaluable outcomes to better our society

MISSION
We transform lives and communities through the power of discovery, learning and creative expression in an inclusive environment

CORE VALUES

WE VALUE:

- A distinctive blend of teaching, research and creative excellence
- Active inquiry and discovery that expands knowledge and human understanding
- Life-changing educational experiences for students with wide-ranging talents and aspirations
- A living-learning environment that creates a genuine sense of place
- Engagement that inspires positive change
- Diversity of culture, beliefs, identity and thought
- Freedom of expression and the free exchange of ideas
- A collaborative community
- Respect, kindness and purpose in all we do
CHAPTER TEN

LOGO GUIDELINES
CHAPTER TEN: LOGO GUIDELINES

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 University logo should contain a free space exactly the size of the K in Kent State surrounding the logo, including the sun graphic and 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 is the minimum size, the size 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, regarding copyright restrictions.

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

UNIVERSITY LOGO VARIATIONS
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 later in this guide.

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.

TWO-COLOR LOGO
The word UNIVERSITY can be removed from the main logo at smaller sizes or when it is illegible over light neutral backgrounds.

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.

The word UNIVERSITY can be removed from the main logo at smaller sizes or when it is illegible over light neutral backgrounds.

LOGO COLORS
The primary colors are PANTONE 281 and PANTONE 124.

Special circumstances may warrant the logo be presented in the following:

METALLIC PALETTE
- METALLIC GOLD (PMS 873)
- METALLIC BLUE (PMS 8783)
- GOLD FOIL (NO. 817)
LOGO BASICS

PRIMARY USE
Ideally, the logo should be reproduced in Kent State Blue and Gold. It can also 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.

CLEAR SPACE
The logo should contain a free space exactly the size of the K in Kent State surrounding the logo, including the sunburst and the word UNIVERSITY. This applies to the logo at all sizes.

TWO-COLOR LOGO

ONE-COLOR LOGO (BLACK / KENT BLUE)

REVERSED

The word UNIVERSITY can be in gold, but only when the logo is reversed out against a solid dark background.

The word UNIVERSITY can be in gold, but only when the logo is reversed out against a solid dark background.
LOGO USAGE

In the brand, we use different geometric shapes to add texture and interest to our logos and layouts. Here are some examples of how to use the Kent State University logo within these shapes, while still adhering to our design rules.

Holding shapes should always print 100 percent PMS 281 or (in limited circumstance) in PMS 124 with no effects. These examples are a variety of possible holding shapes. The holding shape should present at least 3 sides when it is anchored in a corner, and four when anchored to a side (not including bleed edges. See examples below.) If you require another shape, it must be approved by University Communications and Marketing.
CHAPTER TEN: LOGO GUIDELINES

LOGO USAGE

**DO**
When communication calls for a more formal approach, use this version. The full name adds more information and gives Kent State an official look and feel.

**DO NOT**
- DO NOT remove the sunburst from the logo.
- DO NOT add additional type to the logo.
- DO NOT use portions of the logo separately.
- DO NOT distort the shape of the logo.
- DO NOT create other logos using the sunburst.
- DO NOT move the location of the sunburst.
LOGO USAGE

DO

DO NOT use the color logo over backgrounds where there is not enough contrast for the logo to be readable.

DO NOT change the official logo colors.

DO NOT use over busy backgrounds.

DO NOT use the color logo over backgrounds where there is not enough contrast for the logo to be readable.
CHAPTER TEN: LOGO GUIDELINES

SOCIAL

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.
CHAPTER TEN: LOGO GUIDELINES

THE KENT STATE UNIVERSITY EMBLEM

Due to its classic look and feel, the K will serve as an iconic emblem, rather than a traditional logo. For example, the emblem may be used as a hero graphic on a large banner, apparel and various promotional items. All uses for the K should be decorative. It should not be manipulated in any way or used in combination with other graphic elements.

K EMBLEM

USES OF THE K EMBLEM

The emblem will be used as a stand-alone graphic. It should not be locked up with any other type. Ideal uses include: signage, T-shirts, embroidery, decals, printed banners, etc.

COLOR OF THE K EMBLEM

The emblem should always appear in Kent State Blue, PANTONE 281 with an outline in Kent State Gold, PANTONE 124. The area between the blue and gold is always white and never transparent. By keeping the color consistent, we are able to strengthen our brand.
EMBLEM BASICS

THE UNIVERSITY K EMBLEM
MAIN EMBLEM

The University K Emblem is used mainly in less formal applications. It is not part of any logo lock-up, and may be used as a stand-alone element.

The emblem is outlined in gold when appearing on a blue or white background. The emblem appears with a blue outline ONLY when appearing on a gold background.

ON KENT STATE BLUE

ON KENT STATE GOLD
*only use blue outline when on gold background

BLACK AND WHITE
EMBLEM USE

**DO NOT: LOCK UP EMBLEM WITH ANY COPY**
The emblem should not be used as the Kent State University logo. No location, department or institute names should be locked up with the emblem. The emblem is a stand alone, decorative element. The emblem should never be used to spell a word.

**DO NOT: PUT EMBLEM ADJACENT TO LOGO**
The emblem should not be used in coordination with the Kent State University logo.

**DO NOT: CHANGE THE COLOR**
The emblem color should not be changed. Using our Kent State Blue consistently shows strength.

---

Department of English
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.

**USE OF THE UNIVERSITY SEAL IS LIMITED TO THE FOLLOWING:**

- Official university documents
- Formal documents, such as diplomas, certificates, legal documents and contracts
- Communications from the Board of Trustees, the Office of the President, the executive officers or deans of the university and for special communications and events
- Other official or historical university materials
- Major media and fundraising initiatives
- Limited merchandising with advance approval by a licensing coordinator at 330-672-2982.

**THE SEAL MAY BE REPRODUCED IN ANY OF THESE COLORS:**

- **ALL BLUE**
  
  (PMS 281, C=100, M=72, Y=0, K=38 FOR CMYK FOR PRINT; #002664 FOR THE WEB; R=0, G=57, B=118 FOR RGB)

- **ALL GOLD**
  
  (PMS 124, C=7 M=35 Y=100 K=0 FOR PRINT; #EAAB00 FOR THE WEB; R=239, G=171, B=0 FOR RGB)

- **ALL BLACK**

- **METALLIC GOLD**
  
  (PMS 873)

- **GOLD FOIL**
  
  (NO. 817)

- **METALLIC BLUE**
  
  (PMS 8783)
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.
CHAPTER ELEVEN

VISUAL COMMUNICATIONS
VISUAL COMMUNICATIONS

EMAIL SIGNATURES
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.
LETTERHEAD
University offices and departments must use the official watermark letterhead for all off-campus correspondence. Electronic submission of letterhead need not represent the watermark found on printed versions of the official letterhead. Official notepads can be used for on-campus correspondence. Letters should be composed in Garamond, Times or Helvetica, 12-point type, single-spaced. All text should be left justified. Margins should be at least one inch on the left and right sides, two inches on the top and 1.5 inches on the bottom. (Note: These are the minimum margins allowed. For shorter letters, use larger margins as needed to make correspondence visually pleasing.) The university logo is centered at the top of the page. The university address and unit-specific contact information is centered at the bottom. University letterhead is printed in blue (PMS 281) on paper watermarked with the Kent State seal. To order letterhead, please visit www.kent.edu/ucm/online-ordering.

VISUAL COMMUNICATIONS

The logo should be centered optically. It should remain the same size (1.75” x .5”) and stay within in the guides.

Safe Area

Division, department, office, school, etc. should be written below in National semibold, 11 pt, sentence case and .625” below safe area (Non top-tier or organization letterhead only.)

Address copy should be 9 pt Soho light (dividing bullet glyphs should be bold)
VISUAL COMMUNICATIONS

ENVELOPES
The Kent State University envelope comes in the standard No. 10 size for business correspondence. The university logo and return address are placed 3/8 inch from the left and top edges. The appropriate university address is centered below the logo, followed by a 1-point rule. In compliance with U.S. Postal Service requirements, the unit and index number must be more than 2-3/4 inches above the bottom of the envelope. Follow the same format on return addresses for brochures and flyers that are self-mailing. Envelopes are printed in blue (PMS 281) on 24 lb. white wove paper.

The U.S. Postal Service has established guidelines for addressing business envelopes. Its optical character readers (OCRs) look for the address within a rectangular space on each piece of mail, called the "OCR read area." There must be 2-3/4 inch clearance between the unit name and the lower edge of the envelope. The last line of the address must be at least 5/8 inch above the lower edge of the envelope. Print text in all caps and omit punctuation, except the hyphen in the ZIP+4 code. Use abbreviations whenever possible. Postal endorsement (Return Service Requested) must be 1/4 inch below the return address. If you have questions or for more information about proper addressing and endorsements, call Mail Services at 330-672-2164. To order envelopes, call the Procurement Department at 330-672-2276 or visit the website at www.kent.edu/procurement/envelopes.
VISUAL COMMUNICATIONS

BUSINESS CARDS
Kent State University business cards are printed in two colors, with text in blue and artistic elements in gold. All text and art are centered. Business cards are imprinted with the carrier’s name, title, the appropriate university address, phone and secondary contact information. The phone and fax numbers can occupy two lines or may be placed on the same line, separated by a single bullet point (•).
Business cards are printed on 80 lb. white vellum.
You can place orders for business cards using a department credit card.
To order business cards, contact University Communications and Marketing at 330-672-6767 or visit www.kent.edu/ucm/online-ordering. Please include card information and quantity. Prior to printing, you will receive a proof to approve. There is an additional charge for two-sided cards.
VISUAL COMMUNICATIONS

POWERPOINT TEMPLATES
Kent State University Communications and Marketing offers two standard PowerPoint templates. Please use either of these templates for presentations, reports, etc. The templates can be downloaded by visiting www.kent.edu/ucm/powerpoint-templates. To request a PowerPoint template for a Regional Campus or academic unit, please contact your University Communications and Marketing account representative.

**BOLD 16 X**

**BOLD 4 X 3**

**LIGHT 4 X 3**

**LIGHT 16 X 9**
AFFILIATION REPRESENTATION
When affiliate or partnership marketing materials require the use of multiple logos and the Kent State University logo must be shown in conjunction with another logo or logos, the Kent State logo must appear in the lower right portion of the layout with the partner logo/logos appearing in the lower left.

EXAMPLE
LEFT SIDE: PARTNER LOGO

EXAMPLE

RIGHT SIDE: KENT STATE LOGO
SIGNAGE
ARCHITECTURAL SIGNAGE STANDARDS

The overall goal of the Kent State University signage program is to provide a harmonious and integrated resolution in the following three areas of design:

- Communication: Maximize usefulness and effectiveness of signage to viewer, achieved through choice messages, format, sign placement and empathy for user.
- Graphic design: Overall graphic format/style fulfilling functional and aesthetic needs, including typography/space, color, size and relationship of sign to setting.
- Hardware design: Achieve the highest level of durability within economic constraints, including fabrication, installation, maintenance and repair. Signage elements for Kent State separate into four basic categories according to the informational function they provide:
  - Directional signs indicate directions for vehicular and/or pedestrian traffic.
  - Identification signs identify a place, facility or structure.
  - Informational signs provide a site map and directory of campus facilities.
  - Regulative and prohibitive signs communicate regulations and restrictions as they pertain to vehicles and/or pedestrians.

The official university signage guidelines are available through the Office of the University Architect.

Address: Office of the University Architect
Suite 101 HARBOR HALL, 615 LOOP ROAD
Kent State University
P.O. Box 5190
Kent, Ohio 44422-001
Phone: 330-672-3880

All external signage must be reviewed and approved by University Communications and Marketing in conjunction with the Office of University Architect prior to production. For assistance in acquiring approvals for outdoor signage, please contact University Communications and Marketing at 330-672-6767.
CHAPTER TWELVE: SIGNAGE

UNIVERSITY SIGNAGE

VEHICLE SIGNAGE
The Kent State University logo is presented in one color on university vehicles: blue (PMS 281) on white vehicles and white on gray or blue vehicles. Vehicle signage decals are available in three sizes; selection depends on the size and style of vehicle. To order vehicle signs, contact Transportation Services at 330-672-7433.
APPROVED VENDORS
MERCHANDISING AND PROMOTIONAL ITEMS

You can acquire or purchase promotional items as follows:

» If you are part of a company outside of Kent State, please contact the licensing coordinator, Office of the General Counsel, at 330-672-2982.

» If you are a division of Kent State and need to seek approval on merchandise or promotional items, please contact University Communications and Marketing at 330-672-6767.
CONTRACTED VENDORS

Contracted vendors are selected to maintain consistent quality, service and cost for the most common types of jobs.

WHO ARE THE CONTRACTED VENDORS?

OFFSET PRINTING
HKM DIRECT MARKET COMMUNICATIONS - WWW.HKMDM.COM
OLIVER PRINTING - WWW.OLIVERPRINTING.COM
PRINTING CONCEPTS - WWW.PRINTINGCONCEPTS.COM

QUICK PRINTERS
HOT CARDS - WWW.HOTCARDS.COM
MINUTEMAN PRESS - YOUNGSTOWN.MINUTEMANPRESS.COM

PROMOTIONAL GIFT ITEMS
AG PRINTPROMO SOLUTIONS - WWW.THEAGGROUP.COM - 330-315-9600
GLOBAL PROMOTIONS AND INCENTIVES - WWW.SHOPGLOBALPAI.COM - PAT CAMPBELL, 330-606-6865, PCAMPBELL@ASWGLOBAL.COM

MEDIA BUYING AGENCY
HARMELIN MEDIA - CONTACT UCM FOR DETAILS
## FAQ

**HAS THE WAY I ORDER FORMS, BUSINESS CARDS, LETTERHEAD, ETC. CHANGED?**

No. You still place your orders online at [www.kent.edu/ucm/online-ordering](http://www.kent.edu/ucm/online-ordering). You may see additional online offerings in the future. Stationery envelopes are still ordered from the Procurement site at [www.kent.edu/procurement/envelopes](http://www.kent.edu/procurement/envelopes).

**WHY ARE SO MANY PRINTERS ON THE CONTRACTED VENDORS LIST?**

The printers on the list represent a full range of printing capabilities that match Kent State’s printing needs.

**WHY SHOULD I USE THE CONTRACTED PRINTING VENDORS?**

The contracted printing vendors have been thoroughly vetted by the RFP selection process on behalf of the entire university. The contracts are reviewed yearly, and University Communications and Marketing monitors the quality of printing and service daily. The contracted printing vendors were selected to maintain consistent print quality, service and cost throughout the duration of the contract.

**CAN I USE A PRINTER NOT ON THE CONTRACTED PRINTING VENDOR LIST?**

No, using contracted vendors is required by university policy. University Communications and Marketing can assist you in obtaining estimates — contact Jody Kovolyan at [jkovoly1@kent.edu](mailto:jkovoly1@kent.edu).

**HOW DO I PAY FOR PRINTING SERVICES?**

When printing is handled through UCM, purchase orders to and invoices from contracted vendors are assigned your designated index number.

**HOW DO I START USING A CONTRACTED PRINTING VENDOR?**

University Communications and Marketing selects the vendor best suited for your job, obtains a printing estimate and issues a purchase order for you. Contact Jody Kovolyan at [jkovoly1@kent.edu](mailto:jkovoly1@kent.edu). Using University Communications and Marketing for your marketing materials is the best way to ensure proper university standards and printing quality.

Printing paid for with university funds, which include grant and foundation accounts, should be reviewed and approved by University Communications and Marketing. If you choose to use another marketing and design resource, your printing estimate and final design need to be reviewed by University Communications and Marketing.

**WHOM DO I CONTACT IF I HAVE QUESTIONS ABOUT THE SELECTION OF THE CONTRACTED PRINTING VENDORS?**

Procurement - [Larry McWilliams](mailto:lmcwilli@kent.edu), assistant manager, 330-672-9196.

University Communications and Marketing - [Rebecca Murphy](mailto:rmurph20@kent.edu), senior associate vice president, 330-672-8533.
ARTWORK – All original copy, including type, photos and illustrations, intended for printing. Also called art.

BLEED – Any element that extends up to or past the edge of a printed page.

CMYK – Abbreviation for cyan, magenta, yellow and key (black), the four process colors.

COMP – An internal proof from University Communications and Marketing.

DIGITAL PRINTING – Refers to printing from digital-based images directly to a variety of media. Digital printing usually refers to professional printing where small-run jobs and other digital sources are printed using large-format and/or high-volume printers. Digital printing has a higher cost per page than more traditional methods, but this price is usually offset by avoiding the cost of all the technical steps required to make printing plates. It also allows for on-demand printing, short turnaround time and even a modification of the image (variable data) used for each impression.

EDITING – Reading the words of the document to check for errors in fact, grammar, typing or AP and university style. Also to add or remove words.

FONT – The characters that make up a complete typeface and size.

FOUR-COLOR PRINTING – Using the four process colors of cyan, magenta, yellow and black to create a full-color publication.

FPO – Abbreviation used in layouts and mock-ups when one image is placed “for position only” until the final image can be put into place.

GHOSTING – Refers to the faint image appearing as a repeat of an image in a document.

GREEK TYPE – Place-holding type set in Greek characters.

HIGH RESOLUTION – Relating to an image that has fine detail (300 dpi and above).

IN PRODUCTION – The step of creating a publication where the artwork is given to the printing vendor to prepare it and turn it into its final, printed form.

KERNEING – See Tracking.

LAYOUT – The design of a proposed printed piece.

LEADING – The amount of space between lines of type.

LOWER THIRDS – In videos, a lower third is a graphic with text placed in the lower area of the screen.

MOCK-UP – The complete layout of a publication in draft form with provided copy and images in place.

NEGATIVE SPACE – Space that surrounds an object in an image. Also called white space. Negative space helps to define the boundaries of positive space and brings balance to a composition.

OFFSET PRINTING – The most commonly used printing method, where the printed material does not receive ink directly from a printing plate but from an intermediary blanket that receives the ink from the plate and then transfers it to the paper.

PRINTER’S PROOF – Print retained by the printer as a reference and used for checking that all text, graphics and colors come out as expected before going to press.

REVERSE – Type, graphic or illustration reproduced by printing ink around its outline, thus allowing the underlying color or paper to show through and form the image. The image ‘reverses out’ of the ink color. Also called knockout and liftout.

SIGNATURE – Printed sheet folded at least once, possibly many times, to become part of a book, magazine or other publication.

TRACKING (KERNEING) – In typography, adjusting the spacing between characters for visually pleasing and easily readable text.

TYPEFACE – The name or family of a set of characters that have the same look or design. This is different from a font, which is a specific size and style of a typeface. For example, 10 point bold refers to the font. But Helvetica or Bodoni refers to the typeface design.
THANK YOU