







VERTICAL LOGO AND LOGOTYPE  
 THIS IS THE PREFERRED CONFIGURATION.  
 USE WHENEVER POSSIBLE.

**OFFICIAL LOGO CONFIGURATIONS**

5IF CSBOE TUBOEBSE MPHP DPOTJTUT PG TFWFSBM DPNQPOFOUT 5IF T  
 TIPVBMEXBZT CF NBJOUBJOFE OFWFS IFMUSJFEB N JTRPGUHFVES PLSJ B ØDTSIPKOF E  
 BDDFQSSCOMHFFB FOU





SECONDARY BRANDS

ATHLETICS LOGO

### PRIMARY

#### PMS 349 C

|            |    |    |    |    |             |    |    |    |          |    |    |    |        |    |    |    |    |
|------------|----|----|----|----|-------------|----|----|----|----------|----|----|----|--------|----|----|----|----|
| 10         | 20 | 30 | 40 | 50 | 60          | 70 | 80 | 90 | 10       | 20 | 30 | 40 | 50     | 60 | 70 | 80 | 90 |
| Root color |    |    |    |    | CMYK        |    |    |    | RGB      |    |    |    | HEX    |    |    |    |    |
|            |    |    |    |    | 90 33 99 25 |    |    |    | 0 105 56 |    |    |    | 006938 |    |    |    |    |

#### PMS 803 C

|            |    |    |    |    |          |    |    |    |            |    |    |    |        |    |    |    |    |
|------------|----|----|----|----|----------|----|----|----|------------|----|----|----|--------|----|----|----|----|
| 10         | 20 | 30 | 40 | 50 | 60       | 70 | 80 | 90 | 10         | 20 | 30 | 40 | 50     | 60 | 70 | 80 | 90 |
| Root color |    |    |    |    | CMYK     |    |    |    | RGB        |    |    |    | HEX    |    |    |    |    |
|            |    |    |    |    | 0 6 93 0 |    |    |    | 255 231 26 |    |    |    | ffe71a |    |    |    |    |

#### PMS Cool Gray 1 C

|    |    |    |    |    |           |    |    |    |             |    |    |    |        |    |    |    |    |
|----|----|----|----|----|-----------|----|----|----|-------------|----|----|----|--------|----|----|----|----|
| 10 | 20 | 30 | 40 | 50 | 60        | 70 | 80 | 90 | 10          | 20 | 30 | 40 | 50     | 60 | 70 | 80 | 90 |
|    |    |    |    |    | 10 8 10 0 |    |    |    | 226 225 221 |    |    |    | e2e1dd |    |    |    |    |

#### PMS Warm Gray 11 C

|    |    |    |    |    |             |    |    |    |           |    |    |    |        |    |    |  |
|----|----|----|----|----|-------------|----|----|----|-----------|----|----|----|--------|----|----|--|
| 10 | 20 | 30 | 40 | 50 | 60          | 70 | 80 | 90 | 30        | 40 | 50 | 60 | 70     | 80 | 90 |  |
|    |    |    |    |    | 54 55 60 28 |    |    |    | 104 92 83 |    |    |    | 685c53 |    |    |  |

### PRESIDENT

#### PMS 8383 M

|    |    |    |    |    |            |    |    |    |            |    |    |    |        |    |    |    |    |
|----|----|----|----|----|------------|----|----|----|------------|----|----|----|--------|----|----|----|----|
| 10 | 20 | 30 | 40 | 50 | 60         | 70 | 80 | 90 | 10         | 20 | 30 | 40 | 50     | 60 | 70 | 80 | 90 |
|    |    |    |    |    | 37 39 73 8 |    |    |    | 158 138 82 |    |    |    | 9e8a59 |    |    |    |    |

#### PMS 5773 C

|            |    |    |    |    |            |    |    |    |             |    |    |    |        |    |    |    |    |
|------------|----|----|----|----|------------|----|----|----|-------------|----|----|----|--------|----|----|----|----|
| 10         | 20 | 30 | 40 | 50 | 60         | 70 | 80 | 90 | 10          | 20 | 30 | 40 | 50     | 60 | 70 | 80 | 90 |
| Root color |    |    |    |    | CMYK       |    |    |    | RGB         |    |    |    | HEX    |    |    |    |    |
|            |    |    |    |    | 48 32 69 7 |    |    |    | 137 144 101 |    |    |    | 899065 |    |    |    |    |



## BRAND COLORS

Controlling the consistent use of color in all applications is crucial to maintaining the power of the brand. The standard for matching color across various applications is the Pantone Matching System (PMS).









HOME PAGE

### WEBSITE

For many, the website serves as their introduction to Kentucky State University, and a great University website leaves a strong  
SRVLWLYH ¾UVW LPSUHVLRQ ZLWK ZHEVLWH YLVLWRUV .HQWXFN\ 6WDWH  
8QLYHUVLW\µV PLVVLRQ YLVLQR DQG RXWVWDQGLQJ FKDUDFWHULVWLFV  
a template for use by content managers at the University. The website template gives content managers across the University another  
way to build pages that have the look and feel of Kentucky State's homepage.

The University's website template also gives content managers a solid foundation for building websites that are Web-standards  
compliant, accessible to people with disabilities, and compliant with the University's visual identity standards. For additional  
LQIRUPDWLRQ FRQWDFW WKH 21¾FH RI ,QIRUPDWLRQ 7HFKQRORJ\ DW

40 \$\*" - . & % \* "

,FOUV4BLZF T JWAJFDJFDEJ BOM SIFONFQMBJS UP JUT TUZMF DJPOQVFSMBDBBPOBOT DP  
\$JFOEMZ SBDEIBCBM NAFEDJB FOPINODOTDDBHIFQFQFSDUPJPNOCBOE JOCHF SNBUJ  
JCVQCPG6 OJWFSTJUZPBFNBDEENJOJTVOSUBGJWQJWFNSVTJUFZLFSNJGTSJNF  
%WJTJPQUVGJ\*QDBM "EWBODFNFOU BOFE FNYQJFSSLOWBNG PPOBTDIBIP%PTO Q&ÑR SU IUS F





TRADEMARK AND LICENSING



53" %&." 3, "/% - \* \$ & / 4 \*

5IF ,FOUVDLZ 4UB BE FNOBSLTFB OFE- 5 \$ P BS BOUJUF SFE CZ OLFJ %VUWVPODBR N POU\* B  
&YF S O B M B U J P O T S B U F B D U F G S E N G S F F Y S M A F T U W F J O U F M M F D O W B R S Q S U P Z I F S O E Z N S J  
T M P H B O T N B T P M P R S E B N N F S L U T F T N S V L T F S O O E P J U E B P S F M O B U V D L Z T 4 Q S B F H S B N T E B O E T  
J U T B U I M F U J D U B B N T B D E T M M F D U J W F M Z

5IF 6OJW K S T J B N N O S J H N B T S U T B O E U P I F O B S L T F E B G Z P O B O Z I Q V B E Q A P B O D X J N S R J W W F  
P G , F O U V D L Z 4 U B U B O D W D V I E F P T V N U E S U F F O U P E M S N U F T S I D J B E O V E P Q S B N B Q L S P L E J O D H  
N B O V G B D U B M S F T B G E O E S B J T B O E H T F S M O D T P S T I J Q

5IF U F B N S D A M T B M Z O B Q U O F S I T \$ J Q X P U N S P O P N I N F S O U B S I O B O M E V J N B S P L G U

\*O E J W J E W E M T B O H S E R U B O F O C P U I P O B O F E J O G I G U D B W N T Q V B O Z F W F S S T U J P Z O T P N G B S L F N O J T  
E Q Q S P W B M B O E T U I F C F U G W S N D B O T P E G G D F J O T V \$ - \$ O M B N E E M E O I E O S T B N V O T E U H B W F S U L I F J S  
E Q Q S P W F E Q S P E S D U T J B O T B I T B M M V E F Z E F J O B E S S J N B U O Q T T P S H B O E B [ S E F B O T O N O J D M  
B O E P S H E O J I B S U P N P E U B V O F S B I O T O M V E S W E B T X

# F G P S F V B D V B O M E P S O B Z J O F B Z , # O B U V F J O Z I W F N S B S L T G P S



Tinos Regular

\$ D % E & F ' G ( H ) I \* J + K , L - M . N / O 0 P 1 Q 2 R 3 S 4 T 5 U 6 V 7 W 8 X 9 Y : Z ; [ < \ = ]

Tinos Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Tinos Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Tinos Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Nunito Sans Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Nunito Sans Regular Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Nunito Sans Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Nunito Sans Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Nunito Sans ExtraBold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Nunito Sans ExtraBold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

## BRAND FONTS

Tinos

## KENTUCKY STATE UNIVERSITY EDITORIAL STYLEBOOK

The intent of the Kentucky State University Editorial Style Guide is to serve as an effective resource for communicators across the campus community to establish consistency in editorial style for websites, print publications, social media and more. Our foremost goals are clarity, consistency and tone, ensuring we speak in one voice.

## ABBREVIATIONS AND ACRONYMS



ALUMNI, ALUMNAE, ALUMNUS, ALUMNA

\$ O X P Q L

plural, masculine;  
preferred plural form when referring to both men and women

\$ O X P Q D H

plural, feminine

\$ O X P Q X V

singular, masculine

\$ O X P Q D

singular, feminine

\$ O X P \$ O X P V

Do not use the informal "alum" or "alums" unless part of a direct quotation or via social media.

ALUMNI DESIGNATIONS

For external audiences do not use abbreviations or possessive numerals for class year, parent designations or for any other

.HQW XF N \ 6WDWH 8QLYHUVLW \ DI ¾ OLDWLRQV RU KRQRUV ,QVWHDG LQFOX  
'LDQH 6PLWK D JUDGXDWH RI .HQW XF N \ 6WDWH 8QLYHUVLW \ DQG SD  
KRPHFRPLQJ FRPPLWWHH QRW 'LDQH 6PLWK μ a  
'LDQH 6PLWK RI WKH &ODVV RI LV LQ FKDUJH RI WKH KRPHFRPLQJ FR  
6HH "Class Years"

For

### AMPERSANDS

'R QRW XVH DQ DPSHUV DQG XQOHVV LW LV DQ RI ¼FLDO SDUW RI D IRUPD  
H & R Block  
Dolce & Gabbana  
College of Business and Computational Sciences

### BOARDS, COMMITTEES AND OTHER FORMALLY ORGANIZED GROUPS

& DSLWDOL]H .HQW XF N\ 6WDWH 8QLYHUVLW\ %RDUG RI 5HJHQWV RQ ¾UVV  
Lowercase all other University board of directors.

### BULLETS

Treat all items within a bulleted list consistently in terms of capitalization, punctuation and sentence structure. Treat all bulleted lists consistently within a document. Do not use periods after each item in a list if the items are not complete sentences.

6KH PXVW SDVV WKH IROORZLQJ H[DPV

- chemistry
- history
- African American studies

When bulleted items contain complete sentences, use a period after each bullet in the list and capitalize the beginning of each sentence.

### CAPTIONS

Do not use periods at the end of captions that are not complete sentences.

### CLASS YEARS

& DSLWDOL]D @K€n VB'`h"@ IX\



## COMMAS

Kentucky State's style does not call for use of the serial Oxford comma. Therefore, use commas to separate elements in a series but do not put a comma before "and" or "or" in a simple series.

His favorite color is green, gold or gray.

, QFOXGH D FRPPD LI FODUL ¾FDWLRQ FDOOV IRU LW LQFOXGLQJ ZKHQ DQ

My favorite foods are pizza, soup and salad, and green beans.

8VH D FRPPD WR VHSUDUDWH LQGSHHQGHQW FODXVHV MRLQHGE\ DFRQMXG

Their brother prepared supper, and his siblings rushed to the taad, and gr z DQ#f3• Ta8• €VH D FRPPD WR V

### DECADES

1R DSRVWURSKH ZKHQ SOXUDO

1980s

Mid-1990s

Use apostrophe for abbreviated years

μ V

'70s

'80s

### DEPARTMENTS, DIVISIONS AND OFFICES

Lowercase when used informally; uppercase when used formally or when needed for clarity.

% S 5 B O X P S L F T I G P B S S X F E C U Q

5 I F % J W J \* O J T R O L P G W O P D F M F O E U B S G B M 3 F M B U J P O G G T D P P S E J O B U J O H T U B  
E Q Q S F D J B U J P O

\$ O O R I ¾ F H V R U V H U Y L F H D U H D V V K R X O G E H U H I H U U H G W R D V R I ¾ F H R I  
2 I ¾ F H R I W K H 3 U H V L G H Q W  
2 I ¾ F H R I W K H \* H Q H U D O & R X Q V H O

### DIRECTIONS AND REGIONS

/RZHUFVDVH FRPSDVV GLUHFWLRQ &DSLWDOLJH ZRUGV WKDW GHQRWH VSHI

Sara drove west.

She moved from the North and went to a university in the Southeast.

### DISABLED, DISABILITY

, Q J H Q H U D O X V H S H R S O H ¾ U V W O D Q J X D J H V X F K D V ² V W X G H Q W V Z L W K G  
L Q G L Y L G X D O D V G L V D E O H G X Q O H V V L W L V F O H D U O \ S H U W L Q H Q W W R D V W F  
5 H I H U W R L Q G L Y L G X D O V D V ² X V L Q J ³ D Z K H H O F K D L U Q R W D V ² F R Q ¾ Q H G ³ W

He has Cerebral Palsy.

Lauren has used a wheelchair since age 10.

### DORMITORY

Residence hall is preferred.

### E.G.

An abbreviation meaning for example. It is always followed by a comma.

### EMAIL

Never hyphenate.

### ETC.

Avoid except within parenthetical expressions.



Use AP style in stories about people who identify as neither male nor female and who ask not to be referred to as he/she/him/her. Use the person's name in place of a pronoun or otherwise reword the sentence, whenever possible. If the use of they/them/their is essential, explain in the text that the person prefers a gender-neutral pronoun. Be sure that the phrasing does not imply more than one person.

IT'S, ITS









