Kestrel Ridge

University

Brand guide

Version 1.0, October 2026

Fictitious organization created for lab and portfolio use. All tenants, users, and data are synthetic.

The institution

Fictitious organization. Kestrel Ridge University is invented for lab and portfolio use. Any resemblance to a real institution is unintended. All tenants, users, and data referenced are synthetic.

Kestrel Ridge University (KRU) is a mid-size public research university in upstate New York, founded in 1961 as a technical institute.

Enrollment	~11,400 students (8,900 undergraduate, 2,500 graduate)
Employees	~2,100 faculty and staff
Classification	R2: high research activity
Research anchor	Halloran Center for Autonomous Systems, holding DoD and NSF awards
Why it matters	Halloran handles Controlled Unclassified Information, which puts KRU in scope for NIST SP 800-171. Campus-wide systems map to NIST SP 800-53.

Name, tagline, mascot

Full name	Kestrel Ridge University. Use the full name on first reference.
Short form	KRU. Never "Kestrel U" or "K.R.U."
Tagline	*See further.*
Athletics	The Kestrels. The mascot is a hovering kestrel named Hover.

The kestrel hunts by hovering in place, holding perfectly still in the wind while it scans the ground below. That is the brand idea: steady, observant, precise. It also happens to be a decent description of a good security program.

Voice

Plain, precise, calm. Say exactly what is needed and nothing more. Active voice, sentence case, no exclamation points in official communications.

Logo







The mark is a geometric K. The upper arm is swept back like a wing in amber; the lower leg is detached, leaving a gap that reads as the space between wing and body.

Asset	Use
kru-logo-horizontal-light.svg	Default, on white or Mist backgrounds
kru-logo-horizontal-dark.svg	On Ridge Ink backgrounds
kru-mark.svg	Favicons, avatars, tight spaces
kru-app-icon.svg	Entra company branding square logo, app tiles

Usage rules

Clear space: keep at least the width of the K's stem clear on all sides. **Minimum size:** mark 24 px; horizontal logo 160 px wide.

Don't recolor the wing, rotate the mark, close the gap in the K, or set the wordmark in another typeface.

Color

#13233F	**Ridge Ink** Primary. Text, logo, dark surfaces.
#F2B33D	**Kestrel Amber** Accent. Fills, highlights, the wing. Never text on white.
#4A6E94	**Slate Blue** Secondary. Links, subheads, charts. Passes AA on white.
#3B4552	**Graphite** Body text on light surfaces.
#EEF2F6	**Mist** Background and panels.

Amber is named for the kestrel's yellow cere and eye-ring; Slate Blue for the male kestrel's blue-gray head.

Pairing	Contrast	WCAG
Ridge Ink on white	~16:1	AAA
Ridge Ink on Kestrel Amber	~8.4:1	AAA
Slate Blue on white	~5.3:1	AA
Kestrel Amber on white	~1.9:1	Fails, decorative only

Typography

Role	Typeface	Notes
Display and wordmark	Archivo Bold, Expanded (125%)	Headlines and the logotype
Body	IBM Plex Sans, Regular and Medium	Running text, UI
Technical	IBM Plex Mono	UPNs, object IDs, PowerShell, policy names

All three are open-licensed on Google Fonts. Plex Mono is reserved for literal values a reader might copy, not for decoration.

Design tokens

```
:root {
  --kru-ink: #13233F;
  --kru-amber: #F2B33D;
  --kru-slate: #4A6E94;
  --kru-graphite: #3B4552;
  --kru-mist: #EEF2F6;
  --kru-font-display: 'Archivo', 'Helvetica Neue', Arial, sans-serif;
  --kru-font-body: 'IBM Plex Sans', 'Helvetica Neue', Arial, sans-serif;
  --kru-font-mono: 'IBM Plex Mono', ui-monospace, monospace;
}
```

Digital identity

Item	Value
Lab tenant	`kestrelridgeu.onmicrosoft.com`
Display name in Entra	Kestrel Ridge University
Sign-in branding	Ridge Ink background, app icon as square logo, banner logo from the horizontal light SVG

> .edu is restricted to accredited U.S. institutions, so the lab does not use a .edu domain.