



KENNESAW STATE
UNIVERSITY

Brand Guidelines

Table Of Contents

Our Brand	5
How We Got Here	6
Who We Are	7
Our Strategic Foundation	8
Our Story	9
Our Mission/ Vision/ Values	10
Our Brand Pillars	11
Our Brand Experience	12
Brand Tone and Personality	14
Brand Message Map	15
Message Extensions	16
Brand Value Proposition	18
Brand Activation	20
Our Name/Official Logo Guidelines	22
Logos	23
Logo Versioning	25
Logo Background Colors	26
Logos Dos and Don'ts	28
Other Logos	30
Social Media	33
Color Palette	34
Color Usage	36
Typography	41
Stationery and Other Promotional Items	42
Promotional Merchandise	44
Overall Video and Photography Guidelines	46
Campaigns Tagline/Slogans	61
Find Your Wings Campaign	63
Writing a Value Proposition	72
Creating a Campaign	76
Notes	79

Our Brand

This guide gives an overview of our brand, but it is not comprehensive. Please visit <https://styleguide.kennesaw.edu/> for the full style guide. All logos, marks and assets can be downloaded at <https://kennesaw.photoshelter.com>.

For all templates, visit stratcomm.kennesaw.edu.

When some people hear the word “brand” they think “logo” — a signature typeface, a captivating color scheme, a clever mark.

But a brand can—and should—be much, much more. A strong brand is the expression of everything we do, say and deliver. It’s a unifying identity that distills our spirit and serves as a powerful visual reminder of our mission. It has reflections of who we are and points to the promise of what we can become.

At Kennesaw State University, we believe in the power of our brand. It’s the articulation of our student-centered focus and our commitment to explore, collaborate and unite a diverse spectrum of backgrounds and talents. It represents openness, challenge and opportunity. It channels the spirit of what it means to be Owls, and it lights the path so that together we all ascend to new heights.

This KSU Brand Guidebook outlines the core components and key tools that power our brand, providing guidance on how to apply our brand elements across a range of audiences, channels and creative elements. Our brand elements are built to work in harmony, helping brand communicators and ambassadors bring our brand to life each and every day. These stewards of the KSU brand have a responsibility – a duty to help deliver that brand essence with consistency and power.

This guide delivers the foundations and tools to make that possible.

How We Got Here

Refreshing a brand is a lot of work. It takes input and research. Organization and analysis. Creativity and compromise.

The KSU brand is no exception. The brand elements detailed in the pages to follow are the result of an incredible amount of coordination, collection, analysis and craft. The end result is a truly collective work, built on hundreds of hours of contribution from an amazing range of bright minds, from experienced brand professionals to eager new students.

In the end, these inputs have been distilled, translated and elevated to deliver a brand we hope everyone at Kennesaw State can be proud of.

We certainly are.

- The KSU Strategic Communications and Marketing Team

During our research, we gained input from **6,821** total participants to establish who we are and where we want to go.

What we got:

- **6,821** total participants
- **20** focus groups
- **46** interviews
- **4** working sessions
- **9** online surveys

Who took part:

- Prospective students
- Undergraduate students
- Graduate students
- Parents
- Faculty
- Staff
- Administrators
- Alumni
- Corporate partners

Who We Are

KSU students are...

Authentically Diverse

We are a place where a myriad of backgrounds and backstories are not just accepted, they're valued. We believe in a genuine diversity that comes naturally and feels right at home.

Community Committed

We are fanatical about how we support each other and believe collaboration, honesty and loyalty fuel our collective and individual success.

Wisely Practical

We steer clear of pretensions and focus on real-deal, real-world education. We believe a solid education should be a clear path to a bright future – without a stifling financial hangover.

Good Natured

We are optimistic, friendly and easy to work with. For us, hard work beats entitlement any day.

KSU as a whole is...

Full of Opportunity

With a myriad of amenities, activities and degree programs, KSU students have the freedom to try something new and find their sense of belonging.

Values and Valuable

We stick closely to our promise to be student-centered by offering real-life skills and education to fully prepare students without excessive debt.

Intentionally Connective

KSU invites connection by making it easy to find spaces and community to make students feel fully seen and fully themselves.

Pleasantly Unexpected

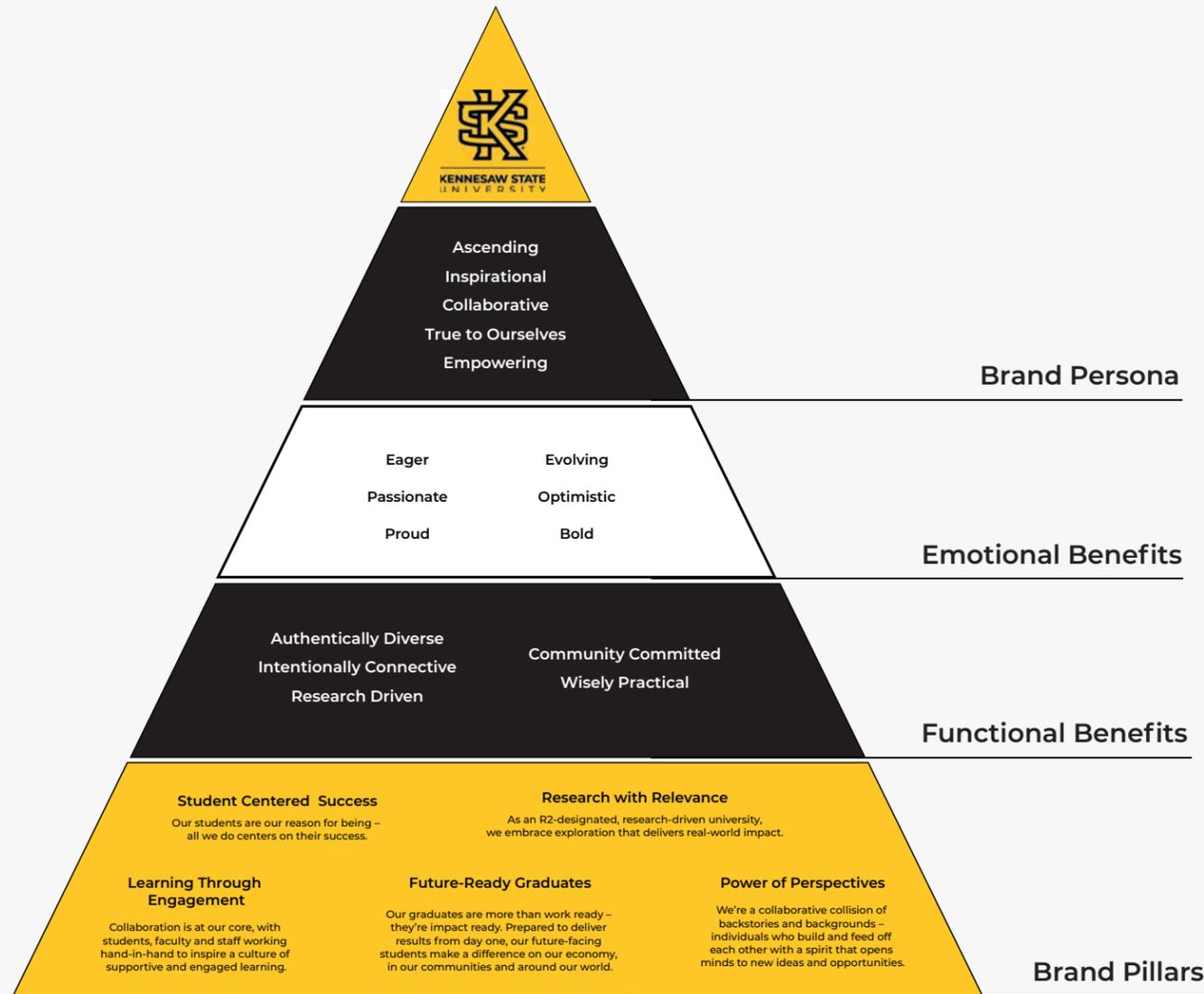
The KSU experience consistently exceeds the expectations of incoming students. Our “hidden gem” reputation rings true in the eyes of students, parents and partners.

Evolving

As a young university, we're not burdened by old traditions and expectations. It allows our university to constantly look for “what's next” and our students to shape KSU's heritage and history.

Our Strategic Foundation

The KSU brand architecture is the framework that defines our brand at the highest level. Together, the elements that make up our architecture guide who we are, what we deliver and how we communicate our brand promise. This foundation helps us define our priorities, maintain our focus and guide our future.



Our Story

At KSU, we're creating our own legacy.

It's a legacy built on growth, transformation and tenacity, and it has made us one of Georgia's largest research-driven universities. It's a legacy that puts our students first, empowering them to seek, strive and discover their own paths forward.

We are unexpected and unconventional, connective and collaborative. We find power and potential in the different backgrounds and backstories that come together to generate creative combinations of personality and perspective. We're first-generation collegians, pathfinding scholars and wildly successful alumni, and we defy expectations every day.

Our students are passionate and proud, eager and optimistic, unpretentious and up for a challenge. They put in the hard work to become the engineers, entrepreneurs, creators, caregivers, researchers, go-getters and visionaries you want as employees, colleagues, and leaders. They are the center of our universe and the inspiration for all we do.

At KSU, we're built on a bold promise – one we keep every day. It's the promise that every student can rise to set their own life's trajectory to help transform lives, find new purpose, and dare to climb higher.

We are KSU Owls. And together, we're ascending.

Our Mission

At Kennesaw State, we serve as a powerful example of the impact a student-centered, research-driven university education can deliver. We help students succeed through exploration, collaboration, and rigor, uniting a diverse spectrum of backgrounds and talents. At KSU, students become the individuals people want as colleagues and leaders.

Our Vision

Kennesaw State will exemplify the power and promise of a student-centered, research-driven university. Authentically diverse, uniquely attainable and endlessly impactful, we will unleash the potential in every student we serve.

Our Values

Student Inspired

Fueling aspiration and delivering pathways – enabling students to stretch and strive, embrace a dream, and create actionable plans.

Promise Fulfilling

Being committed and ready – making promises we can keep to fuel opportunity for every student and spark economic growth for the region.

Impact Generating

Delivering a difference – impacting individuals and communities for positive change.

True to Ourselves

Staying genuine, guided by honesty, intention, and purpose – no matter how we change, grow, or evolve – never forgetting who we are.

Open

Embracing the true power of openness – valuing and leveraging diverse perspectives to find better solutions and gain an edge.

Elevational

Raising trajectory – chasing, creating, pursuing, building.

Our Brand Pillars

Student-Centered Success

Our students are our reason for being - all we do centers on their success.

Research with Relevance

As an R2-designated, research-driven university, we embrace exploration that delivers real-world impact.

Learning through Engagement

Collaboration is at our core, with students, faculty and staff working hand-in-hand to inspire a culture of supportive, engaged learning.

Future-Ready Graduates

Our graduates are more than work ready – they're impact ready. Prepared to deliver results from day one, our future-facing students make a difference for our economy, in our communities and around our world.

Power of Perspectives

We're a collaborative collision of backstories and backgrounds – individuals who build and feed off each other with a spirit that opens minds to new ideas and opportunities.

Our Brand Experience

We're an Experience Brand.

Unlike a product off the shelf, an Experience Brand is by definition built on relationships and interactions. And unlike consumable brands that are often driven by mass-media advertising, experience brands create their bonds through multiple touchpoints, most importantly through interactions with the people who live the brand every day.

Our brand is delivered and defined by our talented faculty, administration and staff who make students the center of their universe. That's why it's so important for us – the stewards of the KSU brand – to understand the brand essence so we can do our part to help deliver elevated experiences and consistency of communications in all we do.

Brand Experience Map

Employee

Inspired to impart knowledge and engage bright minds.

Connected, supporting, building, enabling growth.

Amazed by advancement; proud of transformation.

Reflective and excited to see what tomorrow will bring.

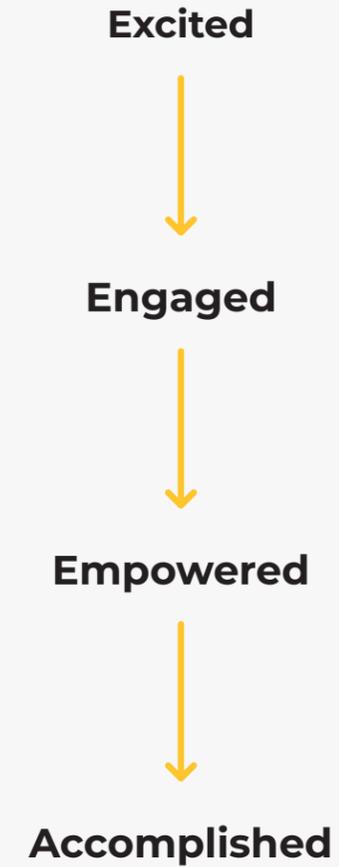
Student

Prospective and new students are energized to begin a new life journey.

Ascendant, exploring and challenging, growing new confidence.

As students graduate, they are equipped, prepared and fired up to embark on a career of impact.

Alumni are supported with an extensive network of ever-growing talent with a common connection.



Brand Tone and Personality

A powerful brand personality is consistent, memorable and distinct. Our tone and voice should be singular—but flexible—across all channels and communications. Simply put, we are:

1 Transformative

We unleash the potential in every student we serve.

2 Grounded

We're unpretentious, good-natured, wisely practical and real, with a true sense of self.

3 Beyond Expectations

We make big, bold promises – promises we intend to keep. We commit to discovering potential, providing endless opportunities and defying expectations every day.

4 Straightforward

We're direct, to the point, confidently clear and easy to understand.

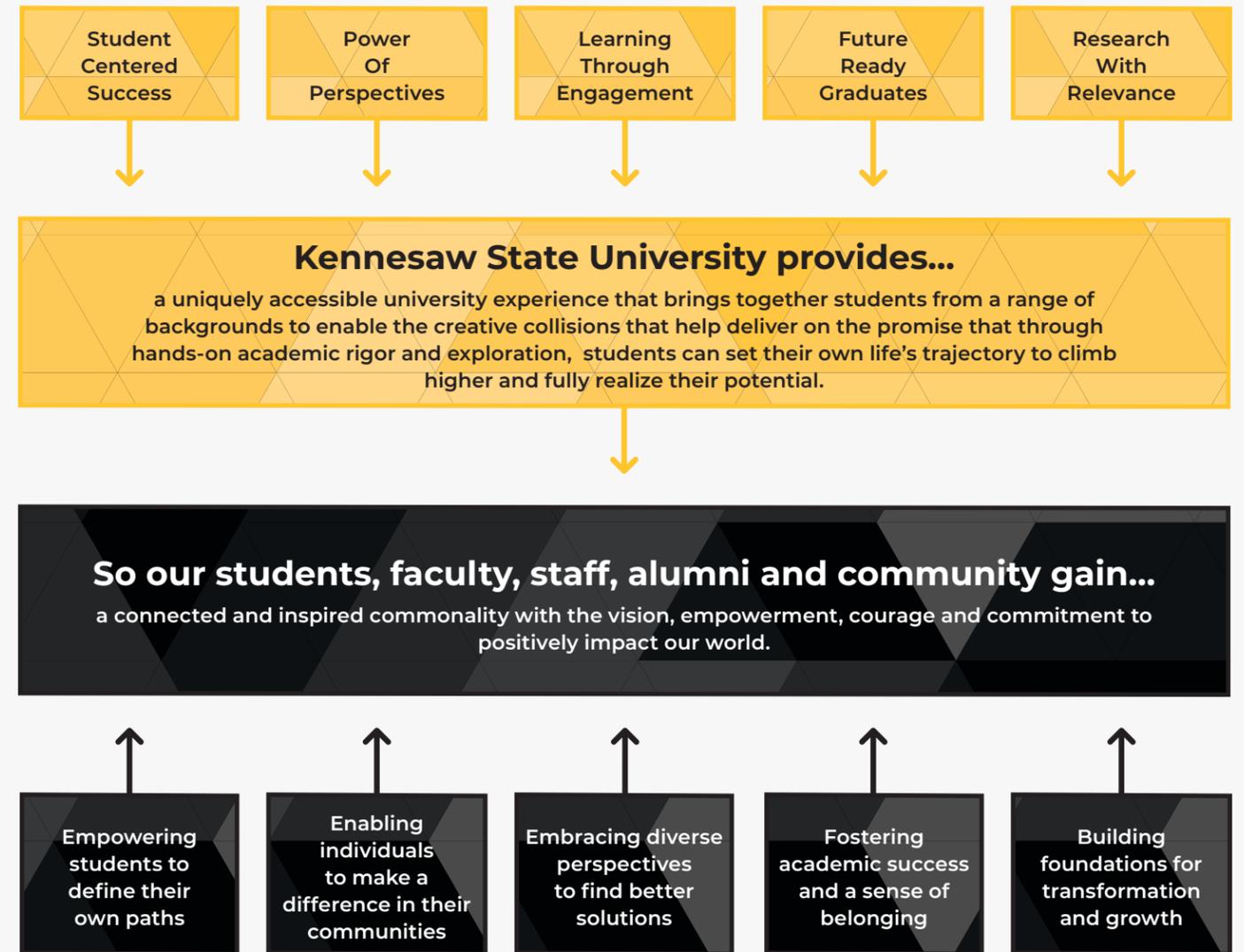
5 Trustworthy

We can be counted on to unlock possibilities, delivering the resources, mentors and structure students need to find their purpose and dare to climb higher.

6 Community Committed

We fanatically support one another, working hand-in-hand to elevate our community as a whole.

Brand Message Map



Message Extensions

For Students / Prospects

KSU has an energy all its own. It's a multi-faceted melting pot of backstories, personalities and perspectives. It's a collaborative collision of individuals, building and feeding off each other with a spirit that opens minds to new ideas and new opportunities.

Our campuses radiate energy and excitement – where students strive to be more, do more and become more. We work hand-in-hand to make big, bold promises to discover our own potential and defy expectations every day.

KSU students are ready to put in the work, rise to the challenge and define their own legacies. It's the limitless possibility supported by the resources, mentors and structure students need to find their purpose and dare to climb higher.

At KSU, together we ascend.

For Alumni

At KSU, we're defining our own legacy – a legacy that's always building on the accomplishments of the bright minds who have helped pave the way.

Our KSU alumni family is uniquely diverse – spanning a wide range of industries and geographies, with stories of success that guide and inspire. They are the passionate and determined leaders in their communities and in their fields who are committed to the belief that there's always room to rise higher, take on the next challenge and make a difference. Our alumni are the connections – to the past and to the future – that drive our legacy forward.

Our alumni are proud of their roots, their journeys and their accomplishments – and so are we. Because we know that they didn't succeed alone. Because together, we're always ascending.

For Industry

Talent can transform organizations of any size. The secret is finding the right talent.

At KSU, our students and faculty engage in a forward-facing education by helping to tackle real-world problems in the here and now. It's a potent mix of dedication, tenacity, smarts and passion. It's an energy that drives us to make powerful promises we can keep.

KSU brings a multitude of perspectives to any problem – seeing solutions from uncommon angles and daring to try not just what's proven but what's coming next.

By the time our students graduate, they're more than work ready – they're impact ready, prepared to drive transformation and deliver results from day one. They have serious talent, and they are ready to make a serious difference in our economy, our communities and our world. KSU alumni serve their communities as artists, programmers, civil servants, nurses, architects, educators, business leaders, and more, making the world a better place for all.

We're KSU, and we're ascending.

For Faculty / Administration / Staff

For many of us, education is a calling – a chance to impart wisdom, share experience and have a hand in shaping the future, one student at a time.

In the right environment, with the right students, that calling quickly becomes a mission.

At KSU, we're determined to help each and every one of our students climb higher. We're the catalysts who take bright, eager minds and help them find their own calling so they can plot their own lives' trajectories and realize their full potential.

We bend expectation and embrace possibility every day. We are a thriving, open community working to combine multiple perspectives, backstories and talents – all to generate sparks of conviction and compromise, ideation, improvement and evolution.

Our students are the center of our universe – our very reason for being – but they give back to us as much as we give to them. Together, we're writing our own story, as individuals and as one fantastically formidable team that's creating our own legacy.

Brand Value Proposition

Our Difference

KSU provides the challenge, the support, the environment and the community to catalyze potential for students from a vast array of backgrounds, helping students set their own lives' trajectory.

Target

Students are the center of our universe, and they're the reason for all we do. They inspire us, challenge us and enrich our community with bright ideas and powerful perspectives.

Offerings

We create real-world research and learning opportunities that are future facing. We create connections that result in creative collisions that help students find their own paths to success.

Benefits

Students – and the KSU community – embrace a spirit of elevation that helps them defy expectations and makes them more than ready for a future of impact

Reasons to Believe

An active, student-centered academic approach, rooted in real-world research, collaboration and hands-on learning.



An authentically connective and diverse community that delivers the power of perspective.



Engaged faculty, administration and staff that put our students first.



KSU spirit that connects our community and lasts well beyond a student's college experience.



Brand Activation

Consistency is key to brand success, and it takes guidance, discipline, creativity and commitment.

Kennesaw State's brand and visual identity program is an important part of the university's overall marketing strategy. Having a cohesive and integrated brand and visual identity system helps the university to be readily recognized.

The brand and visual identity program is not designed to be restrictive. In fact, the system was created to be flexible, easy to use, and accommodating for units and colleges that wish to simultaneously market their own attributes. This style guide is our road map, our guard rails and our inspiration to consistently deliver the power of the KSU brand in all we do.

A few rules to live by:

- The brand should be applied as demonstrated in the style guide and should not be treated in any other way, including patterns, except for cases approved by the Office of Strategic Communications and Marketing.
- This guide does not include the Athletics Visual Identity, which you can find at: <https://styleguide.kennesaw.edu/docs/AthleticsStyleGuide.pdf>
- Requests and artwork must be submitted for approval to The Office of Strategic Communications and Marketing at <https://designapproval.kennesaw.edu/>.
- Stationery guidelines can be found at <https://styleguide.kennesaw.edu/stationery.php>. Questions concerning stationery can be emailed to stationery@kennesaw.edu.

The Office of Strategic Communications and Marketing team is here to help. Contact them at stratcomm@kennesaw.edu with any questions.

Terminology

Frequently used terminology regarding the visual identity program are as follows:

Affiliate Brands

RSO's, club teams, business partners, sponsors, retail affiliates and associations of the university (KSU Foundation, Alumni, Athletics, Parent and Family Association)

Brand Extensions

College, Offices and Administrative unit monograms

Indicia

Postal markings often imprinted on mail or on labels to be affixed to mail.

Logo

The official graphic arrangement of the symbol and wordmark.

Master Brand

University-level monogram/logo

Monogram

The monogram consists of the university's initials in an interlocking format. The monogram is a restricted mark, and its use must be approved through the KSU Department of Athletics.

Registered trademark symbol

Designated by ® (the circled "R"), a symbol used to provide notice that the preceding mark is a trademark or service mark that has been registered with the U.S. Patent and Trademark Office.

Sub Brands

Academic programs that need to be associated with a Brand Extension. Monograms will only be issued in horizontal format for sub brands.

Symbol

A graphic identifier reflects the university's spirit and philosophy and elicits immediate identification by the public.

Trademark

A distinctive sign or indicator, designated by TM, used by an individual, business organization or other entity to identify to consumers that its products or services originate from a specific source.

Typography

The art and technique of arranging type and type design.

Wordmark

The university's name designed in a unique and individual style.

Our Name

Our official name is “Kennesaw State University.” “Kennesaw State University” is used in news releases, feature articles and publications and on the web.

“Kennesaw State” or “KSU” is acceptable only after a first reference to “Kennesaw State University.”

Official Logo Guidelines

The Kennesaw State University official logo is the strongest visible representation of the entire university. Using the official logo consistently results in building stronger institutional awareness for the university, helps distinguish us from other peer institutions, and promotes Kennesaw State in a meaningful and significant manner. It is critical for every user of the logo to follow the established brand guidelines.

KENNESAW STATE UNIVERSITY

KENNESAW STATE

KSU

In addition to the official master logo, colleges and other approved units on campus are eligible to use brand extensions or sub brands provided by Office of Strategic Communications and Marketing. The template for these logos features the Kennesaw State name as well as the college or unit name. The use of symbols such as the ampersand or acronyms is unauthorized and should not appear within an authorized logo.

The Office of Strategic Communications and Marketing is responsible for producing and approving the use of all official college-specific and unit-specific logos. Requests for college-specific or unit-specific logos should be submitted to logos@kennesaw.edu. Questions concerning usage of this guide should be directed to The Office of Strategic Communications and Marketing at stratcomm@kennesaw.edu.

Logos

Master Brand
University-level monogram / logo.

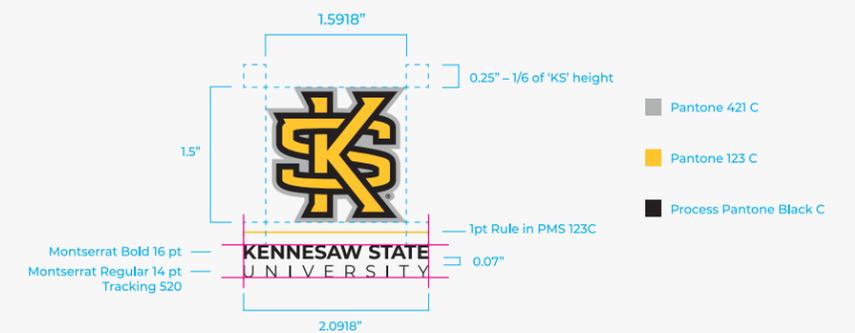
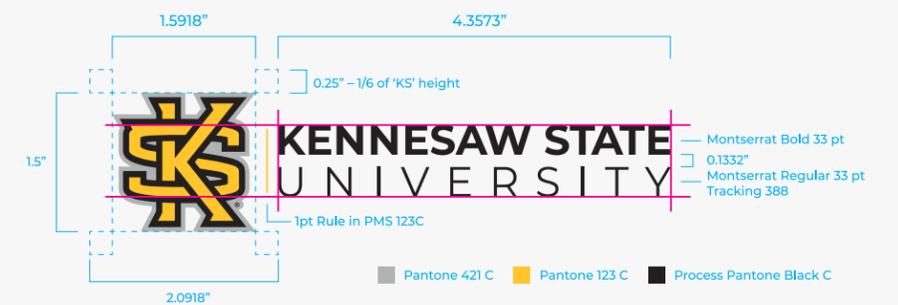


Protected Area

The protected area around the logo ensures that no other graphic elements or messaging interferes with its clarity and integrity. The depth of the protected area is equivalent to 1/6 of the height of the KS monogram portion of the logo.

Size Recommendations

The university master brand is intended as a visual identifier, not a title block, and should be scaled as such. In general publication usage, the logo should appear no smaller than 1 inch and should be prominently located.



Publication, print media and web use

Use of the university's brand, that include university logo, name, and other brand identifiers must be reviewed by the Office of Strategic Communications and Marketing. Please submit approval requests to <https://designapproval.kennesaw.edu/>.

Centers, Institutes and Programs Logo Usage

Centers, institutes, and specific programs may be given flexibility in terms of which logo structure is adopted. Centers, institutes and specific programs that have a significant brand presence can receive either a sub-brand logo or a brand extension.

In most cases, centers, institutes, and specific programs receive sub-brand logos. However, if there is an association with a specific college or department, a request can be submitted for a brand extension logo.

These requests are reviewed and evaluated by the Office of Strategic Communications and Marketing and must be submitted with prior approval from the dean or department head. Centers, institutes, and program logos are created and approved solely by the Office of Strategic Communications and Marketing. For more information concerning logo usage and where to request a logo, please visit: styleguide.kennesaw.edu.

Brand Extensions

College, offices and administrative-unit monograms.

College:



Department:



College:



Department:



Sub Brands

Academic programs that need to be associated with a brand extension. Monograms will only be issued in horizontal format for sub brands.

Logo Versioning

Full Color (Preferred)



Full Color, White Words



Two Color



Black (One Color)



White (One Color)



Logo Background Colors

Full Color

The full-color versions of the logo should be used when printing in full color. The version of the mark that includes the outer gray stroke is considered the primary logo and should always be applied whenever possible.

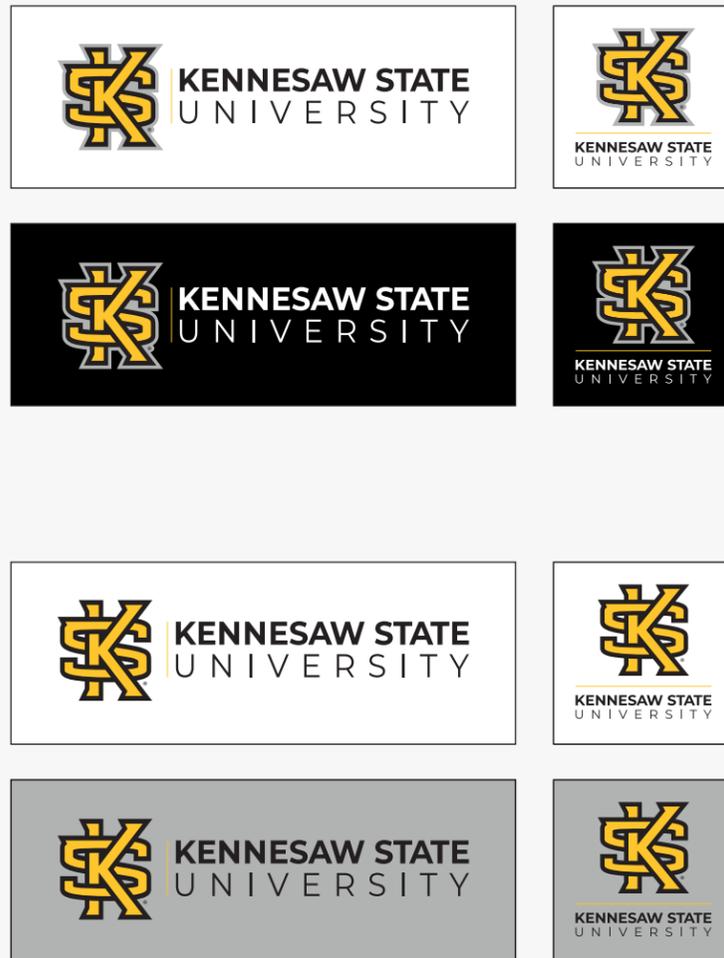
The best background color for the full-color logo is white.

The best background color for the white letters logo is black.

If printing on colors other than white, gray or black, the brand must appear in one color, all black or all white, depending on the background color.

Two Color

The two-color master brand logo does not include a gray stroke and can be used on both white and gray backgrounds. Two-color versions are available for instances of printing limitations. When possible, the full-color version is preferred.



Black (One Color)

The black one-color logo should be used on light or soft color backgrounds, such as white, gray or gold.



White (One Color)

The white one-color logo can be used on black, gray and gold backgrounds.

All-white logo can also be reproduced in all gold as illustrated here.



Remember, the interior of the KS monogram must always be lighter than the first outer stroke.

Logo Dos and Don'ts

Common Mistakes

Illustrating incorrect applications of the logo can be a great educational tool for protecting the logo's integrity and ensuring legibility.

- Do not disassemble logo.
- Do not alter the orientation of the logo.
- Do not turn to grayscale. Instead, use black or white logo appropriately. The interior of the KS monogram must be lighter than the first outer stroke.
- Do not add drop shadow or stroke.
- Do not place over busy backgrounds.
- Do not stretch or shrink, horizontally or vertically.
- Use full-color logo whenever possible
- Do not alter the opacity, watermarking or shading.
- Do not change typefaces.
- The logo is not permitted inside a white box.
- The KS monogram without university identity lockup is prohibited, except for athletics use.
- The exterior stroke of the KS is PMS 421 gray. Do not use a white outer stroke.



Co-Branding

Kennesaw State University is an active partner in our surrounding community and region. It is common for partnerships and other joint endeavors with external entities to be involved in marketing and advertising. As such, there is a need to define how to represent Kennesaw State in these partnerships best.

Kennesaw State is often involved in co-branding situations with external companies, schools, and organizations. In these instances, it is imperative that the integrity of our logo be preserved, both in color and in clear space. Due to our logo being close to other brand marks, the Kennesaw State master brand or brand extension must be in a prominent location and featured larger or of equal size as the organization's identifier.

All co-branding collateral materials need to be submitted for approval at designapproval@kennesaw.edu.

Kennesaw State and Wellstar Health System

Working Together for a Healthier Georgia

Nearly \$9 million partnership to double the nursing program at KSU

Wellstar and Kennesaw State are partnering to double the size of the University's nursing program and provide more than \$2 million in student scholarships.

It is a winning collaboration that will help our students and the state of Georgia.

 **KENNESAW STATE UNIVERSITY**

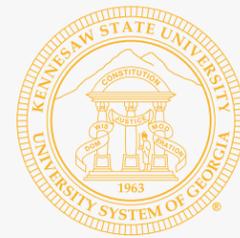
 **Wellstar**
HEALTH SYSTEM

kennesaw.edu

Other Logos

Seal

The seal is restricted for use on formal, official, ceremonial and presidential materials only.



Alumni



Wordmark

A wordmark or logotype is a special text-only typographic treatment of a program name or product name used for identification and branding purposes. The wordmark can be based off of a typeface that represents the brand.

Wordmarks are only to be used for strategic initiatives of the University. Wordmarks are approved by the Office of Strategic Communications and Marketing.



Grandfather Clause

Grandfathered marks are marks that have been in use at Kennesaw State University for several years and are well established within their market. The university's Master logo or a sub brand logo, if applicable, must be present as well. Organizations may use these marks with prior approval from the Office of Strategic Communications and Marketing and according to the set guidelines.

School-Spirit Marks

University-sponsored student clubs and organizations may use these marks with prior approval from the Office of Strategic Communications and Marketing and according to the set guidelines.



Athletic Logos

KS monogram, full owl and owl head are for athletics use only.



Affiliate marks

Affiliate marks are identifiers that have a direct connection or partnership with the University. Examples of affiliate marks are registered student organizations, club teams, and associations. This includes the KSU Foundation, Alumni Association, affinity groups, KSU Athletics Association and the Parent and Family Association. These and other such approved groups are authorized to use affiliate marks.

University associations along with registered student organizations and club teams, although not required, are permitted to use the Kennesaw State master brand in association with their specific organization's identifier. If the master brand is applied, it must be in a prominent location.

The identifiable SPSU branding applied to the Kennesaw State SPSU Alumni Society mark was created to honor the legacy of SPSU and, therefore, some additional KSU branding may be necessary when developing artwork for specific products.

When spelling out an affinity group's name on a product it must include either Kennesaw State University or Kennesaw State as part of the name as well.

Alumni Affinity Marks

All authorized alumni affinity marks are created by the Office of Strategic Communications and Marketing and cannot be disassembled or altered in any way. Request for alumni affinity marks must be submitted to and issued by the Office of Alumni Affairs. To request an affinity mark, please visit logos@kennesaw.edu.



SPSU Alumni Society

The Kennesaw State SPSU Alumni Society has a unique mark that honors the legacy that SPSU alumni bring to KSU as a result of the merger of the two universities in 2015.



Social Media

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 at kennesaw.photoshelter.com. Log in with your KSU email address and password, navigate to *Logos* and *Social Media Profile Images*.

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 11 colleges. Profile images with a **white or gray background** are available to any other academic or administrative unit (office, department, program, center, etc.).

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.

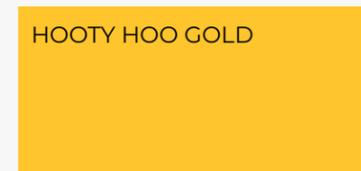


Color Palette

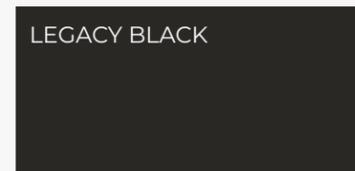
Our palette represents the vibrant and diverse nature of our community — a student-centric, research-driven community — built on a bold, transformative and purposeful legacy.

Primary

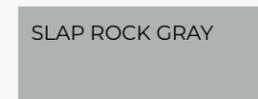
Our signature primary colors represent Kennesaw State University at the highest level and should be used consistently in all communications.



PANTONE 123C
CMYK: 0, 24, 95, 0
RGB: 255, 198, 41
HEX: #ffc629



PANTONE BLACK C
CMYK: 63, 62, 59, 94
RGB: 45, 41, 38
HEX: #2D2926



PANTONE 421C
CMYK: 13, 8, 11, 26
RGB: 178, 180, 178
HEX: #B2B4B2



PANTONE WHITE C
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

No values other than those listed on this page should be used. Tints and shades of these colors are NOT permitted.

Secondary

Vibrant Cool Colors

Our vibrant hues bring liveliness and diversity to the overall KSU brand.



PANTONE 2126C
CMYK: 93, 78, 0, 0
RGB: 48, 58, 178
HEX: #303AB2



PANTONE 2193C
CMYK: 92, 24, 0, 0
RGB: 0, 144, 218
HEX: #0090DA



PANTONE 361C
CMYK: 77, 0, 100, 0
RGB: 67, 176, 42
HEX: #43B02A

Vibrant Warm Colors



PANTONE 526C
CMYK: 73, 100, 0, 0
RGB: 112, 47, 138
HEX: #702F8A



PANTONE 2026C
CMYK: 0, 68, 76, 0
RGB: 244, 99, 58
HEX: #F4633A

Legacy

Our subdued hues add a sense of sophistication and a reminder of our solid foundation and heritage.



PANTONE 3035C
CMYK: 100, 30, 19, 76
RGB: 0, 62, 81
HEX: #003E51



PANTONE 2152C
CMYK: 92, 44, 13, 22
RGB: 26, 101, 143
HEX: #1A658F



PANTONE 7676C
CMYK: 61, 64, 3, 0
RGB: 117, 102, 160
HEX: #7566A0



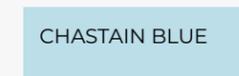
PANTONE 1245C
CMYK: 6, 35, 99, 18
RGB: 198, 146, 20
HEX: #C69214

Neutral

Our neutral hues add balance and warmth, providing a subtle backdrop for the other colors.



PANTONE 7529C
CMYK: 7, 14, 20, 22
RGB: 183, 169, 154
HEX: #B7A99A



PANTONE 7457C
CMYK: 18, 0, 5, 0
RGB: 187, 221, 230
HEX: #BBDDE6



PANTONE 7499C
CMYK: 1, 2, 24, 0
RGB: 241, 230, 178
HEX: #F1E6B2

Color Usage

Best Practices for Using Color

Our primary colors should be present in all communications.

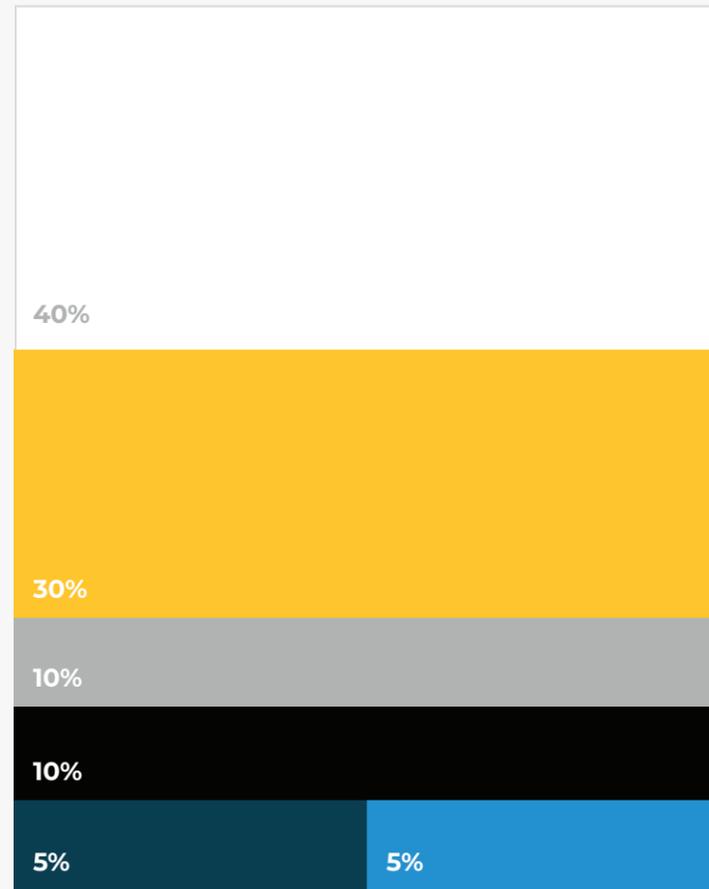
Never use our secondary colors as primaries; they were developed to complement our core colors, not to overtake them.

Try to limit the use of secondary colors to less than 10% of overall design.

A maximum of two secondary colors at a time is encouraged. However, when the need to differentiate parts of complex content arises, additional secondary colors can be added thoughtfully and sparingly.

Provide high contrast. Remember that our communications must be created to be accessible to all. Ensure that color contrast passes accessibility standards.

The following guidelines will help provide a sense of hierarchy, balance and harmony. Our color system can be flexible when needed, but restraint is highly encouraged. Balance ratios on individual pages, spreads and other layouts will vary from time to time. However, remember that our primary colors should be predominant overall.



Instead of viewing white space as a blank area that needs to be filled, think of it as a pause — like air, it is necessary for the design to breathe. Don't rush to fill space in a layout. It helps focus attention on the content that's there.

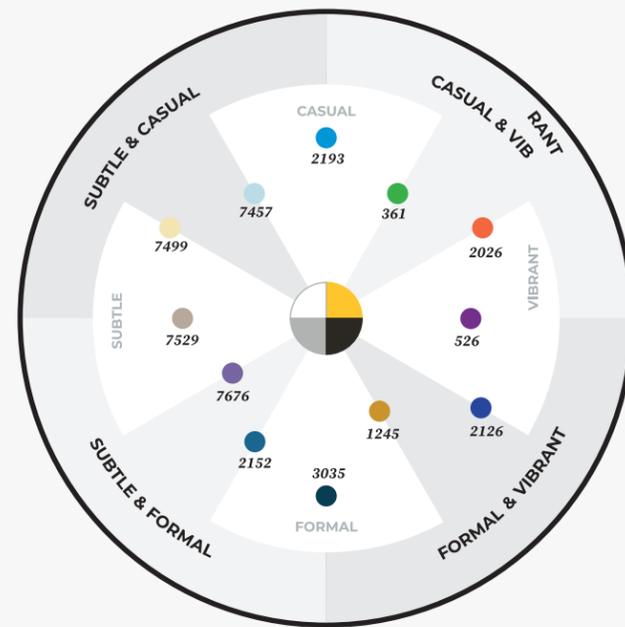
Color Usage Examples:

Conveying Mood and Tone

This chart helps explain the overall mood and tone each color and color combination conveys.

Our colors range from formal to casual and from subtle to vibrant. Set the right mood for your piece of communication.

Use your judgment for how vibrant or subtle, formal or casual the piece is, and then choose a corresponding palette.



Preferred Combinations

Our preferred combinations help you choose the palette that sets the right mood and tone for your communication piece.



Best Practices for Using Text on Color

Provide high contrast. Our communications must be created to be accessible to all.

Ensure that color contrast passes accessibility standards.

Legibility is paramount. Check your color combinations for body copy and headlines.

Accessibility Compliance Levels (Max Ratio 21 : 1)

AAA Pass (7+ out of 21)

AA Pass (4.5+)

AA18 Pass (3+) Large Text Only

DNP Does Not Pass (3-)

Background Color

Text Color

Background Color	WHITE	BLACK	KSU GOLD
Sample Text	✗ DNP	✓ AAA	✗ DNP
Sample Text	✗ DNP	✓ AAA	✗ DNP
Sample Text	✗ DNP	✓ AAA	✗ DNP
Sample Text Sample Text	✓ AAA	✗ DNP	✓ AAA
Sample Text Sample Text	✓ AAA	✗ DNP	✓ AA18
Sample Text Sample Text	✓ AA18	✓ AA	✗ DNP
Sample Text Sample Text	✓ AA18	✓ AA	✗ DNP
Sample Text Sample Text	✓ AA18	✓ AA	✗ DNP
Sample Text Sample Text	✓ AAA	✗ DNP	✓ AA
Sample Text Sample Text	✓ AAA	✗ DNP	✓ AAA
Sample Text Sample Text Sample Text	✓ AA	✓ AA18	✓ AA18
Sample Text Sample Text Sample Text	✓ AA	✓ AA18	✓ AA18
Sample Text Sample Text	✓ AA18	✓ AA	✗ DNP
Sample Text	✗ DNP	✓ AAA	✗ DNP
Sample Text	✗ DNP	✓ AAA	✗ DNP
Sample Text	✗ DNP	✓ AAA	✗ DNP

Stationery and other promotional items

Official Kennesaw State University stationery is purchased through a state contract, managed by the Office of Procurement and Contracting. The contract has been negotiated to provide lower costs and standardize information that's aligned with the university's visual identity. The printing of stationery through other sources, whether internal or external to the university, is prohibited as it violates the parameters of the state-awarded contract.

All colleges, departments, programs and administrative units are required to use the official business stationery package as illustrated on the following pages. Orders for stationery must be submitted through the approved vendor's website. Use of the university's indicia for business reply envelopes and other business uses must be reviewed and approved by the university's postal services distribution center.

The official university's stationery features the master logo on the top.

The official university business package includes:

Business cards

Letterheads

Letter size

Monarch size

Envelopes

No. 10 Business

No. 10 Business Window

Monarch

No. 9 Business Reply

Notepads

Please note, except for the Ph.D. acronym, per the University stationery standards, when referring to titles, buildings, departments, or programs, symbols (i.e. /, &, @, *, #), acronyms and/or initials are not allowed. However, program names can use the Ph.D acronym (e.g. Ph.D. in Business Administration). Job titles must be consistent with the employee's title as they are listed with Human Resources. Phone numbers must appear as they are listed in the KSU Campus directory.

Printing an item that is not a part of the contract is considered a custom order. All custom orders must be submitted for approval to Office of Strategic Communications and Marketing at stationery@kennesaw.edu prior to printing.

For more information concerning stationery and name tag guidelines visit: <https://styleguide.kennesaw.edu/stationery.php>

Name tags

The Kennesaw State's master brand is to be used on all permanent employee name tags and any volunteer name tags used for board meetings, conferences, workshops and other events. Name tag colors can consist of black, gold, gray or white. We have two versions of name tags. Name tag information should only include the Kennesaw State Master Brand logo, the individual's name, and either the college, department or unit name. Brand extension and sub-brand logos will not be accepted. All artwork must be submitted for approval to <https://designapproval.kennesaw.edu/>.

Tablecloths

The Kennesaw State's master brand is to be used on table covers and table runners. Tablecloth colors can consist of black, gold, gray or white. Brand extension and sub-brand logos will not be accepted. College, department and unit information can be displayed under the master brand with the allotted protected space required. All artwork must be submitted for approval to <https://designapproval.kennesaw.edu/>.

Tablecloths will have:

- 55.5" wide horizontal master brand logo centered
- 2.25" clear space below master brand logo
- 1.5" department, unit or college name in Montserrat Medium font centered

If two lines of text are required, leading should be a minimum of 1" between text lines.

Exhibits and displays

The university's brand should be prominently displayed on all exhibit and display materials, including, but not limited to, table-top displays, stand banners, pull-up banners and booth exhibits. In most instances, the official logo should appear on the top or lead panel of the display.

Podium signage

The university's master brand should be prominently displayed on podiums for press conferences, convocations, symposiums and other major presentations and events held on campus. Podium signage featuring the official seal is only to be used by the Office of the President.

Website Design

Publishing standards for official Kennesaw State websites are available through the Kennesaw State University UITS Information Security Office.

Questions concerning issues related to website design, technical aspects of the university website and/or college, department or unit pages should be directed to the KSU Web Content Style Guide at <https://omni.kennesaw.edu/styleguide/>. Questions concerning the use of the university's official logo or other marks should be directed to logos@kennesaw.edu.



Promotional Merchandise

Apparel

The University's master brand and/or approved brand extensions and sub-brands must be prominently placed on the left chest area of uniforms. Uniform colors should be black, gold, gray or white, unless directly influenced by specific industry standards. Additional approved graphic elements may be placed on such apparel, but not as a substitute for the university's approved marks. The location of the University brand on promotion pieces with approved graphics will be considered on a case-by-case basis. All artwork must be submitted for approval to <https://designapproval.kennesaw.edu/> prior to production.

- University logo must be present.
- Logo must be on the left chest if only the logo or graphic are present.
- Department or program name can be located on other areas of shirt, but the university logo must be present.
- If campaign graphic or graphics are used, the appropriate logo can be placed on the sleeve or back of the shirt.
- Black, gold, gray, white are preferred colors for apparel, although alternate colors are accepted if an event or a campaign theme is used.



Non-apparel

Non-apparel items, ranging from pens, stress balls, lapel pins, lanyards, bags, drinkware, etc, commonly have a limited print space. Therefore, we must accommodate based on print space allowed for the product.

- University identity is always required. If print space does not allow enough space for the university logo (preferred), the name of the institution (Kennesaw State University) can be used instead.
- Department/program names and campaign slogans can be featured in other print spaces on the product.
- Tablecloths and name tags have standardized formats. For more information concerning these items please visit https://styleguide.kennesaw.edu/other-uses/environmental_design.php.



Overall Video and Photography Guidelines

Philosophy

Video and photography are inherently connected at Kennesaw State. Whether it's with a single frame or with 24 frames every second, both exist as visual mediums that tell the story of the University.

All video and photography at Kennesaw State University should:

- Tell a story. Our visuals should consistently center on the transformational story of KSU students growing into leaders and the University building its own legacy.
- Be intentional. Visual stories should be created with a strong sense of purpose and consistency. The “look” should intentionally further our story and brand while genuinely seeking to capture our legacy and unique KSU spirit.
- Have a sense of place. We value the visual energy and enthusiasm our campuses radiate and consider this atmosphere essential to successful video and photography.
- Connect with an audience. Our visuals should instantly connect in an authentic and believable way. Images and videos should connect with a student audience, inspire our faculty and staff, and enhance the overall reputation of the University.
- Reflect diversity. Our storytelling should always embrace the myriad of diverse perspectives that strengthen and fuel our institution.
- Be positive. Our visual stories should be optimistic, aspirational, and lift the spirits of our students, faculty and staff.



What are we looking for?

Opportunities

At Kennesaw State, there are a myriad of ways for students to learn and grow as well as many different amenities available to them. Showcasing these opportunities can help tell the story and enhance the brand of Kennesaw State.

Portraits / Perspectives

The passion and energy of our community is far from stagnant and there are many individuals and groups that have interesting stories to share at Kennesaw State. Our work should reflect that spirit and tenacity while focusing on dedication and personality.

Moments of Significance

We believe in the power of the moment as an essential component in visual storytelling. Our approach is rooted in seeking the potential for these moments in each assignment and opportunity.

Spirit

We value and seek out opportunities that celebrate our journey and rise to prominence. Spirited image-making should include nostalgia and growing traditions as well as the excitement that comes with being an Owl.

Research with Relevance

The research happening at Kennesaw State today will leave its mark with a better tomorrow. Our team is dedicated to documenting this important work and the transformative breakthroughs associated.



Video Keys to Success

Upbeat and positive energy

Whether you're selecting music or making casting choices, everything about the production should be geared towards positive and upbeat energy.



Keep it short

Convey information visually so you can keep the dialogue and on screen text as succinct as possible. The average length of your videos should be 3 minutes or less. If it helps, make multiple short videos rather than one long one.

Plan well in advance of delivery

Even short videos can take time to produce. Making plans well in advance of your intended delivery date will give your project its best chance at success.



Get everyone on the same page

Preparing scripts, storyboards, and shotlists ahead of filming will ensure everything goes according to plan.

Action oriented

Utilize camera movement, energetic on screen performances, and creative blocking to convey a sense of energy and passion. Use rails, gimbals, steadicams or handheld techniques to add movement to your frame. Don't film using tripods unless you're filming an interview.



Emotive performances

On-screen characters, whether actors or otherwise, should be encouraged to be expressive and convey a sense of upbeat, positive energy.

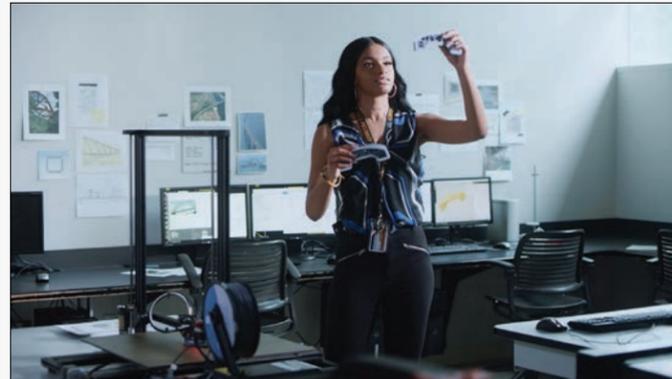


Use KSU Gold as a way to draw the eye

Our branded yellow / gold color is a bright and energetic tone that will grab the attention of any viewer. Don't overuse it, though, as it will conflict with certain skin tones and, when overused, can lose its impact.

Strategically apply high-key and low-key lighting

High-key lighting, where the subject is lit brightly with low contrast, should be favored where you want to convey an upbeat tone, positive message and a sense of openness. Low-key lighting (i.e., high contrast) should be employed in cases where it makes sense for the story or when locations are better suited for it.



Utilize KSU Branded Templates

To ensure brand consistency across all communications, utilize our branded motion graphics templates for titles, intros, outros, lower thirds, and transitions. The templates are available at stratcomm.kennesaw.edu/creative_services/video-services.php.



End with a call to action

Make sure your videos always end with something for the viewer to do so that they can continue their journey with KSU.

Interviews and Messaging

All our videos are created with the intention of delivering a message to a key audience. Therefore, on-screen speakers should always be speaking directly to the audience rather than to someone off-screen. Place interview subjects facing the lens with high-key lighting to ensure a bright and upbeat appearance. Utilizing a teleprompter will ensure that scripted lines are not easily forgotten and that the interviewee is not intimidated staring into a lens.

Technical Standards

It is recommended that you use a minimum 4K resolution camera, or higher, with LOG capability for their superior image quality and versatility. We currently use Canon cinema cameras and Canon R series mirrorless cameras. When filming handheld or on a gimbal, we recommend using a camera with In-Body Image Stabilization (IBIS) or lenses that have Image Stabilization (IS) where applicable. Avoid anamorphic, fish eye or other lenses that may distort the image.

Aspect Ratio: Maintain a horizontal, 16:9 aspect ratio. Vertical video should be reserved for projects specifically made for social media platforms (e.g., Instagram).



Frame Rate: All video should be captured at 23.98 frames per second (fps) when recording talking-head style video or other video which needs an accompanying audio track. When filming B-Roll or non-audio specific video, 59.97 or 60 fps is preferred. Recording off speed at 60 fps or higher is acceptable for slow motion specific video. All videos should be exported and delivered at 23.98 fps.

Resolution: All video should be captured at 4K resolution (3840 x 2160) or higher. Recording at Full HD (1920 x 1080) or higher for slow motion is acceptable. All videos should be delivered at Full HD or higher.

Video Format: Capture formats will vary depending on the camera but video should always be captured in the best quality format available. ProRes and RAW formats (Canon RAW, Blackmagic Raw, Redcode RAW, etc.) are preferred. LOG color space is also preferred (C-LOG 2 & C-LOG 3 for Canon, S-LOG 3 for Sony, and V-LOG for Panasonic). Videos should be delivered as .MP4 (H.264) as a standard to ensure cross platform compatibility. It is recommended that you use Apple ProRes 422 HQ as a standard for mastering.

Exposure Settings: Capture video using a f-stop of f/2.8 or faster when indoors or f/5.6 or faster when outdoors when applicable. Utilize ND filters and circular polarizers when filming outside to help achieve these settings. Ideally, use the native ISO of your camera which will vary based on camera model and settings. As a general rule, an ISO of 400-800 should be used and should not exceed 1600-3200 to avoid grain in dimly lit scenarios.

Shutter Speed: Keep shutter speeds to 180° angle or double the frame rate (e.g., 1/50 for video shot at 23.98 fps).

Color Grading: Generally, we grade our videos in color to replicate and enhance the scene in which they were shot. This typically involves adjusting saturation, contrast, curves, sharpening, secondary color adjustments and vignetting. We also utilize the Quicktime Gamma Compensation LUT to maintain color accuracy when exporting from Premiere. Otherwise, outside of very specific projects or technical requirements, we DO NOT use effects or specialized LUTS. We also do not use black and white nor do we mix black and white and color (selective coloring) in our videos.

Audio and Music: The overall audio level should not exceed -12dB, with the music bed not to exceed around -20dB when under a voiceover or narration track. Audio should be 16-bit minimum or 32 bit float if available. Audio should be recorded at a sample rate of 48 KHz (kilohertz) in WAV format. Music should be licensed for the video's intended use. Different licensing applies to music used for internet based video and TV based video. Use music licensing websites such as Soundstripe, ArtList, Musicbed, and Envato Elements to license music. Always include the specific music license within the audio tracks licensed for future legal reference. Do not use unlicensed music tracks or music sourced from radio, Pandora, Spotify, or Apple Music.

Video Dos and Don'ts

Capture subjects against deep or interesting backgrounds rather than against walls or boring backgrounds.



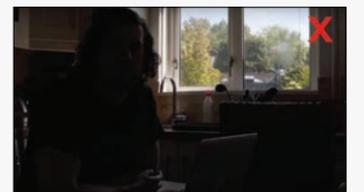
Keep videos in color. Don't use black and white.



Capture subjects at their best. Don't allow subjects to appear unkempt on camera.



Front light subjects. Don't backlight or create silhouettes.



Use KSU branded motion graphic templates. Don't create your own motion graphics or use outdated graphics.



Design Approval for Video

Please note that any videos produced by an outside vendor for public consumption will be required to go through a design approval process with the Office of Strategic Communications and Marketing. Videos are subject to rejection if they do not align with the University's brand and technical standards. Please consult with the Office of Strategic Communications and Marketing prior to hiring vendors to ensure their work will meet the appropriate standards and avoid possible rejection. You can submit videos for design approval at designapproval@kennesaw.edu.

Vendor Selection Criteria for Video/Photography

Not all vendors are created equal and should be selected based on whether their capabilities are a match for your project. Additionally, hiring a vendor may not always be necessary since resources internal to the University may be available to complete your project. **Please consult with the Office of Strategic Communications and Marketing prior to hiring a vendor to see what support can be provided internally first.** In any case,

all video production and photography vendors must go through a review and approval process with the Office of Strategic Communications and Marketing prior to conducting any work for the University and should meet the following criteria:

- Must be able to capture material according to technical standards outlined for video / photography in this document.
- Must be willing to turn over any and all raw footage, images and project files captured or created as part of their work with the University to the Office of Strategic Communications and Marketing.
- Must utilize the University's brand assets (motion graphic templates, logos, etc).
- Must be able to perform work under the guidance of the Office of Strategic Communications and Marketing.

Photography Keys to Success

Strong center of interest

Viewers should be immediately drawn to the essential message or story being portrayed.

Simple background

Always be mindful of busy or distracting elements and objects that can diminish the strength of an image.

Decisive moments

Great moments require planning and patience. Be sure you are ready and in the right spot in anticipation of the peak moment.

Painting with light

Photography is defined as painting with light. Plan daytime shoots early and late to take advantage of the most flattering hues and avoid harsh sunlight by waiting for clouds or finding the shade of a building or tree.

Action oriented

While smiling and saying "cheese" is synonymous with picture taking, it rarely leads to provocative storytelling. Focus your subject on the work they are most passionate about and you'll come away with stronger results.



Technical Standards

Cameras and lenses: KSU Photography uses Canon-branded equipment based on superior color science, ergonomics, image quality and feature sets.

Adobe Lightroom: For day-to-day image toning and preparation, we recommend Adobe Lightroom for its batch processing capabilities and ease of use which helps to work quickly without sacrificing quality.

Lighting: KSU photographers use off-camera strobes and various light modifiers on most assignments. When shooting candidly, where use of flash is not practical, we recommend taking great care to identify areas with quality light, such as windows, while avoiding areas with overly harsh, direct or dark lighting.

Post-processing Effects and Filters: Generally, we process our images in color to replicate and enhance the scene in which they were shot. This typically involves cropping, adjusting color, sharpening, density and vignetting. Outside of very specific projects, we DO NOT recommend the use of effects, filters or the mixing of B&W and color (selective coloring). For extensive post-processing, such as retouching, composites, and specialized photo editing, we use Photoshop to accomplish the desired results.

Camera Settings: We recommend using manual, aperture or shutter priority settings whenever possible. Typically, we use a low/small aperture to blur backgrounds and enhance the center of interest. Shutter speeds should be at least twice the focal length of the lens (eg., a 50mm lens would require a shutter speed higher than 100). The ISO setting will typically help balance the other settings but be careful not to go above ISO 2000.

Resolution: Photos should be captured with a minimum size of 4,000 pixels on the longest side.

Acceptable Shooting Formats: Canon RAW and Canon JPEG

Acceptable Publishing Formats: JPEG and PNG

Photography Dos and Don'ts

Do use off-camera lighting rather than direct light

- Direct light refers to the flash or constant light on top of camera.
- Direct light tends to be harsh and less flattering.
- Use of light modifiers, such as, a softbox, octabox, umbrella or diffuser, are recommended for the main light source, or swivel the light head and bounce it into a nearby white or off-white wall.
- When using flash, use remote triggers to control your light.



Don't use artistic filters

- Images that use filters are not appropriate for official Kennesaw State use.
- Best to preserve natural color and quality of light.
- Avoid stylized filters and presets in mobile devices or editing applications.



Do have a strong center of interest

- KSU photography should have a strong center of interest.
- The center of interest should be where your eye is immediately drawn into the image.
- Be sure to get close to your subject and capture natural moments.
- Consider wide and group/crowd photos when appropriate to illustrate the event.



Don't stretch images

- Improper cropping or sizing can lead to distorted or stretched photos.
- Be sure to constrain proportions of your images when cropping or sizing.



Posing and Styling

- Photograph the subjects in a variety of poses (standing, sitting, leaning), expressions and angles, some looking toward the camera, as well as, some engaging with a task/activity and the other people in the frame.
- Style the surroundings to clean up the space, removing distracting or inappropriate objects.
- The subject should be wearing appropriate attire (garments) for the location, and topic of the image.
- Props should be appropriate to the scene and topic.
- Make sure all safety guidelines are followed for the location or activity.

Photography Guidelines:

Keep model(s) as the main focal point in every shot

- Photograph model forward facing. No back shots of the main subject.
- Prefer model(s) engaged with an activity or the other model(s), but looking to the side is also acceptable. Include a variety of options, looking at the camera and not looking at the camera.
- When appropriate, portray happiness and / or confidence. Other emotions may be appropriate, depending on the circumstances.

Close-up shots

- Leave some space above model's head.
- Images taken from no higher than waist up – include ¾ or full-length when appropriate.
- Include some images of details of the activity.

Shoot models in environment

- Stay away from blank or one-color backgrounds, when possible.
- Images should feature uncluttered backgrounds (walls, blurred city).
- Photos can be in classroom / lab as long as background isn't too distracting (i.e. something we can darken or blur to make model + wings pop).
- Keep a variation of models holding nothing, backpacks, books.

Photograph models mostly standing

- Seated images are acceptable, as long as the above guidelines can still be followed.



- If seated, get model with ample space above, below and on sides.

Simple, solid clothing preferred

- No distracting patterns or off brand logos.
- No competing colors with KSU gold (e.g., bright red, purple).
- Neutral clothing best; include KSU gold where possible.
- Mix in clothing with current KSU logos / emblems.



Group shots

- Everyone in the photo needs to be close enough so a single set of wings behind them makes sense.
- Models can be smiling or laughing at each other, but maintain one subject looking forward, but not at camera.

Program-specific Ads

- Same rules apply. When shooting for the "Find Your Wings" campaign, ensure program-specific images (e.g., violin, paintbrush) doesn't interfere with wing placement.



Miscellaneous

- Keep a variation of models holding nothing, backpacks, books.
- Can be in classroom / lab as long as background isn't too distracting (e.g., something we can darken or blur to make model + wings pop).
- For program-specific ads, same rules apply. Ensure program-specific image (e.g., violin, paintbrush) doesn't interfere with where wings go.

Campaigns Taglines/Slogans

Campaign Marks

A campaign is usually a short-term initiative with a beginning and end date that promotes your organization's service or product. For that reason, in some cases the campaign mark should incorporate the dates that the campaign will run. Always use the campaign mark in conjunction with the university's brand and logo.

University Example:



External Examples:



Tagline and Slogans

Taglines and slogans are similar, but minor differences set them apart. Taglines are more permanent representations of your brand, while slogans can be changed frequently and are often particular to specific campaigns. Both taglines and slogans should be brief and representative of your brand.

University Level:



College Level:



External Example:



Slogan

A memorable and catchy phrase, which captures the overarching theme of a marketing campaign.

University Example:

FIND YOUR HEART

FIND YOUR SUCCESS

External Example:

Where's The Beef? fresh, never frozen

Taglines or slogans should always be used in conjunction with the university brand and logo.

University Example:

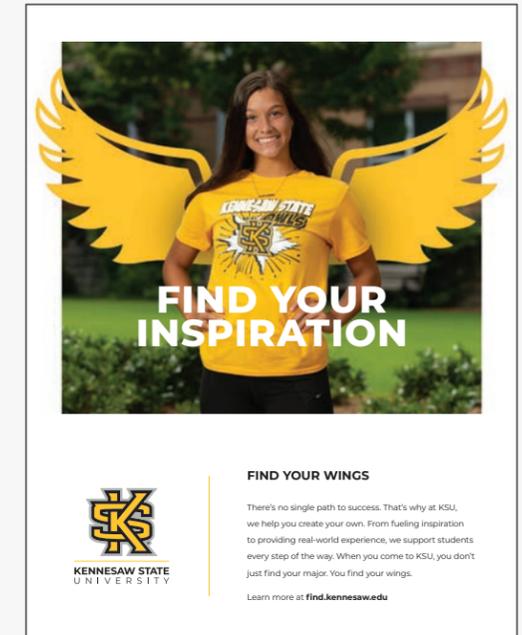


Find Your Wings Campaign

Phase One

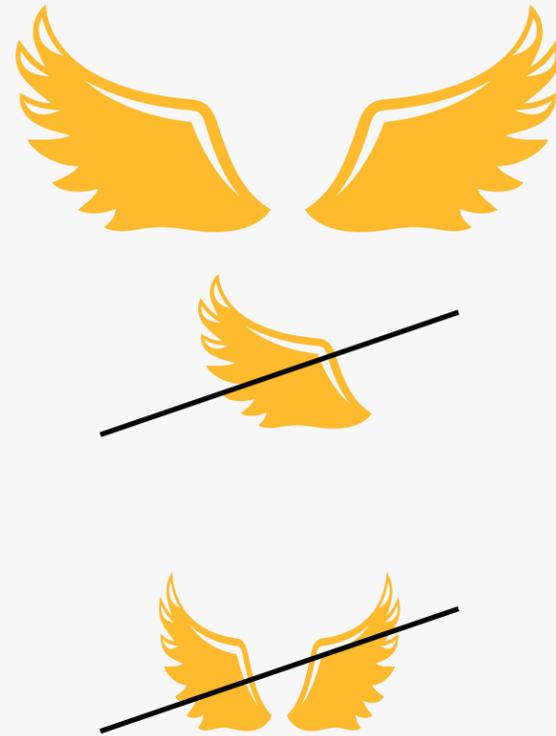
At Kennesaw State, our students find their wings. They find their fit, their inspiration, their community and much more. Our Find Your Wings campaign celebrates all aspects of the KSU experience, so students, faculty and staff can express their KSU pride, and future students can visualize themselves here.

If you want to use campaign visuals or the campaign slogan, please submit a project request at stratcomm.kennesaw.edu.



Wing Usage and Guidelines:

- Always keep wings in Hooty Hoo Gold. No color substitutions.
- Keep wingspan relative to human size.
- Do not use just left or just right wing. Always keep both in image.
- When applicable, span the wings over the sides of the image to reveal over the white.
- Do not stretch or shrink wings horizontally or vertically.
- When used on multiple people, keep left wing on left person and right wing on right person and at same height.
- Always place wings in middle of the back. The wing joint should be closely aligned with the subject's chin.



Typeface:

Montserrat Thin
 Montserrat Thin Italic
 Montserrat Extra Light
 Montserrat Extra Light Italic
 Montserrat Light
 Montserrat Light Italic
 Montserrat Regular
 Montserrat Italic
 Montserrat Medium

Montserrat Medium Italic
Montserrat Semi Bold
Montserrat Semi Bold Italic
Montserrat Bold
Montserrat Bold Italic
Montserrat Extra Bold
Montserrat Extra Bold Italic
Montserrat Black
Montserrat Black Italic

Campaign Slogan

Horizontal Version

FIND YOUR WINGS™

Stacked Version

FIND YOUR WINGS™

FIND

Owls are up for the challenge. They are unpretentious and unexpected, always ready to explore, build and learn together in a spirit of collaboration and discovery.

YOUR

Each Owl comes to KSU with their own background and backstory. We embrace the power of perspectives that drives the creative collisions that bring us together.

WINGS

Together, Owls ascend to new heights – growing, transforming and embracing potential on a path that makes each individual uniquely future ready.

Assets:

Campaign Mark

Use of campaign mark must be approved by The Office of Strategic Communications and Marketing. Submit requests to <https://designapproval.kennesaw.edu>.



Campus Campaign Mark:



Crowd Campaign Mark:



Instagram Story



Social Media Cover Images

Versioned out for Facebook, Instagram, Twitter and LinkedIn.



Logo-Based Video Graphics

Logo-based video graphics to be placed at open and close of video.

Opening Graphic:



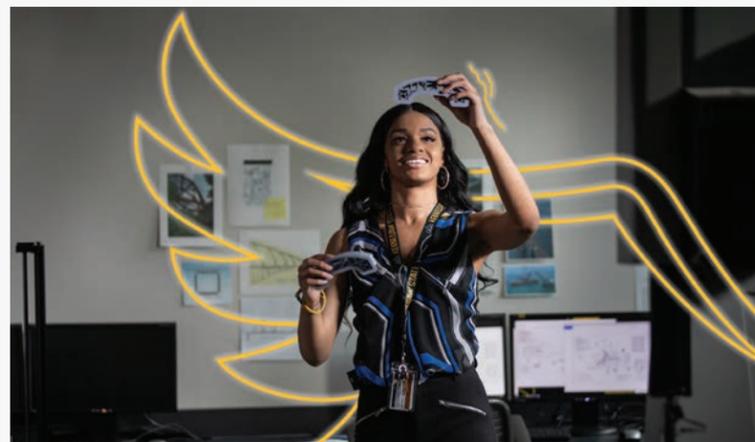
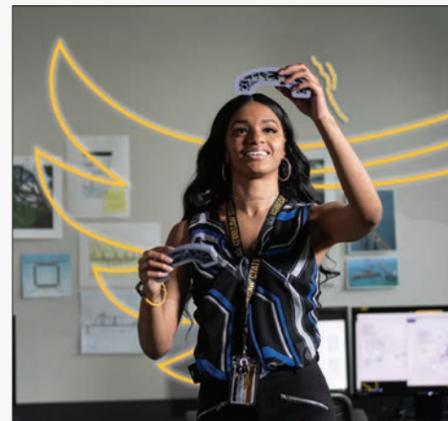
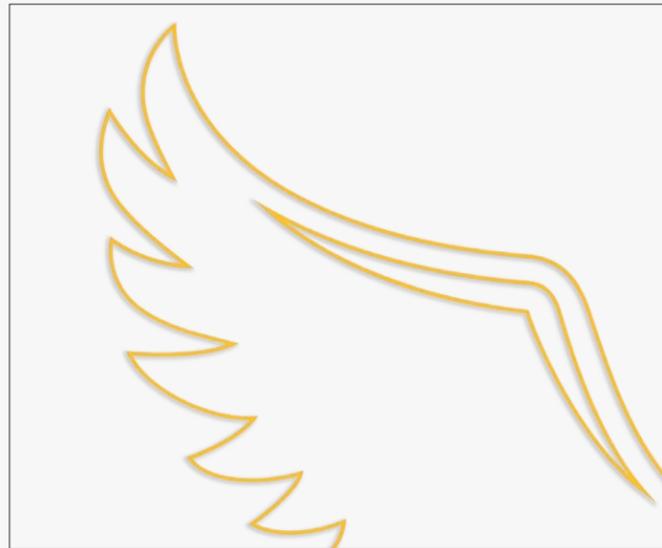
Closing Graphic:



Phase Two

Wing Usage

- Only one wing with glowing effects is to be visible in the background.
- Always keep wings in Hooty Hoo Gold. No color substitutions.
- The wing must bleed outside the viewing area.
- The position of the wing can vary depending on the dimension and usage.



Print Ads



Billboard



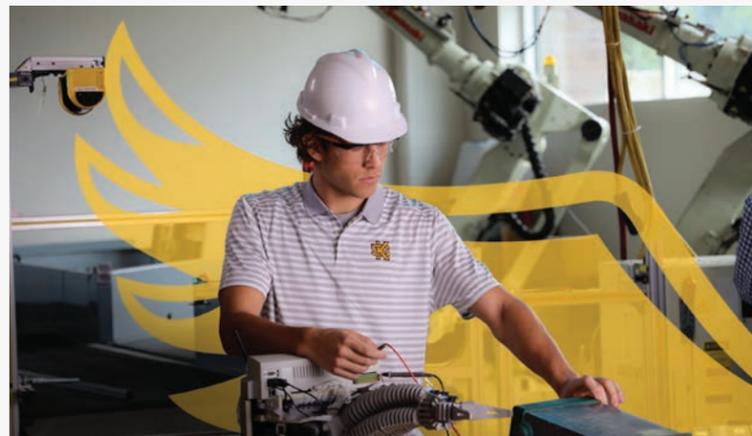
Digital Ads



Phase Three

Wing Usage

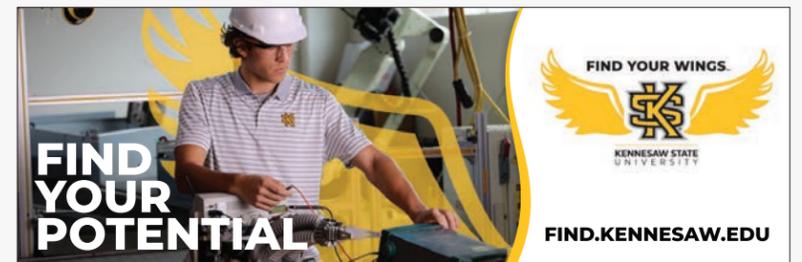
- Only one transparent wing effect is to be visible in the background.
- Always keep wings in Hooty Hoo Gold. No color substitutions.
- The wing must bleed outside the viewing area.
- The position of the wing can vary depending on the dimension and usage.



Print Ads



Billboard



Banners



Value Proposition Worksheet Continued

Benefit

What the customer gets as a result of your offering; how the customer feels when they choose KSU. It can be emotional or rational, but an emotional benefit is harder for competitors to duplicate. Some value propositions will include both an emotional and rational benefit. The benefit should include only the elements that are most differentiating and compelling to your target.

Benefit

Reasons to Believe

These are the “proof points” — what you have that allows you to deliver the offering and related benefit. The reasons to believe should link directly to the offering and benefit.

Reasons to Believe

Creating a Campaign

Evaluate your message – will it stick?

□ Simple:

One powerful statement.

□ Unexpected:

Generates interest and curiosity.

□ Concrete:

Uses human actions and sensory information.

□ Credible:

Backed by data and / or facts.

□ Emotional:

Audience "feels" something.

□ Story:

Brings the key message to life.

1. Start with your **value proposition**.

- Does your overall business value proposition apply?
- Do you need to write one specifically for the service or program you're promoting?

2. Complete a **creative brief**.

- Are your objectives, audience and key messages tightly focused?
- Be as specific to your audience as possible.

3. Determine your **general approach** and select **specific touchpoints**.

- What is the life expectancy of your campaign and its components? What will be the frequency of your communications?
- Based on your audience, desired outcomes and budget, which touchpoints will be most effective?
- How do your touchpoints work together? How can you leverage existing channels and mediums?
- Do you have a solid foundation in place? Do you have current content and active links? Are your email lists current? Do you have the analytics to measure what you want to measure?
- Who is the team you will need to develop creative? Who are your subject matter experts? Who will need to review and approve your work?

4. Build the **components** of your campaign. Use the following **questions to guide development**:

- Does the creative deliver against your creative brief?
- Does your messaging align with KSU's purpose or vision?
- Is the brand tone and personality reflected?
- Are your messages clear and memorable? (see sidebar)
- Do you have a clear call to action?

5. **Measure your results**.

- Were your communication objectives met?
- Did you build brand awareness? Change attitudes? Generate leads? Increase engagement?

Creative Brief

Client:

Main Contact:

College / Department:

Project Name:

Project Description:

Requirement:

What do you require?

Purpose:

Why is this wanted? What do you want to achieve in the short term, in the long term?

Target Audience:

Who do you want to reach?

Benefits:

What is the single most important benefit that will appeal to your target audience? Why is this important? What are the secondary benefits?

Proposition:

What is the key statement that summarizes the main benefit of your service?

Estimate / Budget:

Before beginning work, a budget should be provided and / or an estimate agreed upon.

Timing / Approvals:

When does this need to be implemented? Who needs to be part of the approval?

Notes

stratcomm.kennesaw.edu

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