



**KENNESAW STATE
UNIVERSITY**

Brand Guidelines

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Our Brand

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 KSU 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 & 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

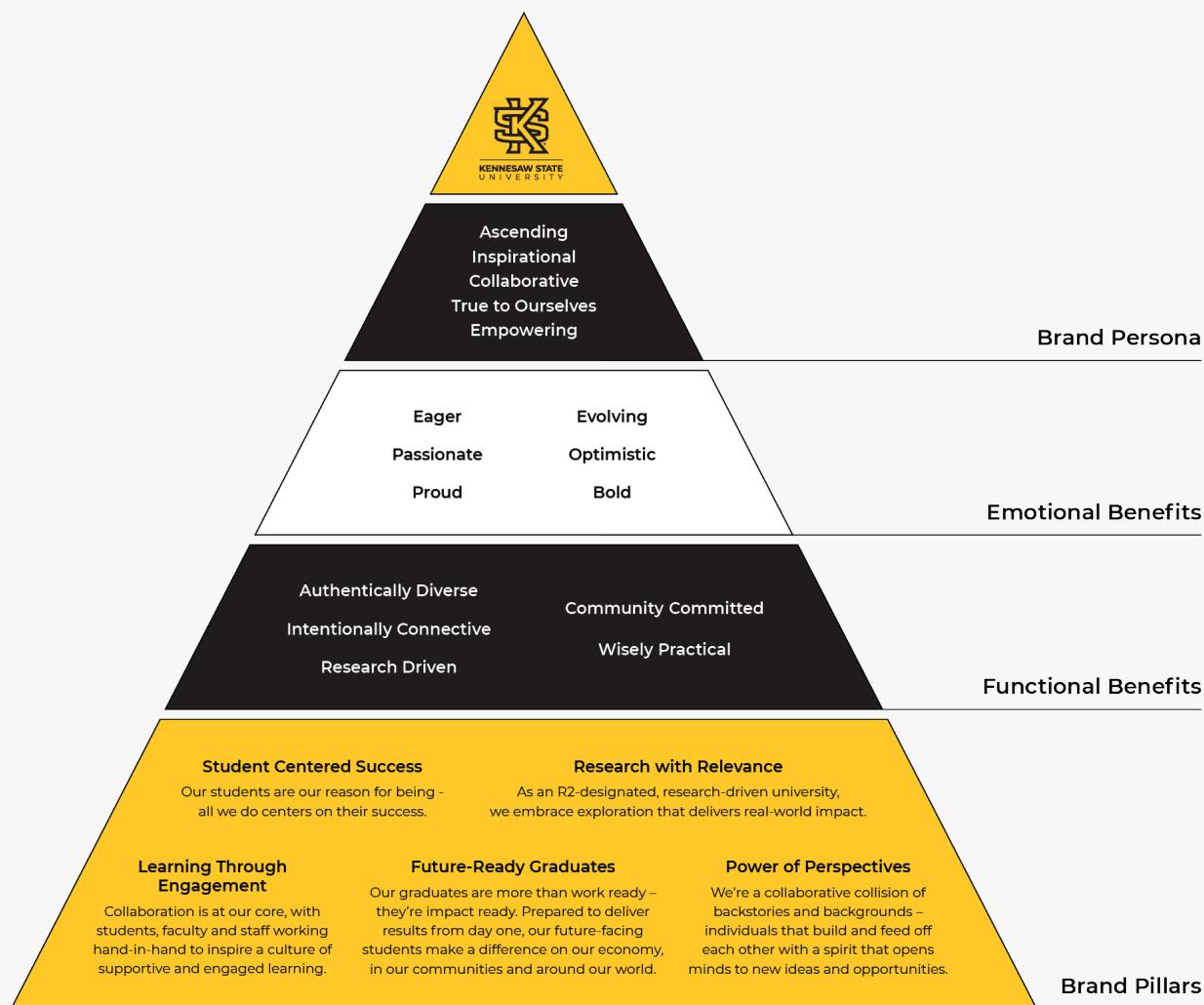
The KSU experience consistently exceeds the expectations of incoming students. Our "hidden gem" reputation rings true in the eyes of students, parents and partners.

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

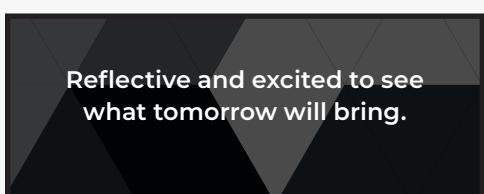
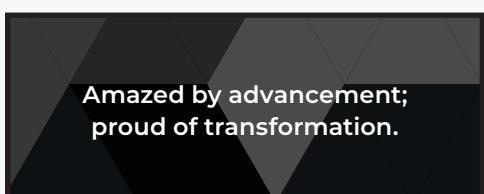
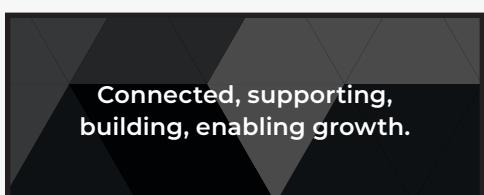
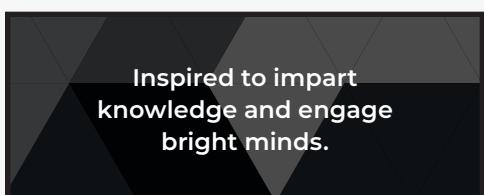
We're an Experience Brand.

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.

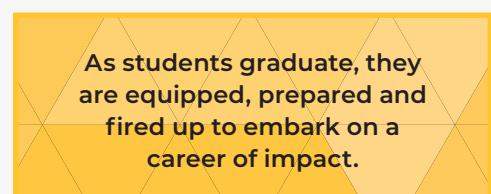
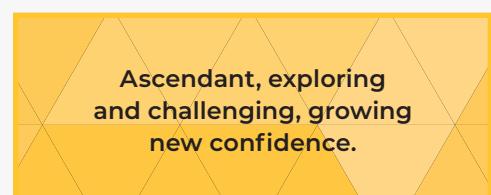
Our brand is delivered and defined by our talented faculty, administration and staff who make students the center of their universe. That's why it's so important for us – the stewards of the KSU brand – to understand the brand essence so we can do our part to help deliver elevated experiences and consistency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

Brand Experience Map

Employee



Student



Excited



Engaged



Empowered



Accomplished

Brand Tone & 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



Kennesaw State University provides...

a uniquely accessible university experience that brings together students from a range of backgrounds to enable the creative collisions that help deliver on the promise that through hands-on academic rigor and exploration, students can set their own life's trajectory to climb higher and fully realize their potential.

So our students, faculty, staff, alumni and community gain...

a connected and inspired commonality with the vision, empowerment, courage and commitment to positively impact our world.



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've got 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.

Benefit: 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.

Examples:



FIND YOUR INSPIRATION

FIND YOUR WINGS

There's no single path to success. That's why at KSU, we help you create your own. From fueling inspiration to providing real-world experience, we support students every step of the way. When you come to KSU, you don't just find your major. You find your wings.

Learn more at find.kennesaw.edu

KENNESAW STATE UNIVERSITY

FIND YOUR WINGS

Learn More

KENNESAW STATE UNIVERSITY

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.

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**.

Logos

Master Brand

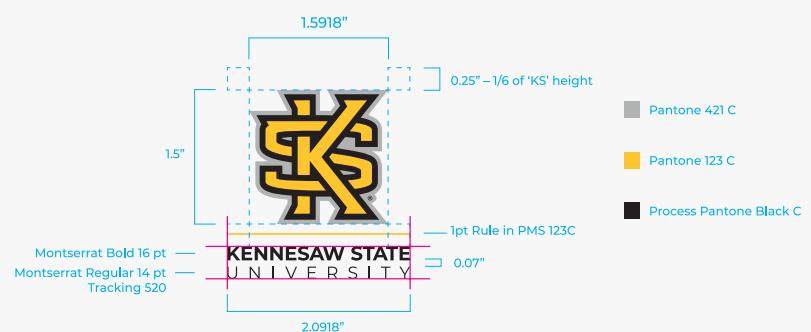
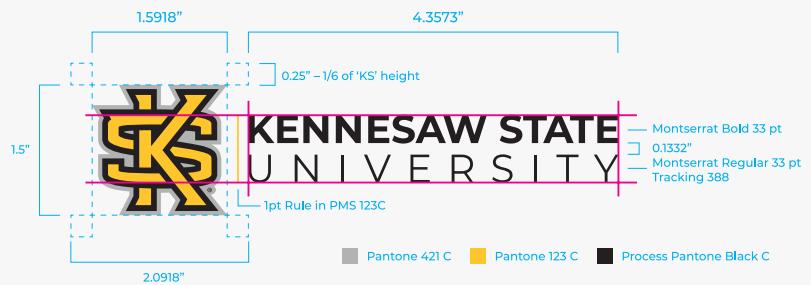
University-level monogram / logo.



KENNESAW STATE
UNIVERSITY

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.



Brand Extensions

College, offices and administrative-unit monograms.

College:



**KENNESAW STATE
UNIVERSITY**

SOUTHERN POLYTECHNIC
COLLEGE OF ENGINEERING AND
ENGINEERING TECHNOLOGY



**KENNESAW STATE
UNIVERSITY**

SOUTHERN POLYTECHNIC
COLLEGE OF ENGINEERING AND
ENGINEERING TECHNOLOGY

Department:



**KENNESAW STATE
UNIVERSITY**

DIVISION OF GLOBAL AFFAIRS



**KENNESAW STATE
UNIVERSITY**

DIVISION OF GLOBAL AFFAIRS

Sub Brands

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

College:



**KENNESAW STATE
UNIVERSITY**

WELLSTAR COLLEGE OF HEALTH
AND HUMAN SERVICES
*Certificate in Nonprofit Management
and Social Innovation*

Department:



**KENNESAW STATE
UNIVERSITY**

DIVISION OF GLOBAL AFFAIRS
International Programs in Tuscany

In cases of affiliate brands, the logos must have equal representation. Artwork that includes affiliated brands must be submitted for approval to the Office of Strategic Communications and Marketing at <https://designapproval.kennesaw.edu/>. Approval must be received prior to printing, manufacturing and distributing.

Logo Versioning

Full Color (Preferred)



Full Color, White Words



Two Color



Black (One Color)



White (One Color)



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.



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.

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.

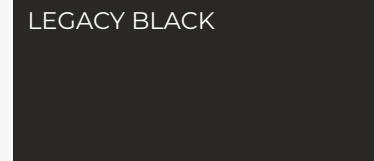


PANTONE 123C

CMYK: 0, 24, 95, 0

RGB: 255, 198, 41

HEX: #ffc629

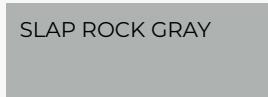


PANTONE BLACK C

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.

MARIETTA BLUE

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

GEORGIA SKY

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

CAMPUS GREEN

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

Vibrant Warm Colors

PHANTOM PURPLE

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

LEANING MAN

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.

HONORS BLUE

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

PARLIAMENT BLUE

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

JOLLEY LILAC

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

TALON BRONZE

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.

HORNED OWL

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

CHASTAIN BLUE

PANTONE 7457C
CMYK: 18, 0, 5, 0
RGB: 187, 221, 230
HEX: #BBDD6

MOUNTAIN BEIGE

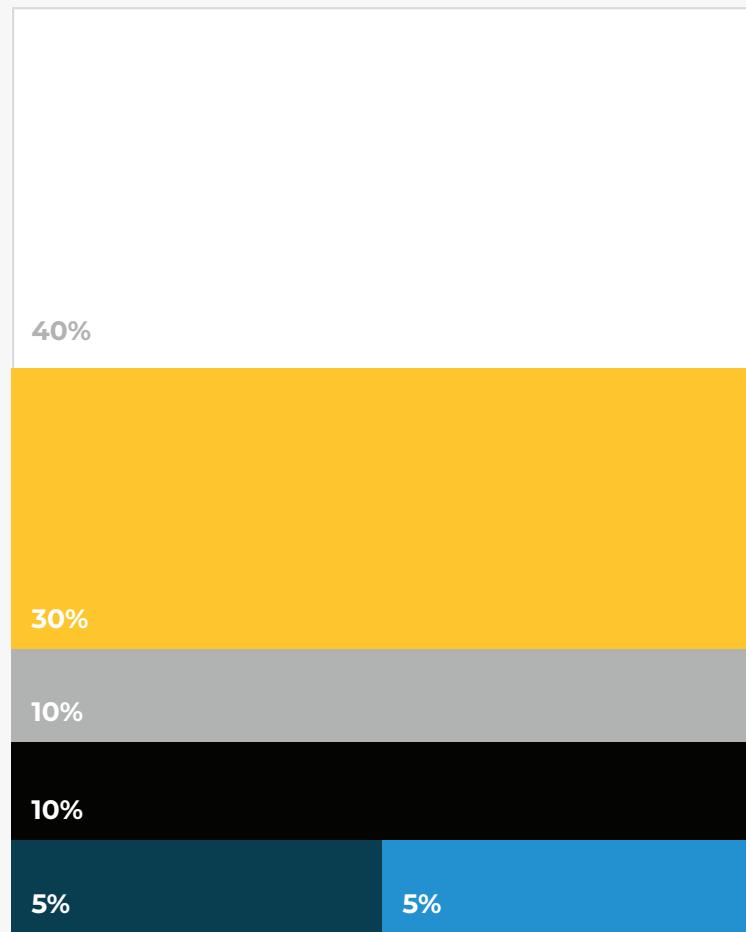
PANTONE 7499C
CMYK: 1, 2, 24, 0
RGB: 241, 230, 178
HEX: #F1E6B2

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:

KENNESAW STATE UNIVERSITY

QUICK FACTS

37,760 ENROLLMENT

Undergraduates 34,493 Graduates 3,267

R2 CLASSIFICATION

2nd Largest Engineering School in GA

TOP 10 DEGREES AWARDED

- Psychology
- Integrative Studies
- Communication
- Management
- Computer Science
- Accounting
- Marketing
- Finance
- Nursing
- Criminal Justice
- Mechanical Engineering

#1 ONLINE MBA PROGRAM IN THE STATE

13 COLLEGES

155 GEORGIA COUNTIES REPRESENTED

GRADUATE INFORMATION TECHNOLOGY PROGRAM IN THE STATE

Julia Ayers, julia.ayers@kennesaw.edu

FIND YOUR POTENTIAL

FIND YOUR WINGS

We are student-centered, offering full-time, part-time, online and hybrid graduate programs that deliver the skills you need to become the leader you want to be.

Coles College is among the TOP 2 PERCENT of business schools worldwide accredited by the AACSB International.

Full-Time

- Master of Accounting
- Master of Science in Healthcare Management and Informatics*
- Master of Science in Information Systems
- Doctor of Philosophy (Major Business Administration)
- Executive Master of Business Administration
- Master of Business Administration
- Master of Science in Information Systems
- Online Master of Business Administration (WebMBA)

Part-Time

- Master of Science in Healthcare Management and Informatics*
- Master of Science in Information Systems*
- Master of Science in Healthcare Management and Informatics*
- Online Master of Business Administration (WebMBA)**

Hybrid* and Online**

- Master of Science in Healthcare Management and Informatics*
- Master of Science in Information Systems*
- Master of Science in Healthcare Management and Informatics*
- Online Master of Business Administration (WebMBA)**

KENNESAW STATE UNIVERSITY
COLES COLLEGE OF BUSINESS

Learn more at: colescollege.com/gradprograms

*Hybrid is a combination of in-class and online coursework. **Online has no in-class coursework.

Conveying Mood and Tone

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

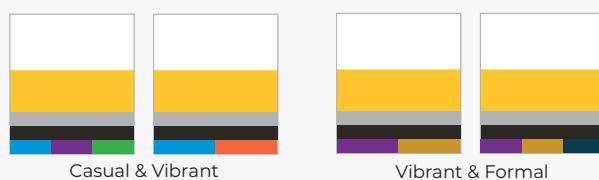
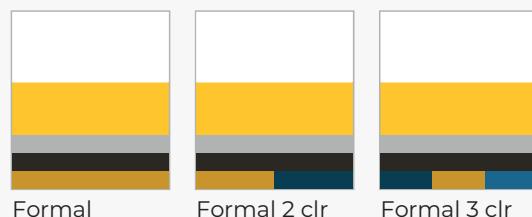
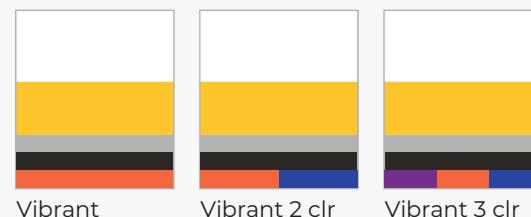
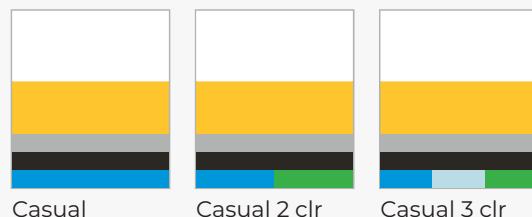
Our colors range from formal to casual and from subtle to vibrant. Set the right mood for your piece of communication.

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-)

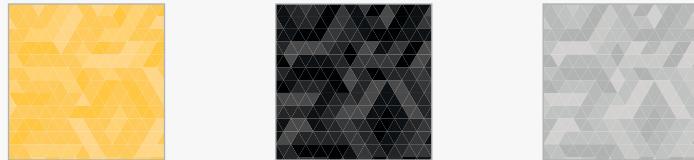
	Background Color	Text Color		
		WHITE	BLACK	KSU GOLD
Sample Text		✗ DNP	✓ AAA	✗ DNP
Sample Text		✗ DNP	✓ AAA	✗ DNP
Sample Text		✗ DNP	✓ AAA	✗ DNP
Sample Text Sample Text		✓ AAA	✗ DNP	✓ AAA
Sample Text Sample Text		✓ AAA	✗ DNP	✓ AA18
Sample Text Sample Text		✓ AA18	✓ AA	✗ DNP
Sample Text Sample Text	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

Best Practices for Using Pattern Art

Patterns throughout the various brand applications can add a sense of depth and dimension to any communication piece. Use these patterns sparingly and thoughtfully.

Under no circumstances should any of these patterns become the predominant graphic element for any school, center, institute or department.

KSU Geometric Pattern



Owl Eyes



Owl Flight



Owl Wings



Word Cloud



Icon



Diagonal



Pillars



Values



Typography

Typefaces

Kennesaw State University's brand uses two typefaces: Montserrat and Source Serif Pro in all their weights.

For the web and digital defaults, Arial is recommended as a common system font to manage compatibility issues for shared electronic documents.

Primary 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

Secondary Typeface

Source Serif Pro Extra Light
Source Serif Pro Extra Light Italic
Source Serif Pro Light
Source Serif Pro Light Italic
Source Serif Pro Regular
Source Serif Pro Italic

Source Serif Pro Semi Bold
Source Serif Pro Semi Bold Italic
Source Serif Pro Bold
Source Serif Pro Bold Italic
Source Serif Pro Black
Source Serif Pro Black Italic

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 13 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.



Other Logos

Seal

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



Alumni



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.



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

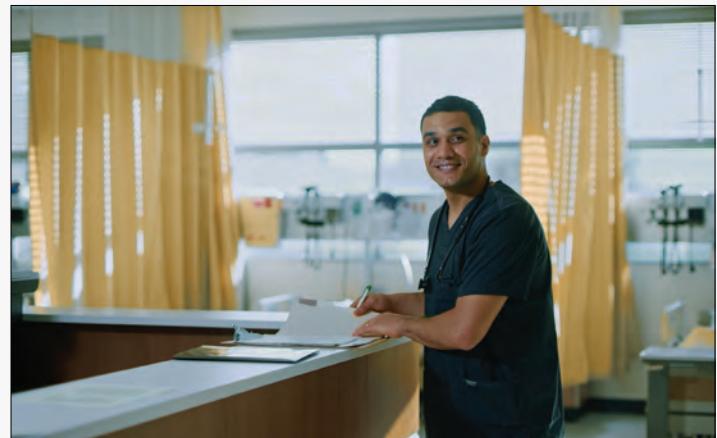
Utilize camera movement, energetic on screen performances, and creative blocking to convey a sense of energy and passion. Use rails, gimbals, steadicams or handheld techniques to add movement to your frame. Don't film using tripods unless you're filming an interview.

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.

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

Cameras and lenses: It is recommended that you use Canon, Blackmagic, Red, or Arri camera systems for their superior image quality. We use EF or RF mounts for compatibility with Canon lenses. 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). 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). Recording off speed at 60 fps or higher is acceptable for slow motion. 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. RAW formats (Canon RAW, Blackmagic Raw, etc.) are preferred. 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. Utilize ND filters when filming outside to help achieve these settings. Ideally, an ISO of 800 will be used and should not exceed 1600 to avoid grain.

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.

Video Dos and Don'ts

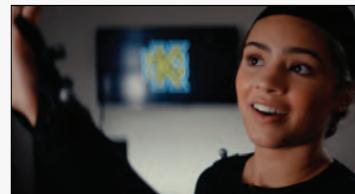
Capture subjects against deep or interesting backgrounds rather than against walls or boring backgrounds.



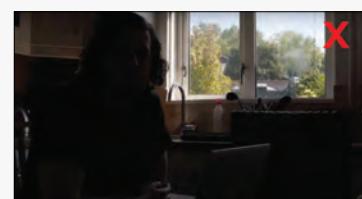
Keep videos in color. Don't use black and white.



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 distractive 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).

Camera Settings: We recommend using manual or aperture priority settings whenever possible. Typically, we use the lowest/smallest aperture available to blur backgrounds and enhance the center of interest. Shutter speeds should be at least twice the focal length of the lens (ex. 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 1600.

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

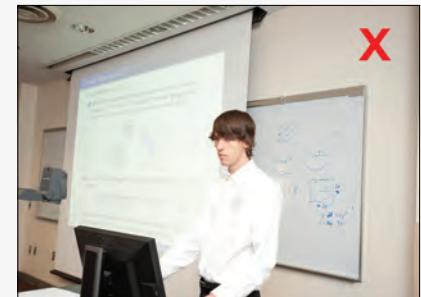
Acceptable Shooting Formats: Canon RAW and Canon JPEG

Acceptable Publishing Formats: JPEG and PNG

Photography Dos and Don'ts

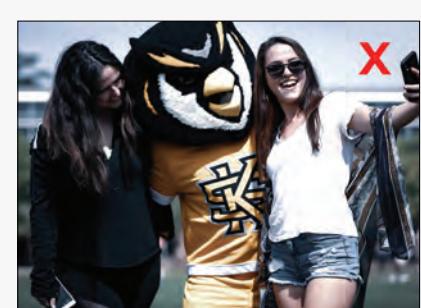
Do use off-camera flash rather than direct flash

- Direct flash refers to the flash on top of camera
- Direct flash tends to be harsh and less flattering
- Use remote triggers to control your flash or swivel the flash head and bounce it into a nearby wall



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 always 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



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



Find Your Wings Campaign

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.



FIND YOUR INSPIRATION

FIND YOUR WINGS

 KENNESAW STATE UNIVERSITY

There's no single path to success. That's why at KSU, we help you create your own. From fueling inspiration to providing real-world experience, we support students every step of the way. When you come to KSU, you don't just find your major. You find your wings.

Learn more at find.kennesaw.edu



FIND YOUR WINGS™

 KENNESAW STATE UNIVERSITY

[Learn More](#)



FIND YOUR COMMUNITY

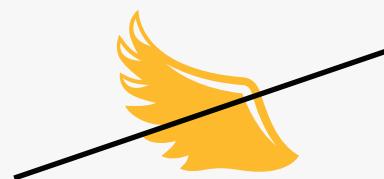
find.kennesaw.edu

FIND YOUR WINGS™

 KENNESAW STATE UNIVERSITY

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 Medium Italic
Montserrat Thin Italic	Montserrat Semi Bold
Montserrat Extra Light	Montserrat Semi Bold Italic
Montserrat Extra Light Italic	Montserrat Bold
Montserrat Light	Montserrat Bold Italic
Montserrat Light Italic	Montserrat Extra Bold
Montserrat Regular	Montserrat Extra Bold Italic
Montserrat Italic	Montserrat Black
Montserrat Medium	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.

Photography Guidelines:

Keep model centered in every shot

- Always shoot model straight on, facing camera. No back shots.
- Prefer model looking at camera, but to the side is also acceptable.
- Always portray happiness and / or confidence.



No close-up shots

- Leave at least a foot of space above model's head.
- Shots taken from no higher than waist up – include legs if possible.

Shoot models in environment

- No blank or one-color backgrounds.
- Shots should feature uncluttered backgrounds (walls, blurred city).



Shoot models mostly standing

- Seated shots acceptable as long as the above guidelines still apply.
- If seated, get model with ample space above, below and on sides.

Simple, solid clothing preferred

- No logos or distracting patterns.
- 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 shot needs to be close enough so a single set of wings behind them makes sense.
- Less strict on looking at camera – can be smiling or laughing at each other, but maintain one subject looking at camera if makes sense.



Miscellaneous

- Keep a variation of models holding nothing, backpacks, books.
- 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).
- For program-specific ads, same rules apply. Ensure program-specific image (e.g., violin, paintbrush) doesn't interfere with where wings go.

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:



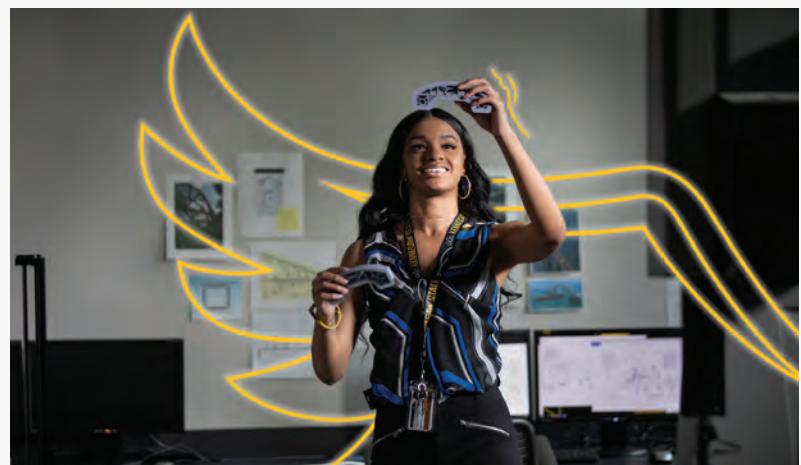
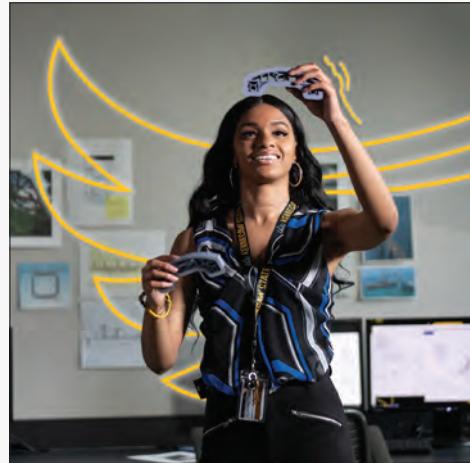
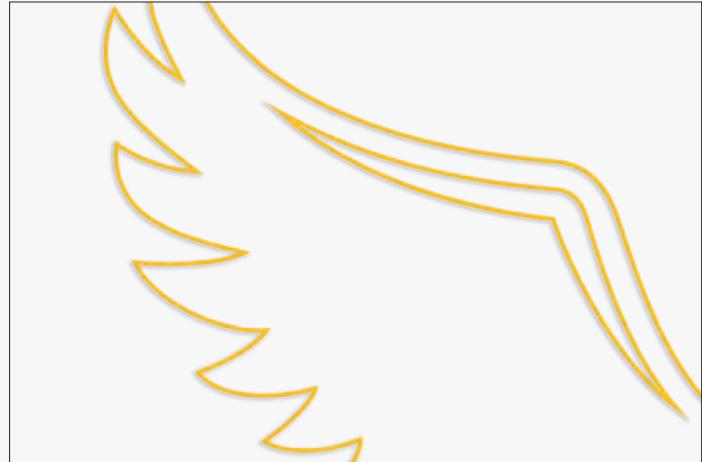
Closing Graphic:



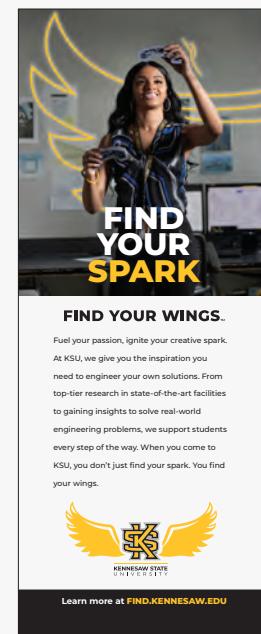
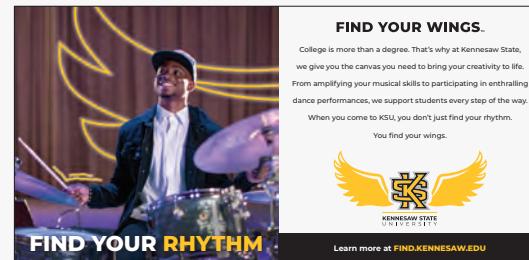
Phase Two

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



Writing a Value Proposition

Value propositions created for the college, program or department should link to the university value proposition where relevant. They should appeal to your customers' strongest decision-making drivers and include benefits differentiated from competitors.

Target

Should contain a “demographic” description and insight into their attitude/thinking. The “attitude” should pass the test of opposites — make sure it is specific and that there is a group of people with the opposite attitude. For example, you wouldn’t use “mothers who love their children” because the modifier applies to all mothers and doesn’t differentiate the target. Writing a good target is about making choices that focus your marketing efforts. It isn’t the only customer you sell to; it’s the “bull’s-eye.”

Offering

This is the tangible expression of what you deliver. What you’re offering, your product or solution.

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.

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.

Value Proposition Worksheet

Target

Offering

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