



# KEEN

Brand Guide

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# The KEEN Brand

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KEEN is a nationwide network of universities that have a shared mission to graduate engineers with an entrepreneurial mindset. Partners are trailblazers serving as exemplars for the engineering community by preparing students to create personal, economic, and societal value.

## When to use this guide

This brand guide includes the insights and knowledge you'll need to portray an accurate representation of KEEN in content. Use this as a reference to help you understand how KEEN should be positioned to current and prospective partners.

## Audience

Faculty, staff, and administrators within KEEN.

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## Mission

Graduate engineers with an entrepreneurial mindset so they can create personal, economic, and societal value through a lifetime of meaningful work.

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## Vision

Engineers with an entrepreneurial mindset transform the world.

# The KEEN Style Guide

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The KEEN style guide defines the brand's voice and tone to give direction in your writing. We have also documented the exceptions to The Associated Press Stylebook and branding guidelines.

Below you'll find guidance around how KEEN positions certain aspects of messaging, as well as how to visually format content.

## Brand Attributes

*KEEN's brand attributes are the core essence of the brand. They capture KEEN's personality and represent how partners express themselves to the world.*



### Collaborative Partnership

Being able to make a positive impact is one of the many reasons institutions join KEEN. There is an interconnection of knowledge and resources within the tightly knit community that helps partners drive the KEEN mission forward.

### Forward Thinking

KEEN serves as a trailblazer within the engineering ecosystem. Partners are thought leaders within education and move the KEEN mission forward by equipping faculty and staff with the tools and resources to instill an entrepreneurial mindset in their students. With this mindset, students are enabled to adapt to the rapidly changing future of the world.

### Influential

KEEN drives change in the engineering ecosystem. Through its leadership, others are attracted to the entrepreneurial engineering movement.

## Brand Pillars

*Brand pillars reflect the purpose and mission of KEEN. They are the brand truths that draw in and inspire partners.*



### Add Value to the World Around Us

KEEN empowers engineers to become value creators who seek opportunities and take inspired action to positively change the world.

### Provide a Mission-Focused Community

KEEN is a community of mission-aligned collaborators who both challenge and support one another. Partners are working toward a common goal, contributing diverse perspectives and serving as unique exemplars to advance the entrepreneurial engineering movement.

### Help Engineering Students Flourish

KEEN helps students flourish by equipping them with an entrepreneurial mindset required for success. With this mindset as the foundation, engineering graduates can take the action necessary to find personal fulfillment and positively contribute to society.

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## Voice

*Voice is constant. It describes KEEN's distinct personality, rhythm, and vocabulary.*

- **Purposeful**

KEEN is determined to create transformation within the engineering education ecosystem. Communication is mission-focused and exhibits commitment to KEEN's common goals.

- **Visionary**

KEEN is a trailblazer in the engineering community. Communication should reflect this by being forward-thinking and representative of an entrepreneurial mindset.

- **Authentic**

KEEN exhibits both respect and candor. Content and communication are refined while offering a level of familiarity. There is always care and intent behind everything created within KEEN.

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## Tone

*Tone is dynamic. It's how to adapt KEEN's voice to different situations.*

- **Pragmatic**

As a network of engineers, a practical approach that is compelling and to the point is what builds credibility for KEEN.

- **Supportive**

KEEN is a tight-knit community that cares for its own students' successes and the success of individuals and institutions across the Network. There is a sense of belonging between partners that is reflected in communication.

- **Confident**

As a leader in engineering education, KEEN is straightforward, direct, and knowledgeable. Partners are leading change in the ecosystem and share a level of optimism as they move the mission ahead.

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## Style

*Style refers to what KEEN's writing looks like. Think capitalization, spelling, grammar, etc.*

As a general style guideline, KEEN uses The Associated Press Stylebook, which is the standard for many newspapers, magazines, and online content.

**Exceptions to this style guide include:**

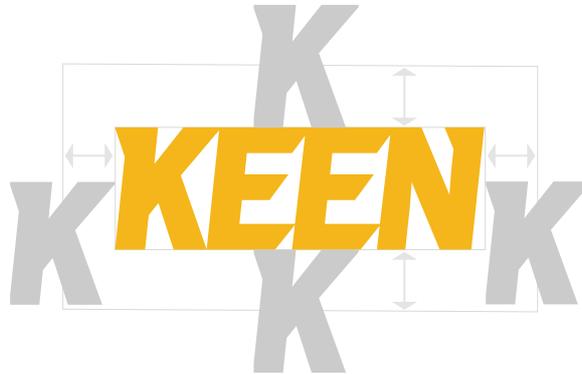
- Always use an Oxford comma in a series.
- When referencing entrepreneurially minded learning, never use a hyphen.
- When referring to the "3C's", always use an apostrophe.
- Always use title case for headers.

# The KEEN Logo

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## Logo Clear Space

The logo requires breathing room. The space above and below the logo should be equal to 1/2 the height of the KEEN letter "K".



## Primary Full Color

**KEEN**

## Solid Black

**KEEN**

## Reversed



## Minimum Size

**KEEN**

Print .5 inch  
Web 36 pixels

## Questions?

For questions or to request assistance with a custom logo solution, contact [info@kffd.com](mailto:info@kffd.com).

## Logo Do's

Always use unaltered, proportionally-scaled logo versions with the approved logo colors and corresponding background colors for the reversed logo version. Ensure there is contrast between light and dark backgrounds when using the KEEN logo against a background.

**KEEN**



**KEEN**



**KEEN**

## Partner Color Modification

For partners, the KEEN logo may be modified to use the institution's branded colors. To request assistance with a custom logo solution, contact [info@kffdn.com](mailto:info@kffdn.com).

**KEEN**



## Logo Don'ts

Improper alteration of the original logo composition. Unproportional scaling, tilting and drop shadows are forbidden. Ensure the proper contrasting logo version is used for backgrounds.

**KEEN**

Do not stretch the logo

**KEEN**

Do not apply a drop shadow



Do not use a background with poor contrast

**KEEN**

Do not compress the logo

**KEEN**

Do not tilt the logo

**KEEN**

Do not apply a gradient

## Questions?

For questions or to request assistance with a custom logo solution, contact [info@kffdn.com](mailto:info@kffdn.com).

# Photography Style

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## Photography Style

KEEN photography embodies the entrepreneurial mindset and should support the integration of technical content that produces great engineers who are prepared for rapidly change.

### Environment

Photography should capture real-life moments of our members and events. The focal point should be primarily faculty interacting with each other or with students off to the side, as a secondary emphasis. In absence of faculty, students actively interacting may also be used.

### Styling

The styling should feel unstaged with natural-feeling light. Ideally a stronger level of contrast as to strengthen the imagery. Camera angles may be shot from various perspectives. Subjects should not be looking at the camera.

### Subjects and Diversity

Imagery should mirror the broad diversity of our membership base and reflect a welcoming, engaging real-life approach.

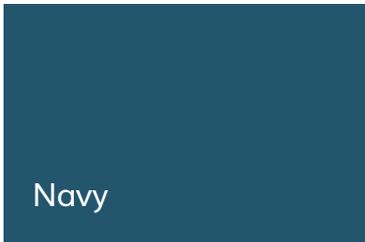


# Color Palette

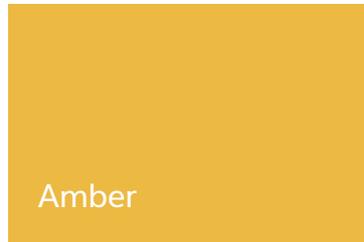
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## Primary Color Palette

### Lead Colors



Pantone: 2188 C  
CMYK: 93, 60, 39, 19  
Web: #125670



Pantone: 1235 C  
CMYK: 3, 30, 100, 0  
Web: #F5B71A



Pantone: Cool Gray 11 C  
CMYK: 65, 58, 57, 37  
Web: #4D4D4D

### Secondary Colors



Pantone: 2176 C  
CMYK: 25, 13, 12, 0  
Web: #BDCCD4



Pantone: 649 C  
CMYK: 0, 0, 0, 7  
Web #DBE2E9

## Color Exceptions

It is acceptable to modify the KEEN logo color to use a school's primary color. For the word KEEN, use the schools primary color. If selecting a background color use the school's accent, or secondary color. If this causes legibility issues, contact us to work out a custom solution.

## Extended, Supporting Color Palette

### Cool Extended Colors



Maximum Blue

Pantone: 7459 C  
CMYK: 70, 17, 10, 4  
Web: #4298B5



Cadet Blue

Pantone: 7696 C  
CMYK: 61, 20, 14, 5  
Web: #709EA8



Celadon

Pantone: 5483 C  
CMYK: 68, 23, 28, 14  
Web: #4F8C8A

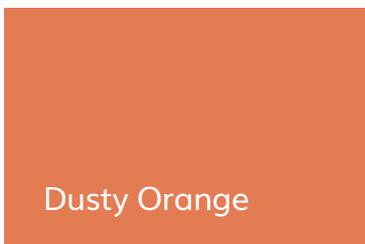
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### Warm Extended Colors



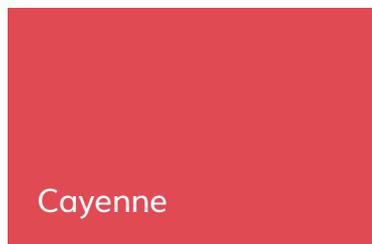
Winter White

Pantone: 11-0507 TCX  
CMYK: 1, 4, 18, 0  
Web: #F5ECD2



Dusty Orange

Pantone: 16-1344 TCX  
CMYK: 8, 63, 72, 0  
Web #E27A53



Cayenne

Pantone: 18-1651 TGP  
CMYK: 7, 86, 66, 0  
Web #E04951

# Fonts & Typography

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## Muli Variations

Muli Regular

**ABCDEF**abcd1234

ABCDEFGHJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstvwxyz  
1234567890!@£\$%^&\*()

*Muli Regular Italic*

***ABCDEF****abcd1234*

*ABCDEFGHJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstvwxyz*  
*1234567890!@£\$%^&\*()*

Muli Regular Bold

**ABCDEF**abcd1234

ABCDEFGHJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstvwxyz  
1234567890!@£\$%^&\*()

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## Raleway

Raleway Bold

**ABCDEF**abcd1234

ABCDEFGHJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstvwxyz  
1234567890!@£\$%^&\*()

# The KEEN & Engineering Unleashed Relationship

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## KEEN & ENGINEERING UNLEASHED

Networks scale impact, and the Kern Entrepreneurial Engineering Network (KEEN) specifically influences the systems within the broader entrepreneurial engineering movement through its collegiate partners. KEEN serves as a lab to test and showcase best practices in entrepreneurially minded learning and collaboratively walks the walk of institutional change and greater impact. The Engineering Unleashed component of the logo recognizes that it is the hard work and dedication of a community of faculty and staff within these institutions who lead these efforts.

The Engineering Unleashed community within KEEN powers human flourishing of the rising generation.



## WHY POWERED BY KEEN?

Engineering Unleashed is a community of faculty and staff committed to the mission of instilling an entrepreneurial mindset within undergraduate engineering students. Although the community members can come from anywhere across the engineering education ecosystem, the logo recognizes the original and continuing contribution and influence of faculty and staff leaders within the institutions that make up the Kern Entrepreneurial Engineering Network (KEEN).

Powered by KEEN is more than a tagline. KEEN represents the institutional commitment that will continue to impact and grow the Engineering Unleashed community.



# THE ENTREPRENEURIAL ENGINEERING MOVEMENT

While KEEN and Engineering Unleashed share a mission and vision that is focused on adding entrepreneurial mindset to undergraduate engineering, they are part of something larger. A movement. The Entrepreneurial Engineering Movement. This is the future of engineering.

Members of this movement believe that an entrepreneurial mindset coupled with engineering thought and action, expressed through collaboration and communication, and founded on character is the key to unleashing human potential in order to solve societal problems and create an environment for human flourishing.