



**K-State Student Union**  
Engage • Educate • Empower

## **3e Branding**

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More than just a building, the K-State Student Union is the place where students are inspired each day to gather, lead and energize their Wildcat experience. We strive to promote an atmosphere where individuals can embark on a journey of self-discovery to positively advance their futures. By providing and hosting multifaceted opportunities, the Union offers what is foundational to any university – the opportunity for an original experience in a campus community dedicated to engaging, educating and empowering students.

**Logo**

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## Primary Uses

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**Engage**  
**Educate**  
**Empower**

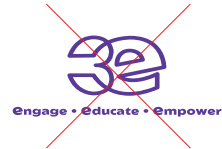
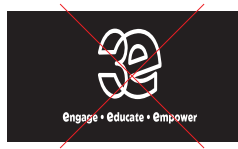
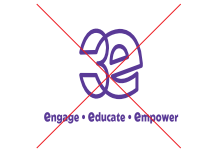
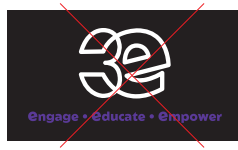
## Logo Variations

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## Logo Violations

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## Typeface

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### Geom Ultra

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

### Geom Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Colors

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CMYK: 79 | 93 | 0 | 01  
HEX: #5c3a96



CMYK: 39 | 54 | 0 | 01  
HEX: #9f80ba



CMYK: 189 | 0 | 98 | 01  
HEX: #dbe125



CMYK: 41 | 34 | 42 | 11  
HEX: #5c3a96

**Design Assets**

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[union.k-state.edu](https://union.k-state.edu)



[kstatestudentunion](https://www.instagram.com/kstatestudentunion)