THE UNIVERSITY OF
KANSAS

Graphic Identity Standards
2006 - 2007

If you have questions about this document, please contact:

David Johnston

Director of Marketing

The University of Kansas

1314 Jayhawk Boulevard

Lawrence, Kansas 66045-3176

(785) 864-3256

Fax (785) 864-3339

www.identity.ku.edu

Contents

Introduction

Letter from Chancellor Robert Hemenway

27 September 2005

The University of Kansas has embarked on an aggressive effort to better tell its success story. KU's graphic identity system — the symbols, logotype, and colors we use to represent KU visually — is an important tool for achieving that goal.

A cohesive and uniform visual identity offers a more efficient and effective way for the university to communicate with key audiences. The system also provides us with a good, strong "KU," a highly readable and recognizable way of representing the university in which we all can take pride. When we look like one university and are recognized by our audiences as one university, the depth and diversity of this great institution will be even more impressive.

This graphic identity system is the product of effort and feedback from thousands of KU students, faculty, staff, and alumni, as well as other friends of KU. No one should doubt our commitment to the new standards. I ask for your assistance in seeing that your department, unit, or campus understands the guidelines and follows them.

We collectively have spent almost a century and a half building one of the nation's great public research universities. Now we have a tool to help the public better recognize the value that KU adds to our state, nation, and world. I thank you for your support of this historic effort on behalf of our great university.

Robert E. Hemenway
Chancellor

University Identity System

KU Logo

Logotype

THE UNIVERSITY OF KANSAS

Rule

Overview

Uniform use of the KU signature builds awareness of the university in the academic community and beyond. Therefore, the KU signature must be used in accordance with the guidelines in this document.

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 can be 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

☐ = 1/2 X ▪ = 1/32 X

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.

1/2 inch

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

1.1.2   The University of Kansas Graphic Identity Standards

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.

Logotype

KU Logo

Rule

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

X

= 1/2 X   = 1/32 X
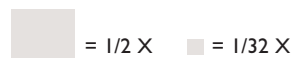
X = height of the KU Logo

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

1 inch

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

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.

PMS 293   PMS 430

One-color Signature

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

PMS 293

Black

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 the approval of the KU marketing director.

Examples of Incorrect Usage

DO NOT REPOSITION, RESIZE OR SEPARATE COMPONENTS

DO NOT CREATE A DECORATIVE PATTERN WITH ANY PART OF THE SIGNATURE
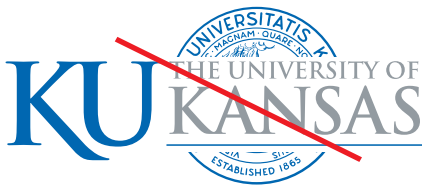
DO NOT OVERLAP OTHER LOGOS OR MARKS

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

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

Primary and Subordinate Areas – Horizontal and Vertical Configurations

The individualized signatures for each major unit (campus, college/school, administrative unit, corporate affiliate, training center, museum, and center for public programming) include a subordinate area, which demonstrates a clear and direct association between the unit and the university.

When the unit name appears in the subordinate area, the signature emphasizes the university. Except on stationery, a unit may decide whether to use its name in the primary or subordinate area. Departments and programs/special events should use the university signature of their parent office.

Only departments of corporate affiliates, such as Kansas Athletics, may use both the primary and subordinate positions without the university's name.

Horizontal Configuration, Aligns Left with Logotype
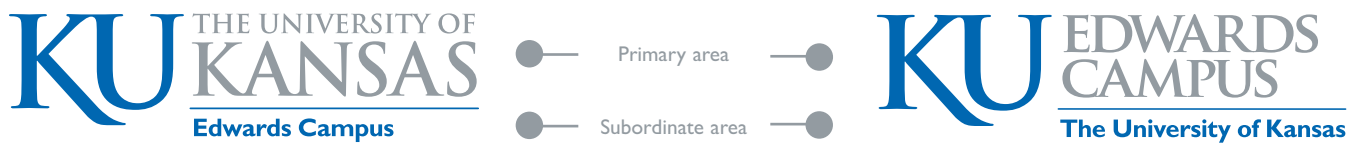
Vertical Configuration, Center Alignment

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

Examples of Units in Primary Area

KU LIBRARIES
The University of Kansas

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.

KU LIBRARIES
The University of Kansas

KU MEDICAL CENTER
The University of Kansas

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

KU MEDICAL CENTER
The University of Kansas

KU COLLEGE OF LIBERAL ARTS & SCIENCES
The University of Kansas

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.

KU COLLEGE OF LIBERAL ARTS & SCIENCES
The University of Kansas

KU WILLIAM ALLEN WHITE SCHOOL OF JOURNALISM & MASS COMMUNICATIONS
The University of Kansas > > >

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.

KU WILLIAM ALLEN WHITE SCHOOL OF JOURNALISM & MASS COMMUNICATIONS
The University of Kansas

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

KU THE UNIVERSITY OF
KANSAS
Medical Center

KU
THE UNIVERSITY OF
KANSAS
Medical Center

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

KU THE UNIVERSITY OF
KANSAS
College of Liberal Arts & Sciences

KU
THE UNIVERSITY OF
KANSAS
College of Liberal Arts & Sciences

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

KU THE UNIVERSITY OF
KANSAS
William Allen White School of Journalism & Mass Communications

KU
THE UNIVERSITY OF
KANSAS
William Allen White School of Journalism & Mass Communications

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.
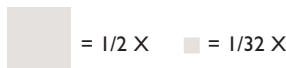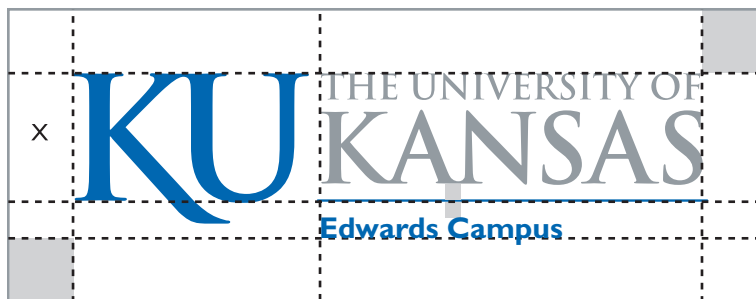• In most cases, the ampersand is at the beginning of a line.

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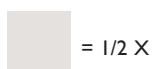
Clear Space

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

X

KU THE UNIVERSITY OF **KANSAS**

Edwards Campus

□ = 1/2 X   ▪ = 1/32 X

X = height of the KU Logo

X

KU

THE UNIVERSITY OF **KANSAS**

Edwards Campus

□ = 1/2 X

▪ = 1/32 X

X = height of the KU Logo

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 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.
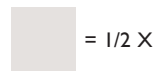
The KU Logo

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.
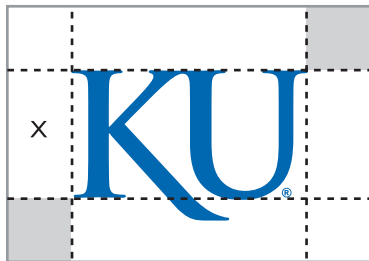
Clear Space

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

= 1/2 X

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.

1/4 inch

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

PMS 293

Black
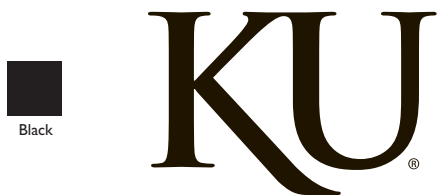
Reversed One-color Logo

Two-color Outlined Logo

PMS 186   PMS 293

Outlined logo is acceptable ONLY with approval.

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

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**
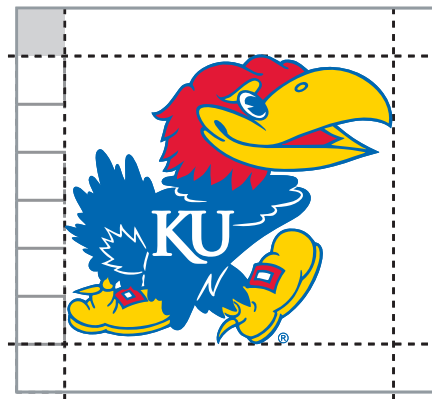
Clear Space

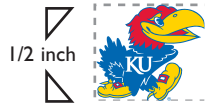Clear space requirements must be observed, except in special, pre-approved circumstances.

☐ = 1/6 X

X = height of the Jayhawk

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

Minimum Size

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

1/2 inch

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.

1912   **1920**   **1923**   **1929**   **1941**   **1946**

## 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.
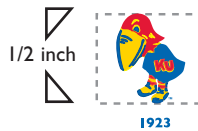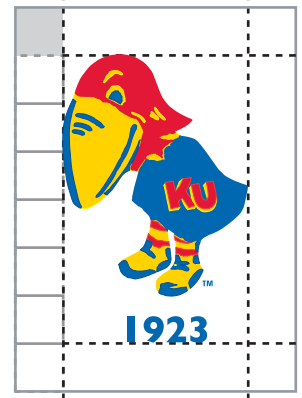
Use of the Jayhawk Head

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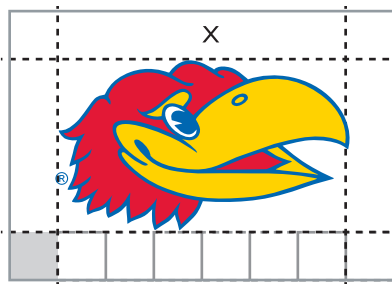
Clear Space

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

= 1/6 X

X = width of the Jayhawk head

Minimum Size

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

1/2 inch   1923

Minimum Size

The width of the Jayhawk head should not appear less than 1/2 inch in print.

1/2 inch

Clear Space

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

1923

= 1/6 X

X = height of the Jayhawk

Color Standards

Outlined

Grayscale Jayhawk Head

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

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

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
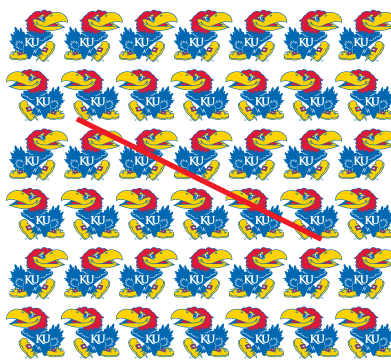OR SCREENED BENEATH TEXT**

**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.

The 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.
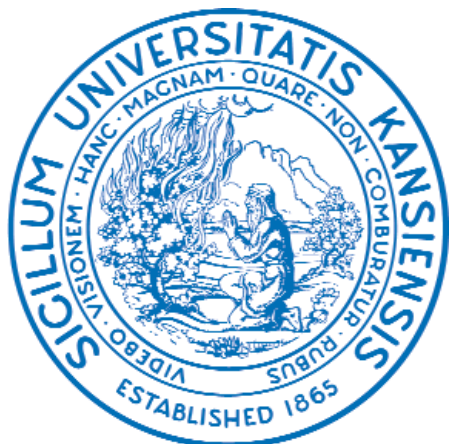
OFFICIAL USES ONLY

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.

To request high resolution artwork of the seal, contact the Director of Marketing.

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.

Clear Space

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

X
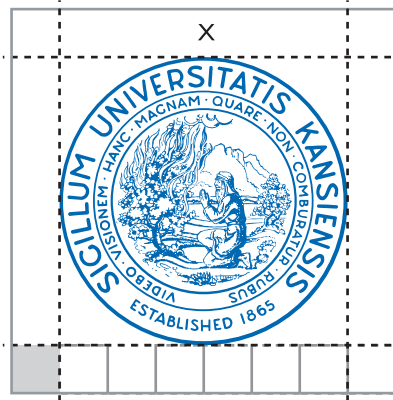
= 1/6 X

X = diameter of the seal

Minimum Size

Never use the seal at a size smaller than 1 inch, shown here in actual size.

1 inch
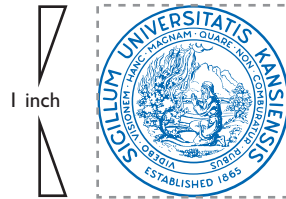
One Color

One-Color Reverse

PMS 293

Inside white

Inside hollow

Black

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 they are enhanced, they should never be reset.

The Trajan font family consists of two weights, Trajan Regular and Trajan Bold.

Trajan Regular

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

Trajan Bold

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

Hand-tailored
character joints

Custom redraw at
character joints

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

Palatino

Palatino complements the Trajan in KU's signature. Palatino can be used as body text in business letters. 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.

The Palatino font family consists of 18 font weights and styles: Palatino Light, Palatino Light Italic, Palatino Roman, Palatino Roman SC, Palatino Italic, Palatino Italic OsF, Palatino Medium, Palatino Medium Italic, Palatino Bold, Palatino Bold OsF, Palatino Bold Italic, Palatino Bold Italic OsF, Palatino Black, Palatino Black Italic, Palatino Central European Roman, Palatino Central European Italic, Palatino Central European Bold, and Palatino Central European Bold Italic.

The recommended weights are Palatino Roman, Palatino Italic, Palatino Bold, and Palatino Bold Italic.

Palatino Roman

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

Palatino Roman 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.

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.

Gill Sans is a linotype family with 15 weights: Gill Sans Light, Gill Sans Light Italic, Gill Sans, Gill Sans Italic, Gill Sans Bold, Gill Sans Bold Italic, Gill Sans Extra Bold, Gill Sans Ultra Bold, Gill Sans Shadowed, Gill Sans Light Shadowed, Gill Sans Condensed, Gill Sans Bold Condensed, Gill Sans Bold Extra Condensed, Gill Sans Ultra Bold Condensed, and Gill Sans Ultra Bold Display.

Recommended weights are Gill Sans Light, Gill Sans Light Italic, Gill Sans Regular, Gill Sans Regular Italic, Gill Sans Bold, Gill Sans Bold Italic, Gill Sans Condensed, and Gill Sans Bold Condensed.

Gill Sans Light

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

Gill Sans Light Italic

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

Gill Sans Regular

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

Gill Sans Regular Italic

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

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

Gill Sans Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWX
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.

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

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: C50 M5 Y0 K0

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

Obsidian
Spot color: PANTONE® 296
Process: C100 M45 Y0 K70

Warm Tones >>

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

Orange
Spot color: PANTONE® 166
Process: C0 M65 Y100 K0

Brick
Spot color: PANTONE® 188
Process: C0 M95 Y100 K50

Dark Neutrals >>

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

Brown
Spot color: PANTONE® 462
Process: C50 M60 Y100 K45

Smoke
Spot color: PANTONE® 7545
Process: C25 M5 Y0 K65

Light Neutrals >>

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

Khaki
Spot color: PANTONE® 7536
Process: C0 M5 Y20 K30

Sand
Spot color: PANTONE® 7527
Process: C0 M15 Y10 K10

Basics >>

Black

White

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

Pantone Inc. has not evaluated the colors shown in this guide. They may not match the **PANTONE** color standards.
Consult the current **PANTONE** publications for accurate color. **PANTONE** is the property of Pantone Inc.
For additional information, contacts and downloads, see www.identity.ku.edu.

University Stationery

Stationery Overview

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.

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.

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

KU Standard Stationery

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

Letterhead: 8 1/2" x 11"

THE UNIVERSITY OF
KU KANSAS
College of Liberal Arts
& Sciences

Business Card: 3 1/2" x 2"

THE UNIVERSITY OF
KANSAS
College of Liberal Arts
& Sciences

Name
Title

Department of Communication Studies   (785) 864-0000
1440 Jayhawk Boulevard   (785) 864-0000 Fax
Lawrence, KS 66045-7574   username@ku.edu
                                              www.ku.edu

THE UNIVERSITY OF
KU KANSAS
College of Liberal Arts
& Sciences

Name
Title

Department of Communication Studies   (785) 864-0000
1440 Jayhawk Boulevard   (785) 864-0000 Fax
Lawrence, KS 66045-7574   username@ku.edu
                                              www.ku.edu

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

THE UNIVERSITY OF
KU KANSAS

College of Liberal Arts
& Sciences
Department of Communication Studies
1440 Jayhawk Boulevard
Lawrence, KS 66045-7574

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

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.

Letterhead: 8 1/2" x 11"

1 1/2"

3/4"

1/2"

THE UNIVERSITY OF
KANSAS

**College of Liberal Arts
& Sciences** << Gill Sans Bold

This area designated for
identifying campuses, centers,
colleges & schools

Body of the letter begins
2" down from top edge

Date

Recipient
Title
Address
City, State Zip

To whom it may concern,

Lorem ipsum dolor sit amet, orci amet magnis purus sit pede, fringilla porttitor augue
massa facilisis sed mus, at ligula nec at rhoncus in phasellus, nullam eu elit. Ut ut phasellus
etiam consectetuer sit, fringilla ac varius nec fames, class nullam quam mollis, rhoncus ut
molestie donec etiam lobortis in, et quis enim varius. Pharetra integer, sit nisl in, eu ac
tincidunt lacus vitae magna mauris, tempor augue odio risus sodales ut. Bibendum felis
natoque. Quam autem purus mus, ex erat cras urna lorem iaculis ornare, tellus vitae,
laoreet sagittis feugiat, lorem incidunt. Quam tempus turpis fusce sed sollicitudin. Urna
ultricies interdum, litora facilisis sit aliquam cursus orci arcu, pulvinar mauris nec auctor,
turpis est.

Vitae gravida, duis in sit, dui cursus in eleifend adipiscing quam. Torquent senectus
dictum, in fermentum eros tortor justo ac, tellus vestibulum vivamus tempor, lectus
fringilla. Eu venenatis massa leo tincidunt, cras pellentesque nullam morbi, est in volutpat
metus eleifend morbi fusce. Vestibulum tellus auctor mollis pellentesque ut, phasellus
parturient dictum a. Et amet, lectus sit proin, aptent ut phasellus voluptatem aliquam,
mollis molestie. Quam magna eget, condimentum volutpat lobortis, pede eget nunc sed
odio etiam, sed elementum maecenas libero pellentesque tellus, mauris in dui sodales.

In erat vitae bibendum, ligula sed ligula rhoncus lorem penatibus, erat et vehicula
hendrerit. Eget vestibulum pede risus id. Orci hac ut eu lorem elit, cum sed lacus
suspendisse orci, est feugiat ac inceptos at. Odio aliquet vestibulum, lorem venenatis varius
at tempor elementum, suspendisse sed eiusmod dolor cras a vestibulum. Consectetuer
venenatis quis in et sollicitudin in. Feugiat lorem, ipsum ligula class et nulla praesent.

Sincerely,

Sender

1 1/2" from left edge

Aligns justified left
with KU logotype

Maximum line length
should not exceed

1 1/4" from right edge

1 1/2" from left edge

This area designated for
departments & offices
Gill Sans Regular >>
Gill Sans Light >>

^ 7/8" clearance space should be allotted
between end of body of letter and department/office

Body of the letter
should end 1 1/2"
from bottom edge

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

^ 3/8" clearance

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

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

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

1 1/2"

1/2"

1/2"

KU THE UNIVERSITY OF
KANSAS

**College of Liberal Arts
& Sciences**

Department of Communication Studies
1440 Jayhawk Boulevard
Lawrence, KS 66045-7574

Addressee begins 1.75"
down from top edge

Recipient
Address
City, State Zip

Addressee aligns justified left
at horizontal center point
4 3/4" from left edge

Envelope specifications not to scale.

Shown at 75% of actual size.

Business Card: 3 1/2" x 2"

THE UNIVERSITY OF
KANSAS

**College of Liberal Arts
& Sciences**

Name
Title

Department of Communication Studies
1440 Jayhawk Boulevard
Lawrence, KS 66045-7574

(785) 864-0000
(785) 864-0000 Fax
username@ku.edu
www.ku.edu

KU THE UNIVERSITY OF
KANSAS

**College of Liberal Arts
& Sciences**

Name
Title

Department of Communication Studies
1440 Jayhawk Boulevard
Lawrence, KS 66045-7574

(785) 864-0000
(785) 864-0000 Fax
username@ku.edu
www.ku.edu

Business card specifications not to scale.

Shown at 75% of actual size.

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

KU Primacy Stationery

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

Letterhead: 8 1/2" x 11"

KU LIED CENTER OF KANSAS
The University of Kansas

Business Card: 3 1/2" x 2"

LIED CENTER OF KANSAS
The University of Kansas

Name
Title

A division of the School of Fine Arts
1600 Stewart Drive
Lawrence, KS 66045-7502

(785) 864-0000
(785) 864-0000 Fax
username@ku.edu
www.lied.ku.edu

KU LIED CENTER OF KANSAS
The University of Kansas

Name
Title

A division of the School of Fine Arts
1600 Stewart Drive
Lawrence, KS 66045-7502

(785) 864-0000
(785) 864-0000 Fax
username@ku.edu
www.lied.ku.edu

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

KU LIED CENTER OF KANSAS
The University of Kansas

A division of the School of Fine Arts
1600 Stewart Drive
Lawrence, KS 66045-7502

A division of the School of Fine Arts
1600 Stewart Drive | Lawrence, KS 66045-7502 | (785) 864-0000 | Fax 785-864-0000 | www.lied.ku.edu

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.

Jayhawk Primacy Stationery

Only two corporate KU-affiliated units, Kansas Athletics and the KU Alumni Association, may use Jayhawk primacy stationery.

Letterhead: 8 1/2" x 11"

Business Card: 3 1/2" x 2"

Name
Title

1266 Oread Avenue   (785) 864-0000
Lawrence, KS 66045   (785) 864-0000 Fax
                        username@ku.edu
                        www.kualumni.org

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

1266 Oread Avenue
Lawrence, KS 66045

1266 Oread Avenue | Lawrence, KS 66045 | (785) 864-0000 | Fax (785) 864-0000 | www.kualumni.org

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.

Matching Standard Stationery

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

KU THE UNIVERSITY OF
KANSAS
College of Liberal Arts
& Sciences
Department of Communication Studies
1440 Jayhawk Boulevard
Lawrence, KS 66045-7574
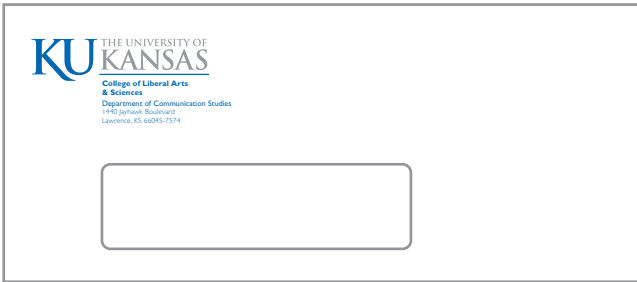
#9 Envelope: 3 7/8" x 8 7/8" (fits into #10 envelope)

KU THE UNIVERSITY OF
KANSAS
College of Liberal Arts
& Sciences
Department of Communication Studies
1440 Jayhawk Boulevard
Lawrence, KS 66045-7574
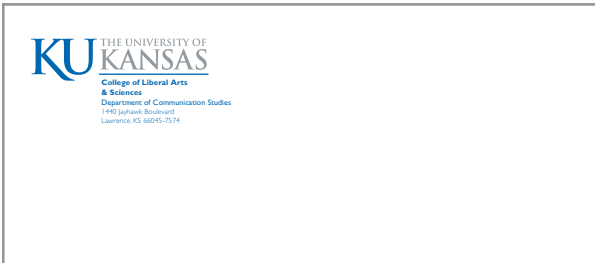
Monarch Stationery

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

KU THE UNIVERSITY OF
KANSAS
College of Liberal Arts
& Sciences
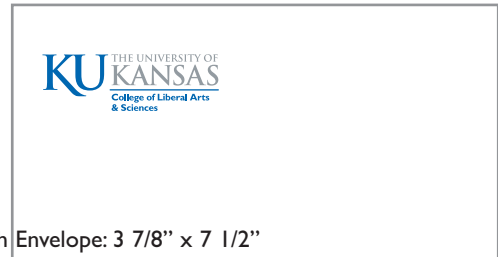
Monarch Envelope: 3 7/8" x 7 1/2"

KU THE UNIVERSITY OF
KANSAS
College of Liberal Arts
& Sciences
Department of Communication Studies
1440 Jayhawk Boulevard
Lawrence, KS 66045-7574

Department of Communication Studies
Bailey Hall | 1440 Jayhawk Blvd., Room 102 | Lawrence, KS 66045-7574
(785) 864-0000 | Fax (785) 864-0000 | www.ku.edu
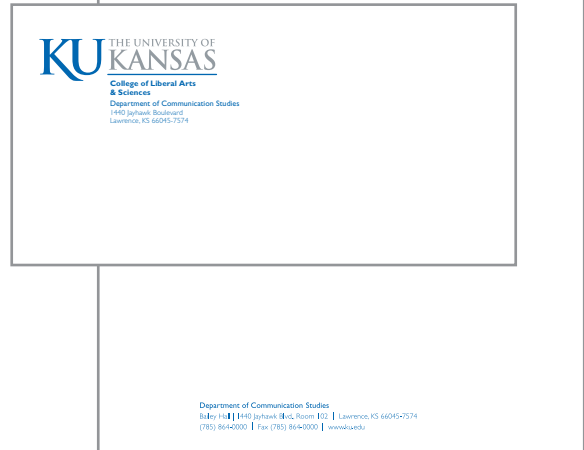
Memoranda Stationery

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

KU THE UNIVERSITY OF
KANSAS
College of Liberal Arts
& Sciences
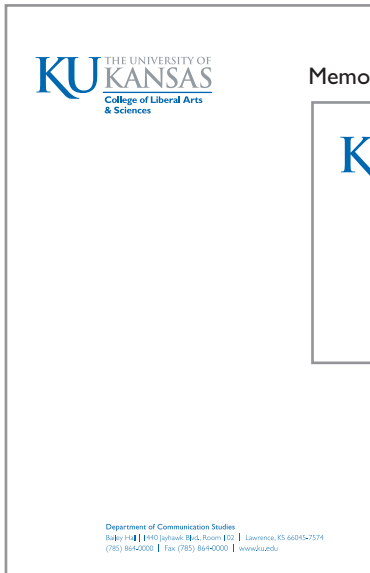
Memoranda 6 3/4 Envelope: 6 1/2" x 3 5/8"

KU THE UNIVERSITY OF
KANSAS
College of Liberal Arts
& Sciences
Department of Communication Studies
1440 Jayhawk Boulevard
Lawrence, KS 66045-7574
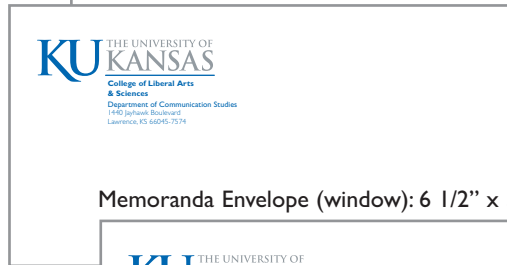
Memoranda Envelope (window): 6 1/2" x 3 5/8"

KU THE UNIVERSITY OF
KANSAS
College of Liberal Arts
& Sciences
Department of Communication Studies
1440 Jayhawk Boulevard
Lawrence, KS 66045-7574

Department of Communication Studies
Bailey Hall | 1440 Jayhawk Blvd., Room 102 | Lawrence, KS 66045-7574
(785) 864-0000 | Fax (785) 864-0000 | www.ku.edu

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

KU THE UNIVERSITY OF
KANSAS
College of Liberal Arts
& Sciences

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

Mailing Label: 3 1/2" x 5"

KU THE UNIVERSITY OF
KANSAS
College of Liberal Arts
& Sciences
Department of Communication Studies
Bailey Hall
1440 Jayhawk Blvd., Room 102
Lawrence, KS 66045-7574

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

The two-color signature is preferred.

PMS 293   PMS 430

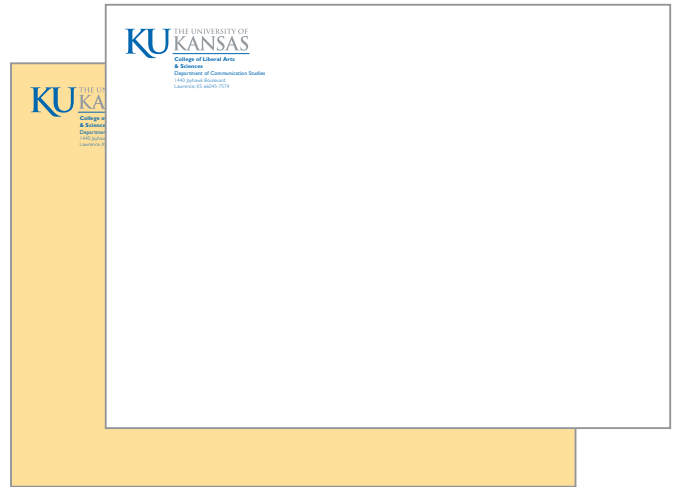**For stationery ordering information, see www.identity.ku.edu.**
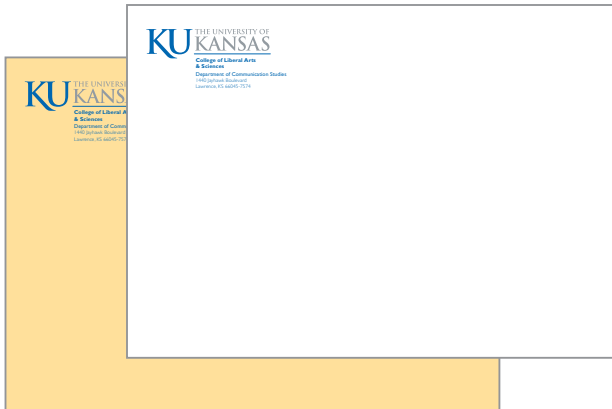
Large Envelopes

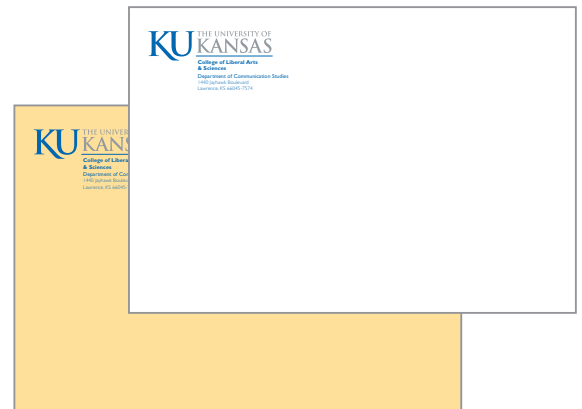Catalog Envelope: 10 x 13" (kraft)
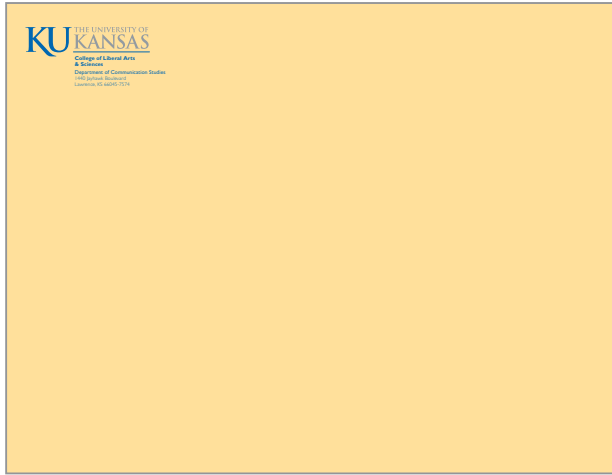
Catalog Envelope: 9 x 12" (white or kraft)

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

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

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.

Additional Information

Trademark Licensing

The University of Kansas owns and protects its identifying trademarks. In general, the University of Kansas Graphic Identity Standards apply, however special considerations may need to be made for licensed product that require closer scrutiny by the Trademark Licensing Office. University departments and offices do not need to obtain permission to use university trademarks on products that are part of their normal business operations. Items considered to be a part of normal 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.

The Trademark Licensing Office must approve all commercial and non-university uses of university trademarks, as well as on-campus projects such as departmental and student group t-shirts and apparel, departmental giveaways, and all items bearing university trademarks that are produced. These items must also be produced by a licensee of the university.

A formal licensing program is administered through the Trademark Licensing Office and in partnership with the Collegiate Licensing Company (CLC) (www.clc.com). This not only protects the icons that have become associated with KU over time, but also enhances the university's image. The most common trademarks and additional licensing information may be seen at www.kuathletics.com; however, the university retains the rights to many icons and verbiage that may not be depicted.

The goals of the licensing program are:

1. To promote the University of Kansas in a formalized and uniform manner.

2. To protect all service marks, trademarks, and verbiage that relate to the university
    (or have come to be associated with the university), and ensure that the use
    of these marks reflects favorably on the university.

3. To produce revenue to pay for the expense of operating the program and fund student
    scholarships and programs at the university.

4. To protect the consumer from faulty or inferior products bearing the university's trademarks.

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

Contacts

For questions about the University of Kansas graphic identity standards, contact:

David Johnston
Director of Marketing
1314 Jayhawk Blvd.
Lawrence, KS 66045
Phone: (785) 864-8871
Fax: (785) 864-3339
Email: davidjohnston@ku.edu
www.identity.ku.edu

For questions about trademark licensing, contact:

Paul Vander Tuig
Director of Trademark Licensing
306 Burge Union
Lawrence, KS 66045
Phone: (785) 864-4650
Fax: (785) 864-3877
Email: pvt@ku.edu
www.kuathletics.com

For questions about embossing the university seal, contact:

Lawrence campus:
Office of the University Registrar
121 Strong Hall
1450 Jayhawk Blvd.
Lawrence, KS 66045
Phone: (785) 864-4423
www.registrar.ku.edu

Medical Center campus:
Office of the Registrar
3001 Student Center
Mail Stop 4029
3901 Rainbow Boulevard
Kansas City, KS 66160
Phone: (913) 588-6589
www.kumc.edu/studentcenter/registrar.html

To order stationery, visit www.identity.ku.edu/order.

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