

NEW KU GRAPHIC CONVENTIONS

Acceptable fonts:

FOR HEADERS:

THE KU LOGO AND LOGOTYPE USE TRAJAN BOLD, AN ALL UPPERCASE FONT.

For Body Text:

Palatino complements the Trajan in KU's signature. Use Palatino as body text in business letters. It is also suggested for body text in publications such as brochures, catalogs, and newsletters. *Palatino Italic is suggested for use in body text captions.*

Alternate Text:

Gill Sans Bold is the sans serif font used for text in the subordinate area of the KU signature. Gill Sans may be appropriate for headlines, subheads, bylines, captions, sidebars, and dates.

Colors:

Color Palette

Color is possibly the most significant identifier that the university uses. Crimson and blue have long been the identifying colors for the University of Kansas. With the new KU signature, colors have been updated to provide a fresh, modern feel while the design retains the history and prestige of the university. An element of gray was introduced to enhance the classic design.

Primary Palette

The official University of Kansas blue is referred to as KU Blue PANTONE 293. The gray used in the logotype is PANTONE 430. You may substitute a 45% black screen for PMS 430 Signature Gray. Whenever possible, print PMS 293 as a spot or fifth color to ensure color accuracy.

Color	Pantone	CMYK	KU Web	RGB
KU Blue	293	100 55 0 5	#0049AE	0 81 186
KU Red	186	0 100 80 5	#E31736	206 17 38
KU Grey	430	5 0 0 45	#999999	145 150 147 (web text #666666)
KU Gold	116	0 15 100 0	#FFD300	253 193 22