Kansas Health Science University

Brand Guide

Kansas Health Science University

Logo

VERTICAL (PRIMARY)





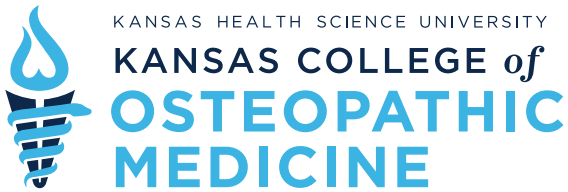
HORIZONTAL

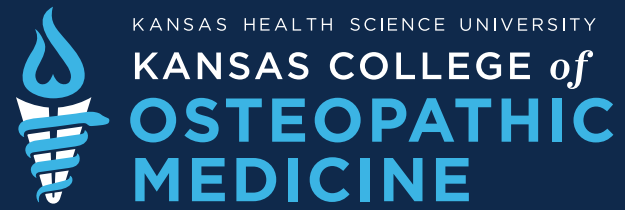


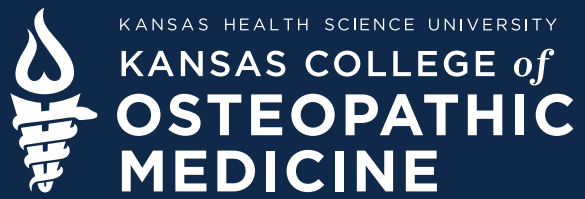


Kansas College of Osteopathic Medicine

Logo







Kansas Health Science University

Seal









Kansas College of Osteopathic Medicine

Seal





Kansas Health Science University

Logo Lockup

VERTICAL

KANSAS
HEALTH SCIENCE
UNIVERSITY

KANSAS COLLEGE *of*
OSTEOPATHIC MEDICINE

HORIZONTAL

KANSAS
HEALTH SCIENCE
UNIVERSITY

KANSAS COLLEGE *of*
OSTEOPATHIC
MEDICINE

Kansas Health Science University

Logo Lockup

KANSAS
HEALTH SCIENCE
UNIVERSITY

KANSAS COLLEGE *of*
OSTEOPATHIC MEDICINE

KANSAS
HEALTH SCIENCE
UNIVERSITY

KANSAS COLLEGE *of*
OSTEOPATHIC
MEDICINE

Kansas Health Science University

Color Palette

PRIMARY COLORS

PMS 298 C

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

PMS 2767 C

CMYK 100, 86, 42, 41
RGB 17, 41, 75
HEX #11294B

ACCENT COLORS

PMS 7690 C

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

PMS 7416 C

CMYK 3, 73, 70, 0
RGB 234, 104, 82
HEX #EA6952

PMS 7549 C

CMYK 0, 32, 100, 0
RGB 252, 180, 21
HEX #FCB415

PMS 427 C

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

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Typography

Optima Regular
Optima Regular Italic
Optima Bold
Optima Bold Italic
Optima ExtraBlack

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: Optima Bold

Subheading: Gotham Regular

Body Text: Gotham Light or Book

Heading: Gotham Bold

Subheading: Gotham Book

Body Text: Gotham Light or Book

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