

Business Communications Best Practices

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October 16, 2025

Meet the Speakers



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Part 1: Graphic Standards



Overview of the State of
Kansas Graphic Standards



Key Guidelines in the
Graphic Standards



Design Tips & Tricks +
Applying the Standards

Part 2: Stationary Standards



Overview of the Stationary
Standards



Official Email
Communications & Format



Memos and More!

SOK Graphic Standards

- What are they?
 - Guidelines for appropriate treatment of the Kansas logo, as well as other visual elements such as colors, typography and layout.
- Where can you find them?
 - The Graphic Standards can be found on the Department of Administration's printing and mailing website: [SOK Graphic Standards](#)
- How are they useful?

Printing & Mailing Featured!

Governor Kelly Print Standards

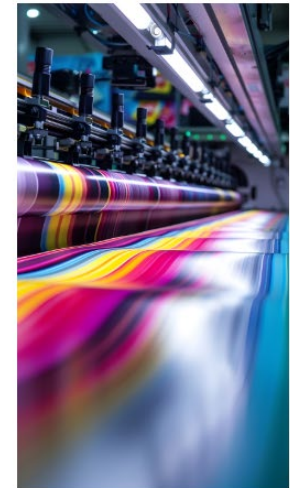
Important Information

Mail Pickup & Delivery: Morning (10:00 a.m.) & Afternoon (2:00 p.m.) at agencies in Topeka

Time frame for copies: After approval of final proof - 24-48 hours

Print/finishing: Allow 10 working days & 10-20 working days for larger complex orders

Print files need to be in PDF format with all fonts, bleeds, and links attached.



Key Guidelines

- Logos and Logo Usage
 - Why is logo usage important in official communications?
 - Logo variations and when to apply them
- Colors and RGB + HEX Codes
 - What are the SOK official colors?
 - What is a Hex Code?
 - What is RGB?
- Fonts
 - What are the two “official” fonts for the State of Kansas?
 - When to use them

Logos



- Agencies are encouraged to use the SOK logo for brand consistency.
 - Brand consistency helps with:
 - Reputation: Portrays State of Kansas organizations as professional
 - Recognition: Makes it easy for anyone to know that a communication was sent from the State of Kansas, just by looking at it!
- Each state agency logo is unique – don't recreate the logos!

PREFERRED



ALLOWED



ALLOWED



ALLOWED



Logo Usage

Always try to use the “preferred” logo. If you aren’t sure what would look best, refer to the guidelines!



- There may be cases where you need to use a variation:
 - The logo may be reversed if needed to show more contrast in a design



Logo Usage Examples



Colors

Kansas Blue

RGB: 0r 37g 105b

Hex: 002569

What is RGB?

- *RGB stands for “Red Green Blue,” and refers to these three hues that can be mixed to create different colors.*

Kansas Gold

RGB: 241r 173g 2b

Hex: F1AD02

What is a Hex Code?

- *This is another format that shows the Red, Green and Blue quantities in a color: **XXXXXX***

Preferred Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Futura Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Futura Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Futura Light Italic

Futura

*For printed media such as ads,
signage, banners, etc...*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Times New Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Times New Roman Bold Italic

Times New Roman

*For body text in documents such as
memos*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Verdana

Arial or Veranda

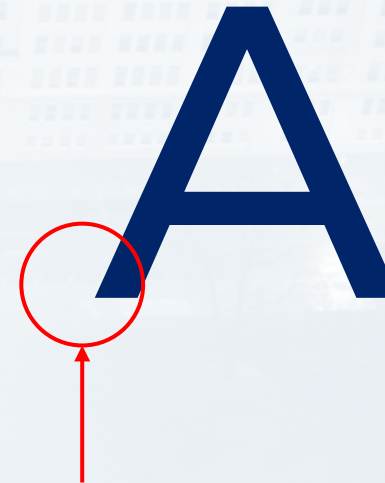
*For electronic media such as e-
newsletters and websites*

Two Font Types

Serif



Sans Serif



What to look for

Do

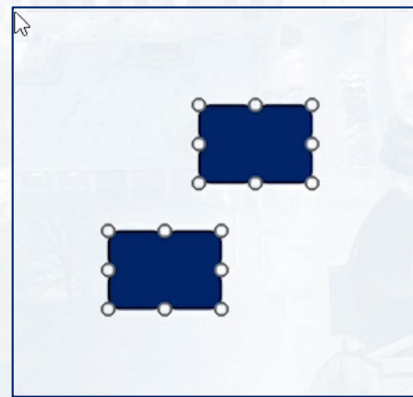
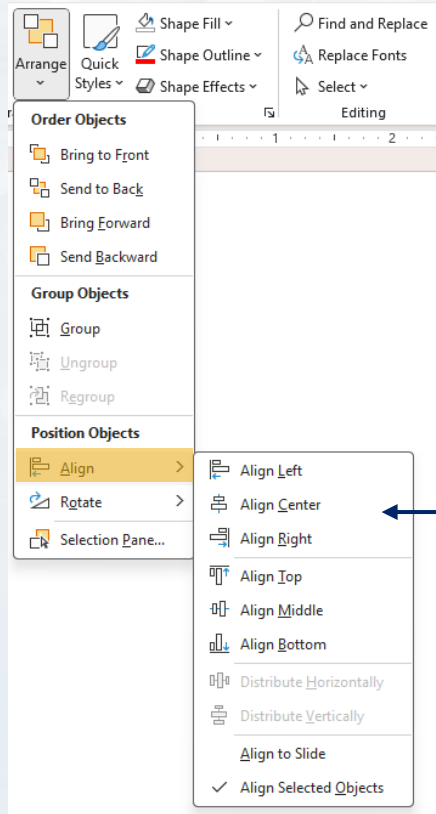
- Keep your backgrounds simple
- Keep spacing consistent
- Use the alignment tools
- Stay consistent – use the same fonts, colors, and style throughout your designs. This is why templates and themes are important!

Don't

- Use more than two fonts per design
- Overuse colors that are completely unrelated to the SOK branding – like **green**, **orange** or **purple**!
- Place images randomly - utilize the frame tool

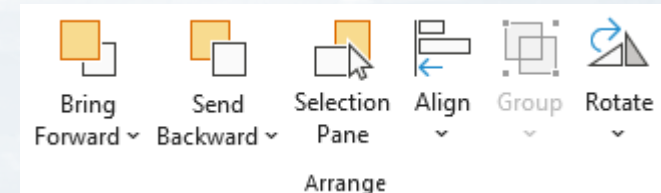
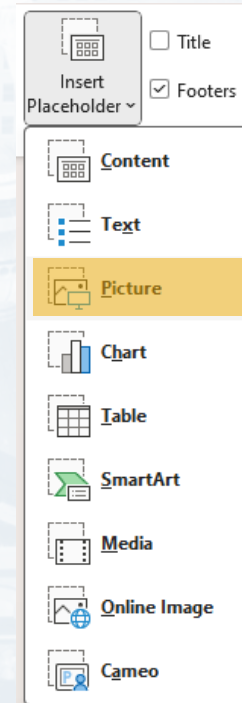
Design Tips and Tricks

Drawing → Arrange → Align



1. Select Objects
2. Align
3. Choose Alignment

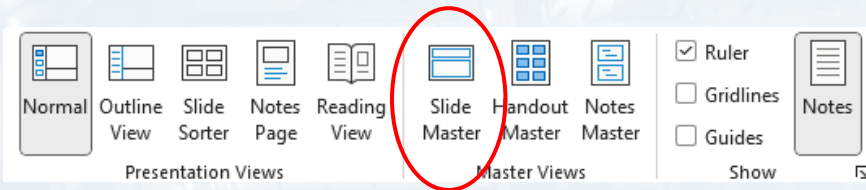
View → Slide Master
Insert Placeholder



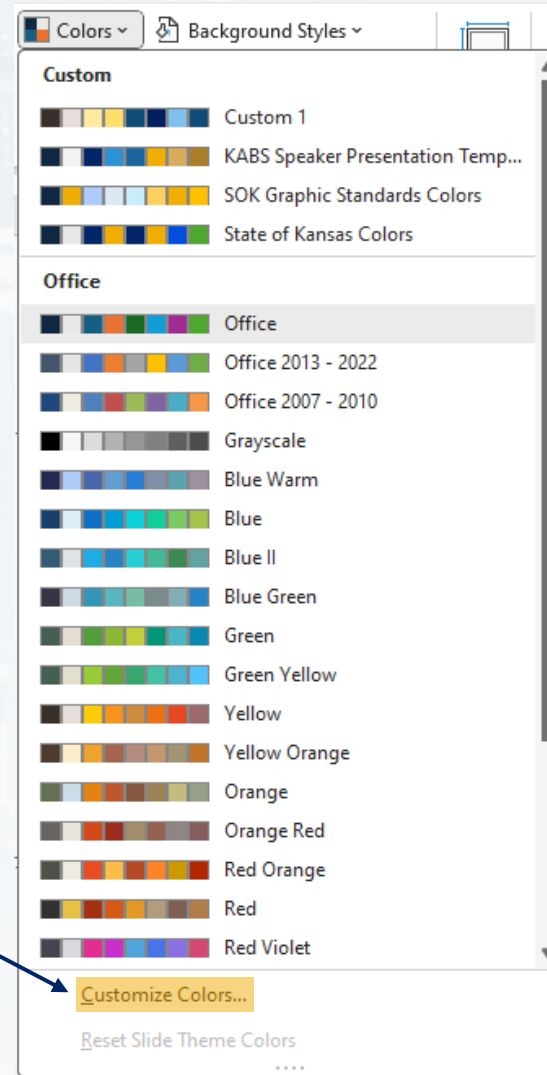
Creating Color Palettes

Step 1: Create Blank PowerPoint Presentation

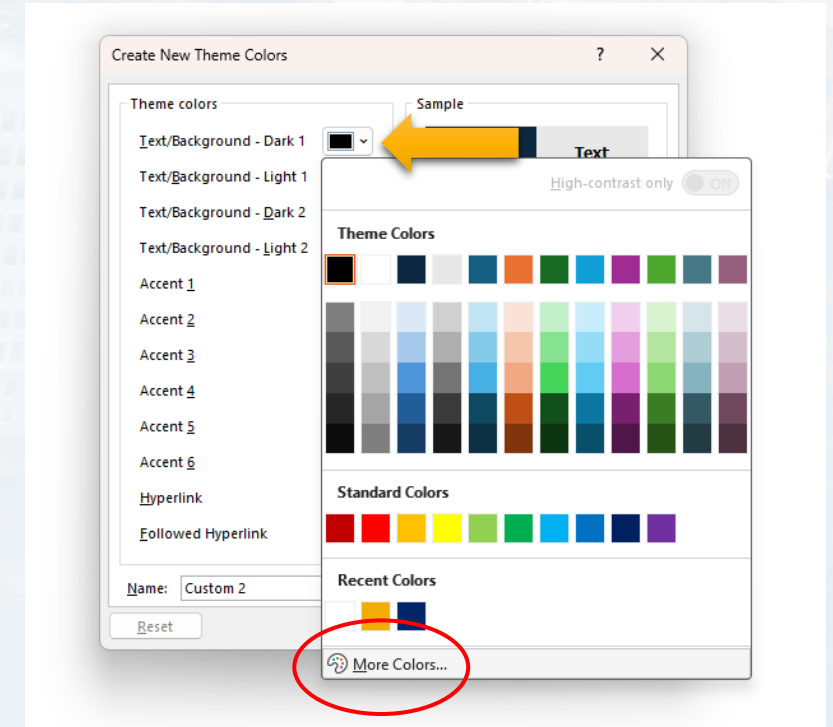
Step 2: In the Navigation Bar, click “View,” then click “Slide Master”



Step 3: Once in Slide Master, click the dropdown arrow on “Colors” and select “Customize Colors...”

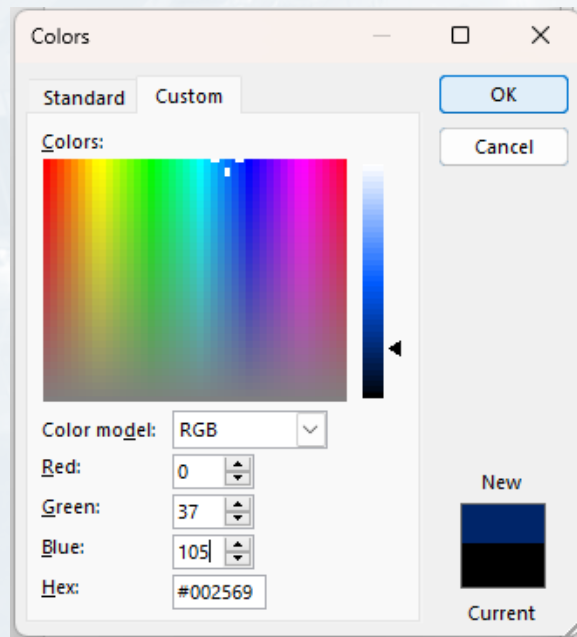


Step 4: When the menu opens, click the first color sample to edit. Then click “More Colors...” at the bottom



Creating Color Palettes, Cont.

Step 5: Enter your colors. Here, you can use RGB or the HEX codes.



Blue

Red: 0

Green: 37

Blue: 105

Hex: 002569

Yellow

Red: 241

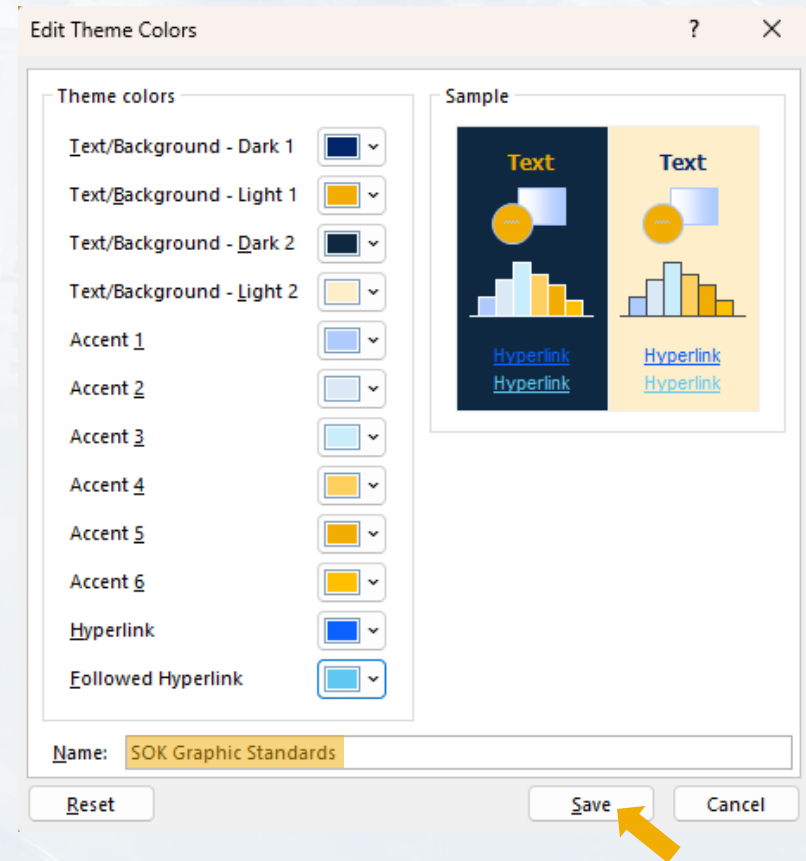
Green: 173

Blue: 2

Hex: F1AD02

Color arrangement is up to you!
Play around with what you like.

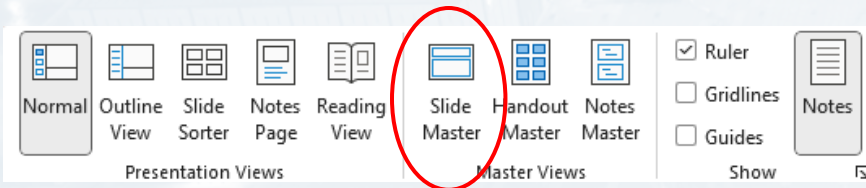
Step 6: Name your color palette and save!



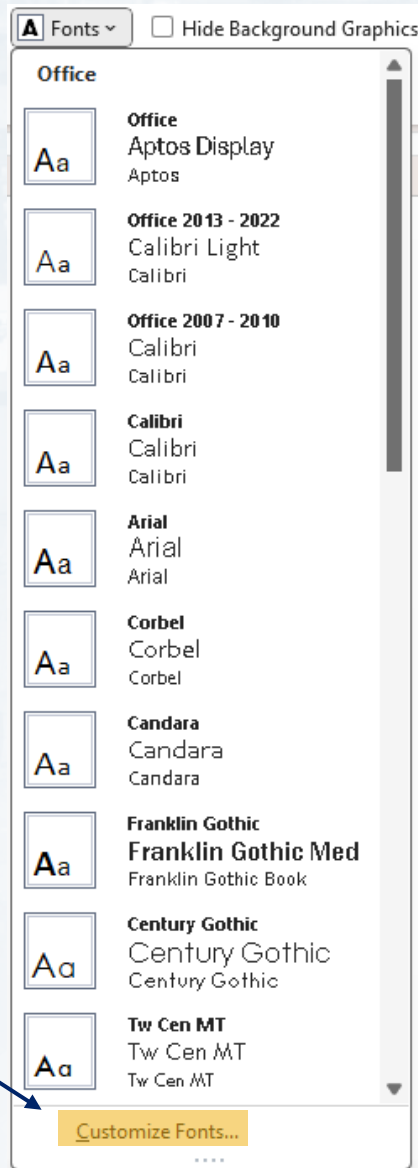
Adding Fonts to PowerPoint

Step 1: Create Blank PowerPoint Presentation

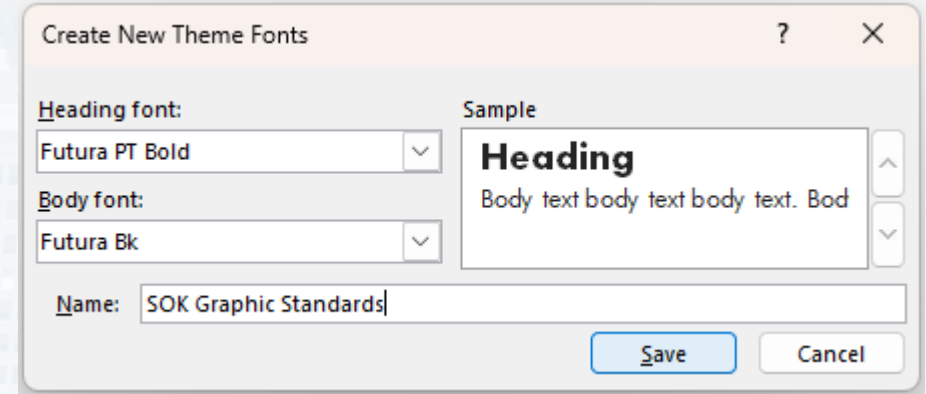
Step 2: In the Navigation Bar, click “View,” then click “Slide Master”



Once in Slide Master, click the dropdown arrow on “Fonts” and select “Customize Fonts...”



Step 4: When the menu opens, search for “Futura” and change the Heading font and the Body font:



Step 5: Name your font theme, and click Save.

You can now select your custom theme under the “Font” menu.



SOK Stationary Standards

- A section of the SOK Graphic Standards
 - Specific to communications on official letterheads, faxes, memos, note cards, mailing labels, etc.



Memos and Official Communications

- The way written words look conveys an idea.
- That idea should be “official”



MEMORANDUM

From: Adam Proffitt, Secretary of Administration
To: Cabinet Agency Leadership
Date: June 20, 2025
Subject: Example of Official Memo Formatting

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ornare et risus sit amet aliquet. Quisque bibendum cursus urna quis egestas. Pellentesque et ullamcorper enim. Proin quis mauris a sem consequat fringilla. Sed iaculis arcu nec massa aliquet feugiat.

Vivamus blandit dui in urna ultricies congue id ac metus. Donec consectetur laoreet risus et ultrices. Suspendisse sit amet semper ligula, nec eleifend nulla. Vivamus ante quam, gravida a diam sed, vulputate suscipit mauris. Aliquam feugiat sed mi in aliquam. Proin ac gravida mauris. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nullam a venenatis est. Mauris pellentesque ac orci at mattis. Nunc vel elementum nunc.

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Donec dictum tristique ante, ornare ultrices enim finibus quis. Vivamus at mi laoreet, molestie mi et, pharetra ipsum. Pellentesque bibendum placerat pellentesque.

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Ut condimentum id ipsum non rutrum. Proin auctor ligula purus, eu consectetur purus congue ac. In viverra, ipsum sit amet molestie vestibulum, turpis justo semper nibh, et condimentum neque tellus vitae urna. Sed ut scelerisque eros. Aenean sollicitudin sollicitudin metus, vel dictum erat dapibus sit amet. Donec eu enim sed nisi porta pharetra quis ac felis. Aliquam convallis justo ac sem euismod, a mattis metus accumsan. Curabitur quis orci augue. Morbi ac dolor magna. Nam tristique, ligula ut imperdiet interdum, turpis velit tristique quam, in tincidunt velit neque at risus. Vestibulum maximus tincidunt viverra.

Official Masthead Header

Type of Document

From, To, Date, Subject
(in this order)

No Salutations

If longer than one page, page numbers should be centered at the bottom of the page

Professional Writing

- Audience
- Brevity
- Organization
- Accuracy
- Tone



Questions?