

To the Fort Hays State University community regarding branding changes:

President Martin has directed that we restrict the use of logos that are specific to offices, departments and other subdivisions of Fort Hays State University. Going forward, secondary logos must conform to a standard format that gives prominence to the university. Likewise, secondary taglines/slogans are no longer acceptable.

Accordingly, I sent an advisory a few weeks ago cautioning against creating new materials with outdated logos. Now I can share guidelines, developed by Creative Director Mary Ridgway, that will be helpful in developing acceptable logos.

Here is the official logo of Fort Hays State University:



Here is an example of an acceptable secondary logo for offices, departments, student organizations and other subdivisions:



Here are the official university colors:



PANTONE
MATCHING
SYSTEM
COLOR 130



BLACK

Here are the official versions of Victor E. Tiger:



The Tiger logo is to appear in its complete form (variations displayed above) and never be cropped.

The rules regarding logos apply to all uses, including printed materials, digital applications and the Web. For assistance in developing an acceptable university logo for your specific office, department, club or subdivision, please contact Mary at 4521.

We are in a new generation of branding for Fort Hays State University. To expand our reach in the marketplace and achieve new levels of recognition, we must become more consistent and frequent in how we express our brand. It will require the support of our whole Tiger family to achieve this.

There are to be no other logos representing the university and its community, including student organization logos. The only exceptions are Americorps, Sternberg Museum of Natural History, Kansas Wetlands Education Center, FHSU Foundation and the Kansas Small Business Development Center. Student organizations, when affiliated with a national organization such as Greek Fraternities, may display their national emblems.

Event graphics that are used for a brief time and then go away, such as used for Entrepreneur Direct, Diversi-tea, TGOF, Homecoming, Memorial Union activities and other events, are acceptable. You should include the university brand prominently in those materials. Professional affiliation logos from outside organizations, such as Google certification, ATTA and other affiliations that would contribute to recruiting students, are permitted on university business cards, but only on the back.

To ensure brand consistency, all uses of university logos must have signed approval by University Relations prior to manufacture. This includes form design, imprinted products, publications and digital uses. Everything. All print materials are to be manufactured by the FHSU Print Shop. Do-it-yourself publishing and design are not permitted.

More complete brand and graphic standards will be provided in a revised Identity Standards Manual after the re-engineering process has been completed.

Thank you in advance for your cooperation in moving forward with these new guidelines for branding our university.

Kent L. Steward, Director, University Relations
office: (785) 628-4208
e-mail: ksteward@fhsu.edu