



LOGO USAGE

ALWAYS

- ✓ Use official FHSU logos provided by University Marketing and Strategic Communications
- ✓ Maintain adequate clear space around all logos
- ✓ Use the correct logo version for light or dark backgrounds

NEVER

- ✗ Allow AI re-create any FHSU logos, or brand elements
- ✗ Stretch, distort, or skew any of the FHSU logos
- ✗ Change logo colors
- ✗ Add effects (shadows, outlines, glows)
- ✗ Crop or separate elements of the logo
- ✗ Use outdated or vintage logos without permission the from UMSC department

PRIMARY LOGOS



**FORT HAYS STATE
UNIVERSITY**



**FORT HAYS STATE
UNIVERSITY**

LOGO CLEAR SPACE



INCORRECT USAGE (DON'T)



**FORT HAYS STATE
UNIVERSITY**

**FORT HAYS STATE
UNIVERSITY**



PHOTOGRAPHY & IMAGERY

- ✓ Use high-quality, authentic photos that showcase students, faculty, campus life, and our community
- ✓ Choose diverse, inclusive images that reflect the FHSU experience
- ✗ Avoid blurry, pixelated, or low-resolution images
- ✗ Avoid heavy filters or overly styled stock photos



DIGITAL ASSET MANAGEMENT (DAM)

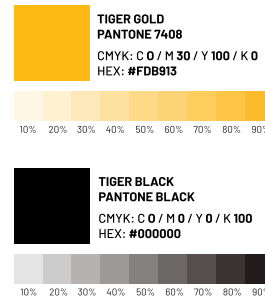
To search and download FHSU vetted photos go here.
fhsu.netx.net/portals/fhsu/#page/Home

SOCIAL MEDIA STANDARDS

Fort Hays State University's Social Media Standards establish guidelines for maintaining a consistent, professional, and respectful online presence across all FHSU-affiliated social media accounts. The Social Media Standards apply to all FHSU departments, colleges, organizations, and individuals responsible for FHSU-branded social media accounts. *For a more detailed description of the Social Media Standards refer to page 49 in the FHSU Brand Standards.*

BRAND COLORS

80% PRIMARY COLORS



20% HIGHLIGHT COLORS

LIMESTONE PANTONE 7499	CMYK: C 0 / M 2 / Y 15 / K 0 HEX: #FFF6DC
SEAWAY PANTONE 3282	CMYK: C 72 / M 0 / Y 38 / K 0 HEX: #1FB8B0
BLUELIGHT PANTONE 316	CMYK: C 93 / M 57 / Y 53 / K 38 HEX: #064851
FRONTIER PANTONE 5763	CMYK: C 56 / M 31 / Y 77 / K 10 HEX: #768A58
SUNRISE PANTONE 2339	CMYK: C 2 / M 50 / Y 42 / K 0 HEX: #F09585
DOWNTOWN PANTONE 7584	CMYK: C 20 / M 73 / Y 100 / K 7 HEX: #BE5E28
BISON PANTONE 732	CMYK: C 41 / M 86 / Y 86 / K 65 HEX: #4B180E

TYPOGRAPHY

Barlow	Avenir	Antiqua	Factoria	Thirsty
Headlines Body copy Print pieces Digital pieces	Headlines Body copy Print pieces Digital pieces	Headlines Body copy Formal publications Print pieces	Headlines Call to Actions Print pieces Digital pieces	Headlines Call to Actions Print pieces Digital pieces
Aa	Aa	Aa	Aa	Aa

GRAPHIC DESIGN STANDARDS

- ✓ Use brand colors
- ✓ Make easy to read
- ✓ Maintain consistency
- ✓ Less is more
- ✓ Leave white space
- ✓ Avoid cluttered layouts
- ✓ Align clearly
- ✓ Every design should be clean, professional, and easy to understand

ADOBE EXPRESS EXPECTATIONS

Start with approved FHSU Adobe Express templates. If you cannot find what your looking for, feel free to use other templates, but use our FHSU brand kit to change the color and typstyles.

- ✓ Keep layouts simple and uncluttered
- ✓ Align elements consistently
- ✓ Use high resolution images and graphics
- ✗ Do not create materials outside the brand without approval

GENERATIVE AI USAGE STANDARDS

The person or unit publishing the content is responsible for its accuracy, quality, appropriateness, accessibility, and alignment with the FHSU brand.

- ✗ **DO NOT** use AI generated photos in promotional materials or any type of digital media
- ✗ **DO NOT** allow AI to modify or change any FHSU logos or branding elements