

SIMPLY KANSAS GRAPHIC STANDARDS

INTRODUCTION

This Graphic Standards manual sets guidelines for appropriate treatment of the Simply Kansas logo. Everyone involved in the creation of communication materials should carefully study and apply these guidelines as we work together to ensure a consistent, professional look for Simply Kansas.

LOGO COLORS

The examples shown in this document are the ONLY acceptable color combinations permitted for the Simply Kansas logo.

LOGO COLOR SPECIFICATIONS

The preferred logo for all marketing and promotion pieces is the three-color, gold, red and brown logo shown below.



Simply Kansas Gold

(or PANTONE® 7409)

Process 0c 33m 98y 0k

RGB 253r 185g 36b



Simply Kansas Red

(or PANTONE® Warm Red)

Process 0c 75m 90y 0k

RGB 242r 102g 49b



Simply Kansas Reddish Brown

(or PANTONE® 478)

Process 40c 86m 100y 30k

RGB 125r 54g 32b

ONE-COLOR LOGO

While the color logo is preferred for all marketing and promotional pieces, this black logo (see right) is acceptable for jobs that require a one-color logo.

REVERSE APPLICATIONS

The logo may be used in a reversed-out format (see right) against a colored background so long as it provides enough contrast for it to be read clearly. It may also be reversed out on a photograph if there is adequate contrast and if the detail in the photo does not obscure the logo.

ARTWORK PREPARATION

To ensure the consistent use of the logo, the graphic artists in Communications & Marketing will prepare requested artwork using the Simply Kansas logo.

LOGO STAGING AREA

Staging refers to the amount of clear space surrounding the Simply Kansas 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, be sure to maintain the ideal staging area shown to the right.



 = amount of space between logo and other elements

UNACCEPTABLE LOGO APPLICATIONS

To ensure a consistent visual brand image, it is important to use only the artwork available. This artwork should never be altered.

DO NOT SUBSTITUTE OTHER FONTS



ONLY USE THE APPROVED COLORS OUTLINED IN THIS DOCUMENT



ELEMENTS THAT MAKE UP THE LOGO SHOULD NOT BE REARRANGED



DO NOT ADD ELEMENTS TO THE LOGO



DO NOT OVERPRINT OR REVERSE OUT OF BUSY BACKGROUNDS

