

## Social Media Profile Image Guidelines

All social media accounts created for conducting official University business and maintained in the name of Kennesaw State University must have branded social media profile images.\* A direct link to the profile image download page can be found [here \(kennesaw.photoshelter.com\)](https://photoshelter.com). Log in with your KSU email address and password, navigate to *Logos* and *Social Media Profile Images*.

Please note that images with a **black background** are reserved for Kennesaw State University's main social media accounts. Profile images with a **gold background** are reserved for Kennesaw State University's 13 colleges. Profile images with a **white or gray background** are available to any other academic or administrative unit (office, department, program, center, etc.).

*\* **Affiliate brands** may use alternate branded social media profile images. Affiliate brands are brands that have a direct connection or partnership with the University. Examples include registered student organizations, club teams, business partners, sponsors, retail affiliates and associations of the University. The **KSU Foundation, Alumni Association, KSU Athletics Association, Parent and Family Association**, along with other approved units on campus that may provide services at a commercial level, are authorized to use an affiliate brand. Affiliate brands that choose to identify with the University branding must use the **white or gray** social media profile images.*

The colors, designs and proportions of official social media profile images may not be altered, no additional text may be added, and designs or objects may not be placed on top of official profile images.

Do not use social media profile images as official logos. Official logos are available for download from <https://styleguide.kennesaw.edu/downloads.php>.

Administrative and academic units are encouraged to use social media cover images to display photos, text or other information that is relevant and engaging to the unit's specific audience. Do not use official logos in your cover art. Use of the University's brand, including the University logo, name and/or other brand identifiers must be reviewed by the Office of Strategic Communications and Marketing. Please submit approval requests to [designapproval.kennesaw.edu](https://designapproval.kennesaw.edu).