

WHAT IS BRANDING?

A textbook definition of branding might be “the promotion of a particular product or company by means of advertising and distinctive design.” Simply put, branding efforts for K-State at Salina allow us to have ONE consistent identity, making it easier to connect with audiences like prospective students, the community, potential faculty members, donors and many others.

OUR NAME

K-State at Salina will be used in nearly all cases for all printed materials, including correspondence, brochures, certificates, plaques, awards and promotional items such as T-shirts or pencils. Please note that ‘at’ is spelled out, rather than using the ‘@’ symbol.

College of Technology and Aviation will be used only in specific technical references when it is necessary to explain how the college fits in with the University.

Kansas State University at Salina may be used if a clarification is needed or in cases of formality. It is preferred, however, that Kansas State University be used in such cases, with a separate reference to Salina.

NOT to be used: Any variation of KSU or COTA in printed materials, including correspondence, brochures, certificates, plaques, awards and promotional items such as T-shirts or pencils. This includes KSU-S, KSU at Salina and all other variations. In all cases, K-State at Salina should be used.

OUR LOGO

The K-State at Salina Powercat Logo will be the primary logo for K-State at Salina, in order to mirror the logo and branding efforts for the entire university. To see all variations of the logo go to www.salina.k-state.edu/campusoffices/pr/logos



Willie Wildcat is no longer the official logo of K-State. It may also be used, but the choice to use Willie should be meaningful — a justifiably better choice than the Powercat due to audience, design, etc.

NOT to be used: Any variation of the atom symbol College of Technology logo (similar to the old KTI logo) in any printed materials, including correspondence, brochures, certificates, plaques, awards and promotional items such as T-shirts or pencils.

OUR WEB SITE AND E-MAIL

In all cases, our Web site will be listed as **www.salina.k-state.edu**. E-mail addresses will all be listed as **(username)@k-state.edu** (rather than sal.ksu.edu or ksu.edu). This is part of a university-wide initiative and will help further promote the K-State brand and identify that our college is K-State.

WE WANT TO HELP!

We want these guidelines to make your job easier! If you are planning a publication — even something you will photocopy in-house — feel free to contact Abby Crouse or Michael Oetken. We can help with layout suggestions and proofreading, and we are glad to provide high-quality copies of any of the official K-State at Salina logos.

If you plan on creating a publication that will be used as a recruitment tool for prospective students you must contact Dixie Schierlman or Michael Oetken prior to designing and printing those publications. In order for our branding efforts to be successful, we must make sure we are putting out consistent and professional looking material.