



# KENTUCKY STATE UNIVERSITY POLICIES AND PROCEDURES

## GRAPHICS MANUAL

### 1. Policy

#### Official Logos and usage

The Jackson Hall logo is the official mark for Kentucky State University. The logo is considered a signature for our campus and should be included in all university communications.

Colleges, departments, and administrative offices may add their unit name to the horizontal logo as a unit signature.

To strengthen the university's visual identity, a central aspect of our brand, the creation of additional logos is restricted. Some secondary logos exist, and in rare instances, secondary logos are allowable. All publications with a secondary logo must still include the Jackson Hall logo. Secondary logos should be subordinate to the Jackson Hall logo.

If there is a compelling need to produce a unique logo, you must contact the Division of Brand Identity and University Relations to discuss your needs. Logos other than the official university mark will be considered under the following circumstances:

- When a grant or external partnership requires a unique logo
- For administrative units that have compelling needs for a unique identity
- For special university-sponsored events
- For special university-wide initiatives

All logos and guidelines for their usage must either be created by or approved by the Brand Identity and University Relations before implementation. All existing logos, as of February 2015, are subject to review and approval.

#### APPROVED FONTS

Two typefaces have been selected for the brand identity. These are Minion Pro and Calibri. The entire Minion Pro and Calibri families are available for use, including Regular, Italic, Bold and Bold Italic styles. Care should be taken to ensure the typefaces are not manually condensed or expanded, and that proper line, letter and word spacing is used at all times to ensure good readability.

## **CALIBRI**

Calibri is a highly readable sans-serif font. It is most suitable for setting technical or short blocks of information, such as captions, charts, headlines and subheads. It is also the preferred choice for on-screen applications, such as PowerPoint presentations. If Calibri is not available on your computer, Arial may be used as a substitute.

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## APPROVED FONTS

### **MINION PRO**

Minion Pro is a serif font suitable for creating word processing documents and setting large blocks of text, such as letters, memos, reports, etc. If Minion Pro is not available on your computer, Garamond or Adobe Garamond Pro may be used as a substitute.

Minion Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
Minion Pro Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
Minion Pro Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
Minion Pro Medium Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
Minion Pro Semibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
Minion Pro Semibold Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
Minion Pro Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## **OFFICIAL STATIONERY SYSTEM**

This is the official stationery system for Kentucky State University. It is designed to ensure that communications mailed from Kentucky State appear authentic and polished.

The stationery system includes all basic elements necessary to communicate by mail: letterhead, envelopes, business cards, and mailing labels. This stationery may be used for communications from Kentucky State University faculty, staff, departments, and schools to one another, to current and prospective students, to alumni, and to all other individuals and organizations both within and outside the University community. To maintain a professional and credible appearance, official stationery components should never be mixed with unofficial letterhead, envelopes, business cards, or mailing labels. To order stationery, please complete an online request on the Brand Identity and University Relations web page.

## **OTHER DOCUMENT REQUIREMENTS**

### **DISCLAIMER**

All documents must include the following legal non-discrimination disclaimer: Equal opportunity shall be provided to all persons throughout the University. Kentucky State University does not discriminate in the administration of or access to any educational services or in regard to any employment decisions on the basis of race, color, religion, gender, sexual orientation, age (except for minors), national origin, ethnicity, citizenship status (except as required by law), disability, military service status, marital

status or any other status protected by law, absent a bona fide occupational qualification. Non-discrimination requires compliance with federal, state and local employment laws and regulations, including, but not limited to, the following: Equal Pay Act of 1963, Title VII of the Civil Rights Act of 1964, as amended, the Age Discrimination in Employment Act, and the Americans with Disabilities Act.

It should be Minion Pro Italic and no smaller than 7 pt.

Condensed version for letterhead.

Kentucky State University is an equal educational and employment opportunity/affirmative action institution.

### **DATE**

All documents must include a revision date. It may be the same size and included with the legal disclaimer.

Equal opportunity shall be provided to all persons throughout the University. Kentucky State University does not discriminate in the administration of or access to any educational services or in regard to any employment decisions on the basis of race, color, religion, gender, sexual orientation, age (except for minors), national origin, ethnicity, citizenship status (except as required by law), disability, military service status, marital status or any other status protected by law, absent a bona fide occupational qualification. Non-discrimination requires compliance with federal, state and local employment laws and regulations, including, but not limited to, the following: Equal Pay Act of 1963, Title VII of the Civil Rights Act of 1964, as amended, the Age Discrimination in Employment Act, and the Americans with Disabilities Act.

Rev. 01/14/16

### **COOPERATIVE EXTENSION ONLY**

Cooperative Extension has a federal disclaimer that is different from the university and must be included on all publications.

Also, Cooperative Extension publications must have a publication number and date number that is assigned.

### **APPROVAL PROCESS**

These standards have been developed for use as a resource by anyone responsible for the creation or implementation of new or revised communication materials (printed or electronic). Early submission of projects for approval is encouraged.

If you have any questions or require additional information, please contact the following:  
FOR BRAND MANAGEMENT:

Clara Ross Stamps

Senior Vice President for Brand Identity and University Relations

(502) 597-6786

clara.stamps@kysu.edu

FOR PRINTED MATERIALS AND ELECTRONIC DESIGN:  
[kysu.edu/projectrequest](http://kysu.edu/projectrequest)

**2. Entities Affected**

- Brand Identity
- Campus Community

**3. Policy Owner/Interpreting Authority**

Senior Vice President for Brand Identity and University Relations

**4. Related Policies**

**5. Statutory or Regulatory References**