

## Kansas Humanities Council Logo Guidelines



Use the **KHC logo** when your organization:

- is hosting a Museum on Main Street exhibition.
- has received funding from KHC for a Heritage or Humanities grant.
- is hosting a Speakers Bureau program.
- is hosting a Talk About Literature in Kansas (TALK) discussion.
- is hosting a Film Lovers in Kansas (FLIKS) program.

### **Use the logo in the following ways:**

- on your website.
- in your publications.
- in your publicity materials (rack cards, posters, postcards).
- on placard displayed at events.
- on event-related t-shirts or promotional materials.
- newspaper and magazine advertisements.
- in the credits for your documentary film or television program.

### **Crediting KHC in podcasts or on radio programs:**

Use this language to acknowledge KHC's support of the program:

*[Title of the podcast/program] is supported by the Kansas Humanities Council, a non-profit cultural organization dedicated to promoting humanities programs across Kansas. More information is available at [www.kansashumanities.org](http://www.kansashumanities.org).*

### **How to obtain the KHC logo**

1. Download the logo from the KHC website, [www.kansashumanities.org](http://www.kansashumanities.org).
2. Contact the Kansas Humanities Council at 785/357-0359 or Tracy Quillin, Director of Communications, [tracy@kansashumanities.org](mailto:tracy@kansashumanities.org), to request a version via email.

### **Logo Usage**

The KHC logo should only be used for KHC-sponsored programs and events.

The KHC logo should only appear in the approved versions outlined in this document and should not be redesigned.

## Logo Format

Do not:

- remove or separate the logotype from the graphic part of the logo. The logotype with the words “Kansas Humanities Council” should always appear within the rectangle.
- crop the logo or remove any elements outside of the rectangle.
- place the logo on its side.

## **Space Around Logo**

If placing the logo on top of any background, photo, color, or any other imagery, always use the Illustrator EPS, as it will not show any white bounding box around the logo graphic. Visit [www.kansashumanities.org](http://www.kansashumanities.org) or contact KHC at 785/357-0359 or [tracy@kansashumanities.org](mailto:tracy@kansashumanities.org) for an EPS version of the logo.

## Color

### **KHC Logo Color**

The KHC logo is composed of PMS 2945 (blue) and PMS 129 (yellow), as well as black and white. The font in the logotype should always be in white. Do not color in the logotype or the white circle.

For full-color publications, use the color logo.

For two-color publications, use the black and white logo if the approved blue and yellow colors are not available.

Do not:

- alter the color of the logo.
- change logotype to another color.
- reproduce the graphic in one color.

### **Two-Color Logo (preferred)**



### **Black and White Version (preferred if two-color blue/yellow is not available)**

