



KANSAS

REGIONAL BRAND GUIDELINES

VERSION 1.0

TO THE STARS, FOR THE PROUD

When you're proud of where you live, you can't hide it, and you don't want to. By branding each region of Kansas, we're giving Kansans a new way to show pride in our state. And while we've chosen themes to highlight each region, all of Kansas combines in a striking blend of experiences we can all be proud of. Kansas is for the legendary, for the free, for the curious, for the spirited, for the seekers, and for the centered.



OVERVIEW

★ ★ ★
FOR THE LEGENDARY
SOUTHWEST
— KANSAS —

★ ★ ★
FOR THE FREE
SOUTHEAST
— KANSAS —

★ ★ ★
FOR THE CURIOUS
NORTHWEST
— KANSAS —

★ ★ ★
FOR THE SPIRITED
NORTHEAST
— KANSAS —

★ ★ ★
FOR THE SEEKERS
SOUTH CENTRAL
— KANSAS —

★ ★ ★
FOR THE CENTERED
NORTH CENTRAL
— KANSAS —

There's something about captivating landscapes that inspires a determined quality in our people. This boldness planted itself in our hearts and souls. It can't be removed. Rich history and fascinating characters help us remember the past, while our bustling cities and diverse cultures ground us in exciting possibilities of the present. Don't be afraid to go a little wild here. Our way of life has been built over centuries by the legendary and For The Legendary.

★ ★ ★
FOR THE LEGENDARY
SOUTHWEST
— KANSAS —

The value of freedom is beyond question. Our way of life stands on the courage and sacrifice of people who resolved to fight for it with every breath. Their sacrifices led to better working conditions in mines that still stand nationwide today. It mustered forces in our nation's historic fight for human rights and dignity. The free spirit blows through our hearts continually. We live it out on the open road. Gravel biking. Hunting the woods. Fishing unrestrained waters. We won't be held back. We're a place For The Free.

★ ★ ★
FOR THE FREE
SOUTHEAST
— KANSAS —

Our specialty is the unconventional.
Astonishing outdoor experiences that
defy presumptions. Rock formations
that tower over our skylines. Museums
filled with wonder. Charming
communities begging to be
photographed. Things happen when
adventure leads you off the beaten path.
The beauty of exploring with an open
heart is the fresh view. Let your journey
guide you here, the place that's perfect
For The Curious.

★ ★ ★
FOR THE CURIOUS
NORTHWEST
— KANSAS —

Follow the smoke. You'll find the fire. It's
our hearts blazing with devotion for what
makes life good. Saucy zeal for smoked
local flavor. Endless support of our teams.
Remembrance of momentous clashes that
changed our nation forever. Rolling
landscapes and glacier made hills that are
the foundation for our stunning views.
Our communities, big and small, are
bustling with life. Let our energy stir your
soul, because we're For The Spirited

★ ★ ★
FOR THE SPIRITED
NORTHEAST
— KANSAS —

Open skies are for exploring. The earth
is for sustaining. The water is for
refreshing. We use them all to their
fullest. That's how we live and who we
are. Living aloft in the dreams that come
by touching the sky, while digging deep
into the bounty provided by the earth.

Seek to uplift your heart with lofty
pursuits and sophisticated, cultured
settings. Life here is For The Seekers.

★ ★ ★

FOR THE SEEKERS

SOUTH CENTRAL

— **KANSAS** —

Wander the middle of it all and find serenity. We balance the quiet prairie with creative cultural arts. Tranquil hideaways align with scenic vistas. The steady presence of leadership that can transform a nation, with peace that brings true relaxation. Authentic faces and quirky places, find vibrancy and surprise in the middle of it all. We're just right because we are For The Centered.

★ ★ ★
FOR THE CENTERED
NORTH CENTRAL
— KANSAS —



USAGE GUIDELINES

PRIMARY LOGO

The primary logo is a stand alone mark that should not be used with any other Kansas Tourism logos. Keeping this mark the focus avoids repetition and maintains a unified look across the state. This mark is downloadable in a variety of colors and file formats to work in any situation your region may need.



SECONDARY LOGO

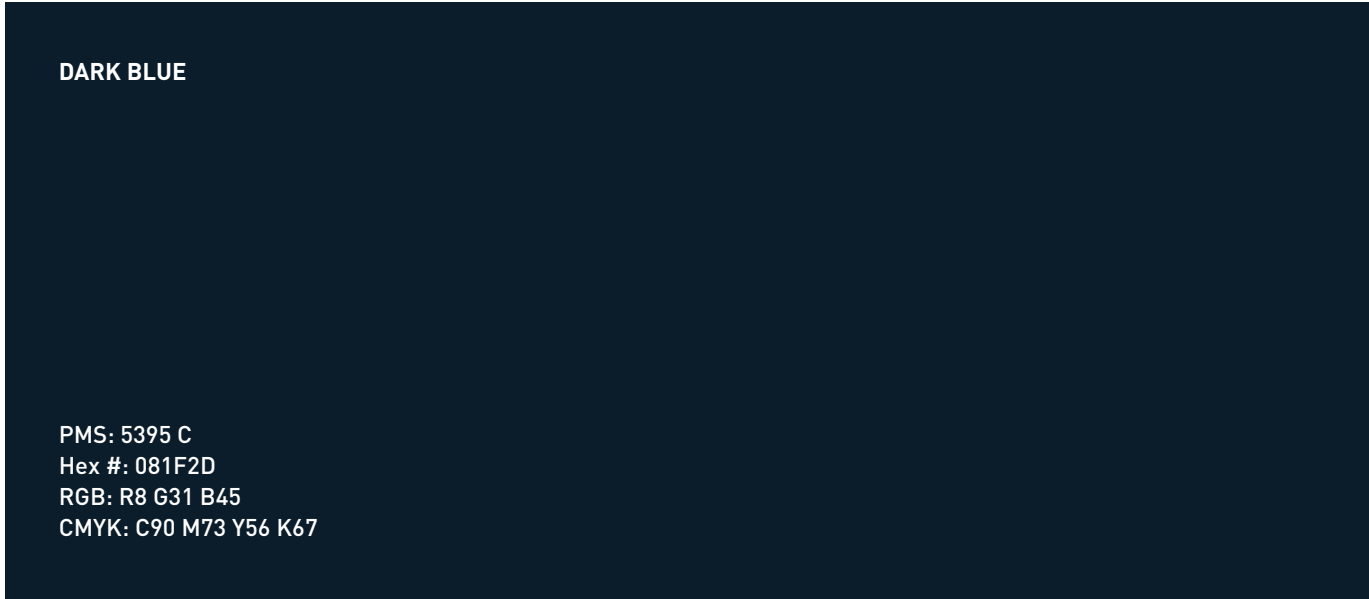
The secondary logo removes the state name from the mark. Therefore, this secondary option should always be used in tandem with a Kansas Tourism logo for clarity and brand continuity. This mark is downloadable in a variety of colors and file formats to work in any situation your region may need.



COLOR VARIATIONS

In order to maintain the integrity of the Kansas brand, use the approved color variations below. 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 COLORS

The color palette for the brand is based on the original blue and gold familiar to the state. There is consistency and equity in the color palette so it provides an opportunity to introduce some familiar elements to the new brand. A slight adjustment in the saturation of the colors provides for a more modern and elegant look, reducing the harsh contrast sometimes present in the state’s design.

<div>DARK BLUE</div> <div>PMS: 5395 C Hex #: 081F2D RGB: R8 G31 B45 CMYK: C90 M73 Y56 K67</div>	<div>YELLOW</div> <div>PMS: 5395 C Hex #: 081F2D RGB: R8 G31 B45 CMYK: C90 M73 Y56 K67</div>	<div>RED</div> <div>PMS: 7626 C Hex #: CA3625 RGB: R202 G54 B37 CMYK: C14 M93 Y100 K4</div>	<div>LIGHT BLUE</div> <div>PMS: 7458 C Hex #: 6FB1C8 RGB: R111 G177 B200 CMYK: C56 M16 Y16 K0</div>	<div>OFF- WHITE</div> <div>PMS: 663 C Hex #: E5E1E6 RGB: R229 G225 B230 CMYK: C9 M9 Y5 K0</div>
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EXPANDED PALETTE

To grow the brand family and increase applications, we have introduced a secondary color palette consisting of a rich red and light blue. The color palette is inspired by the famed Kansas sunsets.

RULES & BEST PRACTICES

Do not use any other/unauthorized colors.

Use of the Pantone Matching System is highly recommended to ensure color consistency across any and all touch points. If Pantone color matching is unavailable or out of budget, please take great care to match the hues above precisely.

VIOLATIONS

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

Do not recreate or rearrange.



Do not distort or skew.



Do not rotate in any manner.



Do not alter size ratios.



Do not use unapproved colors.



Do not add any effects.



TYPEFACES

To begin crafting the visual identity for Kansas, we focused on the historic American wood type featured in the earliest seal designs. These fonts have a utilitarian feel, focused on function rather than flourish and is intentionally simple.

INCORRECT USAGE

Only approved fonts should be used as shown here. Fonts should not be manipulated, stretched, outlined, or otherwise modified. Typography should always be clear, legible, and easy to read.

HEADLINE

Din Condensed Black

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
1 2 3 4 5 6 7 8 9 0 ? ! * + (. ,)

SUB-HEADLINE

Calluna Italic

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
1 2 3 4 5 6 7 8 9 0 ? ! * + (. ,)

BODY COPY

Calluna Sans

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
1 2 3 4 5 6 7 8 9 0 ? ! * + (. ,)

CALL-OUT NUMBERS

Blacker Display

1 2 3 4 5 6 7 8 9 0 ? !



KANSAS

• TO THE STARS

FOR QUESTIONS ON BRAND USAGE AND GUIDELINES:

KANSAS TOURISM

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