



BRAND & IDENTITY GUIDELINES.



BRAND PURPOSE

About Empower Kansas

Empower Kansas is a statewide network of communities committed to improving quality of place through leadership, collaboration, volunteerism, and community-driven action. The Empower Kansas brand represents communities working together toward a stronger future while celebrating each community's unique identity.

Vision: Vibrant Communities with a positive future

Mission: To promote an enhanced quality of life for the citizens of Kansas communities through education, leadership development, and recognition

Core Values:

- Empowered People
- Community Leadership
- Local Innovation
- Collaboration
- Accountability
- Sustainability

Why Branding Matters

A consistent brand helps residents, volunteers, donors, businesses, and state partners immediately recognize that your community is part of a trusted statewide network. Consistent branding increases visibility, builds credibility, and strengthens the collective impact of every participating community.

MEMBERSHIP IDENTITY STRUCTURE

Option A:

Communities may adopt the *Empower Kansas* naming convention.

Examples:

- Empower Norton
- Empower Lecompton
- Empower Overbrook

Option B:

Communities may retain their existing name and identity, but must endorse Empower Kansas.

Example:

- Blue Rapids Community Action Team
A Proud Member of Empower Kansas

LOCAL COMMUNITY LOGO RULES

If communities choose to adopt the Empower Kansas naming convention, a branded logo will be provided to the group by the state organization staff.

If communities choose to retain their existing name and identity, they are expected to acknowledge Empower Kansas in their logo. The state organization staff is happy to work with communities to incorporate the “A Proud Member of Empower Kansas” tagline in their logo.

Approved Adoption of the naming convention:



Approved retainment of existing branding with the tagline incorporated:



Any newly created logos using or incorporating the Empower Kansas brand must be submitted to Empower Kansas for review and approval before production.

EMPOWER KANSAS LOGO USAGE STANDARDS

Approved Logo Variations:

Full-color logo:



Grayscale logo:



One-color logo (Gold, White, or Blue):



Minimum Size

In print, the logo should be no smaller than 1" tall.

In digital form, the logo should be no smaller than 150 pixels tall.

Clear Space

Maintain clear space equal to .25" around all sides.

Prohibited Uses

Please do not:

- Stretch logo
- Rotate logo
- Change colors
- Change fonts
- Change size of elements
- Add effects
- Add other elements
- Alter typography
- Rearrange elements
- Use on Busy Background Images or Patterns

**These standards apply to the Empower Kansas logo and all community variations. If communities choose to retain their existing name and logo, they may set their own standards, but please remember to add the Empower Kansas tagline.*

TYPOGRAPHY

Primary Body Fonts:

Trade Gothic Next LT Pro

URW DIN

Specific Uses:

Headlines: **URW DIN Black**

Subheads: **URW DIN Bold**

Body Copy: Trade Gothic Next LT Pro Regular

Captions: *Trade Gothic Next LT Pro Italic*

COLOR PALETTE

Primary Colors:

Blue Empowerment:

HEX – #081539

RGB – 8, 21, 57

CMYK – 100, 91, 41, 58



Sunflower Gold:

HEX – #fec00f

RGB – 254, 192, 15

CMYK – 0, 26, 100, 0



Kansas Sky Blue:

HEX – #005e91

RGB – 0, 94, 145

CMYK – 95, 64, 20, 4



BRAND VOICE

We Are:

- Optimistic
- Community-focused
- Collaborative
- Practical

We Are Not:

- Political
- Corporate
- Bureaucratic
- Exclusive

Example 1: Political Neutrality

-  **APPROPRIATE**
"Empower Kansas is committed to supporting community development through collaboration with local leaders, businesses, nonprofits, and residents regardless of political affiliation."
-  **NOT APPROPRIATE**
"Empower Kansas proudly endorses Candidate Jane Doe for State Senate."
Empower Kansas and its member communities may not use the brand to endorse or oppose political candidates, parties, or ballot initiatives.

Example 2: Community-Focused vs. Corporate

-  **APPROPRIATE**
"Together, we are creating opportunities that help local businesses grow, strengthen neighborhoods, and improve quality of place."
-  **NOT APPROPRIATE**
"Our corporate initiative maximizes stakeholder value through strategic market optimization."

Use clear, approachable language that resonates with residents rather than corporate jargon.

Example 3: Collaborative vs. Exclusive

-  **APPROPRIATE**
"Everyone has a role to play in building a stronger community. We welcome partnerships with residents, businesses, schools, nonprofits, and local governments."
-  **NOT APPROPRIATE**
"Only approved organizations are invited to participate in community improvement efforts."

TAGLINE SYSTEM

All Empower Kansas participants, whether a city, nonprofit, independent organization, or other participating entity, should use the approved tagline:

"A Proud Member of Empower Kansas"

DIGITAL STANDARDS

Website Requirements:

- Member communities should:
- Display the Empower Kansas logo
- Link to the Empower Kansas website
- Use the approved Empower Kansas tagline
- Provide a short description of what Empower Kansas is:
 - Empower Kansas is a statewide network of communities committed to strengthening local leadership, economic vitality, and quality of place.

Social Media:

Suggested hashtags:

#EmpowerKansas

#KansasStrong

#EmpoweredVolunteers

#EmpowerAll

SIGNAGE STANDARDS

Highway/Welcome Signage:

These are available through the state organization staff. Up to 50% of the cost or a maximum of \$250 will be available to cover cost. Exclusions may apply, please talk to the state staff if more funds may be necessary. Signs must be designed, approved and ordered through the state. Location of the signs will be up to the discretion of the participating city/organization. Certain permissions may be required. For example, Kansas Department of Transportation (KDOT) may need to be contacted prior to installation, or the City Heads may need to approve the location if on public property.

Installation of the sign is the responsibility of the city/participating organization.



Membership Signage:

We recognize some organizations do not have the desire or capacity to install a sign in a public area or highway. Small signs for outside of classrooms, offices, waiting areas, etc. Are also available in a variety of styles. Up to 50% of the cost or a maximum of \$75 will be available to cover costs.

Event Signage:

Event signage is encouraged. Local organization logos should be the prominent logo on these materials, but Empower Kansas should be recognized in some fashion. If the tagline has been added to your logo as described previously, that is sufficient.

PARTICIPATION STANDARDS AGREEMENT

By participating in Empower Kansas and using the Empower Kansas brand, communities agree to:

- Follow all Empower Kansas brand standards for the use of the name, logo, messaging, colors, and other brand elements.
- Represent Empower Kansas accurately and professionally in all public-facing communications.
- Use the brand appropriately and in alignment with the purpose and values of the program.
- Correct any use that does not meet established brand standards when requested.

Empower Kansas staff and board of directors reserve the right to request corrective action and may suspend or revoke permission to use the Empower Kansas brand if participation or brand standards are not maintained.

Participation in Empower Kansas is a privilege and carries a shared responsibility to protect the integrity and reputation of the program.

QUESTIONS?



MATTHEW MORRISON
KCE Program Manager

Matthew.Morrison@ks.gov | 785-940-0337

Contact Matthew to schedule a meeting with your group.