

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.Job@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



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

TO THE
Saucy

TO THE
Rowdy

TO THE
Bold

*to the
stars*

THE KANSAS EXPERIENCE IS A SALUTE TO THE REAL

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.

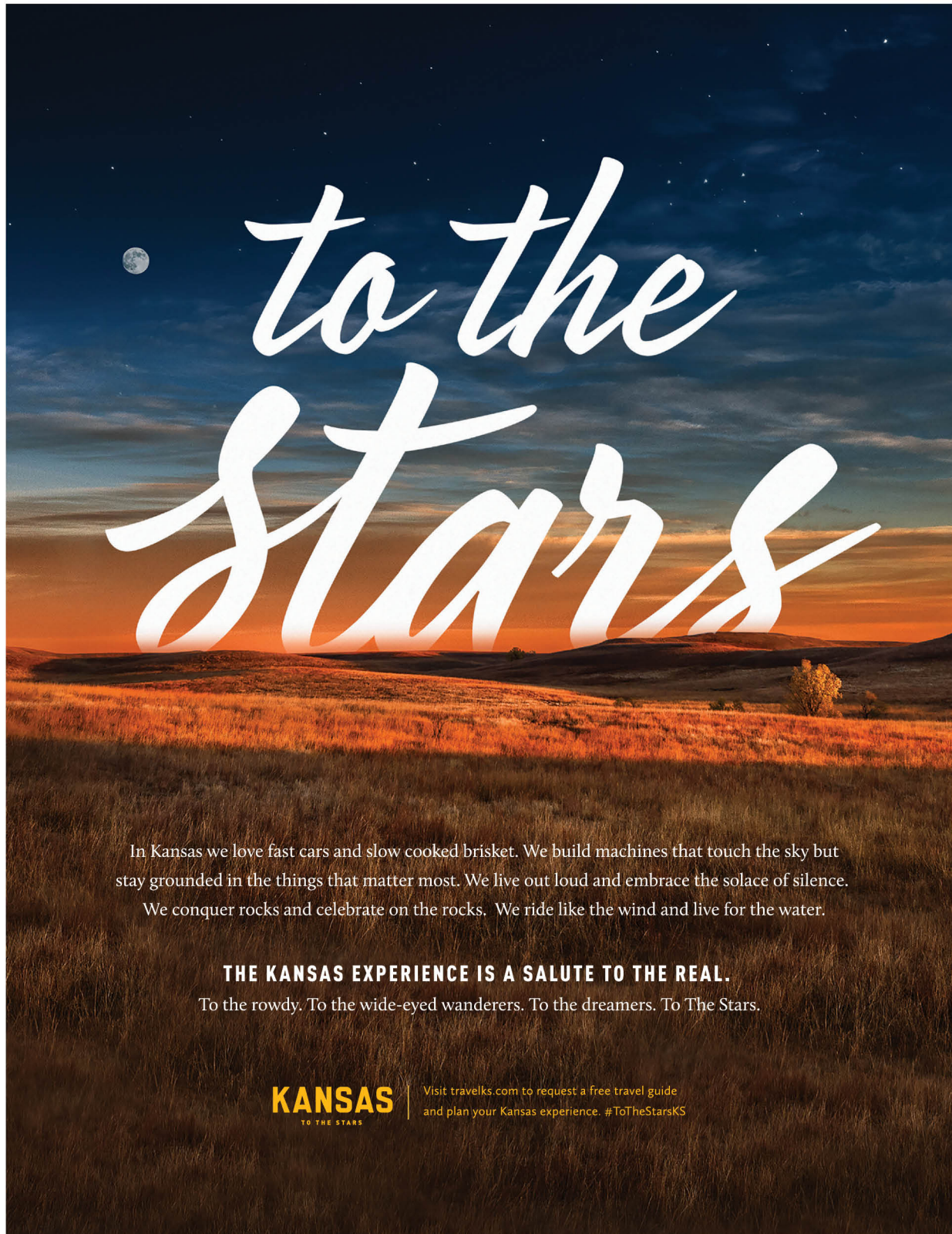
KANSAS
TO THE STARS

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

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.

KANSAS
TO THE STARS

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

IDENTITY TOOLKIT

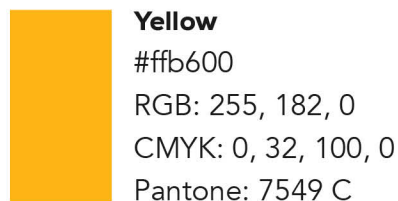
In this toolkit are the necessary elements for the visual identity of the brand and the guidelines to follow to maintain consistency.

Solid Wordmark

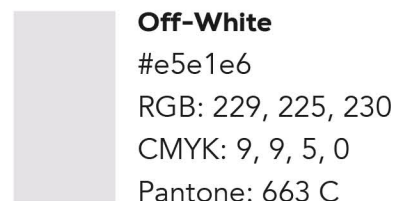
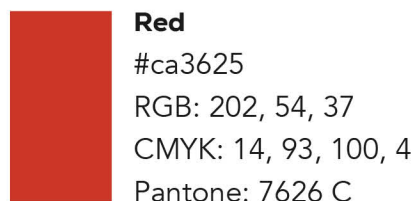
KANSAS

Color Palette

Primary



Secondary



** Due to various factors, color discrepancies between digital, print, and pantone may occur.*

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 .25" high x 1.16" wide.

KANSAS

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.

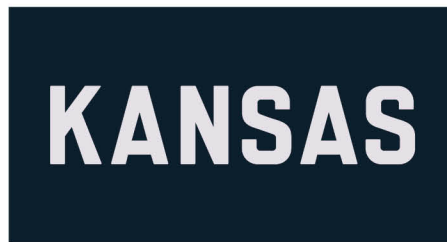
Primary Color Combinations:

To be used in all official representations of the brand.

Yellow on Dark Blue



Off-White on Dark Blue



Dark Blue on Yellow



Secondary Color Combinations:

Available for use on merchandise or when the primary color combinations are unavailable.

Off-White on Dark Blue



Red on Dark Blue



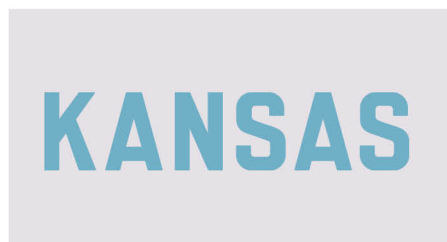
Red on Yellow



Dark Blue on Off-White



Light Blue on Off-White



Red on Off-White



Dark Blue on White



Black on White



White on Black



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.

KANSAS

Do not distort or skew.

KANSAS

Do not rotate in any manner.

KANSAS

Do not alter size ratios.

KANSAS

Do not add any effects.

KANSAS

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 Abbreviation

KS

Inline Abbreviation

K S

TYPOGRAPHY

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

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
0 1 2 3 4 5 6 7 8 9

Usage Example

Header — | T O T H E C U R I O U S

SubHeaders — | *Flint Hills, KS*

Body Copy — | Maximinumquam repudip iducipidunt volut occus eatiost, sintis minvellia ipiciur, aut quiania sin cullitate quiasit aernam commost-inum apitatur atem qui cone etur rehentur, illigeniet quassiti quo volorest quas pedis quasperi test estibus dolori rento il ipit, quas si omni dolorepro conet expligendem eatureh enderum ipsaecuscid mos minvenist, ea verchic iduscid enissi delluptur aliquidus eseria comnis endae am, qui occae. Nequate.

Call-Out Numbers — | 09/13/2028

IMAGERY

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.

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.
-

Approved



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.

KANSAS
TO THE STARS

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.

*to the
stars*

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.



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