

Kansas Health Science University

Brand Guide

Kansas Health Science University Logo

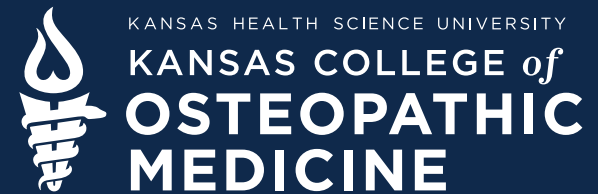
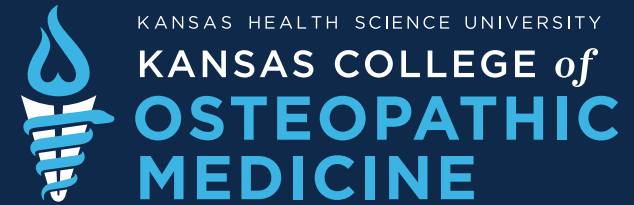
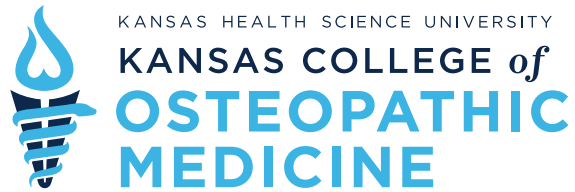
VERTICAL (PRIMARY)



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



HORIZONTAL



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

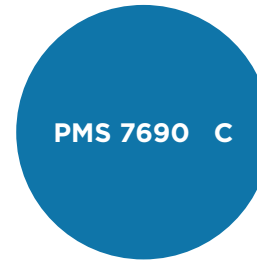
CMYK 65, 10, 1, 0
RGB 60, 180, 229
HEX #3CB4E5



PMS 2767 C

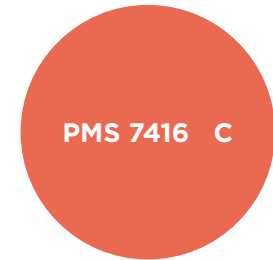
CMYK 100, 86, 42, 41
RGB 17, 41, 75
HEX #11294B

ACCENT COLORS



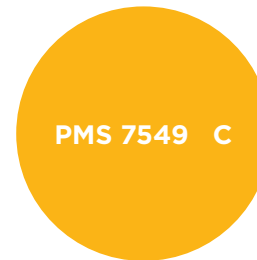
PMS 7690 C

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



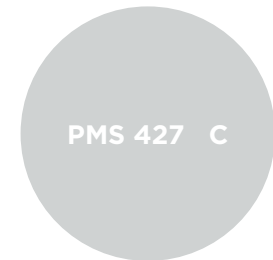
PMS 7416 C

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

Kansas Health Science University

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: Optimal 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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