

BRAND GUIDE



LOGO

— Primary Logo

The KSVT Logo mark is a megaphone representing the amplification of student voices that is at the core of KSVT's mission. The primary logo is built to work in a wide variety of sizes and situations and should not be modified in any way.



KSVT

LOGO

— Logo Variants

Each of the following logo variants can be used to represent the KSVT brand depending on the situation. Always make sure that whichever logo variation that is used is fully legible. In small sizes the primary logo or icon logo work best.

PRIMARY LOGO



SECONDARY LOGO



SEAL LOGO



ICON LOGO

PRIMARY LOGO



SECONDARY LOGO



SEAL LOGO



ICON LOGO

LOGO

— Sub-Brand Logos

The KSVT logo can be combined with various sub-brands in order to focus on a specific initiative while also keeping things tied in with the primary KSVT brand. In general sub-brands should not have their own unique logos but should follow the visual format below.

Typeface: Heading Now
Style: 44
Tracking: 2%
Case: All Caps



KSVT | PODCAST



KSVT | THE NEW EDU



KSVT | RESEARCH

LOGO

— Logo Color

The logo mark should never change color but the logotype should change between White or Navy Blue depending on the background color used. As a general rule do not put the KSVT logo on background colors other than those used below in order to ensure sufficient visual contrast and consistency throughout design assets.



KSVT



KSVT



KSVT

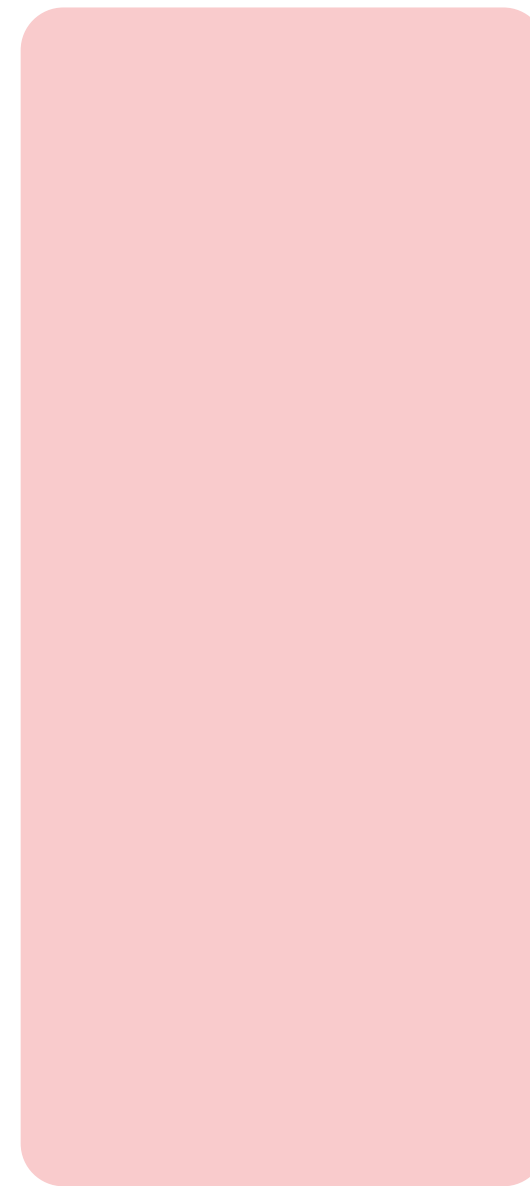


KSVT

COLOR

— Primary Color Palette

Below is the primary palette for KSVT. These colors should be used consistently across KSVT assets using the color codes on the next page. They bring energy and vibrancy across all of KSVT's visual assets and brand.



COLOR

— Primary Color Codes

Below is the primary palette for KSVT. These colors should be used consistently across KSVT assets using the color codes on the next page. They bring energy and vibrancy across all of KSVT's visual assets and brand.



HEX:
#FCB415

RGB
252, 180, 21

CMYK
0, 28, 91, 1



HEX:
#202C59

RGB
32, 44, 89

CMYK
22, 18, 0 65



HEX:
#363AE8

RGB
54, 58, 232

CMYK
70, 68, 0, 9



HEX:
#F9CBCC

RGB
249, 203, 204

CMYK
0, 18, 18, 2



HEX:
#E25C05

RGB
226, 92, 5

CMYK
0, 53, 87, 11

COLOR

— Color Usage

KSVT's color palette has a wide variety of options in terms of combining colors, but some combinations provide less visual contrast than others. The below color combinations are organized by the amount of color contrast they provide, only use low contrast combinations in very large type sizes and never use color combinations that are not listed below (eg blue on orange)

HIGH CONTRAST

BOLD
BOLD

BOLD
BOLD

BOLD
BOLD
BOLD

BOLD
BOLD

BOLD

LOW CONTRAST

BOLD
BOLD

BOLD

BOLD

BOLD
BOLD

BOLD
BOLD
BOLD

TYPE

— Typefaces

KSVT uses 4 different typefaces and each one has a different role and usage.

Display Typeface

Paid font

HEADING NOW

Secondary Typeface

Google font

Plus Jakarta Sans

Print Typeface

Google font

EB Garamond

Display Alternate

Google font

OSWALD

TYPE

— Heading Now

Heading now is KSVT's primary display typeface and should be used whenever possible in KSVT Assets.

It is dynamic, bold, energetic and adds a lot of character to graphics and designs. It comes in 8 Widths and 8 Weights making it incredibly versatile. Any width or weight combination can be used but the most common ones are: 46, 73, 94

THIN LIGHT BOOK REGULAR

MEDIUM BOLD X-BOLD HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

TYPE

— Plus Jakarta Sans

Plus Jakarta Sans is KSVT's secondary typeface used for longer text, and UI Elements. It is optimized for legibility and works at smaller sizes than Heading Now. This should be the go-to body font for all paragraphs in KSVT materials. It comes in 7 Weights with matching italics.

Extra-Light Light Regular Medium
Semi-Bold Bold Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

TYPE

— EB Garamond

EB Garamond is KSVT's editorial typeface. It adds a more professional news flair to designs and can replace Plus Jakarta Sans as body text. In general this typeface should only be used in longform content from The New Edu and other longform content should use Plus Jakarta Sans

Regular Medium

Semi-Bold Bold Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

TYPE

— Oswald

Oswald is a backup display font that has similarities to Heading Now. It should only be used to replace Heading Now if the designer cannot access or use the primary typeface in a particular scenario (eg the design is just based in a google doc and Heading Now isn't available there). Generally Oswald should only be displayed in All caps.

EXTRA LIGHT LIGHT REGULAR
MEDIUM SEMI-BOLD BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

THE END

