# Graphic Standards

AD ASTRA PER ASPERA

Kansas

April 2011

## INTRODUCTION

This Graphic Standards Manual sets guidelines for appropriate treatment of the Kansas logo as well as other visual elements such as typography, layout and photography. Everyone involved in the creation of communication materials should carefully study and apply these guidelines as we work together to assure a consistent, uniform look for state agency communications.

To request an exception from these graphic standards, please contact **Sherriene Jones-Sontag, Communications Director for Governor Sam Brownback at Media@ks.gov or (785) 368-7138.**

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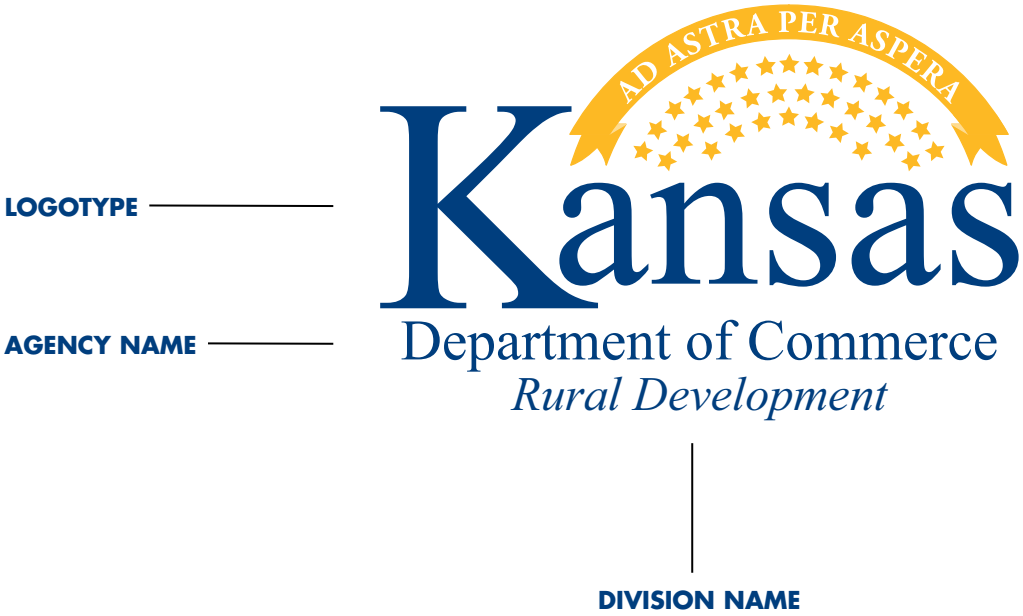
## STATE AGENCY LOGOS

This page illustrates the use of the Kansas logo for state agencies. All agencies are encouraged to adopt the logo to project a consistent brand throughout state government. Proper and consistent use of the logos is essential to establishing and maintaining a strong brand image.

Do not recreate the logo. Use **ONLY** the original art provided by the State Printer or Department of Commerce.

## STATE AGENCY LOGO APPLICATION



## STATE AGENCY LOGOS

Each state agency logo is unique. Do not recreate the logos. Use **ONLY** the original art provided by the State Printer or Commerce.

Kansas
Department of Corrections

Kansas
Department of Social and Rehabilitation Services

Kansas
Department of Health and Environment

Kansas
Department of Transportation

Kansas
Department of Administration

Kansas
Juvenile Justice Authority

Kansas
Department of Wildlife, Parks and Tourism

Kansas
Department on Aging

Kansas
Department of Labor

Kansas
Office of the Governor

Kansas
Department of Agriculture

Kansas
Department of Revenue

Kansas
Adjutant General

## LOGO COLORS

The examples shown on this page and the following page are the **ONLY** acceptable color combinations permitted.

## LOGO COLOR SPECIFICATIONS

**KANSAS GOLD**
(or PANTONE® 7409 C/U)
Process 0c 33m 98y 0k
RGB 241r 173g 2b

**KANSAS BLUE**
(or PANTONE® 281 C/U)
Process 100c 85m 0y 20k
RGB 0r 37g 105b

The colors shown throughout this manual have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

If a one-color logo is used on a color background (not white), it is permissible to use the one-color logo with a solid banner reversing out the Ad Astra Per Aspera.

**PREFERRED**

**ALLOWED**

**ALLOWED**

**ALLOWED**

## REVERSE APPLICATIONS

The logo may be reversed out of any color that provides enough contrast for it to read clearly. It may also be reversed out of a photograph as long as there is adequate contrast and if the detail in the photo does not obscure the logo.

In either case, the preferred version is gold and white (top example), as long as the gold star ribbon contrasts well with the background image.

If a reversed-out logo is used in a small size, it is permissible to make the "Ad Astra Per Aspera" transparent.

## LOGO SIZE PREFERENCES AND ALTERNATE CONFIGURATIONS

Whenever possible, the logo should be at least 1-1/4" in length.

**PREFERRED**

3"

2"

**ALLOWED**

1-1/2"

1-1/4"

## LOGO STAGING AREA

Staging refers to the amount of clear space surrounding the Kansas or agency logo. Adequate staging achieves separation from other elements such as images, copy blocks, headlines and the edge of the page. Ample staging will set off the logo with impact.

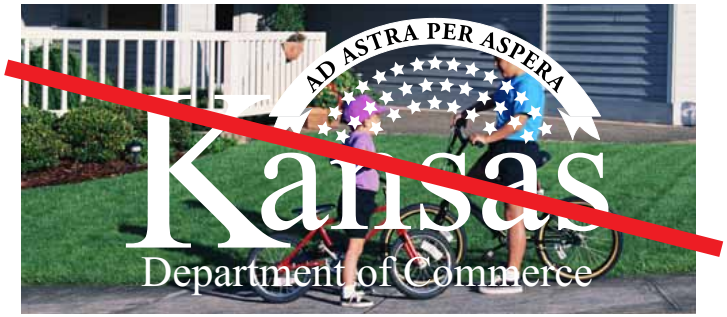
Whenever possible, allow 3/8" white space surrounding the logo.

**AGENCY LOGO STAGING AREA**

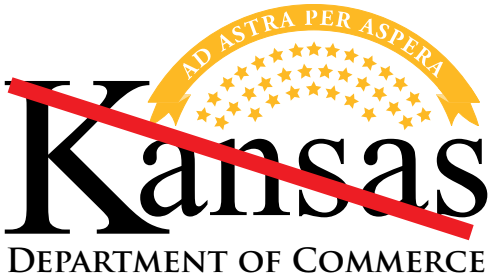
**X = 3/8"**

## UNACCEPTABLE LOGO APPLICATIONS

To ensure a consistent visual brand image it is important to use only the artwork available through the State Printer or Commerce. This artwork should never be altered.




**Do not overprint or reverse out of busy backgrounds.**




**Do not substitute other fonts.**

**Do not substitute other fonts.**

**Only use the approved colors outlined in this document.**

**Elements that make up the logo should not be rearranged.**

## KANSAS FONTS FOR PRINT

There are two font families approved for the Kansas state brand: Futura and Times New Roman. Limit use to these two fonts to ensure a consistent and identifiable look. (See exception for electronic communications on page 12.)

Futura is the dominant font for the majority of uses such as ads, collateral, signage, banners, etc. A sampling of the fonts within the Futura family appears here and on the next page.

The non-condensed fonts shown here are the preferred fonts for most applications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

**Futura Book**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz1234567890*

**Futura Book Italic**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz1234567890**

**Futura Bold**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***abcdefghijklmnopqrstuvwxyz1234567890***

**Futura Bold Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

**Futura Light**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz1234567890*

**Futura Light Italic**

The condensed Futura fonts may be used in situations where space does not allow the use of the standard fonts shown on page 10.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

**Futura Book Condensed**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz1234567890*

**Futura Condensed Italic**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz1234567890**

**Futura Condensed Bold**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***abcdefghijklmnopqrstuvwxyz1234567890***

**Futura Condensed Bold Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

**Futura Condensed Light**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz1234567890*

**Futura Condensed Light Italic**

## KANSAS FONTS (continued)

Times New Roman is the preferred font for body copy in collateral materials and other long text documents.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

**Times New Roman**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz1234567890*

**Times New Roman Italic**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz1234567890**

**Times New Roman Bold**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***abcdefghijklmnopqrstuvwxyz1234567890***

**Times New Roman Bold Italic**

## FONTS FOR ELECTRONIC MEDIA

Arial is the preferred font for use in electronic media such as websites, e-newsletters and e-mail. Verdana is an acceptable substitute.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

**Arial**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz1234567890**

**Arial Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

**Verdana**

## ADDRESS BLOCK TYPE

Futura is the preferred font for address blocks. However, if this font is unavailable, Times New Roman may be used.

**PREFERRED**

Typography:
In this example, the address is set in Futura Book.

Kansas
Department of Commerce
*Rural Development*

Address
City, State, Zip

**ALLOWED**

Typography:
In this example, the address is set in Times New Roman.

Kansas
Department of Commerce
*Rural Development*

Address
City, State, Zip

# STATIONERY STANDARDS

The layouts on this page show the preferred versions for letterhead, #10 envelopes and business cards for a typical state agency.

Typography:
Body of letter should be set in Times New Roman.

Agency names should be used exactly as specified on page 4.

## STATIONERY STANDARDS (continued)

The layouts on this page show the preferred versions for faxes, memos, note cards, note card envelopes, mailing labels and name tags.

**FAX**

Kansas
Department of Commerce
*Rural Development*

Address
City, State, Zip

COMPANY:
ATTENTION:
FAX:
FROM:
DATE:
PAGES:

**FAX**

**MEMO**

Kansas
Department of Commerce
*Rural Development*

Address
City, State, Zip
Phone: Fax:
TTY:
E-mail address:
Website:

DATE:
TO:
FROM:
CC:
RE:

**MEMORANDUM**

**NOTE CARD - FRONT**

**NOTE CARD - BACK**

Kansas
Department of Commerce

Address
City, State, Zip

**NOTE CARD ENVELOPE**

Kansas
Department of Commerce

Address
City, State, Zip

**XYZ** Corporation
2005 Main Street
Lawrence, Kansas 66044

First Class Mail

**MAILING LABEL**

Kansas
Department of Commerce

**John**
**Smith**
**XYZ** Corporation

**NAME TAG**

## USE OF THE STATE SEALS

**Kansas State Seal**

**Kansas State Seal:** Use with any appropriate agency materials.

**Great Seal of the State of Kansas**

**Great Seal of the State of Kansas:** Use only with the approval of the Governor's Office. This version of the seal is used only for official documents issued by the Governor.

Seals can be screened back if desired.

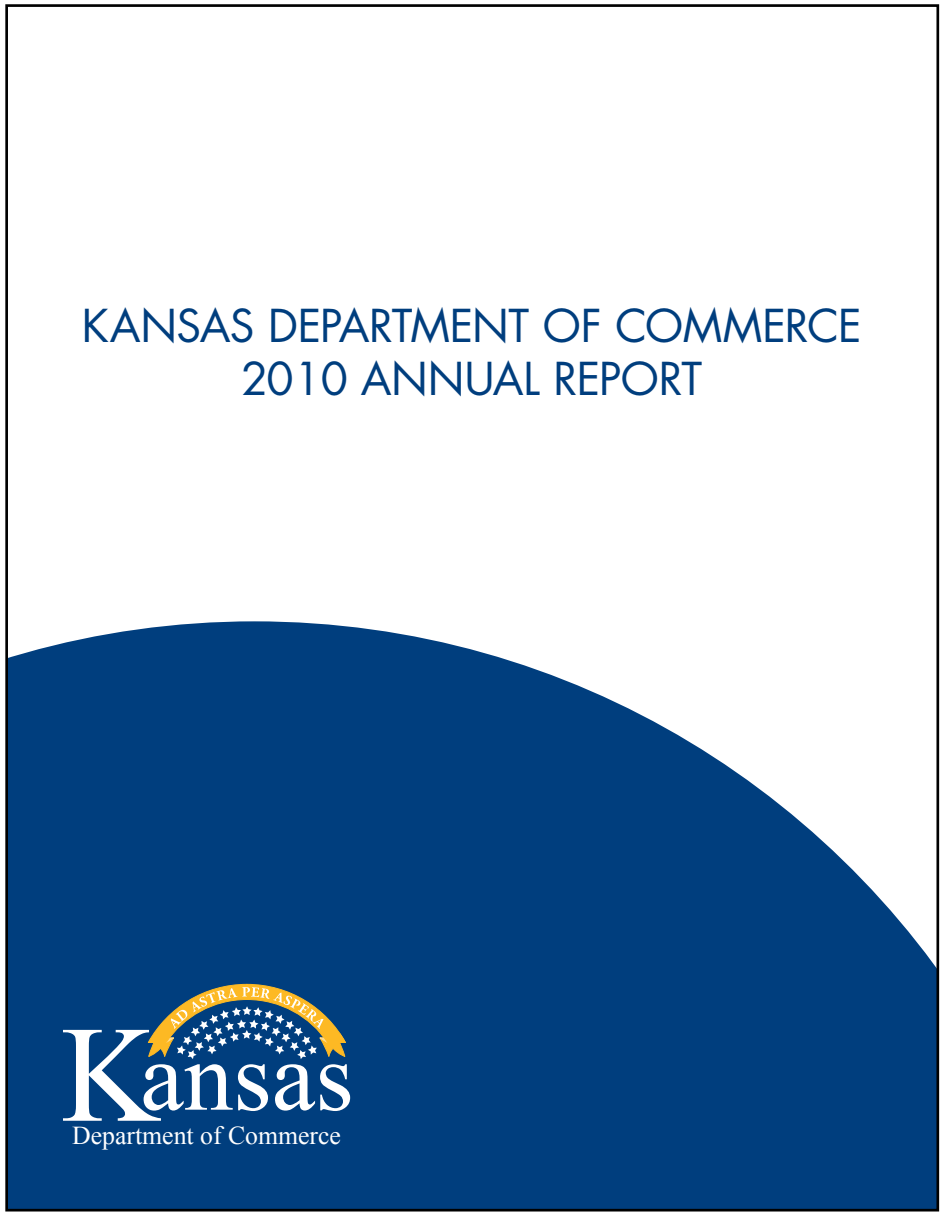
## APPLYING THE GRAPHIC STANDARDS

The following pages contain numerous examples of proper application of the graphic standards. By applying all the guidelines presented on the previous pages, and by avoiding unacceptable applications (see page 9), all materials produced for all State Agencies will take on a consistent, professional look.

# APPLYING THE GRAPHIC STANDARDS: SAMPLE TWO-COLOR REPORT COVER

Typography:
In this example, the title and subtitle is set in Futura.

Logo Position:
Always follow the rules of logo staging (see page 8) to provide enough clear space around the logo.



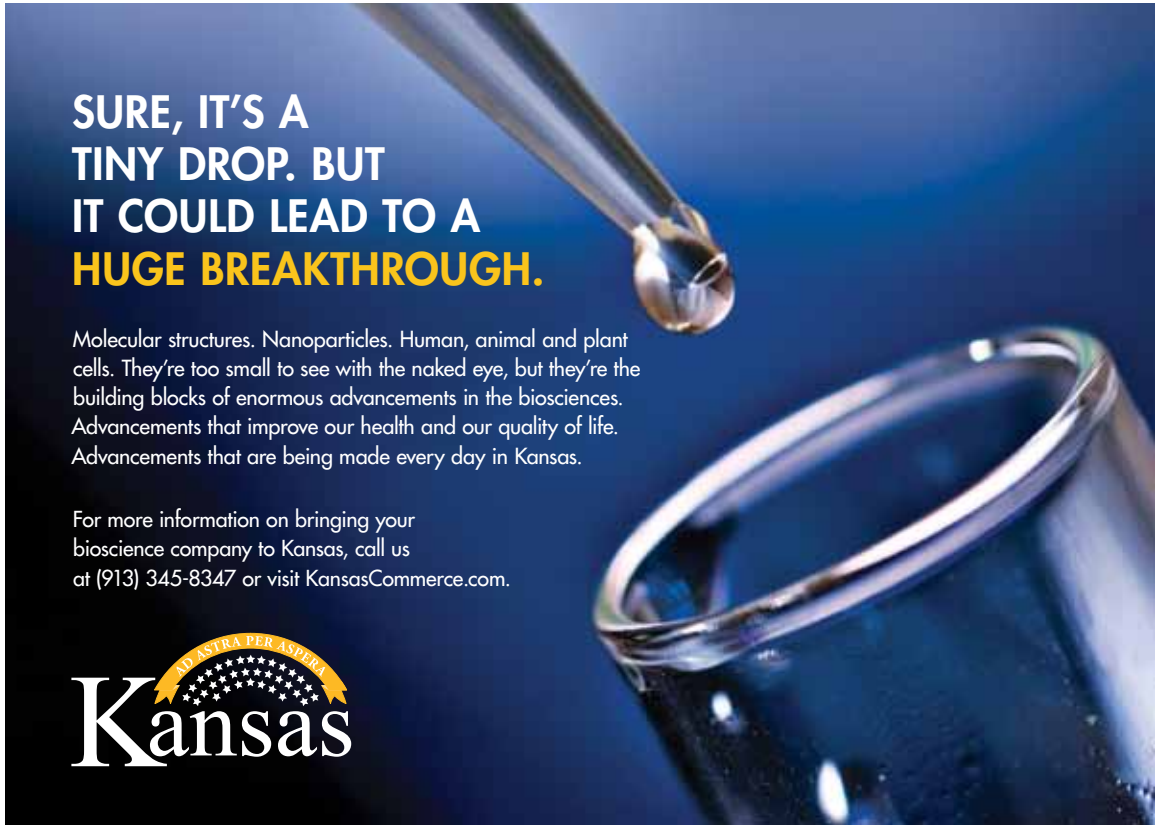

**A SAMPLE TWO-COLOR REPORT COVER**

# APPLYING THE GRAPHIC STANDARDS: SAMPLE FOUR-COLOR POSTCARD

Typography:
In this example, the fonts are set in two weights of Futura: Futura Std Heavy and Futura Book.

Logo:
Here, the logo has been reversed out of the background. Use this option only if the background color or photo provides adequate contrast for it to be read clearly.

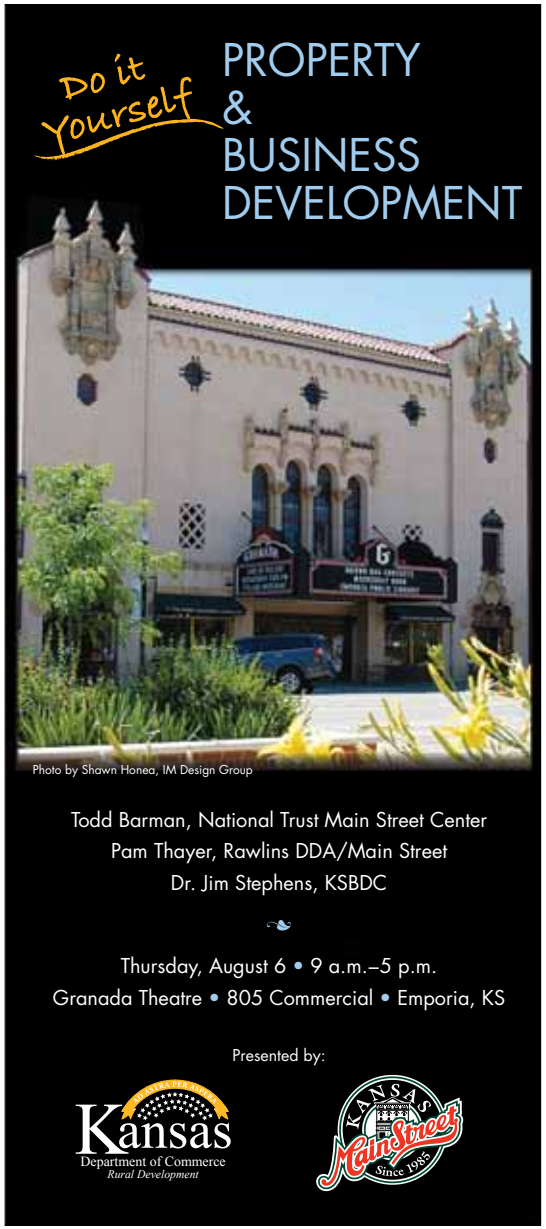
Always follow the rules of logo staging (see page 8) to provide enough clear space around the logo.



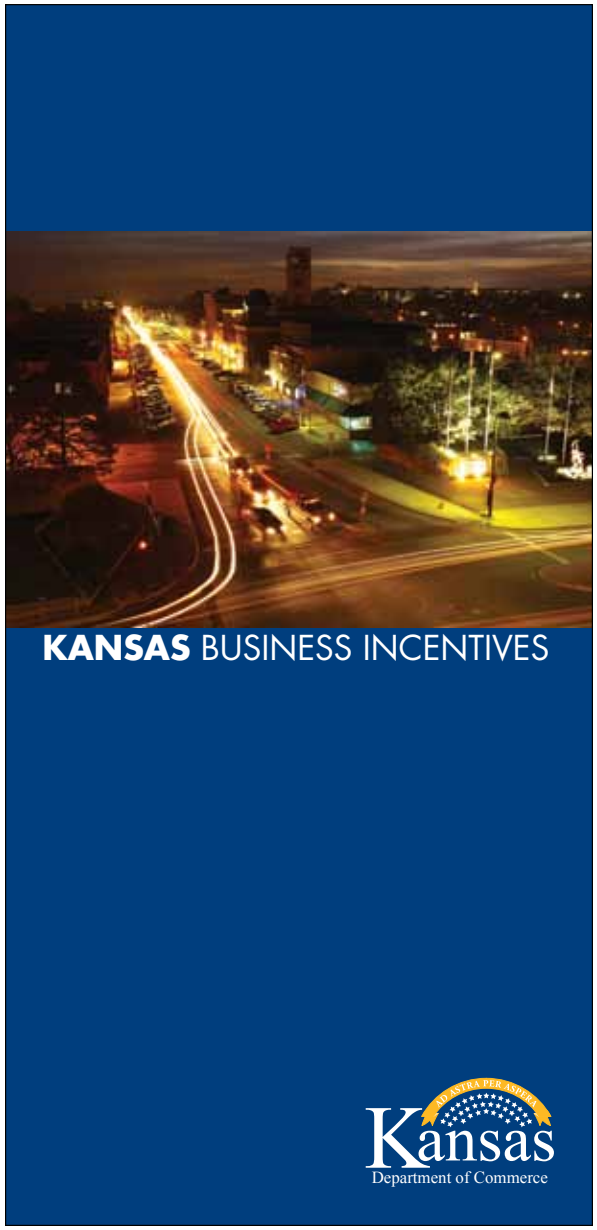

**A SAMPLE FOUR-COLOR POSTCARD**

## APPLYING THE GRAPHIC STANDARDS: VISUAL RELATIONSHIP OF THE COMMERCE/AGENCY LOGO WITH ANOTHER LOGO

This page illustrates use of the Commerce logo when used in conjunction with a program logo.



**BOOKLET**




**BROCHURE**