



# KENNESAW STATE UNIVERSITY

Current Revision Date: 09/28/20

## Verbiage

Kennesaw State University®  
Kennesaw State™  
KSU™  
Kennesaw State Owls™  
KSU Owls™

Owls™  
KS™

**Established:** 1963

**Location:** Kennesaw, GA

**Mascot:** Owls

**Mascot Name:** Scrappy the Owl

**Conferenc:** Atlantic Sun Conference, Big South (Football).

Gold

Grey

Black

White

**PANTONE 1235 C**  
C: 0 M: 31 Y: 98 K: 0  
HTML: FF81C

**PANTONE 421 C**  
C: 13 M: 8 Y: 11 K: 26 190  
HTML: B2B4B2

**PANTONE Process Black C**  
C: 0 M: 0 Y: 0 K: 100 | R: 0 B: 0 G: 0

**White**  
C: 0 M: 0 Y: 0 K: 0 | R: 255 B: 255 G: 255

Approved University colors or the \*PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. \*PANTONE® is a registered trademark of PANTONE, Inc.

## 1ST PREFERENCE PRIMARY MARKS

## WORD MARKS



## 2ND PREFERENCE PRIMARY MARKS

## ALTERNATE MARKS



## SECONDARY MARKS

## FOOTBALL HELMETS



## MASCOT





## SPORT SPECIFIC MARKS



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## SPORT SPECIFIC MARKS (CONTINUED)

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## SPORT SPECIFIC MARKS (CONTINUED)



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## ALUMNI MARKS



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## FONTS - available for download

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KSU Medium

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890**

KSU Bold

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890**

KSU Medium Italic

***ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890***

KSU Bold Italic

***ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890***

## OWL FUND MARKS

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## BAND MARKS

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## INSTITUTIONAL MARKS

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KENNESAW STATE  
UNIVERSITY

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UNIVERSITY

## SCHOOL SEALS

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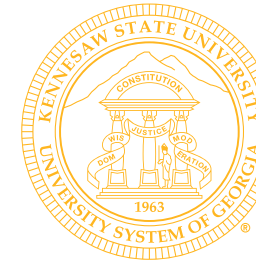
148



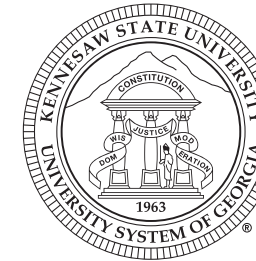
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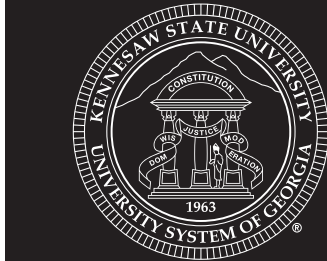
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ADDITIONAL PERTINENT  
INFORMATION

- University seal not permitted on products for resale