

# Brand Identity & Visual Guidelines

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**SUBMIT A PROJECT  
REQUEST FORM**



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## Who We Are

We are the state's only public liberal arts college.

A Keene State education is about unleashing passion and igniting potential. For more than 100 years, we have succeeded in preparing highly employable talent—teachers, architects, biologists, journalists, nurses, safety science specialists, counselors, filmmakers, and so much more.

At Keene State we believe that Everyone's Welcome, and Anything's Possible. We ask our students to bring their true self and a spirit of curiosity. We provide mentorship, real-world learning, undergraduate student research, and guidance and counsel to succeed.

We respect and lean on our traditions, but are not beholden to them. Rather, we're aware of new horizons in today's evolving world and will adapt to meet our times.

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## Mission, Vision, & Values

### OUR MISSION

Keene State College, as the public liberal arts college in New Hampshire, offers an accessible, high-quality education in an inclusive campus community dedicated to academic excellence. Through the integration of teaching, learning, scholarship, and service, we prepare students to think critically and creatively, engage in their communities, and pursue meaningful work in a global society.

### OUR VISION

Keene State College will be a nationally recognized, diverse, student-centered college that transforms lives, and is known for distinctive academic programs that anticipate the needs of our regional and global communities.

### OUR VALUES

**At Keene State, we will...**

Respect all individuals and foster a supportive community.

Commit ourselves to life-long learning.

Strive to build a just society.

Work towards a sustainable and equitable world.

Take action to benefit others.

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## Why Branding Matters

**Strong, consistent branding reinforces Keene State College's reputation for excellence. It inspires trust and is a reflection of our mission, vision, and values.**

Our brand is a combination of what we say about ourselves, how we act, and how we are perceived. Our messaging style and visual elements—logos, fonts, color palette, and photography—work in harmony to build integrity and strengthen Keene State's identity.

Communicating with a consistent voice and visual style—whether it's in publications, advertisements, video productions, or on social media—increases our name recognition and brand awareness. A strong brand identity is more resilient in the face of reputational challenges. The more unified we are in our communications, the more we reinforce the brand in our communities, in our region, and nationwide.

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**Use this guide to create branded materials. Many of the elements in this style guide are available from the Marketing & Communications Sharepoint site or at [www.keene.edu/marketing](http://www.keene.edu/marketing).**

The elements presented in this guide supersede all previous images and are the official elements that make up the Keene State brand.

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## Brand Pillars

Our brand pillars reflect Keene State College's mission, vision, and values. They serve as the foundation for all messages, reaching each of our audiences through a variety of communication channels.

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### VALUE

At Keene State, students get a private college experience at a state school price.

### ACADEMICS & INTEGRATIVE LEARNING

They find nationally ranked academic programs coupled with hands-on learning, such as research, internships, and study abroad—experiences that pay off with connections and real-world skills.

### COMMUNITY

And our close-knit community really sets us apart. Everyone is friendly and supportive, and there's always something going on.

### STUDENT-FIRST

What our students bring to campus is just as important as what we offer.

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## Brand Personality & Brand Promise

Keene State's personality is deeply rooted in our culture and embodied by our people. Our personality can be summed up as welcoming, supportive, and modest.

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### WE...

- Have a down-to-earth, genuine, no-nonsense quality
- Are empathetic and understanding
- Offer reliable and practical products/services
- Reassure students that they're okay just as they are

### EVERYONE IS WELCOME, ANYTHING IS POSSIBLE

- Everyone matters, just as they are
- The good things in life should be available to everyone
- Joy can be found in the most ordinary moments
- Beneath it all, we share a grounded, unselfish humanity

### AS MENTORS, OUR STAFF...

- Are teachers who support learning and character development, preparing others to meet life's challenges
- Someone people can trust without reservation
- Gains gratification from helping others realize higher-order goals
- Motivated by the desire to be a rising tide for all boats

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## Content Voice & Tone

With our personality and promise as background, the tone of our content is friendly, inclusive, helpful, and human. Use these writing prompts to craft content that fits Keene's personality.

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### OUR WRITING IS

- **Empowering.** Students have the power to explore their own paths with our support and acceptance
- **Simple.** We use widely understood words and phrases to communicate as clearly and widely as possible
- **Comforting.** Keene is a student's home away from home, and the community is close-knit
- **Supportive.** Students are making big life decisions and need reassurance and support along the way

### OUR WRITING IS NOT

- Full of jargon that only insiders understand
- Complex, made up of long sentences that are difficult to follow
- Exclusive, Keene is not a fenced off, gated community
- Anxiety-inducing, students should worry as little as possible about the serious decisions they are making



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## Editorial Style

To achieve consistency in Keene State's written communications and reinforce our brand, the Marketing & Communications Office has developed an editorial style guide for the campus community. The editorial style guide offers general editorial guidelines for writers and editors, from the way we refer to campus buildings to capitalization and punctuation conventions.

Keene State College uses **The Chicago Manual of Style (CMS)** as its primary style guide. However, some CMS rules are better designed for reference publications than for our purposes, and therefore CMS is not consistently reflected in the style guide.

For style issues not addressed in this guide, we turn to The Associated Press Stylebook. Our primary reference book on spelling is Merriam Webster's Collegiate Dictionary and Merriam-Webster Online.

**A comprehensive editorial guide is available [HERE](#)**

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## Our Institutional Logo

The Keene State College logo is the centerpiece of our visual identity. It should be used with every College communication, whether it is a printed flyer, PowerPoint presentation, or digital ad.

The logo consists of a red rectangle with the name of the college stacked within it. “Keene” appears in larger type to signify our place in the state of New Hampshire and within our community.

**Customized or special-purpose logos conflict with the College’s brand and are not permitted.**

### COLOR APPLICATIONS

There are three acceptable color applications of the Keene State College logo: red (PMS 186), black, and white/knockout. There are no other approved color options.

**Download the Keene State College logo [HERE](#)**



Red  
(PMS 186)



Black



White/  
Knockout  
*Only on dark  
backgrounds*

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## CLEAR SPACE REQUIREMENTS

There should always be an area of clear space surrounding the Keene State logo, providing a visual buffer to allow the logo to stand out on its own.

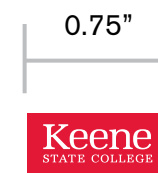
The clear space is based on the width of the capital “K” found within the logo. No type element or distracting graphic element should get closer than the dimensions of the dotted line shown to the right. Whenever possible, a wider margin of clear space is strongly encouraged.



## MINIMUM SIZE

In some cases, the logo may need to be displayed at a small size, making the name of the college difficult to read and reproduce.

To maintain legibility at small sizes, the width of the logo should never be less than 0.75 inches.



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## Logo Signatures

Logo signatures for offices and departments are a way of branding individual sectors within the College's brand, while retaining the integrity of the primary logo. These treatments may be used on promotional materials, specialty items, and other related uses.

### Logo signatures use these specific guidelines:

- Office or department names can appear as 1- or 2-lines, to the right of or centered below the College logo.
- Departments or offices should never attempt to construct their logo signatures themselves—please contact Marketing & Communications for assistance.

## COLORS

Logo signatures may only appear in the specified color combinations: red logo with blue text, all black, or all white/knockout.



Safety & Occupational  
Health Applied Sciences



Safety & Occupational  
Health Applied Sciences



Safety & Occupational  
Health Applied Sciences

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## CLEAR SPACE REQUIREMENTS

To ensure the integrity and visual impact of the logo signatures, the appropriate “clear space” must be maintained on all sides. No type or design element should get closer to the logo than the dimensions of the “K” used in the Keene State College logo.

## MINIMUM SIZE

The size of the logo should be proportional to your project, but the primary College logo should never be smaller than 0.75” wide.

## LOGO SIGNATURES ON SOCIAL MEDIA

The image size for social media profiles images or avatars is typically very small, and modifications to logo signatures may be needed so they can display properly.

Please contact Marketing & Communications with requests for modified versions of logo signatures for social media use.



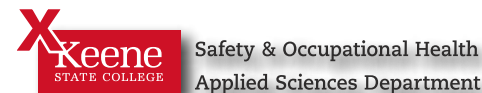
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## Improper Logo Use

Keene State College logos and logo signatures should never be altered. Examples of misuse include, but are not limited to, the following:

- Do not display the logo or logo signature in unofficial brand colors, patterns, or gradients.
- Do not alter the typefaces used in the logo or approved logo signatures.
- Do not distort or rotate the logo or logo signature.
- Do not add any shadows, 3D effects, or other elements to the logo or logo signature.
- Do not place the logo or logo signature over a busy or patterned background.
- Do not alter the proportions of the logo.
- Do not attempt to create your own logo signature.  
Please contact Marketing & Communications for assistance.

Examples of misuse of the logo and logo signatures:



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## College Seal

The College seal is NOT interchangeable with the College logo.

It is for use on diplomas and other specified, official College communications only. To use the College seal, you must obtain permission from the Office of the President and Marketing & Communications.

As with the College logo and logo signatures, the College seal may not be altered in any way.



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## Owl Logos

There are four versions of the Keene State College Owl: the Attacking Owl, the Soaring Owl, the Perched Owl, and the Owl Head.

Offices, academic departments, clubs, and organizations may use any of these Owls as graphic elements in promotional literature or on social media. Keep an area of open space surrounding the owls, similar to the space required around the institutional logo.

**Owl logos may not be used as a primary logo for an office or academic department.**

### COLOR APPLICATIONS

The Owl logos are only available in full-color and grayscale. There are no other approved color options.

**[Download all four Owl logos HERE](#)**



Soaring Owl



Owl Head



Attacking Owl



Perched Owl

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## Improper Owl Logo Use

The Keene State College Owl logos should never be altered.  
Examples of misuse include, but are not limited to, the following:

- Do not display the Owl logos in unofficial brand colors, patterns, or gradients.
- Do not distort, rotate, or skew the Owl logos.
- Do not add any shadows, 3D effects, or other elements to the Owl logos.
- Do not place the Owl logos over a busy or patterned background.
- Do not alter the proportions of the Owl logos.

Student clubs and organizations that use the Owl logos may not alter the logos in any way to fit their club or organization by adding themed elements to them. *Example: Adding a soccer ball near the Owl's feet or stethoscope around the Owl's neck.*

Examples of misuse of the Owl logos:

X



X



X



X



X



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## Athletics Logos

Keene State College Athletics has a visual identity separate and distinct from the College's visual identity. The Athletic logos evokes the competitive spirit of our varsity sports teams, and the spirit found in the stands during each game.

**The Athletics Logo** takes inspiration from the Screeching Owl by isolating the Owl's head and adding "Keene State Owls" underneath. Sport-specific versions of the primary logo may be used by each varsity team, replacing the word "Owls" with the appropriate sport. *Example: Keene State Baseball*

**Unauthorized use of the Athletics logo by offices, academic departments, clubs, or organizations is prohibited.**

**For questions regarding the Athletics logos,**  
please contact the Department of Athletics.



Athletics  
Logo

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## Other Logos

Exceptions to the Keene State College visual identity are limited to the logos appearing on this page, due to prior agreements and established brand presence in external communities.

For questions regarding these logos, please contact Marketing & Communications.



Cohen Center  
for Holocaust &  
Genocide Studies  
Logo



WorkWise NH  
Logo



The 1909  
Society Logo



Redfern Arts  
Center Logo



Thorne-Sagendorph  
Art Gallery Logo

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## Color Palette

Keene State College's visual identity is represented by our primary colors—red and white. These colors can and should be used throughout materials.

The secondary color palette finds its inspiration in the campus environment and the College's brand voice, and have been selected to complement Keene State's primary red. The neutral colors offer balance, providing contrast to the brighter colors in the palette and versatility.

### USING THE PALETTE

The brighter colors are intended as headlines or graphic elements to add color to design. Neutrals can be used to anchor design as backgrounds. Use the dark colors for body text on a lighter background, or as background colors themselves.

There are no simple rules when combining the colors—use your judgment. Use solid dark colors when it works; but don't, for example, use red against the teal—it vibrates.

### PRIMARY PALETTE



#### PRINT

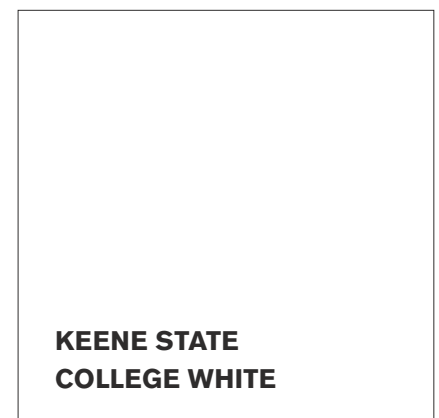
PMS 186

CMYK 0 | 100 | 70 | 5

#### WEB

RGB 206 | 17 | 38

HEX #CE1126



#### PRINT

Opaque White

CMYK 0 | 0 | 0 | 0






#### WEB

RGB 255 | 255 | 255




HEX #FFFFFF

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## SECONDARY PALETTE

					
	<b>CONFIDENCE</b>	<b>CONNECTION</b>	<b>SUPPORT</b>	<b>PURPOSE</b>	<b>WISDOM</b>
PRINT	PMS 188 CMYK 0   100   72   47	PMS 123 CMYK 0   25   93   0	PMS 321 CMYK 73   0   22   33	PMS 2955 CMYK 100   60   10   53	PMS 2603 CMYK 67   95   4   16
WEB	RGB 143   0   34 HEX #8F0022	RGB 255   196   36 HEX #FFC424	RGB 25   155   166 HEX #199AA6	RGB 0   54   96 HEX #003660	RGB 118   20   133 HEX #761485

## NEUTRALS PALETTE

			
	<b>ENCOURAGEMENT</b>	<b>OPPORTUNITY</b>	<b>FOUNDATION</b>
PRINT	PMS Cool Gray 1 CMYK 0   0   3   15	PMS – CMYK 63   56   52   27	PMS – CMYK 69   65   63   64
WEB	RGB 217   217   214 HEX #D9D9D6	RGB 90   90   90 HEX #5A5A5C	RGB 46   44   44 HEX #2E2C2C

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## Accessible Digital Color Combinations

Keene State College takes inclusive design seriously. Inclusive and accessible design for digital platforms starts with color combinations that meet recommended WCAG 2.2 standards.

Why is accessible color contrast conformance important? As many as 12 million people (7% of males, 0.4% of females) are color blind in the United States. Beyond that, various high and low light conditions make reading digital screens challenging. A high contrast design ensures that our content can be readable by a wider variety of people in a wide variety of conditions.

[Access WCAG color contrast guidelines HERE](#)

[Access a grid of all color contrast values HERE](#)

### GUIDELINES FOR USING COLOR ON THE WEB

Contrast is measured by the luminance values of each color. Sufficient contrast is measured as a minimum ratio of 4.5:1 between foreground and background for “small” text, and a minimum ratio of 3:1 for “large” text or iconography.

#### Definitions:

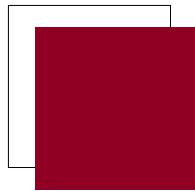
- Luminance: The intensity of light emitted from a surface, in this case, a digital display. White is 100% luminant, while black is 0%.
- Contrast Ratio: A luminance calculation between two colors. The ratio will range from 1:1 (low) to 21:1 (high).
- Large text: Anything 18pt (24px) or larger, or bold **and** 14pt (19px) or larger.
- Small text: Anything smaller than Large text, with a recommended minimum size of 9pt (12px).

Not all successful combinations are shown. We have chosen the most common combinations that conform to standards as well as common examples of what to avoid.

## SUCCESSFUL COMBINATIONS



Keene Red  
with White  
**5.6:1 ratio**



Deep Red  
with White  
**9.5:1 ratio**



Yellow  
with Dark Blue  
**7.7:1 ratio**



Yellow  
with Deep Red  
**6.0:1 ratio**



Teal  
with White  
**3.3:1 ratio**  
Large text only



Teal  
with Dark Neutral  
**4.1:1 ratio**  
Large text only



Deep Blue  
with Yellow  
**12.3:1 ratio**



Purple  
with Light Neutral  
**6.7:1 ratio**

## COMBINATIONS TO AVOID



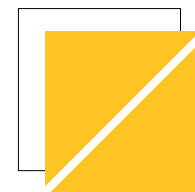
Keene Red  
with Dark Neutral  
**2.4:1 ratio**



Deep Red  
with Dark Neutral  
**1.4:1 ratio**



Keene Red  
with Deep Blue  
**2.2:1 ratio**



Yellow  
with White  
**1.5:1 ratio**



Teal  
with Yellow  
**2.1:1 ratio**



Purple  
with Teal  
**2.8:1 ratio**

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## Typography: Sans Serif

**Berthold Akzidenz Grotesk** and **Caecilia LT STD** are Keene State's primary typefaces for print and digital use. Consistent use of these typefaces will make for a more recognizable brand.

Each typeface is available in multiple weights for flexibility in design. These fonts can be bold and strong, but can also be classic, depending on the selected weight and use. Choose according to what best suits your message.

**Berthold Akzidenz Grotesk** should be used as the primary typeface, and is best for body copy. Since Keene State College only owns a limited-user license for Berthold Akzidenz Grotesk, this typeface is not available for users outside of Marketing & Communications.

### SUBSTITUTE TYPEFACE

**Arial** is a complementary typeface to Berthold Akzidenz Grotesk and is suitable for print and digital use for users that do not have access to the brand typefaces.

### Berthold Akzidenz Grotesk

Light

Regular

**Medium**

**Bold**

Light Condensed

Condensed

Medium Condensed

**Bold Condensed**

Aa

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789&@#%[]!\*~

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## Typography: Serif

**Caecilia LT STD** is a serif font best used for headlines and important callouts. It can have a more traditional feel when used as solid type, or a more modern and dynamic feel when used solely with a stroke weight.

Caecilia is available for open download as an Adobe Font on Keene State-supplied devices.

[Download Caecilia HERE](#)

### Caecilia LT STD

Light

Roman

**Bold**

**Heavy**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789&@#%[]!?\*

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## Graphic Elements

To create depth and add graphic interest to the Keene State College brand, a collection of patterns and vector icons have been developed.

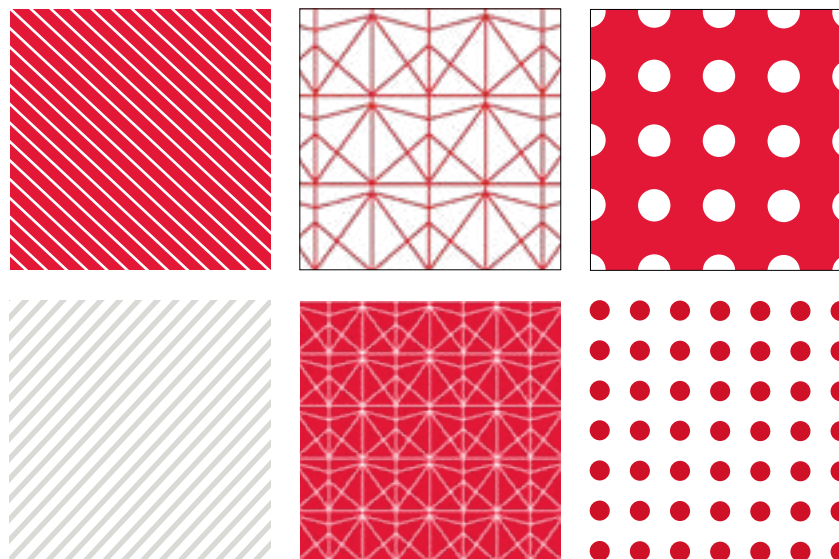
### PATTERNS & ICONS

Patterns add depth and detail to design, and are primarily used as background elements. Inspired by the architecture of the College's most recognizable buildings and gathering spaces, these patterns echo the energetic experience our students have and the connections they make.

Icons representing specific things about the College, its programs, or student life should be used in infographics to convey information visually, instead of in text, when applicable. Please contact the Marketing & Communications for available vector icons.

To maintain consistency in branded materials, it's important to only use the approved graphic elements. These graphic elements should never be used as logos or identifiers for College departments, offices, or organizations.

### PATTERNS



### ICONS





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## Photography & Cinematography Style

**Keene State College uses photography and cinematography to represent its values as an institution.**

This includes showing an honest version of the happenings on campus while putting forward a sense of pride in our community and environment. Choices should be made to show the finest of our physical spaces, breadth of our community population, and the successes of academic offerings.

Keene State's photography and cinematography is clean, minimal, and natural. By having a sense of modernity to its style, Keene State communicates that it is an up to date and contemporary institution. Many branded photographs and video incorporate institutional colors that should not be altered, if possible.

Photography can be a mix of candid and posed, with examples of both captured at each opportunity. The photographs and video should communicate one or many of Keene State's values such as hands-on learning, being a welcoming community, environmental stewardship, or small, intimate learning opportunities.

Photographs and video should take into account the manner in which they will be used, maintaining honesty and dignity for the subject. A focus on the subjects eyes communicates intimacy while simple, uncluttered environments amplifies that focus.





GO  
FORTH  
TO  
SERVE

Kemper Hall

# Brand Applications: Bringing it All Together

The following are examples of how we bring the Keene State College brand to life. It's more than a cohesive collection of assets, it's a system that creates a powerful and unique feel for our campus.

## Flyer Templates



**Need help getting started?**

**Download templates on the Marketing & Communications Sharepoint site.**

Check back often for updates and additions!

## Event Postcards



## Brochures



## Admit Package



## Posters



## Website & Email



## Digital Advertising (Paid Social)



## Environmental Graphics & Signage

*Located in  
L.P. Young  
Student Center*





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## Trademarks

A trademark is a word, symbol, design, or combination thereof, a slogan, or even a sound that identifies and distinguishes the goods or services of one party from those of another.

The following trademarks and service marks and all variations thereof, whether registered or unregistered, are considered Keene State College (“College”) trademarks and service marks.

**IMPORTANT:** Use of the College's trademarks or service marks without the College's written authorization may be considered trademark infringement and unfair competition and will be treated accordingly.

### TRADEMARKS: LOGOS

Keene State College's trademarks include, but are not limited to, the following marks and names:

- Keene State College logo
- Keene State College Owl logos
- Keene State College Athletics logo
- Keene State College Athletics Owl Head logo

### TRADEMARKS: WORDMARKS

- Keene State College™
- KSC™
- Keene State Owls™
- Keene State™
- Owls™ (*as it relates to Athletics use*)

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## Brand Licensing

To protect Keene State College's trademarks and service marks and promote a consistent visual identity, branded promotional items should have the College's logos or name on them. Logos should not be altered and should stay in the approved color palette.

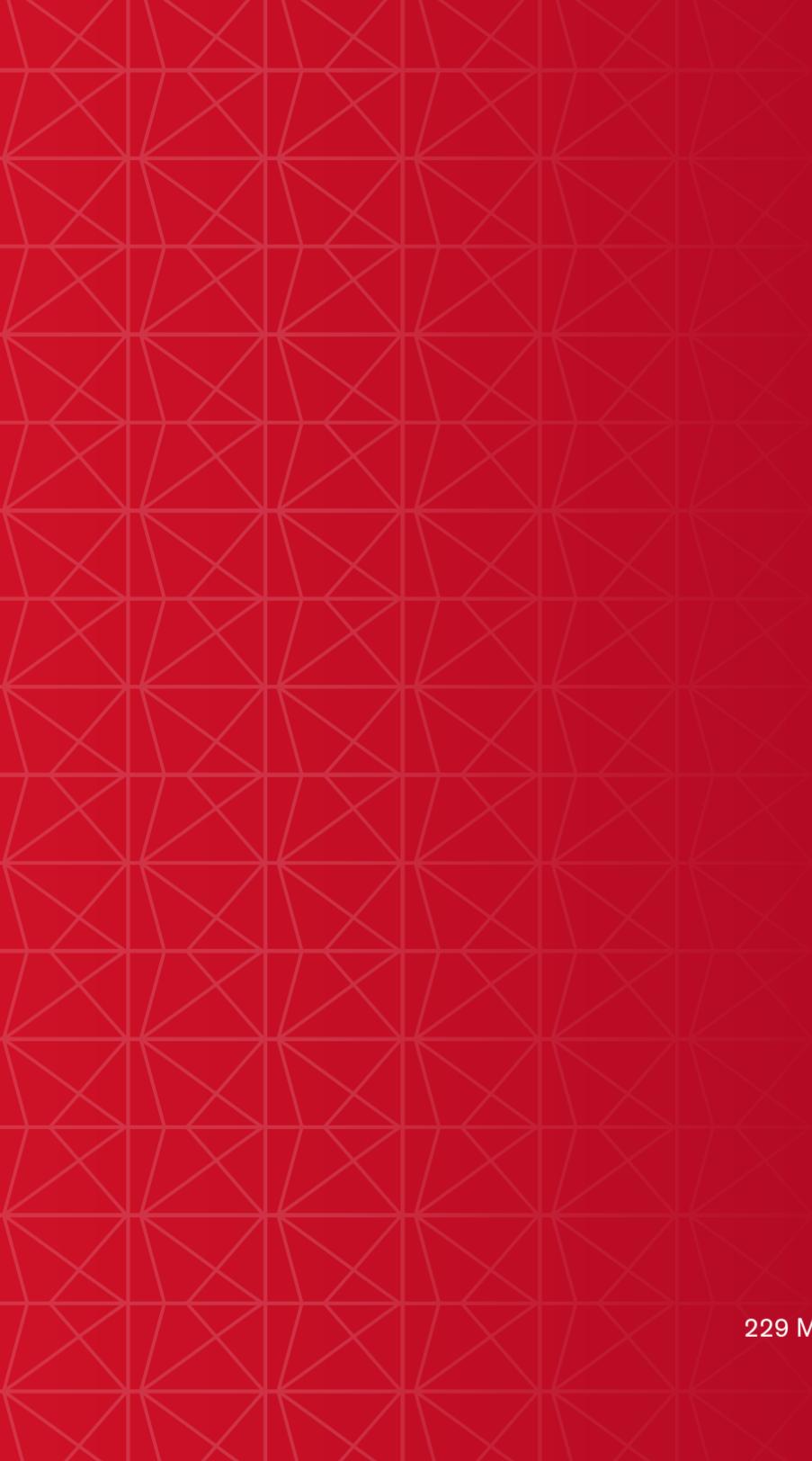
Promotional items developed for commercial or retail use must be reviewed by Marketing & Communications. Keene State College has partnered with Nexus Licensing Group to manage the College's trademark licensing program. If you wish to become a licensed vendor of Keene State College branded merchandise, please contact Nexus to get started.

### Connect with Nexus Licensing Group

All members of the College community must use one of these licensed vendors for promotional items.







**Keene State College**

229 Main Street, Keene, NH 03435

[www.keene.edu](http://www.keene.edu)