



# GRAPHICS MANUAL

## 1. Policy

### Official Logos and usage

The Jackson Hall logo is the official mark for Kentucky State University. The logo is considered a signature for our campus and should be included in all university communications.

Colleges, departments, and administrative offices may add their unit name to the horizontal logo as a unit signature.

To strengthen the university's visual identity, a central aspect of our brand, the creation of additional logos is restricted with a secondary logo must be subordinate to the Jackson Hall logo. Secondary logos should be subordinate to the Jackson Hall logo.

If there is a compelling need to produce a unique logo, you must contact the Division of Identity and University Relations to discuss your needs. Logos other than the university mark will be considered under the following circumstances:

When a

## **CALIBRI**

Calibri is a highly readable sans-serif font. It is most suitable for setting technical or short blocks of information, such as captions, charts, headlines and subheads. It is also the preferred choice for on-screen applications, such as PowerPoint presentations. If Calibri is not available on your computer, Arial may be used as a substitute.

### Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Calibri Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Calibri Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Calibri Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## APPROVED FONTS

## **MINION PRO**

Minion Pro is a serif font suitable for creating word processing documents and setting large blocks of text, such as letters, memos, reports, etc. If Minion Pro is not available on your computer, Garamond or Adobe Garamond Pro may be used as a substitute.

### Minion Pro Regular

ABCDE

status or any other status protected by law, absent a bona fide occupational qualification. Non-discrimination requires compliance with federal, state and local employment laws and regulations, including, but not limited to, the following: Equal Pay Act of 1963, Title VII of the Civil Rights Act of 1964, as amended, the Age Discrimination in Employment Act, and the Americans with Disabilities Act.

It should be Minion Pro Italic and no smaller than 7 pt.

Condensed version for letterhead.

Kentucky State University is an equal educational and employment opportunity/affirmative action institution.

**DATE**

All documents must include a revision date. It may be the same size and included with the legal disclaimer.

Equal opportunity shall be provided to all persons throughout the University. Kentucky State University does not discriminate in the administration of or access to any educational services or in regard to any employment decisions on the basis of race, color, religion, gender, sexual orientation, age (except for minors), national origin, ethnicity, citizenship status (except as required by law), disability, military service status, marital status or any other status protected by law, absent a bona fide occupational qualification. Non-discrimination requires compliance with federal, state and local employment laws and regulations, including, but not limited to, the following: Equal Pay Act of 1963, Title VII of the Civil Rights Act of 1964, as amended, the Age Discrimination in Employment Act, and the A

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## **2. Entities Affected**

- Brand Identity
- Campus Community

## **3. Policy Owner/Interpreting Authority**

Senior Vice President for Brand Identity and University Relations

## **4. Related Policies**

## **5. Statutory or Regulatory References**