



KHSC
KANSAS HEALTH SCIENCE CENTER

BRAND GUIDELINES

THE COLORS

These are the Pantones that are to be used for KHSC's branding. There are two primary Pantones.



THE LOGO

These are the different forms and colors of ADCF's logo.

1 - The Primary logo, contains both the badge and the wordmark. Use this version whenever possible. Available in two or one color.

2 - The Secondary versions of the full logo. These options are only to be used when necessary.

3 - The badge displayed without the wordmark. Available in two or one color. Use white when displaying on color background.

4 - The Primary logo displayed in one color should be white on colored backgrounds.



1 2
3 4





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