

## Kean University Spirit Logo Branding Guidelines



The Kean spirit logo is to be used for **Athletic** and **spirit** promotions, including those related to student activities and admissions.

It's strongly preferred that the mark be used with the word "Kean" below it in the Aachen font. The name of a specific team or activity may be added below the Kean in the DIN Black font.

The official primary color, Kean Navy Blue, is Pantone 540. The preferred usage of the spirit mark is Kean Navy Blue against a white background.



In the event another background is required, the mark may also be used in the University's supplemental light blue color, Pantone 284. Note: The eye background should remain white.

The mark may be used as a standalone without the "Kean" below it only if its association with the University is very obvious, such as inside a Kean facility or on the University website.

The logo should NOT be used in white, royal blue, or other colors.



The mark may also be used with a white border so as to set it apart from the background. (Files with border available online.)

The structure of the K and Cougar face should NOT be altered.

The face may be used on its own only to supplement the K mark if the K mark is used elsewhere on a specific uniform or promotion. The K mark remains the primary logo.



The University no longer uses the interlocking KU mark or the leaping cougar. These should be removed from social accounts, signage and promotions.

Please direct any questions regarding the use of the K logo to Joey Moran, [jmoran@kean.edu](mailto:jmoran@kean.edu).

Files are available for download on the University Relations website:

[www.kean.edu/offices/university-relations](http://www.kean.edu/offices/university-relations)