KANSAS

BRAND GUIDELINES
VERSION 2.0
A TOAST TO THE SUNFLOWER STATE

The To The Stars campaign was created by Kansas Tourism to excite Kansans and introduce the world to the many great characteristics of the state. The campaign is intended to be flexible in order to accommodate promotion of all aspects of Kansas. The following guidelines have been established in order to maintain integrity of the campaign.

To request usage of the To The Stars campaign assets, please contact Bridgette Jobe, Director of Kansas Tourism.

Bridgette Jobe
Director of Tourism
Phone: 785-296-3870
Email: Bridgette.Jobek@ks.gov
CAMPAIGN ELEMENTS

The To The Stars campaign is executed through two signature elements—The identifiable campaign mark and the use of derivative headlines.

TAGLINE

When using the tagline, do not modify or alter the original words.

Example

Allowed:
To The Stars

Not Allowed:
To The Stars we go
To The Brightest Stars
To The Stars and Stripes

KANSAS

Stake out a new spot under the stars.

TO THE STARS

Plan Your Kansas Getaway
To The Stars

978

35 Comments 82 Shares
DERIVATIVE HEADLINES

The headlines for the campaign should be treated as a salute to the characteristic or aspect of the state which is being promoted in the advertising.

- Adjectives are the preferred replacement of the word ‘stars’ in headlines.
- Nouns and locations are acceptable but should be used sparingly. Avoid naming specific attractions, cities, or people.
- Limit the replacement to a single word.
- When using a modified headline, the original tagline (To The Stars) should appear in the creative as an anchor.

Example

**Allowed:** To The Wild
To The Savory
To The Brave
To The Thoughtful
To The Innovative
To The Sunsets
To The Hills
To The Shockers
To The Cowboys

**Not Allowed:** To The Most Amazing Sunsets In The World
(replacement is longer than a single word)
To The Governor (Too narrow, identifies a single individual)
To The Mailman
To The Doles
To The Hamburger Palace (Too narrow, identifies a specific location)
To The Wild West Cowboy Museum

In Kansas, we love fast cars and slow-cooked brisket. We build machines that touch the sky but stay grounded in the things that matter most. We live our food and embrace the solace of silence. We conquer rocks and celebrate on the rocks. We ride like the wind and live for the water.
BODY COPY STYLE

When utilizing the primary, stylized To The Stars headline, it is acceptable to use derivative headlines in body copy.

Example:

In Kansas we love fast cars and slow cooked brisket. We build machines that touch the sky but stay grounded in the things that matter most. We live out loud and embrace the solace of silence. We conquer rocks and celebrate on the rocks. We ride like the wind and live for the water.

THE KANSAS EXPERIENCE IS A SALUTE TO THE REAL.
To the rowdy. To the wide-eyed wanderers. To the dreamers. To The Stars.

Visit kansas.com to request a free travel guide and plan your Kansas experience. #ToTheStarsKS
IDENTITY TOOLKIT

In this toolkit are the necessary elements for the visual identity of the brand and the guidelines to follow to maintain consistency.

Solid Wordmark

KANSAS

Color Palette

Primary

Dark Blue
#08152d
RGB: 8, 31, 45
CMYK: 90, 73, 56, 67
Pantone: 5395 C

Yellow
#ff600
RGB: 255, 182, 0
CMYK: 0, 32, 100, 0
Pantone: 7549 C

Secondary

Light Blue
#6fb0c7
RGB: 11, 176, 199
CMYK: 56, 16, 16, 0
Pantone: 7458 C

Red
#ca3625
RGB: 202, 54, 37
CMYK: 14, 93, 100, 4
Pantone: 7626 C

Off-White
#e5e1e6
RGB: 229, 225, 230
CMYK: 9, 9, 5, 0
Pantone: 663 C

* Due to various factors, color discrepancies between digital, print, and pantone may occur.
Clearspace
In order to maintain the integrity of the logotype, it is important that no other logos, type or graphical elements infringe on its space.

Minimum
The minimum size of the logotype that may be used for print application is .25” high x 1.16” wide.
COLOR VARIATIONS

In order to maintain the integrity of the Kansas Tourism brand use the approved color variations. Please note, examples below are used to show color options for backgrounds only. Logo options should never be placed inside a box for final publication.

Primary Color Combinations:
To be used in all official representations of the brand.

Secondary Color Combinations:
Available for use on merchandise or when the primary color combinations are unavailable.
VIOLATIONS

In order to maintain the integrity of the brand image and identity, never alter or use anything but the approved logos, lock ups and color combinations. These potential violations apply to all Kansas Tourism visual elements.

Do not recreate or rearrange. Do not distort or skew. Do not rotate in any manner.

KANSAS

Do not alter size ratios. Do not add any effects. Do not use unapproved colors.

KANSAS
SUPPORTING BRAND ELEMENTS

Additional elements that are used to support the Kansas Tourism brand. These elements may be used in any of the brand colors.

Inline Wordmark

KANSAS

Solid Abreviation Inline Abreviation

KS KS
**TYPOGRAPHY**

Kansas Tourism family is the primary typeface for headlines, subheads, and body.

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**Typefaces**

**Din Condensed Black- Headers**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

**Calluna Italic- Alt. SubHeaders**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

**Calluna Light- Body**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

**Blacker Display Extra Bold- Call-Out Numbers**

0123456789

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**Usage Example**

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Header       TO THE CURIOUS
SubHeaders   
Body Copy    Flint Hills, KS
Call-Out Numbers 09/13/2028
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Maximimumquam repudip iducipidunt volut occus eatiost, sintis minvellia ipiciur, aut quiania sin cullitate quiasit aernam commost-inum apitaturatem qui cone etur rehentur, illigeniet quassiti quvo lorest quas pedis quasperi test estibus dolori rento il ipit, quas si omni dolorepro conet expligendem eatureh enderum ipsaeacscid mos minvenist, ea verchic iduscid enissi delluptur aliquidus eseria comnis endae am, qui occae. Nequate.
Imagery:

1). All official Kansas Tourism imagery should be photographed and edited by a professional.

2). Photos should be edited to look natural and clean; refraining from over exposure, heavy contrast, or extreme vibrancy.

3). Do not crowd subjects or frame objects with the logotype.

4). Tone should remain inspiring and aspirational, refrain from cheesy or unbelievable imagery.

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Approved

Violation
APPAREL GUIDELINES

Apparel and Promotional Items:

1). Any official Kansas Tourism apparel should be professionally designed and top quality to serve as the standard.

2). A single apparel vendor should be identified and utilized to ensure quality and consistency of brand execution.

3). Avoid appropriation, Cultural references and meme-style designs. These can devalue the brand and detract from the core messaging.

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Approved

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Violation
CAMPAIGN GUIDELINES

To The Stars

The To The Stars message is prominent in Kansas, but it has never been fully explored. Ad Astra Per Aspera is part of our culture, we use the phrase casually without understanding what it truly means. It is the mantra that formed this great state. Through the To The Stars campaign, we will highlight the big ideas and the big personalities that are central to the identity of Kansas. We will invite people to visit the people and places of Kansas. We will salute the Kansas experience. To the dreamers, to the adventurers, to the artists, to the wide-eyed wanderers.

Wordmark

KANSAS
to the stars

Campaign Mark

Stacked

to the stars

Horizontal

to the stars
WORDMARK

Uses and guidelines.

Clearspace
In order to maintain the integrity of the logotype, it is important that no other logos, type or graphical elements infringe on its space.

Minimum
The minimum size of the logotype that may be used for print application is .5” high x 1.57” wide.
CAMPAIGN MARK

Uses and guidelines.

Stacked Mark
In order to maintain the integrity of the logotype, it is important that no other logos, type or graphical elements infringe on its space.

Minimum
The minimum size of the stacked mark that may be used for print application is .75” high x 1.1” wide.
CAMPAIGN MARK

Uses and guidelines.

**Horizontal Mark**
In order to maintain the integrity of the logotype, it is important that no other logos, type or graphical elements infringe on its space.

![Horizontal Mark Diagram]

**Minimum**
The minimum size of the horizontal mark that may be used for print application is .3” high x 1.35” wide.

*to the stars*