

BRANDING GUIDELINES

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OUR MISSION

Topic	
Inform/Engage • who we are • what we do • awareness	When creating collateral, keep these topic categories in mind.
Thought Leader • tutorials • content • workshops • tips	
Identity • mission • vision • values	

FONTS

First, decide what you are creating ...

Next, pick which font pairing you want to use. Size indicates which font should be primary or secondary. You can experiment with caps, up style but use exact font listed.

	Font 1 Use for simple messaging	Font 2 Messaging that's important and needs attention	Font 3 Not used as much, but can be used for stylized designs
	Aktiv Grotesk Black Aktiv Grotesk Regular (can be used with any goal on left)	Aktiv Grotesk Black Italic <i>Aktiv Grotesk Italic</i>	Aktiv Grotesk Aktiv Grotesk Thin

COLORS

First, decide what you are creating ...

Next, pick the combination of colors. You can use any pair or combination in the set.

Sky
HEX 75cbf2
C 48 M 2 Y 0 K 0
R 117 G 203 B 242

Lake
HEX 0064a7
C93 M62 Y6 K0
R0 G100 B255

Fog
HEX 8e9fbc
C47 M22 Y6 K7
R142 G159 B188

Signature Gray
HEX 85898a
C5 M0 Y0 K45
R133 G137 B138

Night
HEX 003459
C95 M74 Y7 K44
R0 G52 B89

Steam
HEX dde5ed
C10 M2 Y0 K0
R221 G229 B237

Wheat
HEX f2a900
C0 M32 Y100 K0
R242 G169 B0

Limestone
HEX d7d2cb
C6 M7 Y10 K11
R215 G210 B203

LOGOS

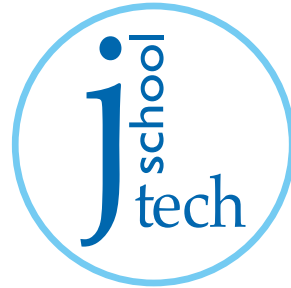
Primarily used for
social media

Great for digital
signage

Great for tutorials
and other video
content



Use for events at
JBar
Use for JBar
explainers



Preferred logo

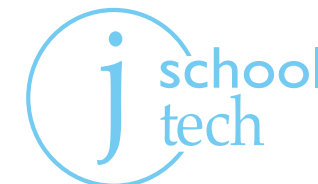
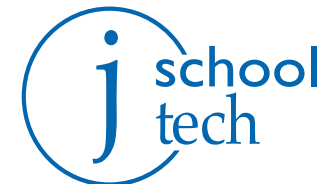
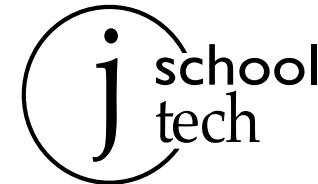
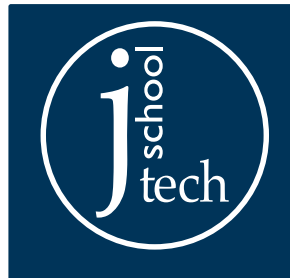
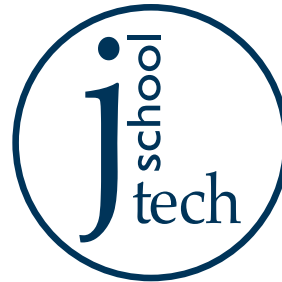
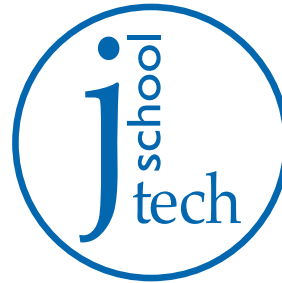
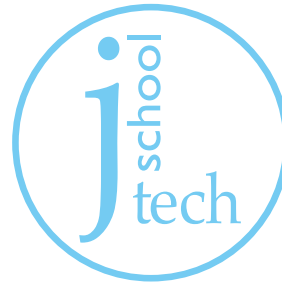


PHOTO / ICON TREATMENT

Photos can be Adobe Stock or Firefly, (available in Adobe Express) KU brand, JSchool brand or BEST option - photo you took

Colorize with blue or faded into background

Repeated circles

Use of KU hashes or dots - angles

Must have logo on everything

All designs have foreground, middle ground and back ground.

TEMPLATES (THESE TEMPLATES AND MORE ARE AVAILABLE TO EDIT ON ADOBE EXPRESS 2024 LOGOS LIBRARY)

