

KansasCOM

# **Brand Guidelines**

# 01

## Colors

KansasCOM provides a forward-thinking education that trains the osteopathic physicians of the future. To embrace that essence, we created a highly energetic, vibrant, and future-focused color palette that transcends the similarities of KansasCOM's competitors.

We created energy and vibrancy by strategically selecting primary colors. The palette consists of one dark and one bright color that creates stark contrast. With the use of a deep midnight blue combined with a lively electric sky blue, the KansasCOM brand exudes life and demands attention.

The stabilizing midnight blue acts as the grounding, dependable force that is used consistently as a quiet background, setting the framework to accentuate the other elements and colors. Conversely, the energetic blue is the purposeful and ingenious force that is determined to stand out against the darkness and transcend the ordinary. It is bold against the midnight blue, yet soft when it stands alone.

# KansasCOM Brand

## Colors

### PRIMARY COLORS

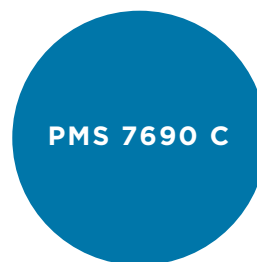


**CMYK** 65, 10, 1, 0  
**RGB** 60, 180, 229  
**HEX** #3CB4E5



**CMYK** 85, 73, 57, 70  
**RGB** 19, 30, 41  
**HEX** #131E29

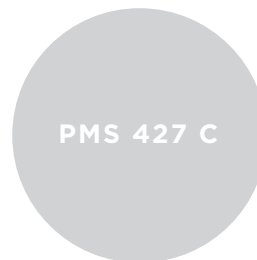
### ACCENT COLORS



**CMYK** 93, 47, 15, 1  
**RGB** 0, 117, 169  
**HEX** #0075A9



**CMYK** 3, 73, 70, 0  
**RGB** 234, 104, 82  
**HEX** #EA6852



**CMYK** 18, 12, 13, 0  
**RGB** 207, 210, 211  
**HEX** #CFD2D3

# 02

## Typography

Gotham is a relatively new font yet feels familiar and forward-thinking. It is a geometric designed font that feels assertive and confident but never over imposing or excessively heavy. With a comprehensive range of weights and widths Gotham is perfect for the lively KansasCOM brand, both valuing versatility through thoughtful use of white space, and purpose through attention-focused design.

# KansasCOM Brand

# Typography

Gotham Thin

*Gotham Thin Italic*

Gotham Extra Light

*Gotham Extra Light Italic*

Gotham Light

*Gotham Light Italic*

Gotham Book

*Gotham Book Italic*

**Gotham Medium**

**Gotham Medium Italic**

**Gotham Bold**

**Gotham Bold Italic**

**Gotham Black**

***Gotham Black Italic***

**Gotham Ultra**

***Gotham Ultra Italic***

**Heading: Gotham Bold**

Subheading: Gotham Book

Body Text: Gotham Light or Book

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam quis nos.

- Unordered list
  - Unordered list
1. Ordered list
  2. Ordered list

# 03

## Applying the Design

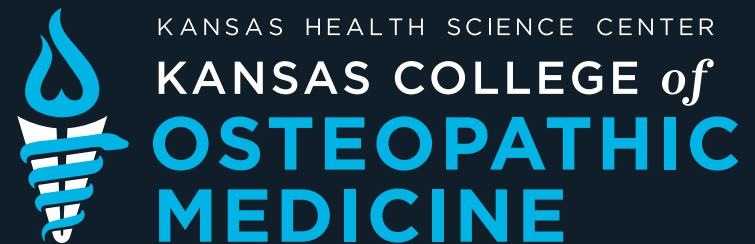
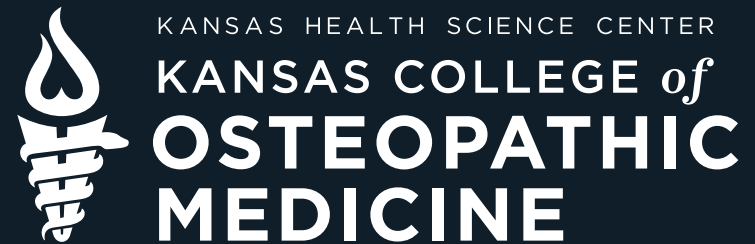
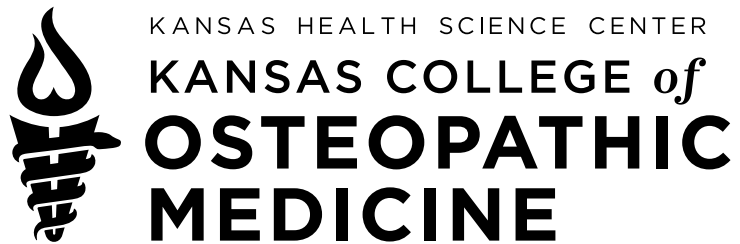
When thinking of how the KansasCOM proposed visual identity comes to life in printed and digital materials, we consider all the individual elements herein and how they interact together, creating a brand persona. The end goal is to yield a unique and recognizable visual blueprint that triggers a consistent emotional reaction across all mediums, and that is truly representative of the KansasCOM personality.

# KansasCOM Brand Logo



KANSAS HEALTH SCIENCE CENTER  
KANSAS COLLEGE *of*  
**OSTEOPATHIC  
MEDICINE**

# KansasCOM Brand Logo





# KansasCOM Brand

# Torch

The torch and snake icon, used in the KHSC and proposed KansasCOM logos, can be used as a large visual element to further tie the KansasCOM brand to that of KHSC. The torch is a symbol for human enlightenment and knowledge, connecting to the brand's focus in education and excellence. It should be used to the right of a page and only show half the icon in a large scale, occupying the full height of the page. It should also use a low opacity in white on the grounding midnight blue color. It should not use the seal around the torch when used as an accent element.



# KansasCOM Brand

## Example Ad

### BLOCK DESIGN

Every design decision is purposeful and parallel to the KansasCOM key traits. Throughout print and digital mediums, block design will build a unique blueprint that creates balance and dependability. The geometric forms pair effortlessly with the proposed color palette and font selections while manifesting a strategically composed relationship between the individual design elements. The tactically used block design guides the audience's eye and establishes a strong structure with a focus on the hierarchy of information. The elements feel balanced, symmetrical, easily adaptable, and a modern interpretation of current design trends further solidifying KansasCOM as thought leaders in their field.



The start  
of a **special  
community**

As the first and only osteopathic medical school in Kansas, the proposed Kansas Health Science Center-Kansas College of Osteopathic Medicine is committed to building a diverse, supportive, and inclusive community.

 PROPOSED KANSAS HEALTH SCIENCE CENTER  
**KANSAS COLLEGE of  
OSTEOPATHIC  
MEDICINE**

Apply today  
at [kansasashsc.org/facultyappointments](https://kansasashsc.org/facultyappointments)  
or email [jdickerman@kansasashsc.org](mailto:jdickerman@kansasashsc.org)

KansasCOM Brand

# Example Patch

