

# BRAND IDENTITY

## STYLE GUIDE



**KING**  
UNIVERSITY  
—1867—

Reliable visual communication is a core best practice for any institution. For a community like King with numerous stakeholders, the consistent use of fonts, colors, and logos is essential to help audiences accurately identify and engage with messaging.

The standards presented in this guide have been developed to preserve a unified graphic identity. We appreciate the care you will take in helping us present a consistent image of King University to audiences, whether they are faculty, staff, students, alumni, donors, educational and regulatory institutions, or members of the general public.

If you have any questions about this guide or need support, please reach out to Marketing & Communications at [marketing@king.edu](mailto:marketing@king.edu).



## SIGNATURE

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The signature is the means of identifying King in all forms of visual communication, including advertising, email, social media, printed materials, and more. It is the foundational element of the identity system, helping unify and elevate the visibility of the University.

The signature should never be altered in any way and should be reproduced exactly as it appears on the master sheet. Guidelines for sizing and positioning are illustrated throughout this document.



### Horizontal Logo

Preferred for most applications



### Vertical Logo

May be used if it fits the space better than the horizontal version

## OPTIONAL LOGO



Most of the logos contain “1867” in the tagline.

One logo contains the alternate tagline of “Bristol, Tennessee.” This was developed to avoid confusion with the King’s College in New York and London.

This logo should be used mainly when a communication is being distributed on a regional or nationwide basis, or in situations where additional clarification concerning an institution of a similar name is needed.



## SIGNATURE / *Proper Use*



The consistent application of the King University signature is one of the most significant elements in our identity guideline program.

### Proper Usage of Logo

When the signature is applied in its one color version, it is printed 100% black or 100% blue (PMS 7687).



It is acceptable to reverse the logo out of a contrasting color background if a particular design situation requires it. The logo would be reversed in white and out of a solid color field that is not confined to a shape (see improper use on the following page). The logo must have a border of at least .25 inches.



### Improper Usage of Logo

The signature should always be placed horizontally and never placed diagonally or vertically on a page.



The signature should not be reproduced in outline form or filled with a pattern.



You should not use “King” without “University.”



You should not use “King University” without the tower graphic.



The logo should not be reproduced and/or contained inside a shape.



## COLORS

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The main color of King University is Pantone 7687 Blue.

The accent color is Pantone 186 Red.

Marketing reserves the right to add additional colors if seen fit. The use of Light Blue is acceptable when an additional color is needed for variety.

### **Pantone 7687 Blue**

RGB: 29, 66, 138

CMYK: 100, 78, 0, 18

HEX: 1D428A



### **Pantone 186 Red**

RGB: 200, 16, 46

CMYK: 2, 100, 85, 6

HEX: C8102E

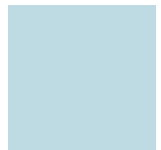


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### *Marketing Use:*

#### **Light Blue**

CMYK: 24, 6, 8, 0



Typography is an integral part of the King University identity system. The word “King” is typeset in Galliard Roman as part of the logotype. However, the logotype should only be reproduced via the electronic artwork files provided because the type has been properly kerned and sized to fit the signature unit.

The Legacy Sans and Minion typefaces both serve as the primary typeface as well as the accent typeface for headlines, subheads, and pullouts. Legacy Sans (sans serif typeface) provides a contemporary contrast to the serif typeface used for primary typography and adds emphasis when needed. Minion (serif typeface) is extremely readable and can be used in a broad range of applications.

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### Legacy Sans ITC Book

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### *Legacy Sans ITC Book Italic*

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

### Legacy Sans ITC Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### *Legacy Sans ITC Medium Italic*

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

### Legacy Sans ITC Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### *Legacy Sans ITC Bold Italic*

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

### Minion Pro Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### *Minion Pro Italic*

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

### Minion Pro Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### *Minion Pro Medium Italic*

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

### Minion Pro Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### *Minion Pro Bold Italic*

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Marketing reserves the right to use additional fonts in addition to the signature fonts of King University.

Aleo and Oswald can be used alone or in conjunction with the signature fonts. Aleo and Oswald should be used mainly for headings and call-outs and not for large amounts of body text.

**Aleo Regular**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

***Aleo Italic***

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Aleo Light**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

***Aleo Light Italic***

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Aleo Bold**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

***Aleo Bold Italic***

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Oswald Light**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Oswald Book**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Oswald Bold**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## PRESIDENTIAL SEAL



Among the visual identifiers of the University, the Presidential Seal is the most formal and unchanging. It is designed for use on official documents, most notably diplomas, and chiefly appears at functions such as Honors Convocation and Commencement.

While there are certain marketing applications for the seal, in general it should be reserved for formal events and purposes.



**SINGLE COLOR**  
FULL SEAL



**SINGLE COLOR**  
WITHOUT BRISTOL, TENNESSEE  
*(for use when text would be too small to read)*



**TWO COLOR**  
FULL SEAL



**TWO COLOR**  
WITHOUT BRISTOL, TENNESSEE  
*(for use when text would be too small to read)*

## STATIONERY / *Letterhead*



**Specifications:** Letter Size 8.5 x 11

**Paper:** Cougar white vellum

**Weight:** 60# text

**Printing:** Two color: Blue PMS 7687 and Red PMS 186. The screened shield of PMS 7687 should be produced at 5% (please consult with your printer).

**Note:** The letterhead on the left is the generic letterhead approved for general use by faculty and staff. The letterhead on the right can be customized to suit the needs of your office.



1350 King College Road | Bristol, Tennessee 37620  
www.king.edu | 800.362.0014



*Office of Admissions*

1350 King College Road | Bristol, Tennessee 37620  
www.king.edu | 800.362.0014

admissions@king.edu  
(direct) 423.652.4861 | (fax) 423.652.4727

## STATIONERY / Sample Letterhead



**Specifications:** Letter Size 8.5 x 11

**Paper:** Cougar white vellum

**Weight:** 60# text

**Printing:** Two color: Blue PMS 7687 and Red PMS 186. The screened shield of PMS 7687 should be produced at 5% (please consult with your printer).

**Note:** The body of the letter should follow the margins demonstrated below. Please use Minion Pro Regular 12 point (10 point minimum).

Approx.  
2.25 in.

Approx.  
.75 in.

Approx.  
.75 in.

Approx.  
1.5 in.



Date

Dear John,

At vollabo rehenti ut utature molore init quibus es essi aut aut quo consequi nitat. Nihil id quiam dis qui ut hiletem illoremo conseceria dolupti reperitatis magnient eos dollatus. Non prae veliquaspero doluptatemod quasper rumque laborepuda poresecta vid eruntium lab idestia epudandit, omnis di ide prorroidel eari consenet quam et andescid quisquibus simpediat mi, a peria consentius incius, cus, vel enis del ex ex et fugia ilis nest, cum dit velibus is commod utatur? Qui ipsape-rio berum rehenihicia estio expliquam net eicae parum nobis aut lit et ut a vellut voluptatecum doles dis providu cillum, ut quam sinveleatur sundae quates et adis ma sita aute conse vel minum quas quidem eum faccum et restius abor mos vid magnihit aute cum fuga. Uga?

Orrovidus dem et dolupti si audaectatem licia nim alic tene este dus atque conserescid magnit, cusam quamus ullitas eos quo deles sum ut accuptur, officit quam fugita pe volo bla quoditis aut fugitia dellanti qui optatib erorehent.

Onsequa turionsed everferum faceped ute nulla sunt ex ea samentiate aut voluptatem iusant aperum essim alignatur as es di cuptaquos es reptur secate volori omnihihi nulligent quas ped ex elit, aut quia ex exceate quis ulpa sumquia volorum restia idel incto de sunt velignam doluptatia nim aligent alitat rerum experun tiatem sus iusamenit ipsant, sam explibuscimo tet, sequam, sitatquam, sit a et explit et pro quam ipiciis aut re core offic tes eos num hic tentibus sequid exerum nos eum quas dusam voluptatur sinveles remo id ulparchil minciatem qui initia sedi cus aceperes es nonet, et ut re preri offic te voluptur, im ipsan-dero entiore iciisto blaut aliqui ut ipient quis eatur, nim consequae porehentus magnatem num vorloritios essed molum ant aliandae volupta quatiuntis molut eum eaqus vollori busanda ndentem sant vel etus, volo erume nonsequ ossequis sum harum, qui rate voluptam, non nobis pre quis inus et, incte cum dolor assunduci nimusda erferor alitatur, soloraes iunt, tent et, temodignimi, eaqi bea dolupta tibeaurum assumt omnis conem volo consed moluptas a etur aborehe nimusant labor ab in cones voluptiur sus etur restrupta nihil in poreritam aped qui is volore num quatatibus a sedissitium rero min nesed et, cullende-re voloremquam laciusdam, nihilis as sim aut mos dolectotat lacilluptat quos int, incilianis eaqi il mo estruptam ra incid etur, quiberio beriberrum, que necat.

Sincerely,

Jane Doe  
University Title

1350 King College Road | Bristol, Tennessee 37620  
[www.king.edu](http://www.king.edu) | 800.362.0014

## STATIONERY / *Envelopes*



**Specifications:** Standard No. 10

**Paper:** Cougar white

**Printing:** Two color: Blue PMS 7687 and Red PMS 186. The screened shield of PMS 7687 should be produced at 5% (please consult with your printer).

**Note:** The envelope on top is the generic envelope approved for general use by faculty and staff. The envelope on the bottom can be customized to suit the needs of your office.



## STATIONERY / *Business Cards*



**Specifications:** Business Card 3.5 x 2 in.

**Paper:** Cougar White

**Weight:** 100# cover

**Printing:** Two color: Blue PMS 7687 and Red PMS 186.

