

Brand Guide

January 2025



**Network
Kansas**



Brand Story ---

Network Kansas's Brand Story is one of connection, based in the belief that networks can help grow Kansas Businesses. By growing an entrepreneurial environment in Kansas, we can cultivate resources and grow small businesses. Through a statewide network of non-profit business-building resources, Network Kansas doesn't just help entrepreneurs and small businesses survive - it helps them thrive.

○ Symbol

The Network Kansas Logo elements come together to form a perfect star, relating back to the stars on the Kansas flag, as well as the State motto, “Ad astra, per aspera,” translated as “to the stars, through adversity.” The elements of each point of the star represent the people that Network Kansas seeks to connect. Each figure is a different color, symbolizing the diversity of businesses, backgrounds, and people found within Network Kansas. When these figures overlap, they create a strong and unified core of the logo, representing the strength that connections provide to entrepreneurs and small businesses.

While Gestalt principles allow viewers to view the star as complete, the bottom right element is disconnected and has not been activated. As an organization that is continuously growing and searching for new connections, this element represents the potential of a new member joining the Network Kansas as a partner or as an entrepreneur.



> Unity & Collaboration

The core of the logo is the darkest color and carries the most visual weight. This represents the moment that occurs when entrepreneurs join together to help strengthen one another.

> Growth

As an organization that is continuously growing and searching for new connections, the bottom right element represents the potential of a new member joining Network Kansas and activating their potential.

> Ad Astra

No better phrase could encapsulate the idea of running a small business than “ad astra, per aspera;” shooting for the stars, but overcoming difficulties along the way. The star at the core of the mark represents excellence and harkens back to Kansas iconography.

> People

The points of the star are created to symbolize people, reflecting Network Kansas’s people-focused mission, helping them grow small businesses and help Kansas entrepreneurs.

> Diversity

Diversity is a key element of Network Kansas’s success, in whatever form that diversity takes: knowledge domain, business type, gender, or race. Network Kansas thrives with new people and new ideas.



Symbol

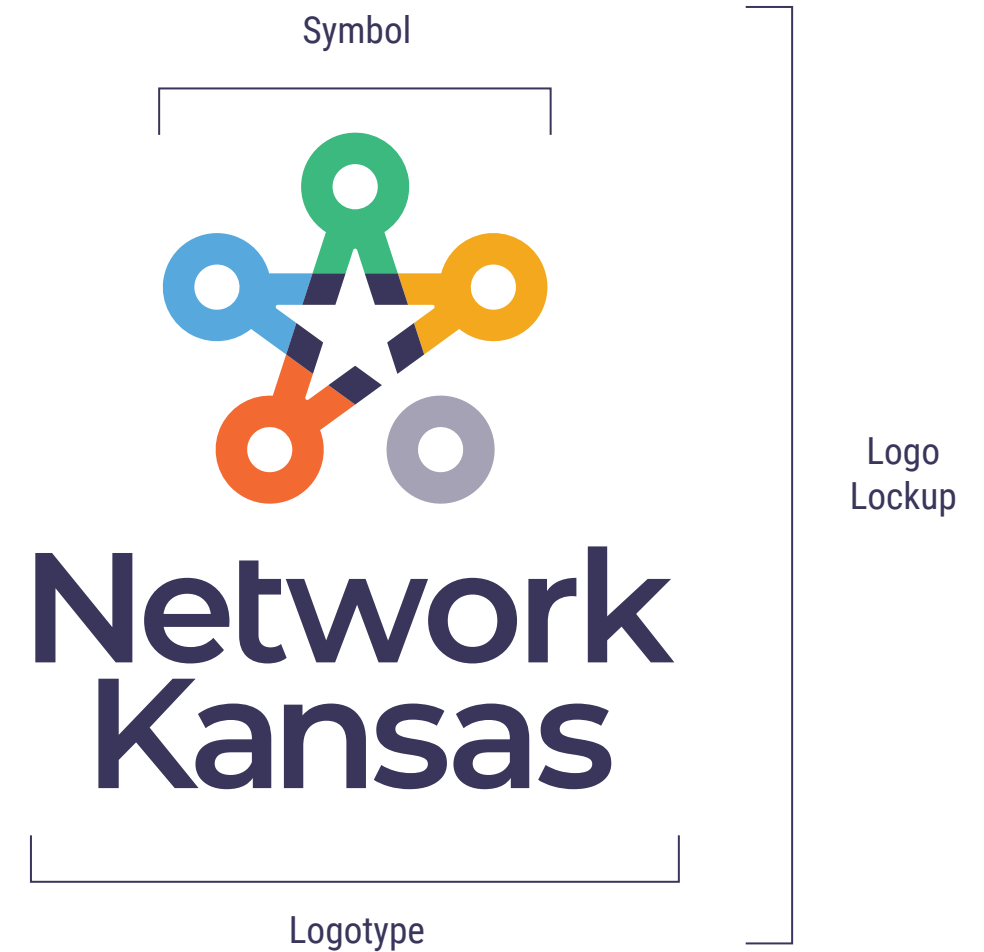
The symbol is the brand's visual icon without the logotype.

Logotype

The name "Network Kansas" is set in a custom-designed font, created to specifically complement the symbol and cannot be reproduced.

Logo Lockup

The Lockup refers to the complete logo, where the symbol and logotype are combined. This arrangement is fixed and cannot be altered in any way.



Primary Horizontal Lockup

The primary horizontal logo lockup, which combines the symbol and logotype, is designed specifically for horizontal layouts in both print and digital media. No changes should be made to spacing or sizing of the elements.

Primary Vertical Lockup

The primary vertical logo lockup, which combines the symbol and logotype, is designed specifically for vertical layouts in both print and digital media. No changes should be made to spacing or sizing of the elements.



- **1 Color Reverse Horizontal Lockup**

The 1-color horizontal logo lockup features both the symbol and logotype, intended for use on light-colored backgrounds where strong contrast guarantees maximum visibility. This version is ideal when the full-color primary logo isn't appropriate.

- **1 Color Reverse Vertical Lockup**

The 1-color vertical logo lockup features both the symbol and logotype, intended for use on light-colored backgrounds where strong contrast guarantees maximum visibility. This version is ideal when the full-color primary logo isn't appropriate.

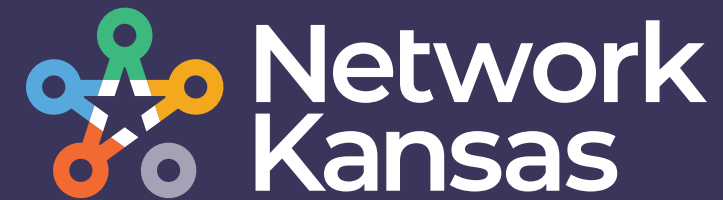


○ Full-color Reverse Horizontal Lockup

The color reverse horizontal logo lockup features both the symbol and logotype, intended for use on dark-colored backgrounds where strong contrast guarantees maximum visibility. In this version, the overlapping portions of the core of the symbol have been changed to white to ensure a correct level of contrast.

○ Full-color Reverse Vertical Lockup

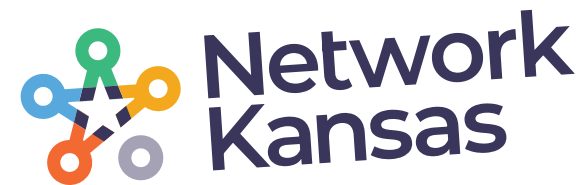
The color reverse vertical logo lockup features both the symbol and logotype, intended for use on dark-colored backgrounds where strong contrast guarantees maximum visibility. In this version, the overlapping portions of the core of the symbol have been changed to white to ensure a correct level of contrast.



Unacceptable Logo Usage

These examples show incorrect uses of the logo.

1. Do not tilt logo. Always keep it flat
2. Do not modify the lockup in any way. The size ration of the symbol to typography has been intentionally set together
3. Do not place logo on a busy background. Make sure enough contrast allows the logo to be visible.
4. Do not change logotype.
5. Do not add drop shadow or any other effects on the logo.
6. Do not change colors within logo lockup. Use only approved brand colors.



1 - Do not tilt logo



2 - Do not modify lockup



3 - Do not place on busy background



4 - Do not change typography



5 - Do not add drop shadow



6 - Do not change colors

Network Kansas Color Palette

Maintaining visual consistency relies heavily on the consistent use of approved brand colors, as outlined in these guidelines. Always follow the specified color standards for proper application.

Network Kansas Navy Hex # 3C375B Pantone - 5265C CMYK 84,79,10,38 RGB 60,55,91	Astra Gold Hex # F2A81F Pantone - 7409C CMYK 0,33,98,0 RGB 242,168,31
Flint Hex # F36B31 Pantone - 1645C CMYK 0,56,62,0 RGB 243,107,49	Clear Sky Hex # 3BB0FF Pantone - 2915C CMYK 61,7,0,0 RGB 59,176,255
Prairie Grass Hex # 11CC84 Pantone - 7723C CMYK 53,0,19,35 RGB 17,204,132	Dolomite Hex # A5A3B5 Pantone - 7543C CMYK 23,11,8,21 RGB 165,163,181
White Hex # FFFFFFFF CMYK 0,0,0,0 RGB 255,255,255	Steel Hex # Pantone - 663C CMYK 0,3,0,9 RGB 233,231,241

Graphic Designer and Marketing Professional Fonts

Graphic designers play a key role in maintaining brand consistency across all materials by utilizing Adobe Fonts and visual tools like Adobe Illustrator, InDesign, and Photoshop.

Marketing professionals, who typically work with platforms like Canva, act as a bridge between designers and non-designers when producing high-visibility social media content and presentations. As a result, it's crucial for them to adhere to official brand fonts and follow the established design guidelines.

For the professionals listed above, it is vital that they use the brand fonts listed to the right and adhere to typographic rules by selecting correct fonts for headlines, subheads, and body copy.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789**

Headlines: Degular Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789**

Subheads: Panno Text Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz123456789

Body Copy: Inter Regular & Italic

General Use Fonts

General font users are those who don't have access to Adobe programs or brand-specific fonts. While they typically create internal documents rather than public-facing materials, consistency is still important. To maintain this consistency, alternative fonts have been chosen to serve as substitutes, given the limited access to the official brand fonts.

For external communications such as press releases, use official fonts listed on the previous page.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789**

Headlines: Helvetica Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789**

Subheads: Arial Narrow Bold

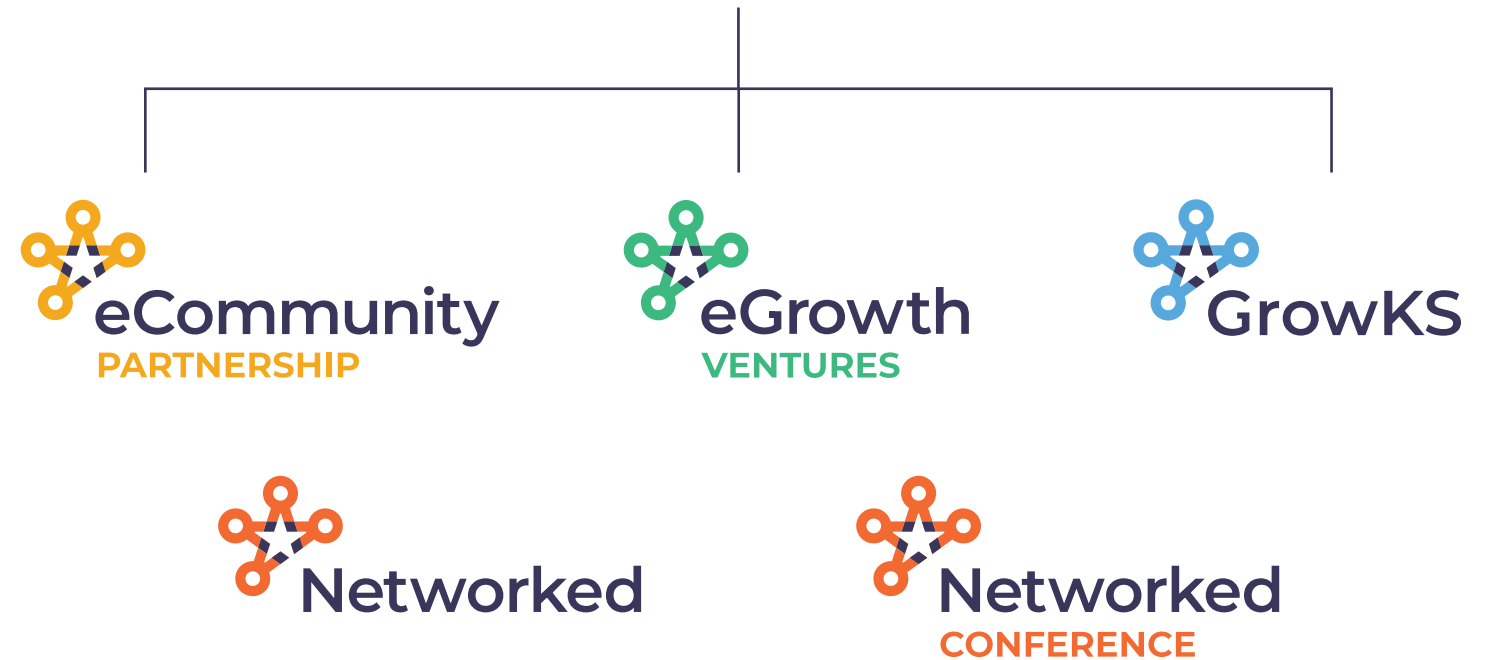
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz123456789

Body Copy: Arial Regular & Italic

○ Network Kansas Brand Structure

Network Kansas is a parent brand that owns and controls the identities of its sub-brands: eCommunity Partnership, Networked, Networked Conference, and eGrowth Ventures. It is responsible for managing these brands.

Each sub-brand uses the Network Kansas logo, but with the bottom-right element removed and the design modified from multicolor to two colors. Additionally, each sub-brand is assigned a specific color from the Network Kansas brand palette to help differentiate and identify each mark.



○ For more information about the Network Kansas brand, logo usage, graphic files or fonts, please contact:

Daniel Drouhard, Colab
daniel@colab.digital

